

HOW TO REPURPOSE CONTENT FOR

Fame & Fortune

BLOGCAST FM
BACKSTAGE

EXPERT'S GUIDE

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STRATEGY VS HEADACHE

We believe that there are two types of content creators, those that think like media companies and those who bang their head against the wall wishing for someone to end the pain.

You don't want to bang your head against the wall, do you?

Instead of creating brand new content day after day with no end in sight, we recommend the following strategies to increase your traffic and start selling your content.

Or, as we like to say, repurpose your content for fame and fortune!

EXISTING CONTENT

The following strategies are for people who have existing bodies of work in the form of a blog. If you do not have a blog, or are just getting started, skip ahead to the next section to see our recommended strategies.

Top 10 = 10 Different Posts

Take a popular list post from your archives (e.g. Top 10 Strategies We Can Learn From The Honey Badger) and expand upon each point as new blog posts or compile them together as a product.

This works because the content has already been proven to be popular (hence the “popular” part of “take a popular list post from your archives”) and is much easier to write about than coming up with a brand new topic. Plus, you can link the new posts back to the original list.

Popular Post to Audio (or Video)

Take one or more of your popular blog posts and record an audio version of you reading them out loud.

Boom! Audio product!

Alternative: Record them with your webcam. Boom!

Video product!

The cool thing about this strategy is that it opens the door up to putting your content in a podcast format or on YouTube (or other video sharing site). By moving your content into additional channels, you increase the chance that new people will find you.

Fame.

Popular Posts into ebook for opt-in

Compile a group of your most popular posts on a given topic. Put into an ebook and offer as an opt-in for email subscriptions.

This plays into the psychology of how people view online content. When people encounter a blog post or article, there is only a certain level of authority they're willing to extend to the content. But when that same content has had the time and care applied to it that is necessary in creating an ebook, it lends it credibility that a blog post never has.

Optional: Instead of offering it as an opt-in for email subscriptions, perhaps you might want to sell it. Just a thought.

Popular Posts to Worksheet

Compile a group of your most popular posts on a given topic. Write out a list of worksheet style questions related to each post. Put into an ebook and offer as a paid product.

This has even more power than just an ebook of your content because it allows people to become involved with your content and gives you a chance to lead them to success.

Alternative: You could create PDFs of the worksheets and offer them as downloads on your site in exchange for email subs or for free for marketing purposes.

Popular Posts to newsletter

Compile...blah blah blah (if you haven't gotten the point that you should be focusing on your popular posts, then I'm guessing you are only skimming this guide. STOP DOING THAT!).

Edit the content down to the specific points and format it for newsletter reading. Schedule each out in MailChimp (or whatever) and create a newsletter subscription campaign. Offer your content as a multi-week campaign on honey badgers (or a more appropriate topic based on your actual content).

Questions from comments to posts

Search your comment section for questions that you responded to.

“How do I do this?” you ask. Finding questions in your WordPress comments is easy...use the search function in your comments dashboard and search for a question mark! I know, cool right?

Back to the questions. Can you compile a few of your answers under a given topic? Write a series of posts based on a Q&A format. If not, can you justify referring to them as your Top X Questions and THEN answer them? Put them into a new post / ebook / audio / newsletter campaign / see-previous-suggestions-in-this-guide / etc.

Quotes to Pinterest

Pull quotes that you've made either on your site or through your social media outlets. Match up with cool imagery from a Creative Commons safe site and create some motivational style pics. Put them in a post and encourage some Pinterest action.

Bonus: Add a **NON-OBNOXIOUS** watermark of your URL on these in case the link gets broken at some point.

Quotes to Twitter via Buffer

Use BufferApp.com and schedule out quotes from people in your niche. Make sure to list their Twitter profile in the tweet so that they see it...and hopefully re-tweet it.

Option: Consider combining this strategy with the previous one of creating Pinterest style imagery. Only, instead of them being YOUR quotes, you now are focusing on others.

