SIYOP Workshop
Session 5-4
Repurposing Content

Now we're going to talk about repurposing content. What is repurposing? The formal definition is repurposing content is the changing of a work's format and/or intended audience. But a little bit more clearly, it's just an easy way to create many types of educator/advocate content just by using one article or source material. Basically this is taking a one thing that you've written and putting into many other formats. Maybe not even written. It could have been another form. It could be an audio that you then repurpose in many other ways without having to create new, get a new idea.

One example is creating a video based on an article you wrote then posting it to a video sharing site like YouTube. I'll show you what this looks like. This article I wrote for my old website. "Little Boy With Down's Syndrome Teaches Five Business Lessons." Took that article, read it into a camera, put a couple little lower thirds on it, made it black and white so I didn't look so ugly, and got 14,573 views.

So what is this? This is people that are not blog readers that like to sit on YouTube and play videos. I found 14,573 of those people that were not readers of my blog.

What I did, like I said I literally put my iPhone on a shelf. I'm not a fancy video/audio like Jack. I literally put my iPhone on a shelf, hit record, stood in front of it, read this article, and then put a couple I record, read this article and did a little editing things I use in iMovie so I didn't look so horrible. That was it. I got 14,573. Why? What's cool about doing that?

You get more mileage out of your ideas. So the one idea I had of doing that, the article, the business lessons that I learned from my son, I was able to make a video and got a whole lot of views on that. I've used that in other ways also. I'll show you that in just a little bit. But it was one idea I've used it many ways now.

And you appeal to a wider audience. Like I said, 14,000 that watched the video, there's a majority of those are probably not ones that read the blog before or even followers of me. They're people that are shared the video, through different communities, or email it to people, and it got me a whole lot of new people following me.

And the big deal right here is more breadcrumbs back to your offers. By breadcrumbs, you leave more trails back to your website where people can buy your stuff. You don't put that out there just for the sake of putting content. We want to make it easy for them to find you also. So it's a great way for to put stuff up that people can see your educator/advocate content, start to like you, trust you, and want to see what else you have for them.

And can be done using nothing but Fiverr.com. I showed you that one I did just using my iPhone, video taped myself, but I'm going to go over some ways you don't have to do it. If you don't want to be in front of a camera, you don't have to be if you don't want to talk to, you don't have to. You can do it all over Fiverr.com really easily.

Cefco, marketing guru that mimics what we said, that "delivering your message in different ways over time, not only increases retention impact, but it gives you the chance to describe what you're doing from several angles." So basically what this means, by using content repurposing, you can put out the exact same idea, thought, lesson, in many different ways to reach many different. Even the same person's saying that a couple different times in different ways increases the impact and helps them remember it longer. Works really good. I love this content repurposing stuff. I'm going to show you more details on that right now.

I will go over this. Don't worry. This is not as complex as it looks. So you start the yellow box over on the far right side is say your blog post article like the educator/advocates articles that we talked about a couple sessions ago that you've probably already written. Imagine that being right there.

Going off the top, into the first thing is slide share. Slide share is basically just a PowerPoint presentation, just slides, PowerPoint,

Keynote, whatever you're using. Now easy way to do this if you want to do this quick and dirty, to have something up there. Take each paragraph from your article, your blog post, make that a separate slide, and that's it, you're done. You've got a slide share. Now you can post that to SlideShare.com and that will share that idea with a whole new community of people. You've done nothing but copy and paste paragraphs.

Now I would do a little more than that. I would if you can at least make graphical interpretations of things and have short little bullet point on each one, but for the sake of this, that's how easy it can be. And from there to the down arrow going to video.

All this is, is you recording yourself reading off each paragraph and cycling through each screen on your computer using a screen capture software. With that you have a video that you can upload to YouTube. Again, you're done. That's it, you've really done nothing so far.

And for the audio coming off the bottom of video, you can just scrape that out. You'd use of any several different tools and pull that audio right out and you've got an audio that you can upload to Sound Cloud and have a short little lesson on there. You've done absolutely nothing, and now what you can do next by multiplying these things is saying your Slide Shares, after you have five of those together, you're going to have what can be a short educational webinar, particularly if you keep these somewhat on topic.

