

REPURPOSING CONTENT

BRAINSTORMING
WORKBOOK



SADIE LANKFORD

WHO THE HECK IS THIS CHICK?

Hey, there. My name is Sadie and I'm the creator of [Slap Dash Mom](#). SDM is a lifestyle blog that has had a long journey on finding its place, and has finally settled on covering a handful of topics and leaving the rest alone. That's where repurposing content comes in.

I did a content audit a few months ago. I went in and deleted and redirected over 500 posts so I could narrow my focus and really deliver for my readers. [VABlogTraining.com](#) was born, and that is where my "how to blog" posts are hosted. For so many years I had tried to be everything to everyone when my real passion has always been helping others with blogging and working from home. I've breathed life into my old content with repurposing!

Some of the ideas and tools mentioned in this workbook might not make as much sense if you're a newbie blogger. Once you've started your brainstorming process, do some research on things you want more information on. For example, if the phrase "content audit" made you scratch your head, Google "why do a content audit" or "content audit blog" to find out more. Doing just a little legwork here and there will help you produce amazing results. Trust me on this one. Now let's get to work.

BENEFITS OF REPURPOSING CONTENT

There are many benefits of repurposing content! I love repurposing into different mediums because everyone likes to absorb information in a different way, right? Some prefer video while others (like me!) prefer text. Some like a mix of both. Whatever your readers love, discover it by repurposing your content.



Repurposing content can give you a boost in regards to SEO (Search Engine Optimization). Create a landing page based on the keyword(s) you're targeting.

Link to your repurposed content on the landing page while providing value to your audience. Sit back and watch the Google Juice flow!



Repurposing content while using a different medium for delivery means two things: the content gets in front of a new audience, and it gets in front of your regular readers AGAIN but in a different way. This way it really sinks in. Repetition is reinforcement of your message.

FINDING CONTENT TO REPURPOSE

It's going to require a little legwork, but repurposing content isn't as difficult as creating it was. Log into your Google Analytics account and see which evergreen posts are in your Top 10. Bam. You now have ten posts to repurpose.

Look through the categories on your blog. Which ones have the most content? Select your top category and build a landing page based on the content in said category. From there, you can add new content and link to it on the landing page. Combine all the content into an ebook or a podcast series.

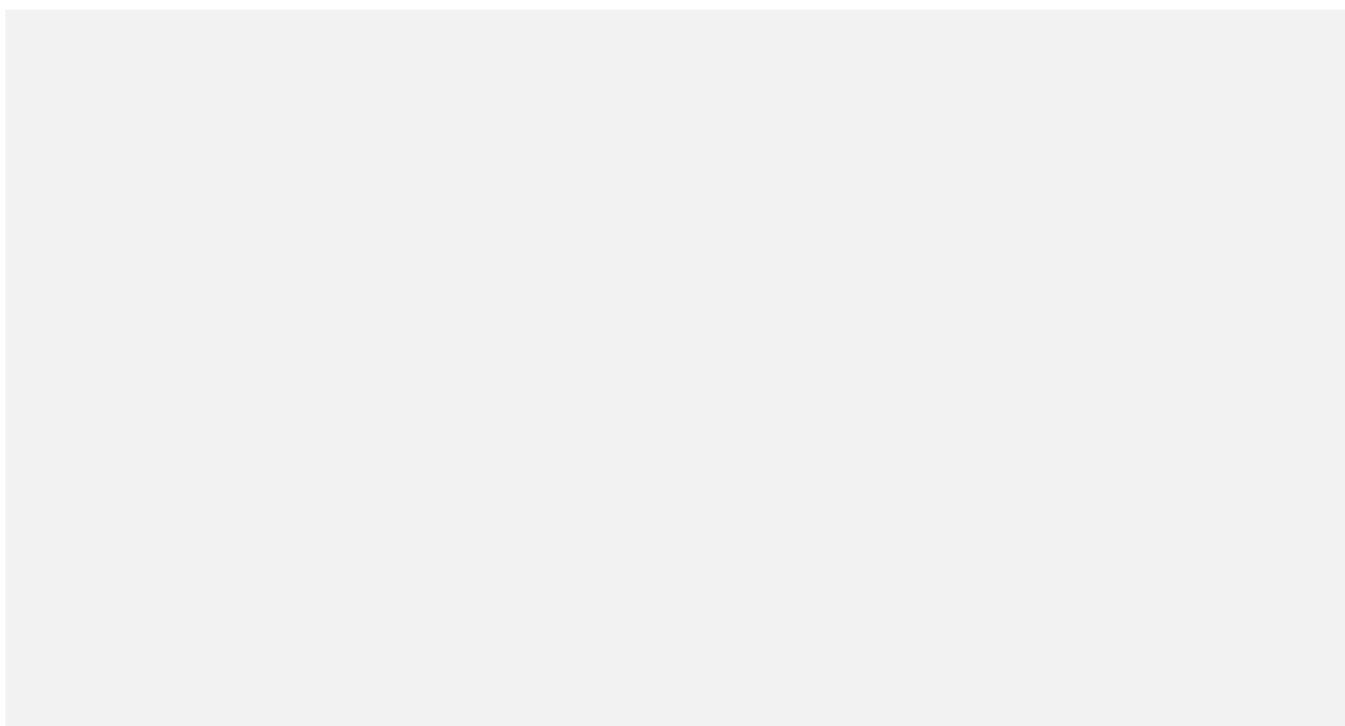
Do you have list posts? Consider creating a new post for each item on the list. For example, if you have a "Top 10 Beaches in San Diego" post, do a whole new post for each beach and make that original post the landing page by linking to the new articles within.

