

SIYOP Workshop

Session 6-6

Repurposing Authority

We talked about this before. We would take an article and convert like a content one problem one solution type article, put it into a bunch of different formats and mediums so that different people could find it, learn about you, like you, and want to learn more about you. This is a very similar type thing. You're going to put your successes in different mediums to share them.

You want have them created in new style formats. By that I would mean it's not saying it's have a news release that goes out that's picked up different places. You then could do the same news one but have the same information but start off by saying, "Here's a recent news release that was picked up by CBS in San Diego. Then give their call letters whatever it is, and here's what it was about."

Something that simple. Just a little thing at the beginning where it's not, you can use a humble brag in there also.

So it's not where you sound like you're trying to make it sound like you're a news reporter talking about you in third person. You're going to make it very much about yourself where you're the one doing this. Saying "Hey this is so cool. I got picked up by CBS in San Diego. They talked about my book that just came out, the duh duh duh duh."

And do that. That way you're going to have it in different formats, which I'll show you in just a second.

But again, just like with all the humble brag stuff and when I talked about it earlier, it's important to not appear bragging. I'm not sure if bragging is a word so I put it in quotes. But you don't want to look like that person. You want to be humble and make it like it's not a big deal.

When I think about a lot of this stuff is if you look at the guy goes and scores his first touchdown. He goes crazy. Throws the ball down, does a dance and everything, but once you get to a guy that scores every single week, they just run back, they toss the ball to the ref, do a couple high fives to their buddies, the coach players and then they're done. That's what you want it to appear like. You don't want everything to appear like a massively huge deal.

But this is basically a good format to use on that. So if you have your authority news release, which is a really good source for all these things because no matter what you've done, it always can go back to that authority news release. Whereas the appearance on Howard Stern, getting an article in Entrepreneur, being asked to speak at a certain place, having a book that hits a best seller list, you're going to do news releases on those is a good source.

And like you did before, put it into a Slideshare is very easy. You just break that up into paragraphs, read each one, record that with a screen share software, and you've got your video. Strip the out the audio and you've got your audio that you can upload to Slideshare, YouTube, Sound Cloud, and like we're doing on the humble brags, just take a screen shots of those appearances and you've got an image to use on not just Facebook, but also Pintrest and Instagram.

This is just ways to push all that stuff out there. Now you want to make sure if you do it on these, you want to do it on your content also. Don't want your YouTube page to be nothing but just talking about how all your successes. You want those to be blended in there. This works really well. This is another good way of just putting stuff, putting your stuff out there in different formats so you can reach more people.

And that's it for this one.