

The Power of Content Repurposing

Content creation is one of the many jobs you do as an entrepreneur. But how do you make sense of the sheer amount of content available online and offline? This abundance can cause content fatigue for consumers and creators alike. You might be running out of ideas or wanting to revisit old content but feel pressured to put out something new. Meanwhile, your audience might feel burnt out before they could even get to your content.

If this is the case for you, then content repurposing is a great way to solve your dilemma — while growing your audience and elevating your brand at the same time!

Sally Curtis, a content repurposing wiz, discusses her many tips and strategies for content creation and repurposing. This activity aims to help you implement those strategies successfully so that you can stay in service of your audience while preventing content fatigue.

QUOTE TO REMEMBER:

“[By repurposing your content into little bite-sized chunks], you’re making it easy to remain connected [with your audience] because you’re helping them continually on their journey with those educational, inspirational, entertaining pieces of content.”

Activity: Repurposing Your Content

How does your content help build your audience?

Exercise on the Three Basic Steps of Content Repurposing

Step 1. Pick up a book and scan the contents page. Write the chapters or words that catch your attention in the space below.

Step 2. Scan the chapters that stood out to you. What words or themes jumped out at you?

Step 3. Extract some of the golden nuggets from your answers in step 1 and 2. What kind of content can you create from these themes and ideas?

List down six activities or practices that help you enter an inspired state.

1. _____
2. _____
3. _____

- 4. _____
- 5. _____
- 6. _____

A mind map can help you plan and sort existing content and make them into mini courses. Choose a certain program or product of your

- What's the main theme or purpose of that program or product?

- Briefly describe your audience.

- How does your audience consume your content?

- What platforms do your audience use the most to consume your content?

- In what format could you repurpose program/product? Why is that particular format appropriate?

- How will the repurposed content serve your audience?

What are the themes and big words around your content and brand?

What are the subtopics under those themes and big words?

What's your primary goal with the content you're creating and repurposing?

How can you be consistent with your brand's theme and align your content with it?

Based on your answers above, formulate a system or framework for your content creation and repurposed content.



What You Will Learn from the Activity

You might think that content repurposing is as simple as reusing your old content, but actually, it's not quite that easy. It takes a lot of effort and planning, but when you understand the process, you're teaching yourself the habit and the formula. Using the right strategies, you can leverage repurposed content to create success for your brand.

First, you'll be reflecting on the purpose of your content. Content creation always boils down to your audience. You need to know your target audience to determine what content you should put out, what format you should use, and where you should publish it. It's also vital to be inspired when creating content, thus the activity implores you to reflect on what gives you inspiration.

Next, you'll be figuring out how to repurpose your content. Mind mapping is a great way to pick apart existing content and dig into its central themes. From there, you can plan a system that'll help organise your content and make it easier to repurpose it.

Knowing your brand's goals and audience is always important. Whether planning, creating, or repurposing content, everything you put out must be aligned with your brand. With that, you'll be able to create and repurpose content that'll bring value to your audience — value that only you can bring.

If you learn to harness the power of content repurposing, you can elevate your brand and serve your audience better.