REPURPOSING FOR NEWSLETTERS

Create a drip campaign (email series). For my blog I might create a (free or paid!) mini newsletter course titled 7 Days to Landing Your First Client. Many of my readers are Virtual Assistants (or aspiring to become one), so it would be a great way to serve my audience, right?

Instead of having to come up with all new content, I'll just take some old blog posts, add to them, and send them out in a 7 day drip campaign via MadMimi.

Now, I want you to brainstorm your own ideas in the box below. How can you repurpose your content and turn it into a newsletter? Who are your readers and how can you serve them?



REPURPOSING FOR PODCASTS

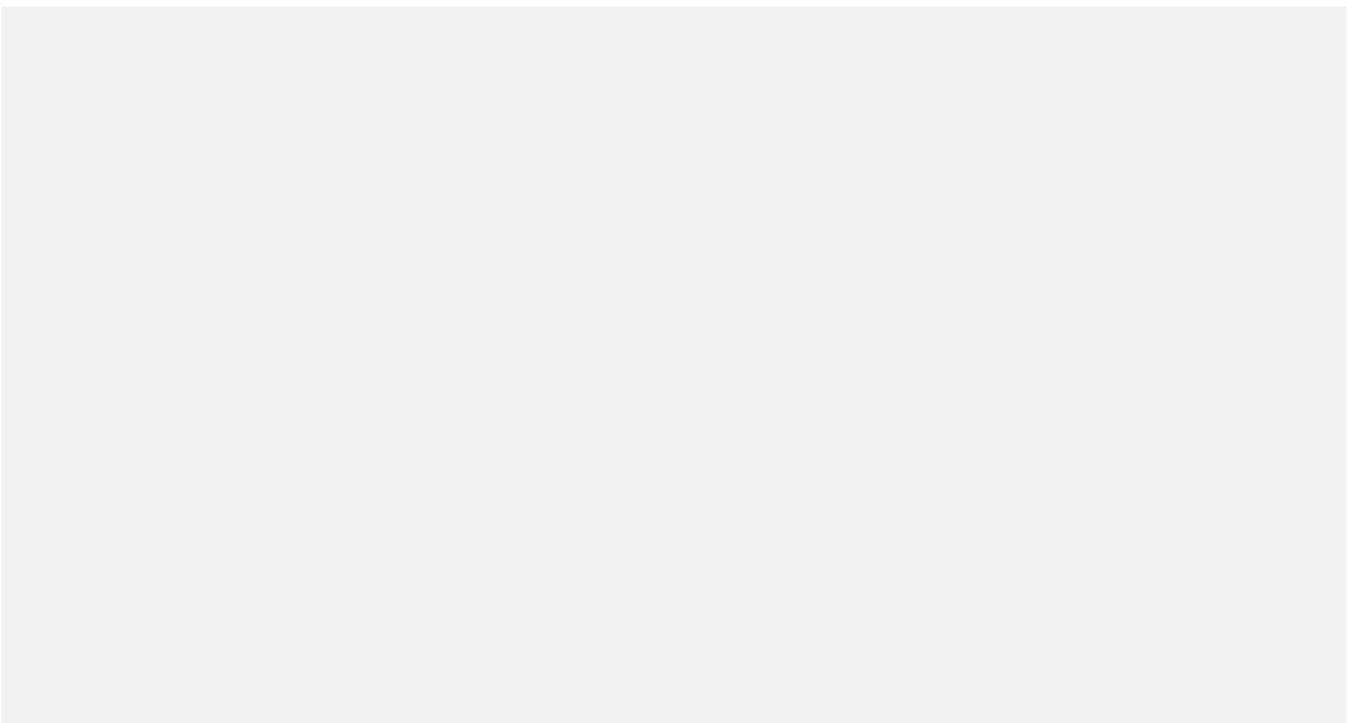
Repurposing for podcasts is something that takes a little more work than emails do, for two reasons:

