



by Ana Hoffman

HOW TO
OLMOH

REPURPOSE YOUR BLOG CONTENT FOR MAXIMUM IMPACT

Welcome to the future of your content marketing and traffic generation!

TRUTH: your content does you no good rotting in your blog archives.

“Creating ridiculously good content is hard, which is why you have to squeeze every drop of juice out of whatever content you create.”

~ Ann Handley,

AnnHandley.com

Yes, Ann Handley is talking about content repurposing.

“The content you make is not THE thing, it’s just the FIRST version of that thing.”

~ Jay Baer,

ConvinceAndConvert.com

Jay repurposes every single piece of content he creates.

And here’s what Michael Stelzner from SocialMediaExaminer.com told me about content repurposing:

“Businesses that invest a lot in creating valuable content but don’t think of creative ways to slice and dice it in different mediums are doing themselves a disservice. There’s wisdom in taking what works and reapplying it to different formats.”

“Disservice”... Not the kind of word you want associated with your business, I bet.

The good news is that the only thing that stands between you doing yourself a disservice and you making the most of every piece of content you create by repurposing it is... SKILLS.

SKILLS are exactly what ContentBoomerang.Training will give you.

“Let’s turn content repurposing POSSIBILITIES into traffic and lead generating REALITIES.”

~Ana Hoffman

INTRODUCTION

Mechanical engineer Richard James invented Slinky by accident.

In 1943, he was working to create springs that could keep sensitive ship equipment steady at sea.

He happened to knock some samples off a shelf and watched in amazement as they gracefully “walked” down instead of falling.

In its first 60 years Slinky has sold 300 million units.

Slinky has seen uses other than as a toy in the playroom: it has appeared in the classroom as a teaching tool, in wartime as a radio antenna, and in physics experiments with NASA.

Your content is your Slinky that’s begging to get off the shelf and be repurposed.

It has so many possibilities... so many ways to reach your customers where they are - right now! - and bring them back to your site in the form of traffic and sales.

Yet... all it does is rot in your archives because you believe it was created for one purpose only.

I am Ana Hoffman, the founder of Traffic Generation Café and Content Boomerang.

I repurpose everything. I mean it.

So much so that I’ve repurposed my head as a walking brand billboard for Traffic Generation Café...



Today I'll help you understand how you can take your archived content and spring it into action... by repurposing it.

If you repurpose your content, you'll end up getting more

- Search engine traffic
- Referral traffic
- Social media traffic

...with a LOT less time and effort than it takes to create a good blog post... that would, of course, quickly disappear in your archives...

Let's talk for a minute about what content repurposing is and isn't.

WHAT IS CONTENT REPURPOSING?

Content repurposing is a marketing strategy that puts your business message in every format and on every platform your potential customers are looking for it.

RE-purposed content... This might not be the most accurate way to describe it.

The purpose of any content stays the same: traffic and, ultimately, sales.

What changes is the content format (from a blog post to a presentation to images to video to infographic) and its location (SlideShare, YouTube, Instagram, Facebook, LinkedIn, Medium, etc.)

I've heard repurposed content referred to in many different ways:

- reformatted content
- reformed content
- relocated content
- restructured content
- regenerated content
- reworked content
- reimagined content

And, of course...

- repurposed content
- recycled content
- reused content

Truth is it makes NO difference what you call it... as long as you know exactly how to use it to benefit your business.

With that, we'll repurpose the phrase 'content repurposing' and turn it into

REpurposed CONTENT = RECONTENT

How will recontent benefit your business?

Let me share with you my personal recontent results.

About 4 years ago, I knew nothing about content repurposing. I was just looking for ways to give my content more shelf life.

I decided to start my recontent journey with SlideShare.

Often referred to as the 'Sleeping Giant of Content Marketing', SlideShare is the largest presentation and document hosting platform in the world. It's owned by LinkedIn and now Microsoft and has about 70 million active users.

So... as a complete newbie to SlideShare and PowerPoint, here were my first recontent results:

- 30 days.
- 9 presentations.
- Over 243K views.
- Several first-page Google rankings.

- 1,400 clicks to Traffic Generation Café and my Facebook fan page.
- Over 400 new Facebook fans.
- SlideShare became my second largest referral traffic source.

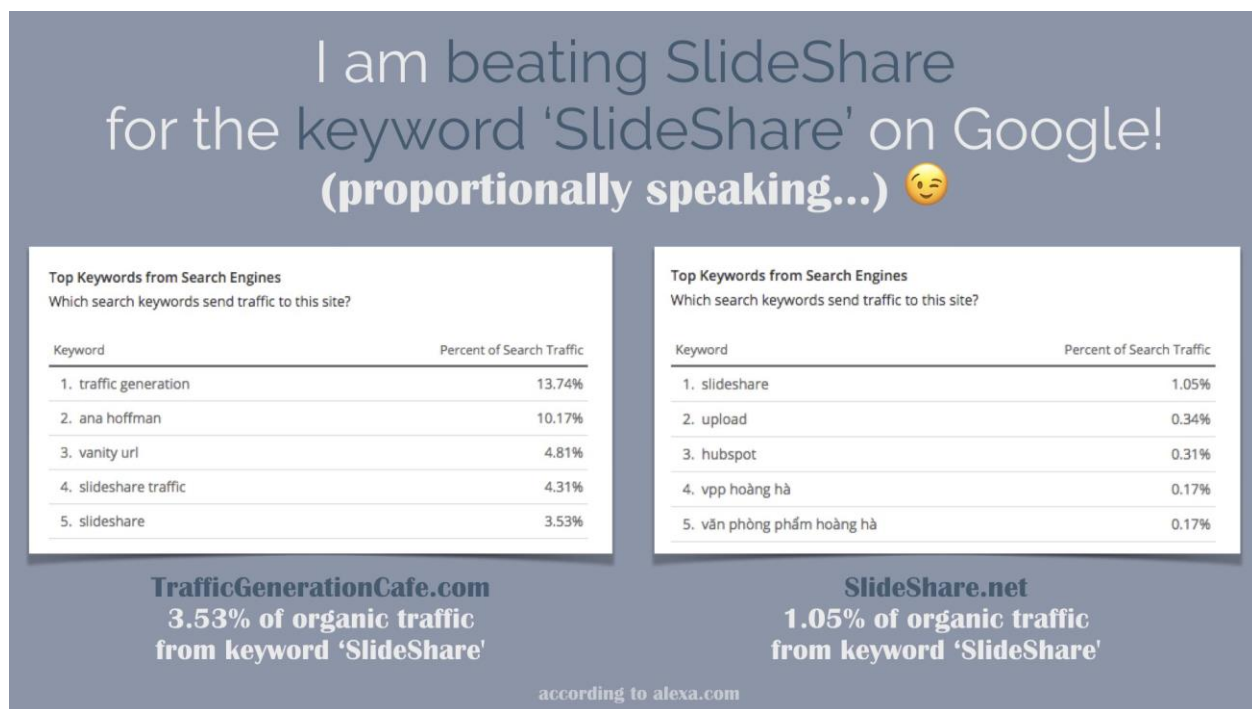
Read more about my SlideShare traffic results:

