



Doers Shakers Makers with Sierra Bailey

Episode: Repurposing Content

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[00:05] If you create any content for your business, you should make sure that you are maximizing all of the work that you are putting into it. The trick of smart marketing is to repurpose all of your content to get the most mileage out of each piece you create, and today we'll learn how. My name is Sierra Bailey. Welcome to Doers Shakers Makers, a podcast for talented, tiny business owners to inspire you in your business and life. Today's episode is sponsored by the Doers Shakers Makers Network. If you are a talented, tiny business owner and you want to learn more about the business side of running a business, you're tired of feeling isolated and unsure of you're doing things, right? You have found your solution. You can find Doers Shakers Makers Network in the show notes. Now onto today's show. Gary Vaynerchuk or Gary V as many of us think of him is famously said that you should be putting out over 100 pieces of content per day.

[01:06] He, however, always stresses that the secret to doing this is not creating elaborate, large pieces of content, but by re-purposing and getting that content that you do create out there in as many different forms as possible Which is re-purposing your content. So he's a big fan of let's say creating a tweet and then screenshotting it and putting that as an Instagram post. Using different hashtags for each platform and sometimes varying the length of text that is accompanying a picture. But basically, if you have one piece of content, making sure that you are putting that content to work. And I love how Gary V talks about this, but today I want to talk about more of the bigger content you're creating and how besides of course breaking it all down and sharing it across all of the social media outlets to be making sure that if you are writing a blog post of 2000 words that it is doing more than just going up on your blog at one point and you talking about it and that be all.

[02:18] I want you to really be getting the most mileage that you can out of each of these pieces of content. If not, you're going to exhaust yourself and you're going to feel like you are in a constant cycle of just creating big things without them really working for you. Sometimes what does have to happen is that you have to create a bunch of big things and then you can start to pull them together. But even by creating one blog post, you can turn that content into a lot of different things. We're going to go through a few different things that are considered larger content of what I'm talking about here. And then I'm going to talk to you about how you can break them down and spread them out and how you

can bring them back every few months. And then how you can start to use one large piece of content to inspire another.

[03:02] So first, what do I mean by large content? Well, I mean those blog posts that I mentioned that are usually 500 to 2000 words, podcast episodes, videos, live videos, slide decks, and eBooks. These are all really big substantial pieces of content and they can all play very well together. So there are a few ways that I want to talk about how you can be using them in all of these ways. Really having to do with creating some sort of editorial calendar or a publishing calendar so that you're starting to understand that as you're creating each piece of content, you can drop it into your own schedule and make sure that it is working for you, yet not bombarding your audience with the same content broken down all at the same time. So for example, for each of these pieces of large content, let's say you write a blog post, you can publish that blog post on your site and then you can publish links to it across all of your social media platforms.

[04:01] But think about that. If you saw somebody that created a really good blog post, they put it out and then they put a link to it on their Facebook page. Great. Chances are that you probably follow them on another social media account. So would you want to see that link go across all social media at the exact same time of day at the same time? Probably not. It would not be bringing you much value because it's just the same thing. However, if you saw a link to that article on Monday on Facebook and then on Thursday on LinkedIn, you wouldn't really think anything weird and in fact, it might make your brain say, Hey, I recognize that article, I should really read that. That seems to be popping up a lot instead of the duplicate posting at one time of day. So already we're taking that blog post, we're posting about it on Monday.

[04:47] Then we're going to post about it on Thursday. So that's doing sort of two different posts and two different ways. Now, as I said, how we want to think about the future, put that in your future calendar as well, so three months from now, have that brought back up. You could use this time a photo to illustrate it with then the link in the comments. You don't even have to change anything. You can just repost the link as you did the first time, but a few months from now. Completely acceptable in the world of marketing. In addition to your posting these across platforms and changing the format that you're posting. You also can syndicate and that means that basically Google looks at that exact replicated content which in some ways is frowned upon. For example, if you posted the exact content on your own blog three different times, Google would use that as a strike against you because you're basically creating spam with that.