If you hate how you sound or are not great at speaking, you might not like creating a podcast.

You'll still need to transcribe the podcast afterwards, which is extra work. However, you can hire a Virtual Assistant to do this for pretty cheap.

Again, instead of having to come up with new content you're just going to rework the stuff that's already on your blog.

How can you repurpose your content and turn it into a podcast? Jot some podcast ideas down.

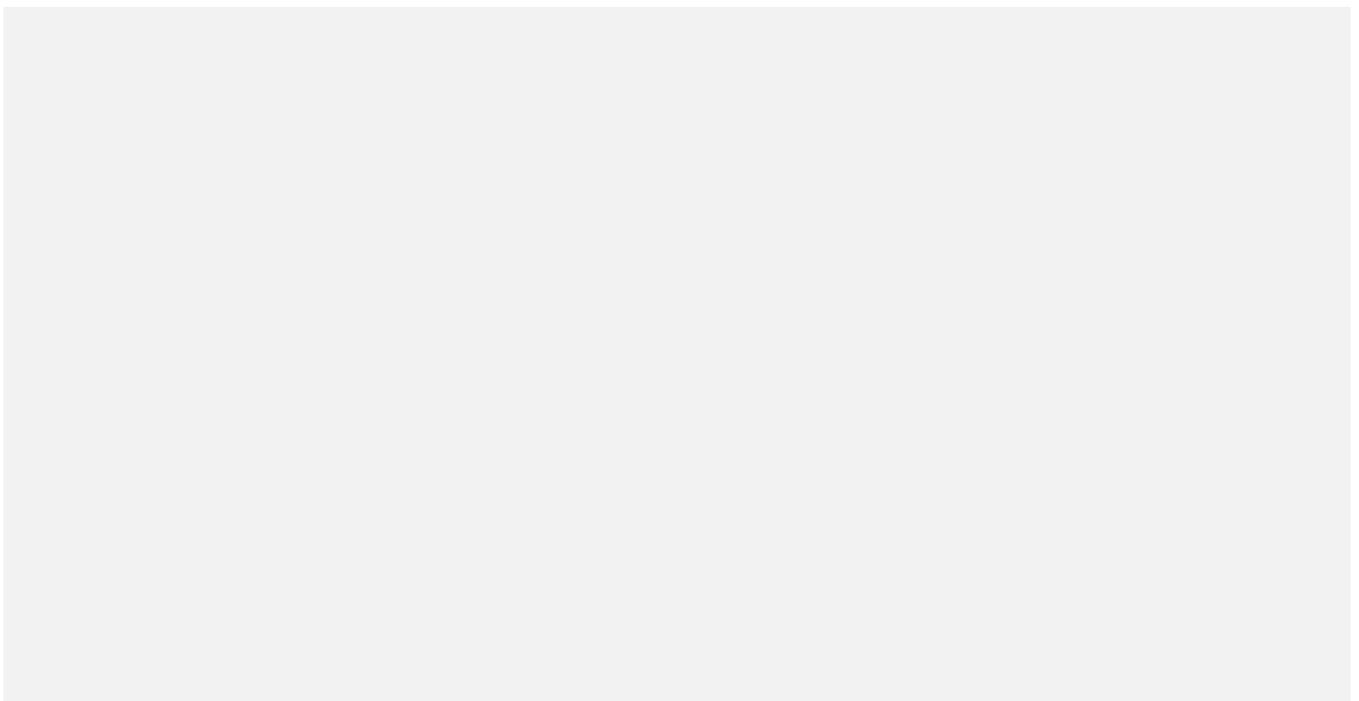


REPURPOSING FOR EBOOKS

Repurposing for ebooks is one of my favorite things to do! Depending on how long you want your ebook to be, you could craft it out of the information in 3-5 blog posts. If you have 10, that's even better. It'll take a little organization, but it's worth it in the end because you can either sell the ebook or offer it as an opt-in incentive for your email list. Win-win, baby!