✓ [SlideShare Traffic Case Study • From 0 to 243,000 Views in 30 Days](#)

Of course, my recontent efforts didn't stop there.

Once I mastered SlideShare, I started turning those presentations into videos and standalone images to use on ALL kinds of third-party platforms - from video marketing to social media to content marketing and guest posting.

FUN FACT:



This is RECONTENT, folks.

These are the traffic possibilities that are in front of you today.

The only thing that stands in the way of you achieving similar or BETTER results is... the lack of skills.

It sounds intimidating.

It sounds like a lot of work.

It sounds like it might work for other businesses, but won't work for yours.

Are you thinking that? Good, I like a good challenge.

Let me show you how recontent is done.

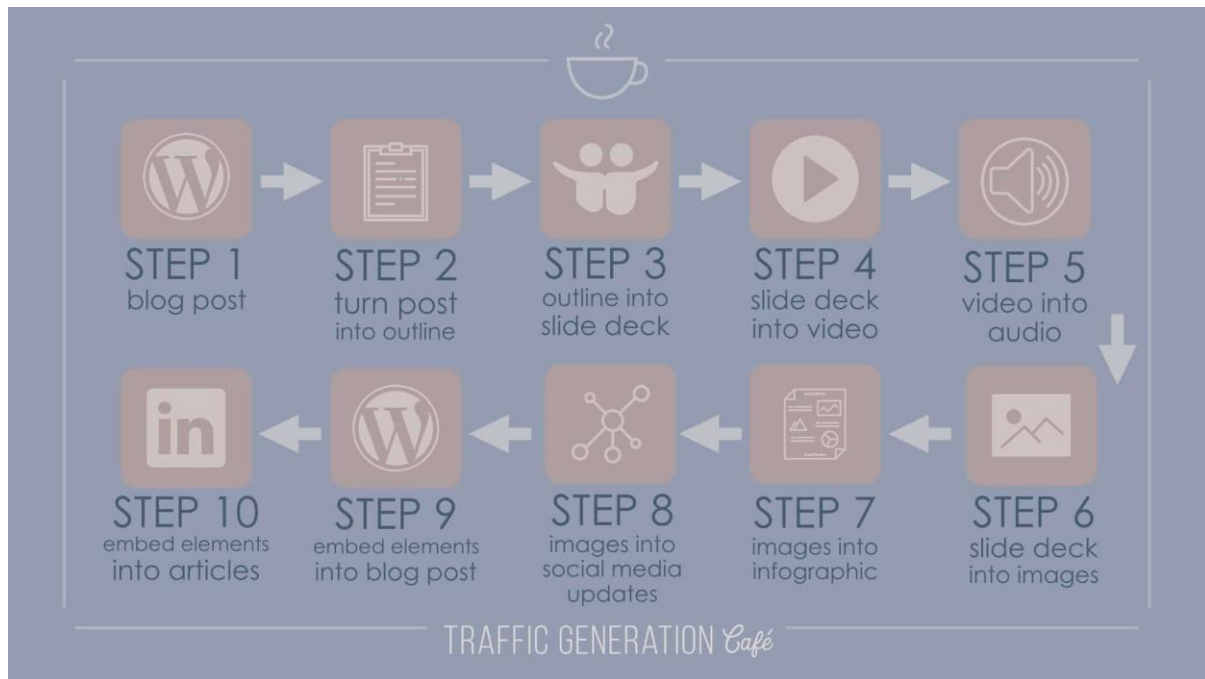
This PDF is based on CONTENT BOOMERANG – a duplicatable system to crank out memorable repurposed content (REcontent) that gets you traffic and converts that traffic into sales.

[IS CONTENT BOOMERANG CURRENTLY OPEN TO NEW MEMBERS? CLICK TO FIND OUT >>](#)

Recontent system in action

Think of your content as a set of Legos that could be shaped into endless forms - **your Recontent Ecosystem.**

What does it look like?



The recontent ecosystem above works best for

1. content creators with a stockpile of existing content
2. people who write as their preferred content creation method

SIDE NOTE

Your starting point will depend on what your primary way to create content is.

If you are a vlogger, start with Step 5.

If you are a podcaster, start by... recording your podcasts as videos! It always amazes to how many podcasters don't even think of doing this, yet it should be a no-brainer. Same amount of effort - double the content.

Going back to bloggers: your recontent starts with a blog post.

RECONTENT STEP 1

Scout your blog archives for a post:

1. that's evergreen ([update it if necessary](#))
2. solves a problem for your target prospect
3. has a relevant call to action (remember: recontent is not about website traffic per se, but converting that traffic into customers!)

