

# Content Repurposing Workshop

A Step-by-Step Guide for Maximizing Your  
Content's Value and Visibility



**Student Course Book**

# Table of Contents

Introduction.....	3
Module 1 – What Content Should You Repurpose? .....	8
Lesson 1: The Benefits and Goals of Repurposing Content .....	
Lesson 2: Select Your Content to Repurpose .....	
Module 2 – How to Transform Content into Different Mediums.....	
Lesson 1: Transform Your Written Content.....	
Lesson 2: Transform Your Video Content .....	
Lesson 3: Transform Your Audio Content .....	
Lesson 4: Transform Your Visual Content.....	
Module 3 – How to Repurpose Your Content for Marketing .....	
Lesson 1: Repurpose Your Content for Social Media .....	
Lesson 2: Repurpose Your Content for an Email Series .....	
Module 4 – Create New Content with Repurposing in Mind .....	
Lesson 1: Plan Your New Content .....	
Lesson 2: Create an Outline for Your New Content.....	
Module 5 – Create a Content Repurposing Calendar & Action Plan .....	
Lesson 1: Set Content Publishing Dates.....	
Lesson 2: Create Your Repurposing Action Plan .....	
Module 6 – Conclusion and Next Steps .....	

# Introduction

If you're a small business owner or do any type of online marketing, then you're already familiar with the challenges of creating fresh content. Keeping your brand relevant and recognizable requires a steady stream of valuable content – not just written pieces like blog posts and email series, but also short-form videos, infographics, explainer videos, podcast content, and more.

Solopreneurs and business owners often struggle to craft original content that stands out. They start each piece from scratch – brainstorming, researching, developing a concept, and transforming it into a piece of content. The process is time-consuming and resource-draining.

You may have experienced it yourself: the struggle is real.

## The Challenges of New Content Creation

Creating new content comes with numerous challenges:

**Steep time commitment**



**Intense resource drain**



**Content fatigue and creative burnout**



**Potential for missed opportunities**



## **Steep time commitment**

Most small business owners aren't in the actual business of content creation but it can sometimes feel like they are. They have a primary business to attend to, but content production and the associated demands of research, planning, and execution, end up taking excessive amounts of time and effort.

## **Intense resource drain**

Outsourcing content creation can end up killing a small business's marketing budget, leaving insufficient funds to effectively capitalize on the professionally produced content.

## **Content fatigue and creative burnout**

Even if you're able to develop the content yourself, regularly generating new material can exhaust creativity, limit your ability to generate new ideas, and lead to burnout.

## **Potential for missed opportunities**

If too much of your time is dedicated to content creation, you may miss out on critical opportunities for business growth, networking, new product development, and more, potentially jeopardizing the health of your business.

There is an easier way. Maximize the value of new and existing material through content repurposing.

## What is Content Repurposing?

Content repurposing is the process of taking existing content and adapting it for use in different formats, on different platforms, or for different purposes. Instead of creating material from scratch, repurposing allows you to leverage existing material to extract maximum value from your content.

By repurposing, you can extend the life of your source content by reimagining it and tailoring it to different mediums, platforms, learning styles, and more. Expanding the usefulness and shelf-life of your valuable material will take your content marketing and digital marketing strategies to the next level.