With ebook creation (I use Canva), you'll want to add some "meat" alongside your blog posts. You'll need to reformat and organize everything, too. Don't just slap a few blog posts together and call it an ebook. I will hunt you down.

How can you repurpose your content and turn it into an ebook? Jot some ebook ideas down.

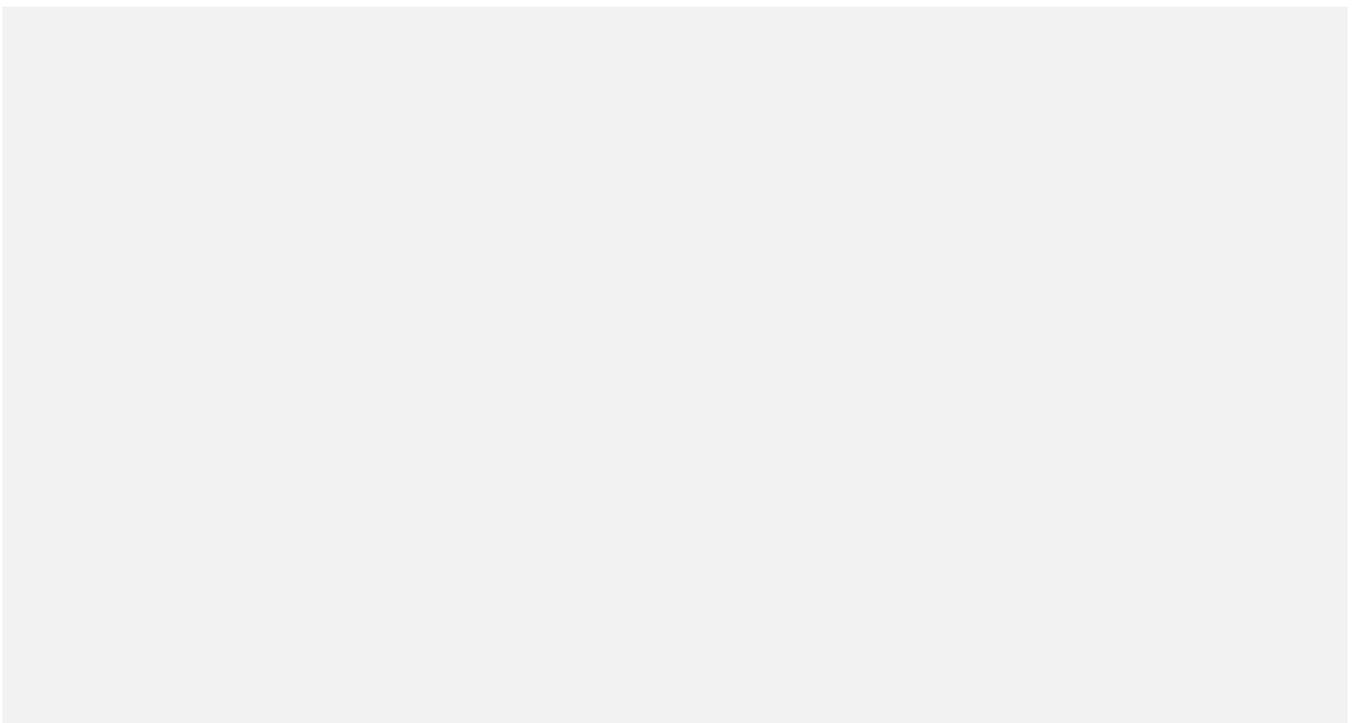


REPURPOSING FOR VIDEOS

Repurposing for videos is also something that takes a little more work for those of us who are not as technically inclined. Videography is not my strong point, by any means, so I haven't repurposed my blog posts into videos yet.

However, that doesn't mean you can't. In fact, **YOU SHOULD!** Why? Because so many bloggers are too afraid to take that leap (or too lazy, ehem), which means you'll be a trailblazer.