What you are looking for is a ridiculously good post.

What makes a ridiculously good post ridiculously good?

Two things.

The first one **benefits your prospect** (very important.)

1. The post has to solve your prospect's problem.

The second one **benefits your business** (equally as important.)

2. It has to have a strong call to action.

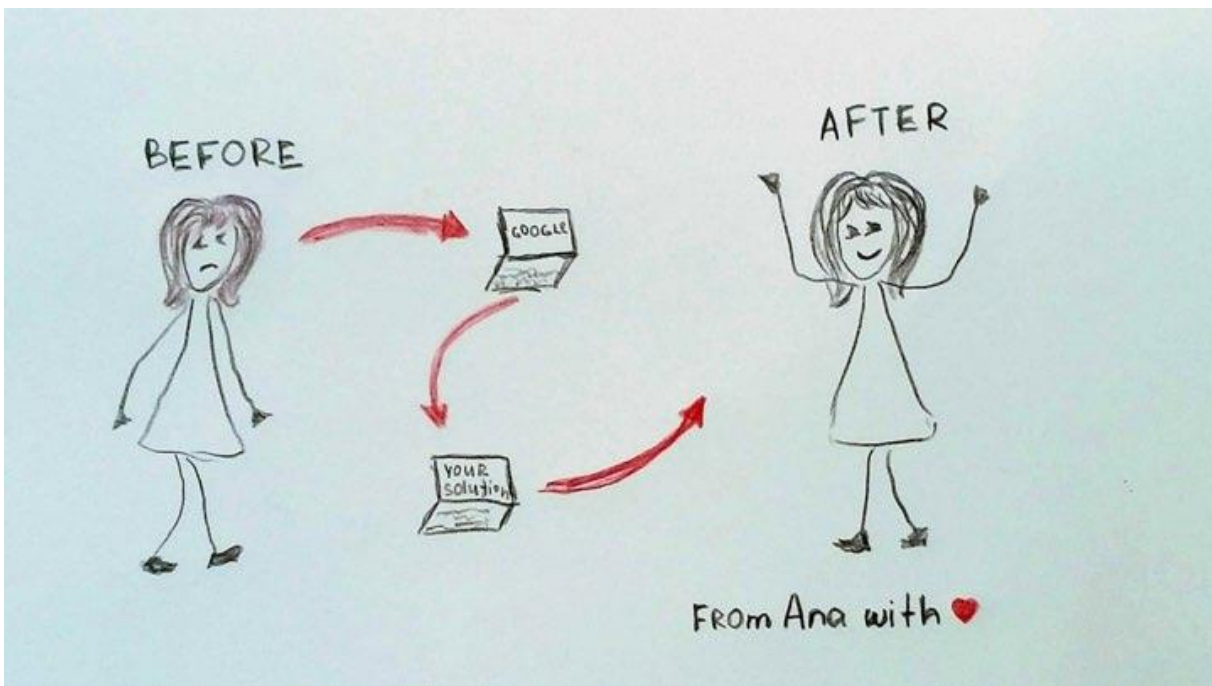
Let's go back to solving your prospect's problem

Your target prospect is looking for information right now.

She (*let's call her Claire, shall we?*) might be in pain, bored, stressed, unhappy for any number of reasons - this is her 'problem', and she's searching for a solution to that problem.

She is looking for the best solution that gets her from a 'Before' state (*in pain, bored, stressed, unhappy, etc*) to a desired 'After' state (*well, busy, relaxed, happy, etc.*)

Your content should clearly explain to Claire how your solution gets her from a 'Before' state to a desired 'After' state.



That's what makes a ridiculously good post ridiculously good, as far as Claire is concerned.

As far as you, the business owner, is concerned, **a ridiculously good post has to convert ridiculously well.**

It has to sell Claire on your solution - through a relevant call to action.

Selling her on your solution might have nothing to do with \$\$\$.

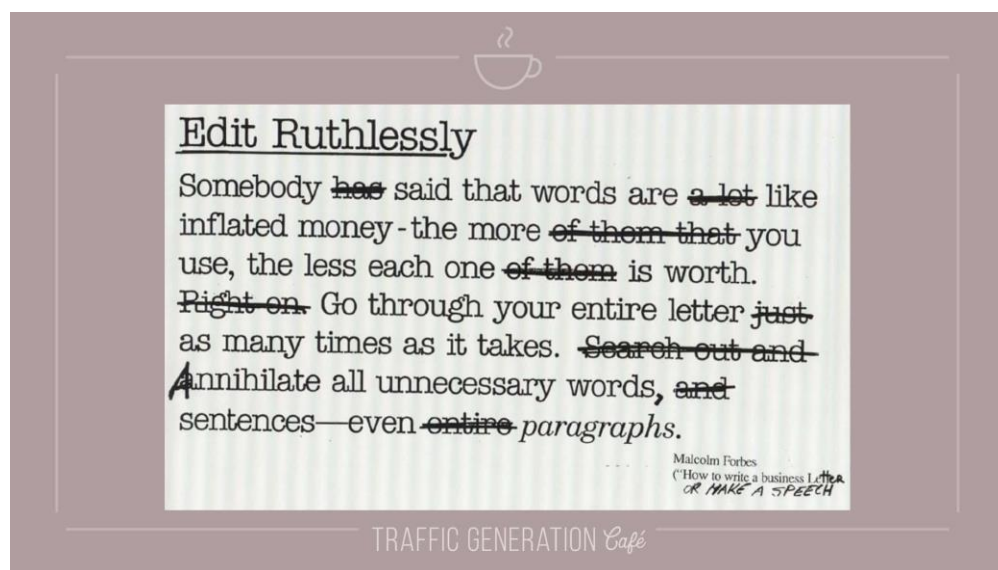
It might mean getting Claire to sign up for your email list.

