

REPURPOSE CONTENT: WORK SMARTER, NOT HARDER

REPURPOSING EXTENDS THE LIFE OF YOUR
BLOG, ATTRACTING DIFFERENT AUDIENCES.

TURN IT INTO A VIDEO

Summarize key points in a YouTube video, TikTok, or Instagram Reel.



CREATE A PODCAST EPISODE

Expand on your blog post in audio form.



MAKE A TWITTER THREAD

Break down your post into bite-sized takeaways.



SEND IT AS AN EMAIL NEWSLETTER

Give your subscribers exclusive insights.



DESIGN AN INFOGRAPHIC

Use Canva to create a shareable summary of your post. - Yes, I made this on Canva in about 10 mins.