How can you repurpose your content and turn it into a video series? Will you be doing tutorials, educating, or just being funny? Jot some ideas down in the box below to get brainstorming!

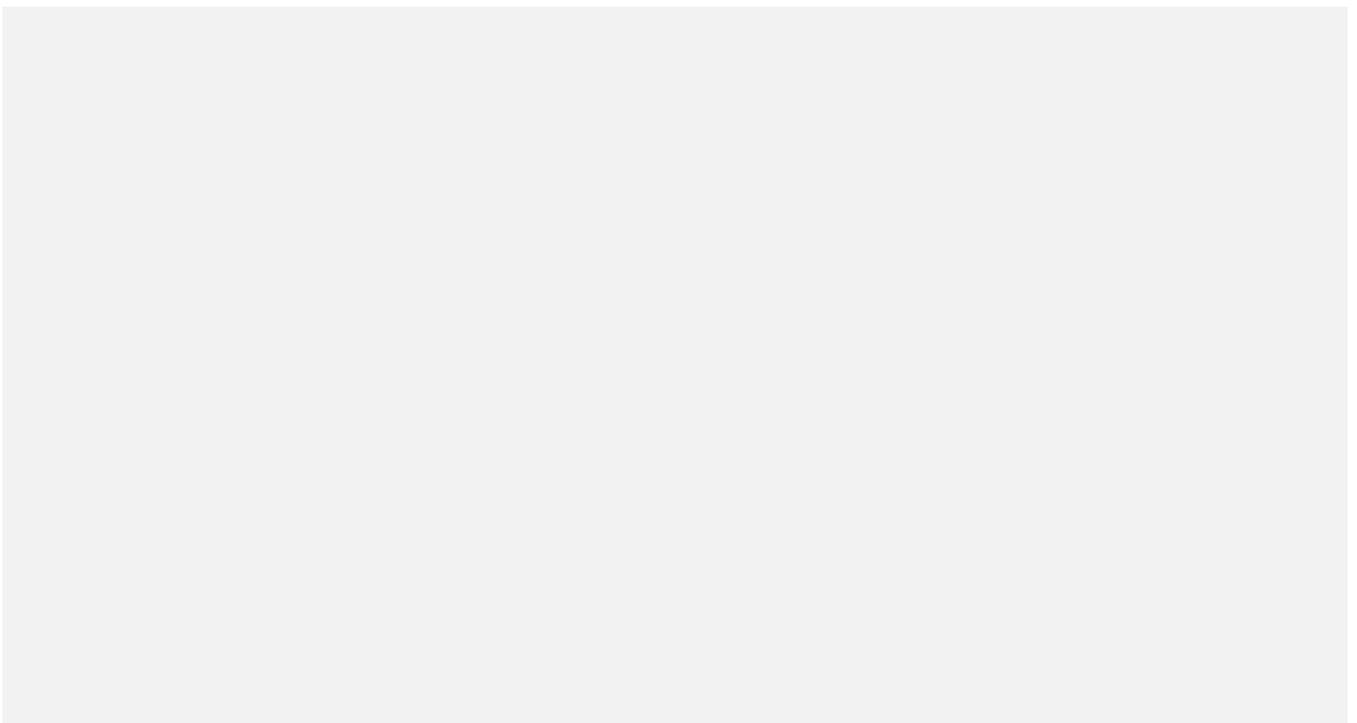


REPURPOSING FOR WEBINARS

Webinars are kinda like videos, and kinda not. Think about it like this: if a podcast and a slideshow had a baby, it'd be a webinar. If you haven't attended one yet, I recommend trying some out before hosting your own.

Now, don't get me wrong, webinars aren't easy by any means BUT I didn't say all ways of repurposing content were easy now did I? Keep in mind that you'll want to create about 80 slides for a 60 minute webinar. That's LOTS of content.

How can you repurpose your content and turn it into a webinar? What can you teach your audience? Come up with a few ideas and jot them down in the box below.