Whatever your call to action is, make sure it's there, it's relevant to the content, and gives Claire a very good reason to take that next step.

RECONTENT STEP 2

Believe it or not, this is one of the most challenging parts - turning a full-sized blog post into a bite-sized outline.

Here's the BEST editing advice I've ever read:



Shrink your post... RUTHLESSLY. I mean it.

Leave nothing but the 'bones':

- title
- headings
- context-essential information (meaning essential to solving your prospect's problem)

Just to give you a ballpark number - aim for 300 to 400 words.

A few things to keep in mind when working on your presentation outline.

Make your sentences bite-sized

Short sentences aren't written to impress, but to impact.

And that's exactly what your presentation sentences should do: get your points across quickly and in as few words as possible.

Connect emotionally through the theme

The outline itself is information.

The theme is how that information makes your prospect feel. The emotion behind the bite-sized sentences.

“

*A great presentation
is the transfer of emotion.*

Seth Godin



So, choose your words, sentences, and images to make your audience feel a certain way about your message.

Use Bucket Brigades

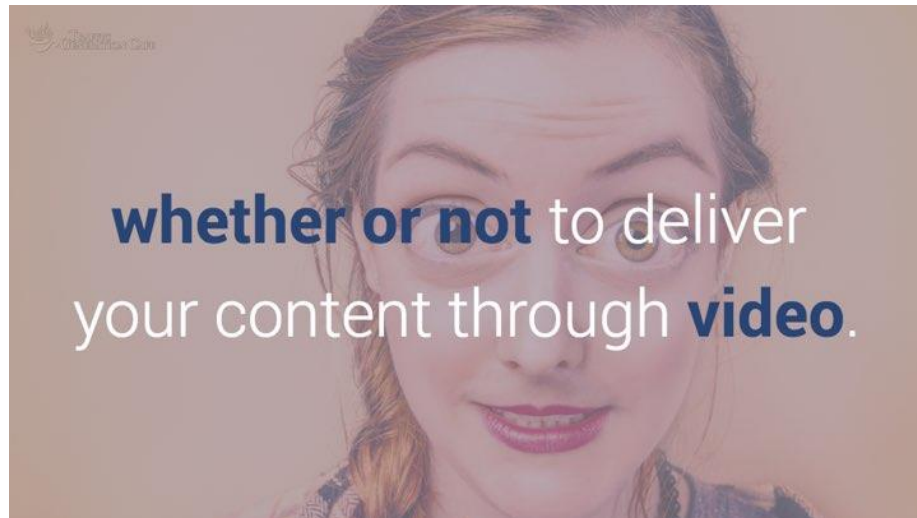
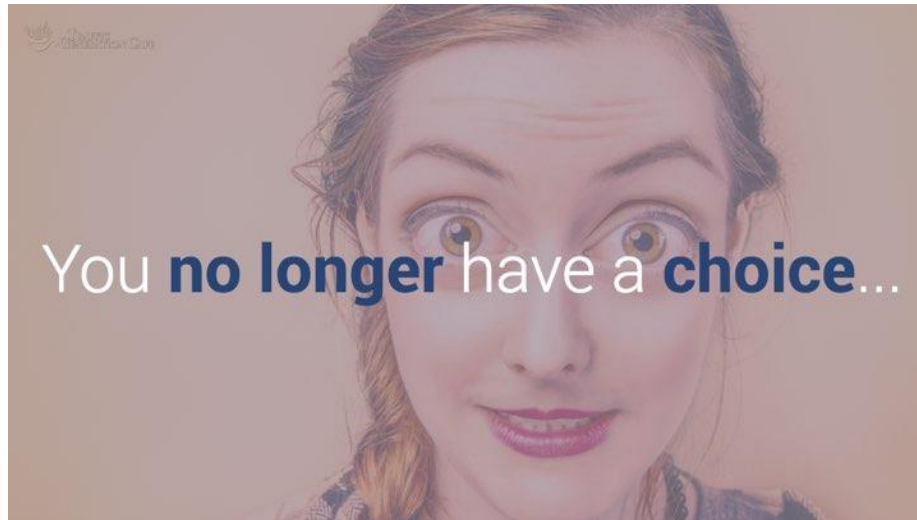
Most people know them as transition sentences, but in the world of copywriting, they're called Bucket Brigades.

Bucket Brigades are words and phrases that keep people reading | viewing | watching.

They build up anticipation and keep the reader following along.

- Here's the deal...
- And you know what?
- Let me tell you something...
- Now...
- What's the bottom line?
- You might be wondering...
- This is crazy...
- It gets better/worse...
- But here's the kicker...
- Want to know the best part?

EXAMPLE:



See a few examples of Bucket Brigades in this presentation:

- [How to Create Killer YouTube Videos with Content Samurai](#)

Learn more about Bucket Brigades in this YouTube video:

- [How to Get Website Traffic with Bucket Brigade \[TRAFFIC HACK\]](#)

Pepper with keywords

Everything you've done so far was about making your presentation more viewable | readable.

But before it's read, it needs to be found.

So, let's talk about making your presentation findable.

Why do search engines love keywords?

Because that's what your prospect, Claire, types into a search box when looking for a solution to her problem.

Keywords matter to search engines because keywords matter to people.

And if keywords matter to both people and search engines... you BETTER make sure they matter to you too.

Remember that your recontent is meant to provide a solution to your prospect's problem.

Thus, you need to use keywords that Claire types into a search box when looking for a solution to her problem.

BIG FAT SIDE NOTE

The following section, *'How does recontent help you with getting search engine traffic to your site?'* ...is one BIG FAT SIDE NOTE.

Even though it's quite a diversion from talking about Recontent Ecosystem, this was a logical place to talk about it [IT being recontent and search engine traffic].

Thus, talk about it we shall... just keep in mind WHY we are talking about it and that we'll get back to the next Recontent step after this.