[05:41] But if you are reposting that on medium or as a LinkedIn article Google sees that as syndication, so syndicating is considered an okay thing. You can syndicate the same day you're writing the blog post and you can spread it out over time. Depends on you decide to structure your editorial calendar. Besides Medium and LinkedIn, you also could be publishing content to other publications. I do advise that if you are publishing to Medium to LinkedIn, to other publications that you are changing the title. Maybe

you're changing the image that you're using for the article and of course if you are having it republished to other publications, you may want to change some things around, reword some, change the length of it and whatnot. Now, besides syndicating and originally posting, you can cut up these articles, videos, podcasts, and create clips and quotes and images out of them.

[06:34] So you could do things like making audio clips that are basically a video form to show on LinkedIn of your podcast with a one-minute little clip of it. Or you could take a quote and then put it into Canva and create a graphic around it. Or you could completely, we're going to go into a whole new thing, change the format and take a blog post that you have written and turn that into a podcast episode. You can take a podcast episode, turn that into an infographic. You can take an infographic and turn that into a video. You can take a 20-minute video, break it down into a five-minute video. You can gather all of this together and make one big ebook. I also love the idea of creating like an online sort of sensory course, ebook master thing where you're bringing in let's say an article and a video and then perhaps an infographic or taking something with all that together and breaking it up into a series of blog posts or videos or podcasts.

[07:38] So if you already have an ebook written, you could break that up and have each chapter be its own podcast or multiple podcasts. So you see we are not only repurposing content by republishing it, but we're actually taking that original content and turning it into completely different formats. I will say I am a podcast listener and an article reader way more than a video watcher. So if somebody whose content I love, for example, the Pivot podcast with Kara Swisher and Scott Galloway, they have it as a podcast and now they show it as a YouTube video as well. I will never watch it as a YouTube video, but there are some people that would never listen to it as a podcast. So by creating two different mediums. Sure, there are some people that may want to listen and watch all of it, but for most of us, by putting it into another version, you're just opening up to an entirely new demographic and a new way that people are taking that in.

[08:33] You can also take those podcasts and videos and have them transcribed. You can then turn that into its own new written blog post or what I do with my own podcast, I'm so behind, no judging, is I take that transcription, I create a PDF with it for downloading and I publish it just as the transcription with the time markers on my blog as another blog post. So all of these large pieces can be put into a variety of new mediums that is either giving them new language or just duplicating what it is. If you have a blog post, you could absolutely turn that into a podcast episode by simply reading the blog post into the podcast. It gets a little trickier with video because you can not read as much. You normally have to be saying it more, but you can use, let's say that blog post as basically bullet-pointed content and then turn that into a video.

[09:27] And like I said earlier, how you could take let's say a 20-minute video and break it down into a 5-minute video. You can do the same thing with a larger format of anything. So if you have a 25-minute podcast episode, let's say, you could turn that into five videos. Often when I am doing these podcasts,

they end up going down into a series of steps. So my content is chunked out by bullet points so I could create each chunk of the content in one episode and make five videos out of that or even five mini podcasts. It depends on how you want to be doing that. The most important thing to remember is, as I said in the beginning, you want to be creating an editorial calendar, so you want to be making sense of this as you're putting it out. You don't want to just mindlessly be regurgitating and moving things.

[10:18] You want to have a plan around it because if you have a schedule and if you have a plan it looks like there is strategy because there is strategy. If you're just chaotically putting it out there, it may confuse your audience and they're wondering what on earth is going on. Now of course sometimes you'll try things and nobody cares about them. I, for example, spent hours one day turning 30 seconds out of one of my podcast episodes into a beautiful video that I then could use across social media. Nobody got it. They didn't press play, they didn't listen. It didn't do anything. I opted not to continue to do that because it was a waste of my time. So sure, I only had one of those out there and didn't do that again. That's fine. Try things, see how your audience is reacting to it.

[10:58] I mean I could have tried it a few times. Maybe they would have caught on, but it was a lot of time that I put in. I actually think I spent more time making a 32nd snippet video than I did the entire podcast, to begin with. So as you're trying out ways to repurpose, pay attention to what really works for you, what is using your time best and what were your audience responds the most to? Now, another thing that you can also do is look through your old content. If you have analytics set up on your website and you should, Google analytics is free, you can see where you're getting traffic and where there is getting hits. If all of a sudden an old blog post starts getting a lot of hits on your website, maybe it's time to revisit that. You can either rewrite it and republish it or you can just give an update.

