

# How to Repurpose Your Content for Heightened Visibility, Increased Credibility, and Maximum Profitability



By

**Connie Ragen Green**





**Connie Ragen Green**

@ConnieGreen

@JoePulizzi Joe, I'm writing a white paper on content marketing. Do you have any info on horizontal & vertical strategies?

LIKE

1



5:54 PM - 22 Sep 2016



Reply to @JoePulizzi



**Joe Pulizzi** @JoePulizzi · Sep 26

@ConnieGreen Hi Connie...sure...lots. I put it all in my last book I believe.



**Connie Ragen Green** @ConnieGreen · Sep 26

@JoePulizzi Thanks so much. Joe. I appreciate you.



This is just one example of how I repurposed a social media comment into content that continues to be shared and discussed. This took three minutes and is the continuation of my new relationship with author Joe Pulizzi.

This Focus Guide is intended to teach you how you can repurpose your content into a variety of formats to increase your visibility, credibility, and profitability, all while building relationships with people in your field.

# Table of Content

**Introduction ..... 5**  
**What Is Repurposing?..... 6**  
**Why Is Repurposing Important? ..... 8**  
**What If You Repurpose Content? ..... 9**  
**How Do You Repurpose Content? ..... 10**  
**Conclusion ..... 11**  
**Resources ..... 12**  
**About The Author ..... 14**

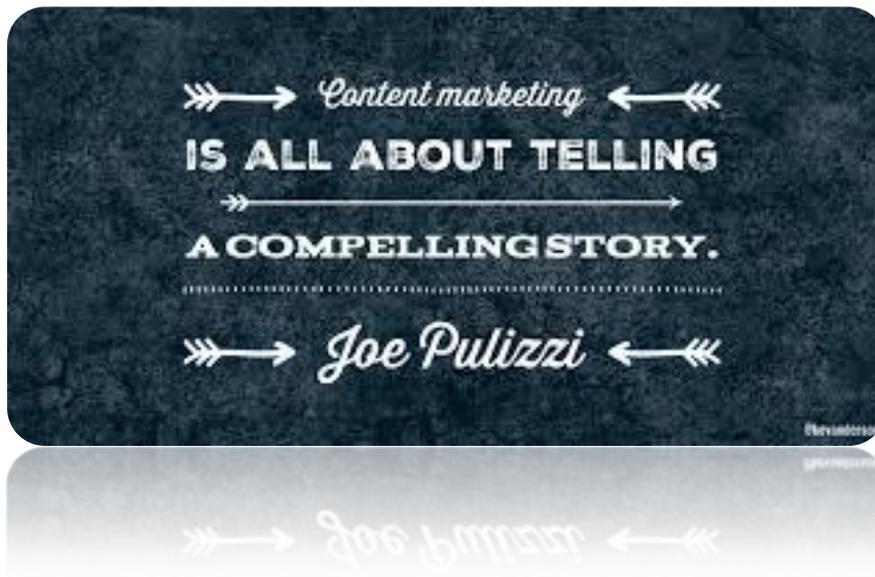
# Introduction

My name is Connie Ragen Green and I have been repurposing content for over a decade now. My results have been nothing short of phenomenal, and this strategy has enabled me to create content in a variety of formats, quickly and easily. The purpose of my writing here is to share these same strategies, tactics, and methods with you, so that you can replicate them into your own business.

Whether you have an online business like I do, or run a brick and mortar business, or something in between you will be able to hit the ground running with what I am teaching, sharing, and explaining here.

Repurposing content has enabled me to be seen "everywhere" on the internet. It has allowed me to create many digital assets in the form of information products, online courses, traditional books, books on Kindle, short reports, blog posts, social media updates, and much more. And I do not use the term "assets" lightly; your repurposed content will become the lifeblood of your business in due time. In short, the content I continue to repurpose is a living, breathing part of my business that continues to give me the time and financial freedom to live the life I choose, while also allowing me to continue to work with others who are pursuing a similar dream.

I love this quote from my friend Joe Pulizzi, author of *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less* and *Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses*. Check out his books by clicking on the image below...



And now let's move forward as I share with you how to repurpose your content for greater visibility, increased credibility, and maximum profitability.

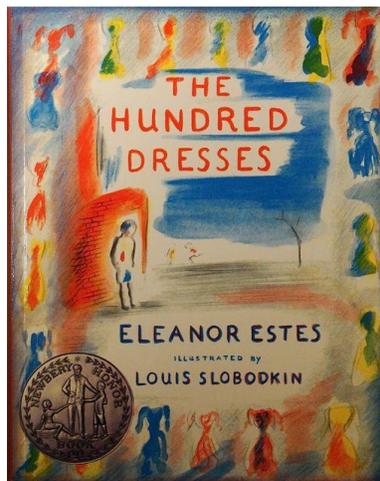
# What Is Repurposing?