How does recontent help you with search engine traffic to your site?

This seems to be a good time to take a detour and talk about SEO value of recontent, because it happens to be the most effortless way to improve the search engine rankings of your primary site.

1. Recontent results in backlinks to your primary site

Every time you publish a piece of recontent, you get at least one backlink to your site.

The more recontent you publish, the more backlinks you get.

Some of those links might be more valuable than others, but don't obsess over it.

“

Focus on creating a strong call to action in every piece of recontent and bring prospects back to your site - that's your priority #1.



“

SEO value of recontent is a by-product of driving actual traffic.



2. Recontent showcases your brand and niche expertise

You want to be known as THE expert in your niche.

The more you recontent, the more 'visible' you become.

Your potential audience sees you everywhere they go. They can't help but think you are IT in your niche.

So, when they DO need the solution you offer, YOU will be the first one they come to.

That's the TRUE power of recontent: being recognized as THE one with a solution to a problem.

As a result of building your visibility through recontent, you'll see

- mentions on other sites
- backlinks
- referral traffic
- higher domain authority of your primary site
- higher overall search engine rankings

3. Recontent ranks on Google

Since you publish your recontent on sites with high domain authority, it's likely to rank on search engines for the topics (keywords) you optimize it for.

For instance, SlideShare gets over 75% of its overall traffic from search engines; thus, your SlideShare presentations are very likely to see some of that traffic.

That's why it's so incredibly important to make your recontent findable (*search engine optimized*) as well as readable (*reader optimized*).

MAKE YOUR RECONTENT

FINDABLE

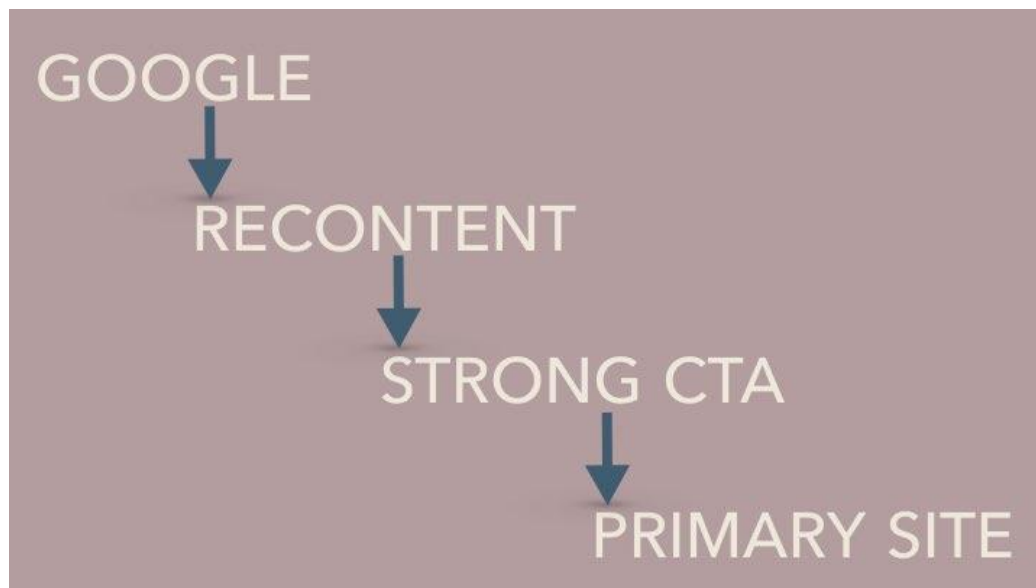
(search engine optimized)



READABLE

(reader optimized)

When your recontent ranks on search engines, it sends indirect search engine traffic back to your site, as in



...and now back to the Recontent Ecosystem steps.

RECONTENT STEP 2.5

Refine your Call to Action

Let's talk about the cornerstone of driving traffic to your site with recontent - a call to action.

A Call to Action (CTA) is the bridge that gets your prospect from a third-party platform to your neck of the woods - your website.

It tells your prospects what you want them to do next.

Content without a call to action is like a peanut butter n' jelly sandwich without the jelly... or peanut butter... (or bread?...)

...a smartphone without a data plan...

...Batman without Robin...

Get the picture?

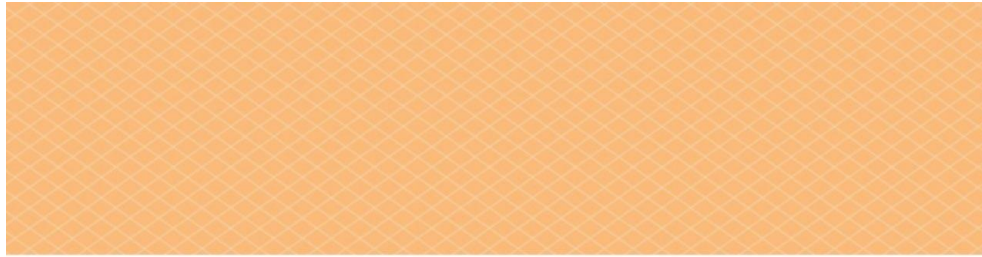
Know WHY you create recontent BEFORE creating it.

Leslie's sad tale of unactionable calls to action

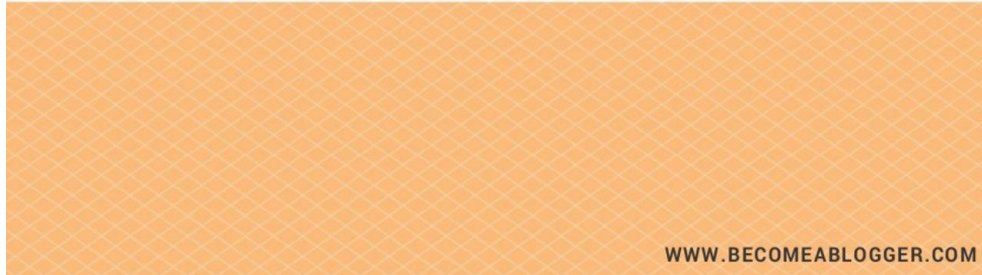
I'll use my friend Leslie Samuel (with his permission) as an example of what not to do when it comes down to calls to action and how to make'em more... actionable.