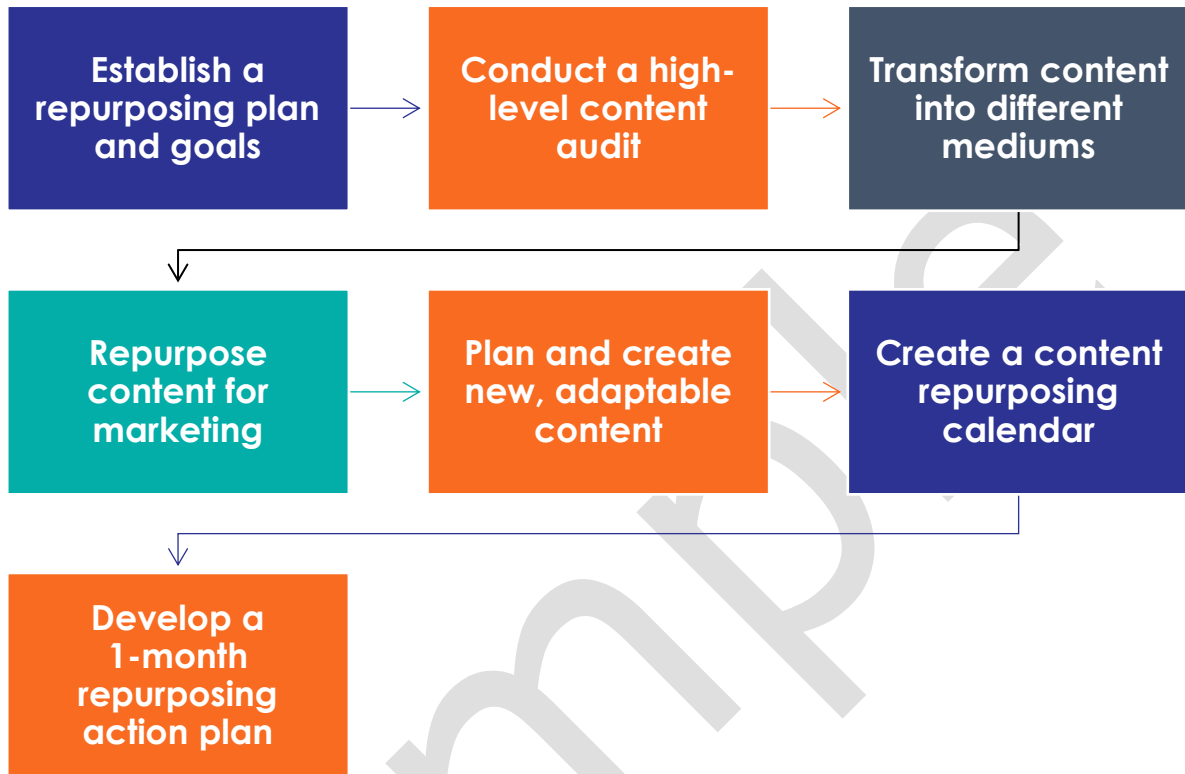
This course is for resource-strapped small business owners, content marketers, and entrepreneurs who want to produce a consistent flow of content to market and grow their business, without a steep time-commitment or resource drain.

You'll discover how to choose content to repurpose and transform it into different mediums and digital marketing channels. You'll also learn how to create new adaptable content with future repurposing in mind.

By the end of the course, **you'll have developed a content repurposing calendar and a one-month action plan to help you achieve your content marketing and digital marketing goals.**

Then you can maximize the value of the content you create in your business and extend the value of content you already have.

## Here is your roadmap through the course:



### Main Course Outcome:

Maximize the value of the content you create in your business and extend the value of content you already have.

### By the time you complete this course, you'll be able to:

- Define your repurposing goals and perform a targeted content audit to identify prime opportunities to breathe new life into existing content.
- Seamlessly transform core content from one format to another, maximizing its impact and adapting it to different platforms and audiences.

- Multiply the value of one piece of content into a variety of digital marketing assets, from social posts to email series, spreading its impact across various channels.
- Craft new content with adaptability in mind from the outset, ensuring streamlined repurposing while maintaining message consistency.
- Develop a content repurposing calendar and one-month action plan to optimize your workflow, reinforce accountability, and elevate the overall value of your content library.
- Implement your new skills and strategy, planning future action steps so you can achieve and exceed the goals you set for this course.

This course is broken down into 6 major modules and individual lessons to take you step-by-step through the process of repurposing your content to maximize its impact and effectiveness.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

### **Action Steps:**

1. Before we start the course, take a minute to think about what you want to get out of it.
2. In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started!

# Module 1 – What Content Should You Repurpose?

Repurposing content offers many benefits, but which pieces should take priority? What type of content should you repurpose first?

In this module, you'll explore the benefits of repurposing content, learn how to set clear goals for your content, and discover how to use a high-level content audit to identify the best material for repurposing.

- **Lesson 1: The Benefits and Goals of Repurposing Content**
- **Lesson 2: Select Your Content to Repurpose**



**ATTENTION:**

This is only an excerpt from our full course **Content Repurposing Workshop**. The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

Sample