

# **27 Ways To Repurpose Your Content**

**By: Rachel Rofé**

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A lot of people think that in order to succeed with your blog or podcast, you need to continually come up with the “latest and greatest” piece of content.

In my experience, not only is this not true – but you can actually get BETTER results by focusing on making the most of what you already have.

And with so many different ways to get exposure, it’s easier than ever to maximize your content. Here are 27 tips that work:

1. If you’re starting with a podcast, get that transcribed and turn it into a blog post or an article. If you’re starting with a blog entry, read it out loud and create a podcast from it.
2. Create slides from your content. You can use something like [HaikuDeck](#) (a free tool) and then submit your slides to sites like [SlideShare](#) or [AuthorStream](#).
3. Convert your post into a video. You can either have one slide showing while your podcast plays, or sync different slides to your podcast audio.  
  
When you finish your video, [submit it to YouTube](#).
4. Make money with your videos by submitting them to [MySkillFeed.com](#). Not only do they accept them, but they actually pay you for video views. They love short videos, too, and call them “skill snacks”.
5. Create infographics from your posts. Infographics are easily shared around on social media and you can get a great one starting at \$5 on [Fiverr](#).
6. Add your content into a follow-up email for when people sign up for your list. What better way to welcome someone than by giving them some of your best work?
7. Slightly modify your content and make a list-building giveaway out of it. For example, if you have [some posts about podcasting](#), bundle them together, perhaps add something else, and presto – you’ve got a free gift for people who are interested in podcasting.
8. Turn every post you create into an opportunity for opt-ins. Make a [lead box with LeadPages](#) where people can sign up to get some kind of an upgrade.

For example, with this post, [if you click this link](#), you can sign up for a PDF and infographic version of this post. It's simple, but SO beneficial for people. The PDF keeps this information handy and the infographic shows everything in a visual format.

9. See if you can convert what you already created into new content. For example, maybe you created some kind of list-based content like [10 things you can do to flip negative situations into positives](#). See if you can take each item on that list and then turn it into an entirely new podcast or blog post.

10. Compile multiple posts and [turn them into a Kindle book](#). One of my last books got downloaded [6,364 times in 5 days](#). There's a LOT of traffic to be had on Kindle.

11. Submit your link to [Reddit](#). There are all kinds of subreddits where people would love to see the content you created.

12. Create a tall picture that advertises what your content will be about and post it onto [Pinterest](#).

13. Post the content onto your [Facebook page](#), along with a picture preview.

14. Take a few "tweetables" from your content -140 character (or less) bite-sized tips – and [post them onto Twitter](#), along with a link to your content.

15. Post your content on [Google+](#).

16. Share a picture of your content, along with one of the tips in it, on [Instagram](#).

You can't post a clickable link to your content on each picture, but let people know that the link is in your bio. They can click over from there.

17. If it makes sense, post your article onto [Quora.com](#). Do a search for whatever your topic is, then see if someone asked a question about it.

For example, I recently wrote a blog post called [19 ways to monetize your podcast](#). I did a search on Quora for "monetize podcast" and found [this post](#) where someone asked, *"What is the best way to monetize a podcast? Who would you approach, are there specialized agencies that handle advertising and sponsorship?"*

I answered his specific question about sponsoring, then linked to my blog post for more monetization details.

18. Turn the content into a PDF and submit it to PDF-sharing sites like [Scribd](#), [Issuu](#), or even [Google Docs](#).

19. Take some of your most recent posts into training for a webinar. You can stay at the end of the webinar, do Q+A, and then get even more ideas for future blog posts or to update your existing ones.

20. Create a free course that teaches your content on [Udemy](#).

21. Create a checklist out of your content.

22. Post your article onto [Medium](#).

23. Slightly edit your content for a different audience. For example, I have a post on [how to raise your prices without losing clients](#). If I wanted, I could edit the post, have all of the language talk about salon clientele, and then submit my post to hairdresser communities.

For my post on [top 7 things to do when you can't get motivated](#), I could segment it to a certain profession (“are you sick of going to the salon over and over again?”), people with a health problem (“is your energy down again?”), brides (“are you stressed out of your mind with everyone trying to give you their opinion on how to do things!?”), and on and on.

24. Turn what you’ve created into a mindmap. This is another way to visually share what you’ve taught.

25. Post your content onto syndication sites like [BizSugar](#) or [GrowthHackers](#).

26. Reach out to other blog owners and offer to write a guest blog post for them. Take main points from what you already created and rewrite them to create fresh, new content for their blogs.

27. Send a press release. If you can find a press release worthy angle for your content – maybe there’s been some kind of a new development, a local news angle, a new product you mention, etc... you can turn that into a press release and get the SEO (and traffic) benefits from it.

**MAKE IT EVEN EASIER:** If you wanted, you could even outsource a lot of this work. Every single time I [release a podcast](#) or write a new article, I have my assistant take care of a lot of these things for me. It’s very do-able.

If you’d like to learn more about outsourcing, check out my [Work Less To Live More course](#). You can get it at a discount [right here](#).

I hope you enjoyed this post! And if you have any more ideas on how to repurpose your content, leave a comment!

With love,  
Rachel

### **Want More?**

If you liked this, there's plenty more where it come from. Let's stay in touch!

We can connect in any of these places:

Main website: <http://www.RachelRofe.com>

My books: <http://www.rachelrofe.com/booklist>

### **Products:**

You can also find some of my products below:

[The Ultimate Kindle Course](#) – This tells you EVERYTHING you need to know about succeeding with Kindle.

[Work Less To Live More: Outsourcing](#) – If you want to hire help without risking a ton of money, but have no idea how to get started, this is the course for you.

[Podcast Prodigy](#) - Learn how I get 1500 to 4000 downloads per podcast episode I put out.

### **Social Media:**

Twitter: <http://www.Twitter.com/RachelRofe>

Pinterest: <http://www.Pinterest.com/RachelRofe>

Facebook: <http://www.Facebook.com/RachelRofe>

Instagram: <http://www.Instagram.com/RachelRofe>

YouTube: <http://www.YouTube.com/RachelRofe>

With love,  
Rachel