Leslie knows the power of repurposing his content. Especially, turning his blog posts into SlideShare presentations.

Unfortunately, here's how Leslie's SlideShare presentations currently end - this is his call to action.



More on this at WWW.BECOMEABLOGGER.COM



WWW.BECOMEABLOGGER.COM

Then I talk to him one day and he tells me one of his presentations was featured on SlideShare home page that day...

That's HUGE... Leslie's presentation had over 14,000 views in just one day.

Learn more about being featured on SlideShare Home page here:

- [SlideShare Traffic Case Study • From 0 to 243,000 Views in 30 Days](#)

Leslie hit the motherlode of all traffic...

...without a means to send all that traffic back to his site!

Naturally, Leslie promised to fix his call-to-action faux pas right away; and he did.

Since SlideShare allows its users to re-upload content to keep it updated, making improvements like changing your CTA is an easy thing to do.

Save your outline as a text file

Your outline is done. All that's left to do is to save it as a text file (.txt or .rtf)

Don't save it as a Word doc file - it won't work for the next step I am about to show you.

Don't ask... ;)

RECONTENT STEP 3

Next, your outline will become a slide deck (a PowerPoint or Keynote presentation, in the other words.)

Why a slide presentation?

What is a slide - essentially? An image!

And what you can do with images is... A LOT.

That's why a slide presentation is the core, the cornerstone of the entire RECONTENT process.

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[IS CONTENT BOOMERANG CURRENTLY OPEN TO NEW MEMBERS? CLICK TO FIND OUT >>](#)

Here comes my favorite part - transforming a bunch of text into a full-blown slide presentation in under 30 seconds.

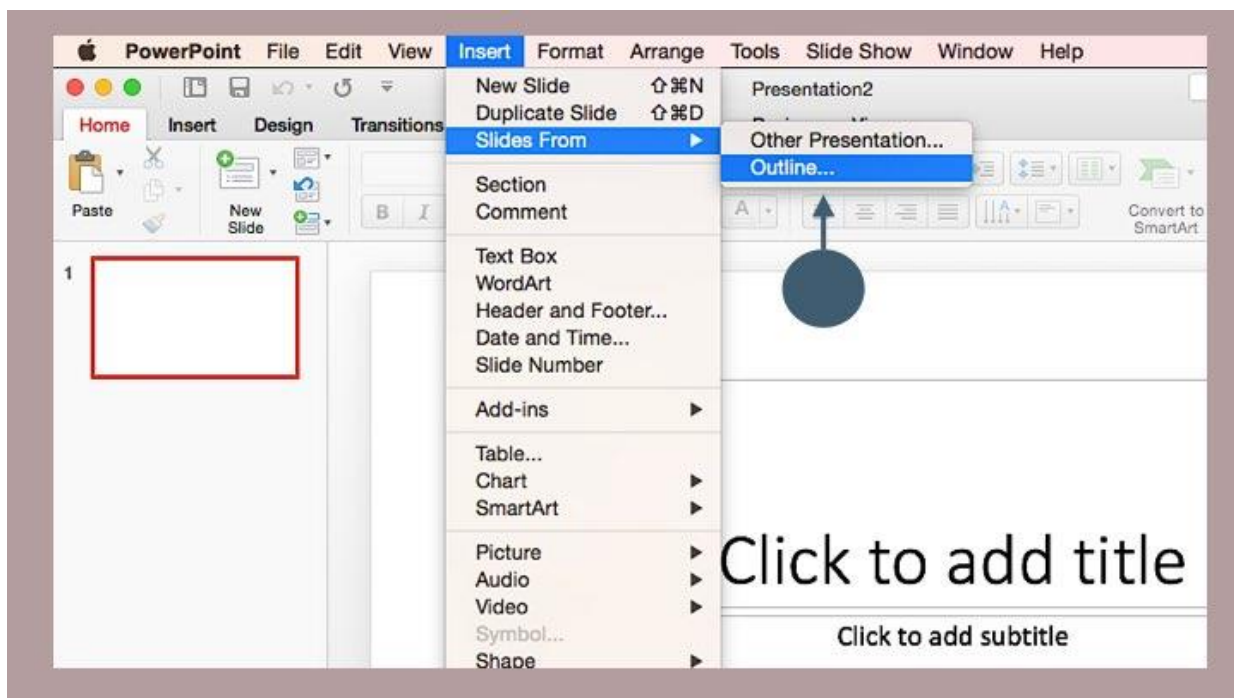
Gotta love that!