So if you say I'm going to a series on driving traffic with Facebook Ads. I'm going to do five different articles on different ways you can use things about driving traffic with Facebook Ads. You can make a whole webinar on driving traffic with Facebook Ads.

Again, by just, you're not creating new content, not writing new stuff. You're already writing these articles. You're just using them in different ways. So far by doing that, you have your original article. You've got something on Slide Share. You've got a webinar. You've got video on YouTube.

You could also upload it on Facebook to make it five. You've got audio on Sound Cloud. And you get enough of those together, you can put together a podcast and put that on YouTube and Spreaker. So right there just counting, you've got eight different ways to reuse that one single piece of content that you've really had to do almost nothing that you could outsource every bit of this. You could hire somebody to make the Slide Shares for you, very inexpensively.

You can have somebody make the video for all based on the Slide Shares. That's a Fiverr.com thing for sure. You can get voice over on Fiverr.com very cheap. We've used it before. You get really quality people on there. You'll pay more than $5, these will probably be a couple minutes long so you'll probably pay like $10 for it. But again doing absolutely nothing but reusing that same piece of content over

and over and you've got eight different ways for people to find you and start learning from you and engaging in your content.

Now these ones at the bottom, the ones coming off the side of the blog post article yellow box is free guide PDF. That's nothing but just making a PDF version of what you have and uploading it to docstock and other places like that have a ways you can buy get for free content on there in PDF format. Now you get a bunch of those together like five of them again, just like before we did with the webinar. You can make a mini course for the Facebook Ad example. That can be an easy mini course.

Now going to the next one off the blog post article, one of the arrows coming out of the bottom that goes to newsletter. That is copying and pasting your article into an email to your list and make it into a newsletter format. You don't have to make it a pretty newsletter, just basically sending out a weekly or regular pure content to your list. You copy and paste it in there and you're done.

Again, you go and get a few of those together, you get five of those and you've got a nice auto responder sequence, or a five days, seven days mini course that people can opt-in for. And again, you've not created any new content, written any new copy, done any more work other than copying and pasting.

The last one is the Kindle mini book. Once you get those five together, put all those together, put it into a mini book on Kindle, publish on Amazon. All this stuff together and all these different ways that you can in place you can publish this, it ends up being 27 for each piece of content. Just by doing the different places, you can publish in the different formats.

For each things you have you can outsource one hundred percent of that if you want to. Now I wouldn't myself I always do the audio just so it's your voice, and if you're doing the podcast it would obviously make the most sense. But that's how easy it is.

Now you can reverse this also. If the source is something different, like for Influencers Radio, that source in the yellow square is always going to be audio and from that it gets transcribed, made into Kindle mini books, it gets put on the site as a post, and many other ways we can use it also. We've done it for Authority Alchemy for it. We've had it made into videos, we've had stuff made into Slide Shares before, of course it's also gone out in newsletters also. So we have all these different ways you can do stuff.

The key is to have the process set up and decide what you want to do. To draw out something like this and go okay my thing is each week, I'm going to write a new article. And then once that article's written, two days after it's written, it's going to go to this person that's

going to convert it to a Slide Share for me. She's going to have it back in two days. It's going to be published on Slide Share for me.

Then I'm going to have another person that's going to read that and make the video then publish it to YouTube. And then I'll go and strip out the audio post to Sound Cloud and each step so on and so on. We should have everything set up exactly how you want to do it and put it out there where there's a bunch of different ways for people to find you and start engaging in your content.

I can tell you once you start doing this you're going to be surprised at what works and what doesn't on here. Because sometimes so of these things will not actually work for you at all and some will. I've got some people that are more in the design field and it makes sense but the podcast stuff does not work for them at all, but Slide Share crushes it for them.

For me Slide Share did very little. So it really depends on just where your people are and what they want, what formats they want it in. So you'll find ones that work, ones that don't, and just do more with the ones that work, and cut out the ones that aren't giving you a return.