Before we jump in to the details of repurposing content, I would first like to define this sometimes elusive phrase for you.

Repurposing content refers to the practice of taking one original idea and transforming it into many different formats. This could include written, auditory, and visual content and might appear as articles, blog posts, blog post comments, short reports, white papers, eBooks, books, on Kindle, paperback books, hard cover books, web sales copy, direct response copy, audio recordings, teleseminars, podcasts, screencast videos, live action videos, voiceover videos, and much more.

And just as content marketing expert Joe Pulizzi stated, "Content marketing is all about telling a compelling story." Yes, you are a storyteller for your business. Sharing poignant and relevant stories will be the best move you can make, no matter what stage your business is in right now.

In the offline "real" world think about movie and book sequels and prequels. This is an excellent example of how content is repurposed and people love it, sometimes even more than they did the original. Once we love the story, we refuse to let go until there is no more.



I can remember a book I read as a child by author Eleanor Estes. It was written in 1944, titled *The Hundred Dresses*, and won a Newbery Honor in 1945 and has never been out of print since. At the heart of the story is Wanda Petronski, a Polish girl in a Connecticut school who is ridiculed by her classmates for wearing the same faded blue dress every day. Wanda claims she has one hundred dresses at home, but everyone knows she doesn't and bullies her mercilessly. The class feels terrible when Wanda is pulled out of the school, but by that time it's too late for apologies. I loved this story so much I didn't want it to end, and as a classroom teacher I shared it with boys and girls aged five to eighteen.

The artist and illustrator Louis Slobodkin won a Caldecott Award for bringing this story to life with his drawings. If only this story had been repurposed into a movie, instead of remaining in its

original format. This book was published at the end of World War II, long before most of the ways we consume content nowadays were even invented. But how about a live radio show? I'd love to hear the characters speak, and to be forced to picture in my mind's eye and imagination what the hundred dresses looked like at Wanda's house. I'm envisioning a Tartan plaid shirtdress.

[Author's Note: The Hundred Dresses debuts at the Dorothy Strelsin Theatre in New York City October 13-23, 2016. Follow them on [Twitter](#) for more details.]

Do you have a favorite book you feel about in a similar way?

When we fail to repurpose content, we rob generations of the joy we felt initially when we encountered the story. Now you may disagree and believe that the original format is the best and that it is fine to leave it in that way, but if you stop and think about it you may change your mind. With content for our businesses, it's remarkable to think about the people we reach with different versions and formats of our original ideas.

For me, it all started with a simple blog post.

During the late fall of 2005 I started my first blog. I was brand new to online entrepreneurship and needed a place to find my voice and become a writer. WordPress was much too technical back then, so my blog took shape on a platform called TypePad. I stayed with that for almost two years before having someone move my blog over to WordPress during 2008.

But the technological frustrations of blogging were tiny in comparison to the content creation component. Although I had wanted to become a writer since I was about twelve years old, I had done precious little about it over my lifetime up until that point to make it a reality. I knew that I needed to write regularly in order to get my online business up and running. So on a chilly day in November of 2005 I took a giant step and wrote my first blog post. This post talked about having a business I could run from home, and also about my previous life as a classroom teacher and real estate broker and appraiser. It was only a few short paragraphs with a total of less than three hundred words. It was not very good and certainly not very interesting, but the second I hit "publish" my life was forever changed. I had created my first piece of content to launch myself online and it quite empowering at that moment.

With one simple blog post I had asserted myself as an online entrepreneur. More than a billion people could have seen that post, read it to find out the message I was sharing, and connected with me by leaving a comment on the post. Of course, this did not actually happen as I was just dipping my toe into the waters of online marketing. Instead, I reached a hundred or so interested people and began building from there.

#### **ACTIVITY:**

**Write a short - three to five hundred word blog post on your overall topic. This should be something you know so well you could discuss it in your sleep. Then forward the permalink (the permanent link to your specific post) to me and I will share it with my community.**

# Why Is Repurposing Important?

I can't even imagine trying to create as much content as I need on a regular basis by always insisting on having a new, original idea. Just like small children adore the idea of seeing a favorite movie over and over again, adults crave the same information being shared with them again and again, and in a variety of formats.

My first repurposing came when I combined three of my blog posts into a short report. The year was 2007 and the topic was eBooks. I had become known for helping people to write, market, and sell their ideas, knowledge, and expertise in the format of an eBook. This was back before Kindle books, so we would set up stand alone sites to sell our eBooks and then drive targeted traffic to the sites. These eBooks would sell for anywhere from twenty to a hundred dollars or more, depending upon the topic. Kindle digital books typically sell for less than ten dollars these days, so things have certainly changed. But I digress.