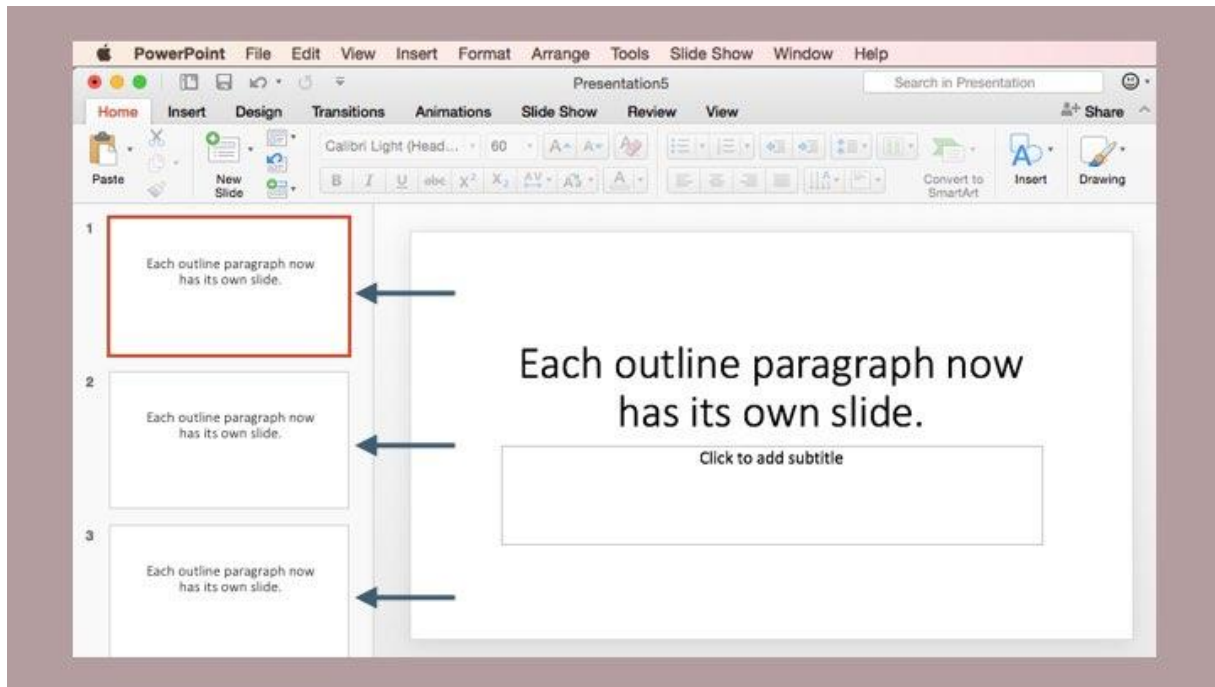
In PowerPoint, go to:

- Insert (top navigation)
- Slides from
- Outline

Next, choose the outline file from your computer, then click 'Insert'.

Result: each outline paragraph now has its own slide.





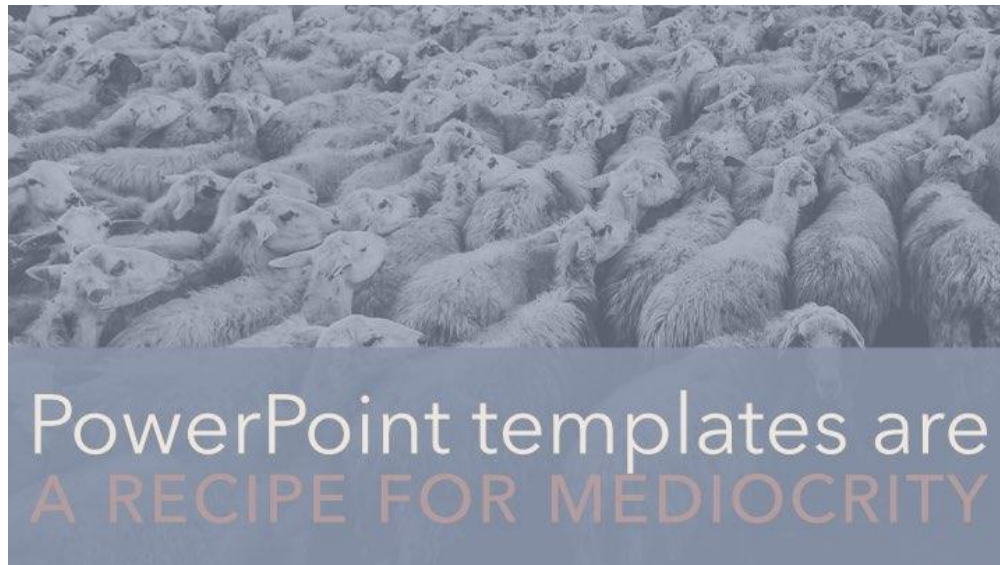
Turn your presentation from Blah to Whoa

This is exciting - you are now looking at a basic PowerPoint presentation.

The next step is to pretty it up - change text, layout, add colors, adjust fonts, etc.

The easiest and quickest way to do that? Use a PowerPoint template.

However... I encourage you to stay away from them.



It's just as simple to apply colors, change up the fonts, and add images to your presentation and make it stand out and your own than to use a cookie-cutter template.

And you know what?



Take a few extra minutes to spruce up your presentation, and the potential to drive traffic will increase exponentially.

Take an hour to make your presentation truly special, and the resulting website traffic could exceed your highest expectations.

How to change slide layout, font, background color in one quick swoop

This is your minimum viable formatting - a few simple, but sharp formatting tricks that will make your slide deck good enough to publish.

What you can do in bulk in PowerPoint

- change slide layout
- apply font
- customize slide background

Styling a presentation at once saves time, but also means all slides will look the same - same layout, font style (you can't adjust font color in bulk), and background color

Next, go through your presentation slide by slide

- **Make your cover slide look its best**
Your presentation will be judged by its cover.
- **Make the headings stand out**
In a blog post, the headings are styled differently from the rest of the text to make sure they pop and engage the reader.
The same goes for your presentation.
- **Emphasize important words with accent color**
Just like you might bold certain key concepts/phrases in a blog post, use the same technique in your presentation to keep viewers engaged.
- **Use relevant images**
Your presentation doesn't have to have images to make an impact. However, images do take a presentation to a whole new level.

>>VERY IMPORTANT<<

Make sure at least some of the slides can stand on their own as images. The more, the better.

That way they can be used as standalone images on Pinterest, Instagram, Facebook, etc.

Make sure those slides are visually interesting, express one complete thought, and have your branding and/or your CTA link.

For instance: from this...



...to this...