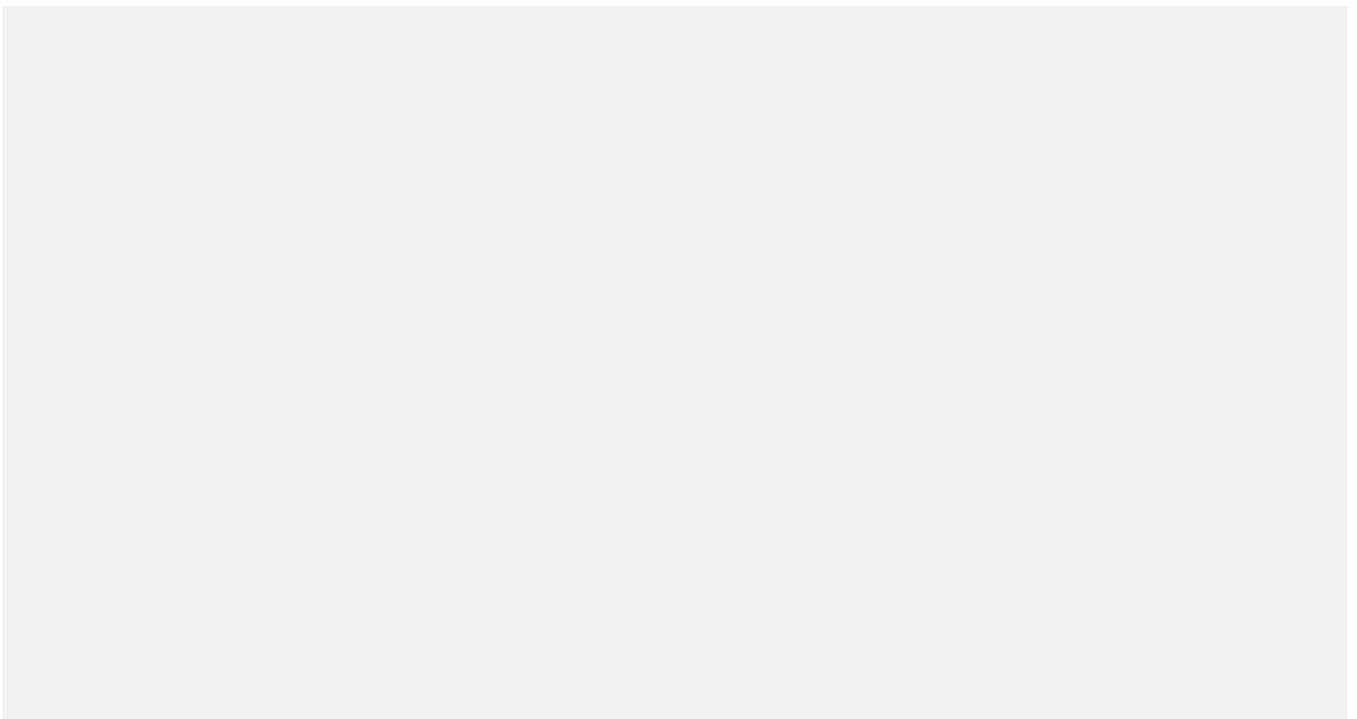


REPURPOSING FOR GUIDES

The Ultimate Guide to Blogging. Ah, doesn't that have a nice ring to it? My readers would love it! A guide is a more in-depth post, and could also be somewhat of a landing page.

Say you have a series of 5 posts about how to get started with blogging, how to make money with your blog, etc. Take a few snippets from each of those posts, add a few screenshots and resources, and it becomes The Ultimate Guide to Blogging. It can also serve as somewhat of a landing page, because you can link to your other blogging posts within it. Turn it into a PDF and it becomes the perfect opt-in freebie to grow your email list.

How can you repurpose your content and turn it into an ultimate guide? Brainstorm below.



BONUS: REPURPOSE FOR COURSES

Online courses are a LOT (lot!) of work, but I wanted to include the idea in this workbook because it's something you can work on down the road if you're not ready for it right this second.

If you write about the same topic quite often, you're probably somewhat of an expert on it and could turn it into a profitable e-course. To get started, brainstorm some ideas in the box below and then take ALL of the blog posts you have on this topic and organize them in a spreadsheet or doc. Each title can be a new module! From there, you'll want to create screencasts and/or videos, slideshows, etc. but this is just a jumping off point.

What do you love enough to teach an e-course about? (Besides chocolate.)

DON'T GET OVERWHELMED!