Repurposing is important for several reasons. First, it allows you the opportunity to flesh out your idea in broader terms and over time. Something you thought of in the past is bound to come off better after you have given it time to percolate in the recesses of your mind.

Second, once you publish a piece of content and share it with others, the feedback gives you even more ideas on how to improve and enhance your original idea. I say regularly that without this input from my students, clients, and followers I may have never thought of what they share with me in regards to my idea.

Finally, another excellent reason to repurpose everything you write, say, or record is that it increases your content majorly and your reach exponentially. I'll discuss that in greater detail in the final section, but for now just know that one blog post can eventually be repurposed into an entire business. Yes, many of us have started with a simple, original idea and repurposed it into more content than many people create in a decade or longer. Repurposing rules!

## ACTIVITY:

**Take the blog post you wrote for the previous section and make a short outline of bullet points that cover your main thoughts. Then record a teleseminar (just you, no guests) where you discuss these bullet points and enhance each one. This will take approximately five to fifteen minutes and your mind will have expanded around your original post in ways that might surprise you.**

# What If You Repurpose Content?

I think the more important question here is what if you *don't* repurpose your content? I shudder to think of where I would be right now if I had chosen to only maintain one blog over this past decade, to the exclusion of creating and repurposing all other content. Or if I had convinced myself that writing was not my strong area and only to have hosted teleseminars. Luckily I felt motivated and inspired enough to believe that what others were doing would also work for me.

If you are willing to devote even a few hours each week to the practice of creating and repurposing written, auditory, and visual content you will be able to create an online empire that will serve you for years to come.

Repurposing of content is a very personal experience. You decide what comes first and what comes next. I am suggesting that you begin with a short blog post because that is what works for me. You must decide and then take action with what comes more naturally to you. Whatever you decide, make the commitment to repurpose every single day until you get the hang of it and this becomes a habit.

As a young child the film 101 Dalmatians was released. The year was 1961 and this movie was based on the popular 1956 novel *The Hundred and One Dalmatians* by Dodie Smith. So the first repurposing had already taken place. I loved that movie so much, sobbing a little when the puppies were first kidnapped and then laughing and cheering once they were rescued. And I was not alone. My mother took me to our local theater to see it four more times before it left town, and parents everywhere could not believe their kids wanted to sit through it more than once. By the time this film was through its first run, Disney and Buena Vista Film knew they were on to something. They rereleased 101 Dalmatians to movie houses all over the country four more times - in 1969, 1971, 1985, and 1991. The 1991 reissue was the twentieth highest earning film of the year for domestic earnings. It was then remade (repurposed) into a live action film in 1996.

This was all before video became available, and these days you'll see backpacks, coloring books, stuffed animals, and so much more based on this original idea from the author over sixty years ago. If you have ever watched a movie or read a book a second or third time, then you are benefitting from this concept.

Yes, people of all ages long for the opportunity to consume the same content, or similar content in a different format, repeatedly. This process enables them to learn the story behind the idea and to incorporate it into their lives and businesses.

## ACTIVITY:

**Share your original blog post with the same people who saw it when you initially published it. Tell them it's the same one and ask for their comments and feedback. Find out if they got something more or different from reading it again after a period of time had passed.**

# How Do You Repurpose Content?

So now the question you may have for me is "So, how do I repurpose my content in an effective way for maximum visibility, credibility, and profitability? I thought you would never ask!

Remember earlier when I said that it all started for me with a simple blog post? That is how I have begun the process of repurposing more than two thousand times since 2006. That's right; between my two main blogs at [ConnieRagenGreen.com](http://ConnieRagenGreen.com) and [HugeProfitsTinyList.com](http://HugeProfitsTinyList.com) I now have more than two thousand separate posts. They all began one thought and one idea at a time and transformed into massive content through the power of leveraging my content with repurposing. I want you to do something similar.

This is the ten point system I recommend if you are new to repurposing:

- ✚ Write an original blog post of approximately three hundred to five hundred words, on your main topic
- ✚ Create a short outline with some bullet points based on that post and turn it into a Checklist
- ✚ Use the outline/bullet points to host a teleseminar
- ✚ Create a slide presentation (PowerPoint or Keynote) based on your original post
- ✚ Host a webinar using the presentation, adding to it if necessary
- ✚ Write two more original posts that support the first post
- ✚ Combine all three posts into a short report to give away to your prospects
- ✚ Share snippets and excerpts of your post and presentation on social media sites
- ✚ Find someone to interview you on your topic and share your thoughts and ideas
- ✚ Present your slides to a local group that is interested in your topic

By the time you finish all ten of these you will have elevated your status immensely and you will begin to be seen as more of an expert and authority on your topic than ever before. Of course, there is much more to repurposing than I was able to cover here. But I assure you that if you go through this checklist once a week your progress will be outstanding.