[11:44] You can create a part 2. You can revisit it. You can figure out, Oh, somebody is reading this, what is so relevant and about this right now? And maybe hone in on one part of that blog post and expand on it. Speaking of expanding on things. If you have a frequently asked question page on your website, FAQ or if you notice that people are asking you lots of questions, you can turn that into a series of blog posts or a podcast or videos and basically be answering the questions that people are getting all the time. It also makes it great because then you can show right in your own FAQ the links to these things and it will explain to your people more of the answers that they are trying to get. Along those lines, you can turn slide decks into content. Do you have a presentation that you give?

[12:32] Do you have a talk that you give? You can turn that slide deck and break it down and create different content. Some of those slides can just become a social media post on their own or you can take them and expand upon them and make blog posts and videos and podcast episodes from that content. Another thing that you can do is to use the testimonials that you have from clients and from customers and turn those into videos or into podcasts or into blog posts. You can get the client themselves to be on a video about it or you can round up different testimonials that you're getting to talk about the services that you are doing. But the main point that I'm trying to get across to you is that you put so much time

and research and effort into creating large pieces of content. I don't want you to one, exhaust yourself and burnout and feeling like all you're ever doing is creating big content and then moving on to the next.

[13:32] One, by repurposing it, you are getting the most mileage that you can out of it, but the other is that not all of your content is going to be seen the first time that you put it out there somewhere. So if you feel like your blog posts are not being read that often, by turning them also into podcast episodes or videos or breaking it down into a series of videos or really using that content to get the word out. Sometimes can make such the difference of you feeling like you are making good use of your time. So I also, I try to keep a lot of these episodes as evergreen, but I do want to mention what we have going on in the world right now with the Coronavirus is that most people are at home and some of us are not able to focus that well.

[14:16] So if you're somebody who usually is creating a lot of content for your business and right now you just either have the kids at home and are not able to do it or you just can't think straight, this is a great time to repurpose things so you can be showing up and doing the work without having to put too much thought into it. On the flip side, if you right now are not going out that often and it is making your creativity fly? This is a fantastic time to start putting together some really good content that when life gets back to you being out of the house more often or having more clients or being busier or what have you, you will have all of this content that you've created to not only post down the line but to be able to repurpose. So depending on how you're feeling during this time, depending on if your life has been made more chaotic by everything that's going on or less chaotic. Content can be created, content can be repurposed.

[15:11] You don't have to go and I recommend you actually don't, go dark with social media, but you can be recycling some of the work that you've already done. If you really just need to dial it in a little bit right now. And like I said, if you're feeling like you have creative energies flowing out of your fingertips, I think for the future of when you get really busy and when you wish you had used this time well and take a break from cleaning out the closet to record a couple of videos or some podcast episodes or write some blog posts. And pro tip: If you want to record a few videos in one day, that's called batching, and yet you're a little hesitant because you're, let's say outfit would be the same. One, nobody cares. I actually did a series when I did live TV, of videos, and for an entire year, I wore the exact same dress in every video so it wouldn't matter.

[16:03] So we could just mix and match it. So assign yourself a blouse or a shirt that you're wearing for every video, then it never matters. Or if not, change your shirt a few times. Change your lipstick if you're into makeup and know, mess your hair up if you want to create a different look, but you can absolutely just make some really small changes to what you're doing and put a bunch of videos together in one afternoon. Well, I hope that this episode today has helped you understand a little bit more about how you can repurpose content. About creating bigger pieces of content and then breaking them down later and using them across different platforms and going back to older content, pulling it out and either

reposting it months or years later or just recycling it. I actually on LinkedIn posted an article that I wrote two years ago and people loved it the other day, so don't neglect older content.

[16:59] You can just pick up some old pieces and repost without doing anything else to it, and if you do try to use evergreen, which means there is no real-time on it, you can't really tell when it was created, nobody will even know. People thought I wrote it that day. I hope today inspired you to repurpose more, to create more content, and to understand the power of using content to get your message out there to your people. But thank you so much for joining me. My name is Sierra Bailey and this is Doers Shakers Makers, a podcast for talented, tiny business owners. If you enjoyed today's episode, please subscribe to the podcast. Let a friend know about it. If it's useful to you, leave a review. Apple reviews really help the podcast get found, but I'll be back next Monday to keep you inspired and get you doing, shaking and making

The Doers Shakers Makers podcast is hosted and produced by Business Strategist, [Sierra Bailey](#). Have something to say or want to say hi? Send Sierra an [email](#).

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