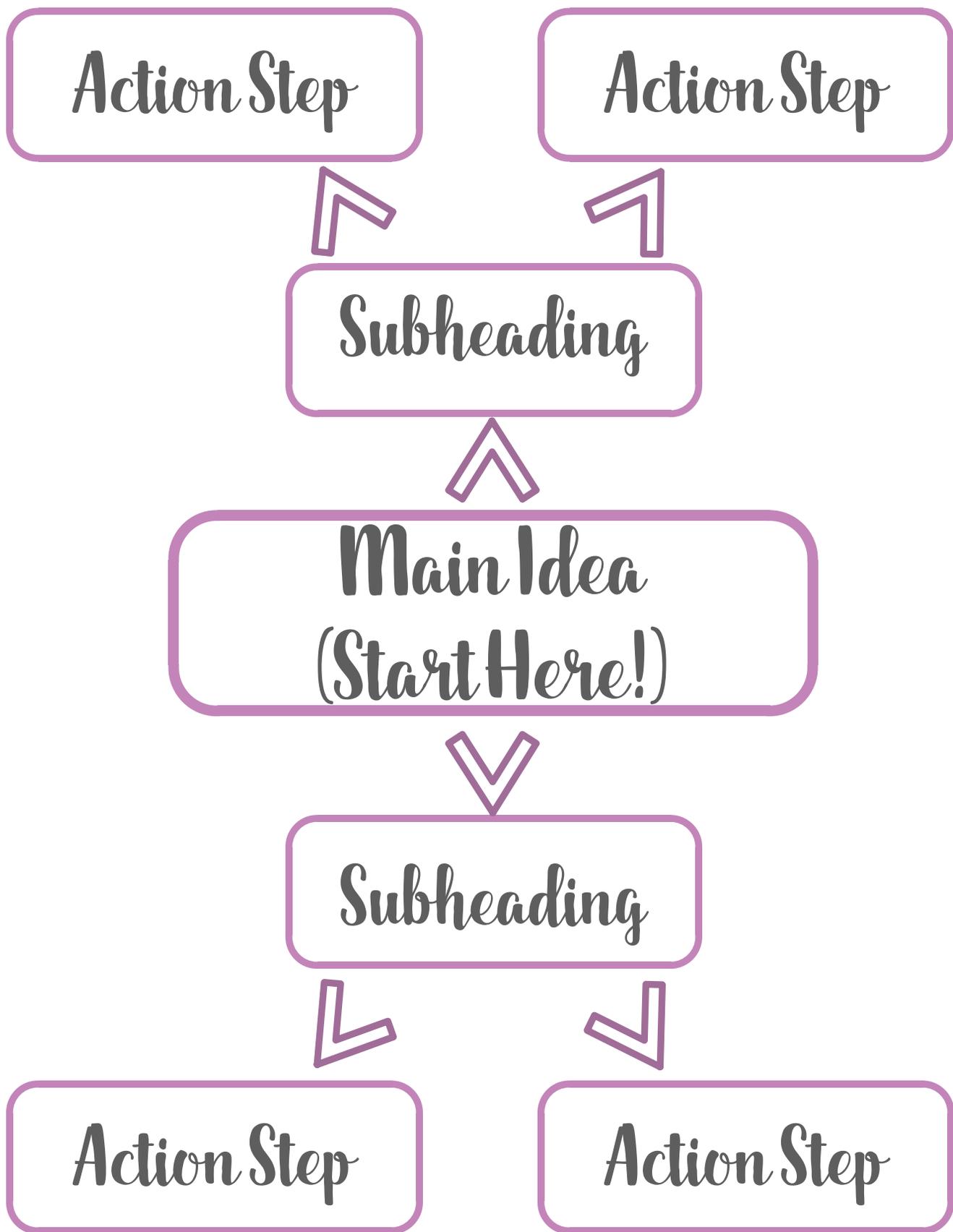
Now is the time to narrow it all down. Take your top 3 ideas and write them in the box below. Expand on one each week by repurposing your old blog content and turning it into an ebook, a podcast series, or whatever else you've written down during your brainstorming session! The key is to move forward. Sooner not later. Actually, **now**.