A large, light grey number '2' is positioned on the left side of the page, partially overlapping the text area. It has a thick, rounded font style.

SEMI-NEW CONTENT

Don't have an large, existing body of work? This section is great for you. (It's also great if you DO already have a body of work.) They do require a tad bit more work than the previous strategies, but trust us...they work!

Notes

Do you take notes in Evernote? A paper notebook? Moleskine? (If not, why not?! How do you keep track of all your awesome ideas? Sorry, let's get back on track.) Go back through your notes and identify content that you could compile into a single project. Instead of using it as a blog post, use it as an ebook for an email sub campaign or even a paid product.

Caution: A lot of times when we take notes, we are pulling quotes from others' content. Make sure to not do a copy/paste of your notes but actually put the information in your own words.

Someone else's list post

Find someone else's List Post and expand on each of the items as an individual post or compiled together as a product. This could be used for your own content as well as a logical offer for a guest post.

Bonus: If you think the person is approachable, writing on each item and putting it together in an ebook and THEN approaching the person could be a cool JV product. You do the work but benefit from their audience.

Crowdsourcing for unknowns

Ask your social network for their favorite UNKNOWN content creator in your niche. Compile the authors into a “Top X recommended bloggers you might not know about” post.

Warning! Do NOT compile a list of people that everyone already knows. This is a rookie mistake. Nothing is more insulting to seasoned vets in your audience than seeing a blatant kiss-ass post. (Yes, we just called it what it is.) Instead of insulting your audience, bring them value by introducing them to new or unknown resources. If you make a list of A-Listers, we will make fun of you and release a pack of honey badgers in your neighborhood.

Crowdsourcing for inspiration

Use the previous strategy and then actually read each of the bloggers sites. (GASP!) Take notes like a madman...or madwoman!! Review your notes and see how you can leverage this new found knowledge into your own posts or products.

Option: If you do go the product route with this strategy and your product has some meat to it, consider approaching the blogger(s) you were inspired by and see if they would like to join you in promoting your product.

Crowdsourcing for quotes

Ask a question on Twitter/FB/Quora/Geocities and compile the answers into a single blog post. Make sure to identify WHO said the quote. (The “existing” content here is what others wrote...ya, it’s a stretch but I always like this idea)

Alternative: You could do this with celebrities/historical figures/etc and compile more famous quotes on a topic too. We’ve done this numerous times and have always had great success.

Infographic

You know those infographic things we see everywhere?

At the bottom of most of the well-done informative ones you can often find links to their data sources.

Re-read that last sentence and let it sink in for a moment.

Now that you know where to find that really information, target infographics that target your niche (especially ones that go viral!) Look at the data sources. Is there data there that you could write about on YOUR site? It doesn't have to be an infographic, but just using hard core data gives you a more authoritative article or product of your own.

LAST WORDS

We just covered a ton of practical strategies we use on a regular basis. This isn't a guide of theoretical advice, these are actual things that you can do and have worked for us! Each of these strategies are commonly used by the big boys and girls in the media world. The whole point is that every time you create something, you need to maximize that effort by building upon that work, not starting brand new each time.

Note that in each of the strategies, you could do multiple things with minimal effort (at least minimal in comparison to creating a new piece of content off the top of your head). Just think, your blog posts could become:

- Email Newsletter Series

- Ebooks
- Audio products
- Worksheets
- Blog posts
- Guest posts
- JV Products
- Social Media Campaigns

Regarding products, remember that just because you've given away content for free as a blog post doesn't mean that you lose rights to making money from it when you convert it to a different format. With a little bit of effort, you can often curate your own content and create something entirely new.

Ok, time to stop reading and get to work. Go, get you some Fame and Fortune!

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This guide was written by Srinivas Rao and David Crandall of Blogcast FM. We'd love to know how you've used the strategies in this guide in your quest for fame and fortune.

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