## ACTIVITY:

**Go through this Ten Point System and Checklist I've outlined above completely and let me know your progress and results.**

# Conclusion

Now that I have laid out the framework and guidelines for repurposing content, you may feel overwhelmed at the process. If it seems like this is simply too much work ahead of you, take a step back and breathe deeply. If you would have told me over a decade ago that I would have as much content and in as many formats as I do right now, I would have laughed out loud and said it was not possible. The truth is that we are all so much more capable and productive than we give ourselves credit for in our personal lives as well as our businesses.

Repurposing takes time. It also requires persistence, consistency, and the ability to evaluate what is working and what needs to be changed over time. Also, be sure to include a Call to Action (CTA) at the end of every piece of content you create, whether it is to build your list, recommend an affiliate product, or promote something of your own. By asking people to take action when they consume something you have created, you get them into the habit of clicking on links and thinking of you as an entrepreneur.

Have fun with this, knowing that the content you create today will bring you credibility, visibility, and profits tomorrow. Considering you are only investing your time, this seems like a fair and equitable method of growing your business.

Read all you can on this topic, including books from [content marketing expert Joe Pulizzi](#). Also, join my ongoing online training course [Really Simple Content Marketing](#). But, most of all jump in and begin creating content you can repurpose for years to come.

*Connie Ragen Green*

**This Is The Course I'd Like For You To Consider...**



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## Resources

**M**y [Online Marketing Incubator Mentoring program](#) is at:

(<http://TheOnlineMarketingIncubator.com>) - Work with me personally, as well as with my current students and mentees. These programs include the opportunity to speak and present at one of my live events, as well as an invitation to be a part of one of the Retreats I host several times a year in Santa Barbara, California.

[Really Simple Sales Copy](#) will help you to become proficient in writing your own web sales copy to sell your products, courses, and services online.

Hosting: <http://ConnieLoves.me/A2Hosting> - easy to navigate, c-panel hosting for everything you need to set up technically for your online business at a fair price.

Autoresponder service - <http://ConnieLoves.me/Aweber> - the most popular and easy to use system for staying connected to your subscribers at a fair price.

Membership Site Plugin - I have this installed on more than forty of my sites and I know the creators personally, as I was in a Mastermind with them for several years while they were creating and perfecting Wishlist Member - <http://ConnieLoves.me/Wishlist>

How to Market for Small Business (<http://HowtoMarketforSmallBusiness.com>) - a training course I teach and present along with small business and offline marketing expert Ron Tester, this is an excellent way to start earning income quickly while honing your skills as an online marketer.

My "Really Simple" series of online training courses continue to be one of the best investments you will make into your business. Email me for a twenty-five percent discount coupon for the course that best suits your needs.

Subscribe at no charge to my two award winning podcasts on iTunes. Details at: <http://PodcastShowNotes.com> or check them out at:

Online Marketing Tips - <http://itunes.apple.com/us/podcast//id591740909>

If you need high value PLR (private label rights) content I recommend:

- ✦ Alice Seba – [Free PLR](#),
- ✦ Alice Seba – [Facebook Ads and Social Media Graphics](#) (Free Download)
- ✦ Ronnie Nijmeh – [Self-Help PLR](#) (Free Download)
- ✦ Coaching Sticky Glue – [“Done For You” Coaching Programs](#)
- ✦ Alice Seba and Ron Douglas – [Free Writing Templates](#)
- ✦ Dennis Becker – [8 Reports](#) You Can Use As Your Own



## About The Author

Connie Ragen Green is a bestselling author, international speaker, and online marketing strategist who is dedicating her life to serving others as they build and grow successful and lucrative online businesses. Her background includes working as a classroom teacher for twenty years, while simultaneously working in real estate. In 2006 she left it all behind to come online, and the rest is history.

She makes her home in two cities in southern California; Santa Clarita in the desert and Santa Barbara at the beach. In addition to her writing and work online, Connie consults and strategizes with several major corporations and some non-profits, as well as volunteering with groups such as the international service organization Rotary, the Boys & Girls Clubs, Benevolent & Protective Order of Elk's (BPOE), the women's business organization Zonta, and several other charitable groups.

As the 2016 recipient of the Merrill Hoffman Award, presented to Connie by the Santa Barbara Rotary Club, being honored with this award has strengthened her resolve to serve others around the world in any way she is able to by using her gifts, talents, and experiences in a positive and sincere manner.

Please pick up one or more of my books as a way to get started on the path to online entrepreneurship. If you're not sure where to begin, simply hit "reply" to any of my email messages and I will respond to your questions promptly.



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**Have You Signed Up for [Really Simple Content Marketing](#) Yet?**  
**If you still aren't sure, please hit "reply" to any of my emails and let's discuss what's best for you at this time.**