ONE

TWO

THREE

MINDMAP LAYOUT IDEAS



IDEA: Ultimate Blogging Podcast

Affiliates

Ad Networks

How to
Monetize

Blogging
Podcast

How to Grow

Social Media

Guest Post

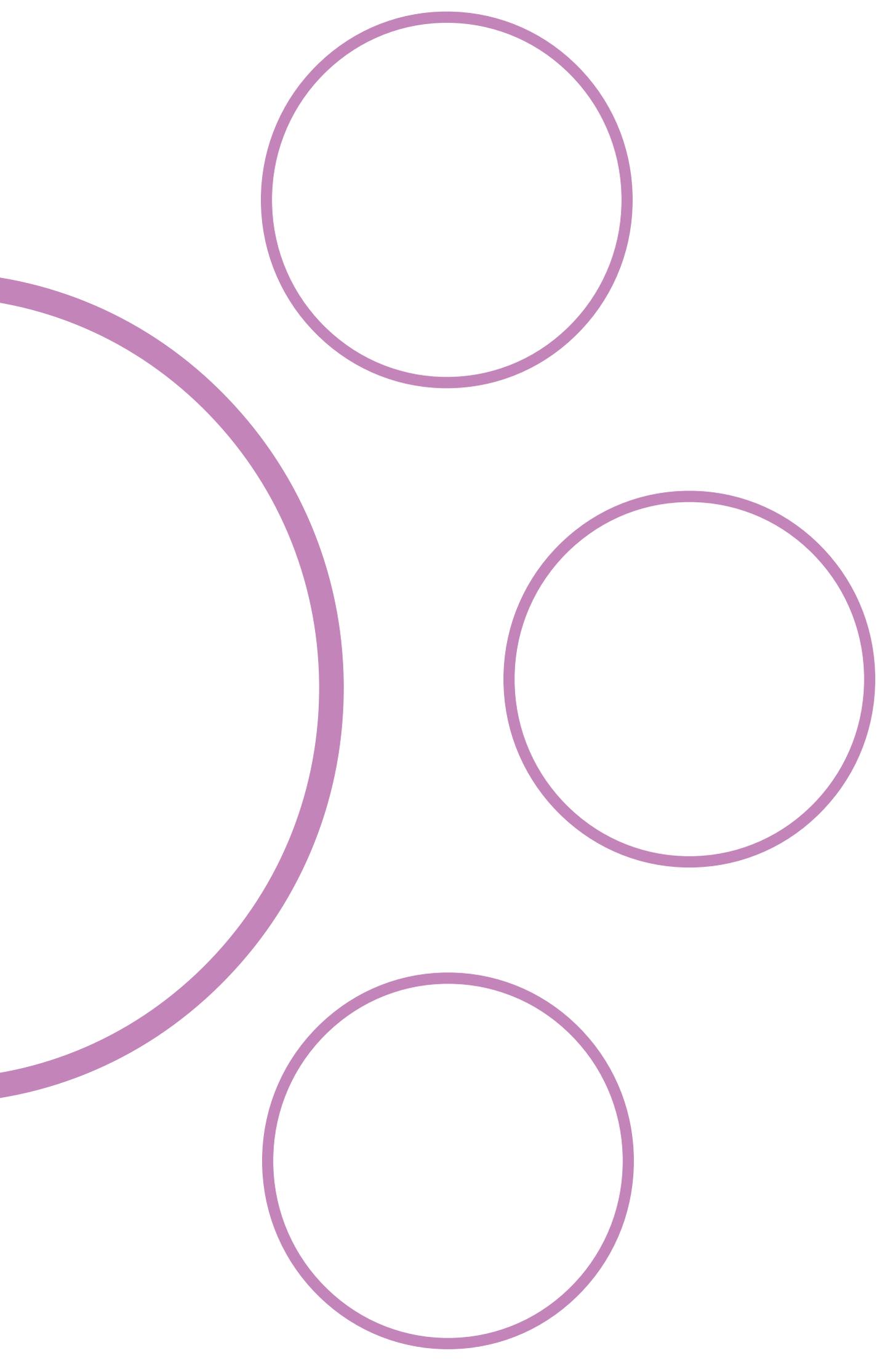
IDEA:

Idea

**BULLET POINTS TO
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LET'S DO THIS!

I created this workbook to help you along your journey to making your blog amazing. My hope is that you will find these tips helpful, implement them, and see awesome results like I have.

If you have any questions at all, send me an email (hello@vablogtraining.com)

*xoxo,
Sadie*

P.S. Interested in diversifying your income and becoming a Virtual Assistant? Rockin' VAs is filled with awesome tips and video tutorials!