“
BLAH content drives traffic



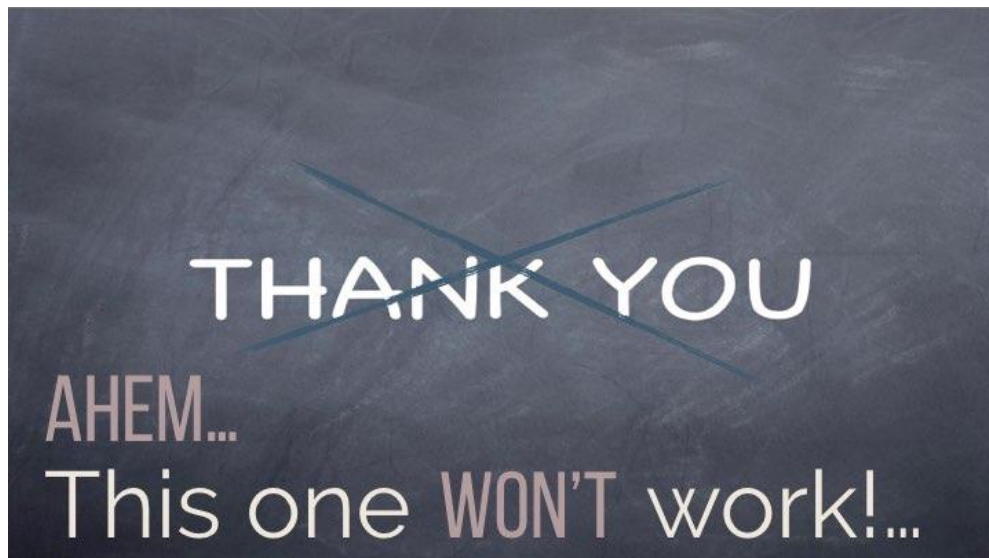
Make your CTA clickable

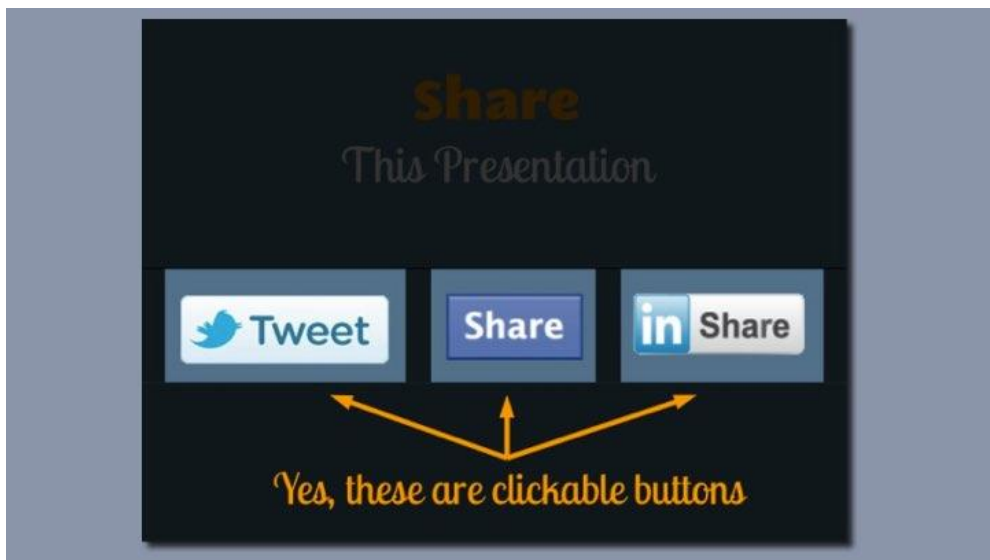
SlideShare allows live clickable links within presentations. How sweet is that!

However... viewers aren't used to clickable links within media...

YouTube, Instagram, Pinterest have conditioned your prospect to look for links in bios and descriptions, NOT within content itself!

So how would she know to click on a link in your presentation? You have to spell it out for her.







Now that you are happy with your presentation, export it as a PDF file.

Make sure to use your keywords when naming the file, by the way; good for SEO.

Upload your presentation to SlideShare

One thing I love about SlideShare is how simple it is to use.

If you've ever uploaded a video to YouTube, you'll feel right at home on SlideShare.

You'll need to create a presentation title, description, set category, add tags, then hit *Publish*.

SIDE NOTE:

Never used SlideShare? Too overwhelmed to learn a new platform?...

Don't sweat it. 😊 Proceed to RECONTENT STEP 4.

SlideShare Insider Tips

SlideShare allows its users to save presentations in one of two ways:

- Clip slides
- Download entire presentations

You can turn off either one of these functions by going to *Edit*, then *Privacy Settings*.

CLIP SLIDES

Clipping slides is a way for viewers to save the slides they like to their Clipboards, which could be used as topical Collections of sorts.

It's still a fairly new SlideShare feature, but to make the most of it, do create as many standalone slides as you can.

DOWNLOAD PRESENTATIONS

Here's an idea for you: people LOVE to download presentations.

Instead of letting them do that, you can use your SlideShare presentation as a list bait - offer SlideShare users to download your presentation after opting in to your email list.

In this case, this will become your presentation CTA.

The best way to set it up is to create a simple landing page on your site with an optin form that explains what people get in return for giving up their email address.

Something as simple as '*Enter your email address and I'll email you the PDF version of 'Your Title Goes Here' presentation.*'

By the way, it is a good form to also disclose that by signing up to receive the PDF, they'll also get your newsletter.

“By signing up, you will receive a weekly Traffic Hacks newsletter that will show you how to double your traffic in 30 days. Your private information will never be disclosed and you can unsubscribe at any time.”

EMBED YOUTUBE VIDEOS INTO A PRESENTATION

You can also embed YouTube videos into a presentation.

You can do something as simple as create an opening and a closing slide (I'd make the closing one your CTA!), save them as a PDF, upload the file to SlideShare, then sandwich your YouTube video between the two slides.

OTHER DOCUMENT FORMATS TO UPLOAD TO SLIDESHARE

What else can you upload to SlideShare?

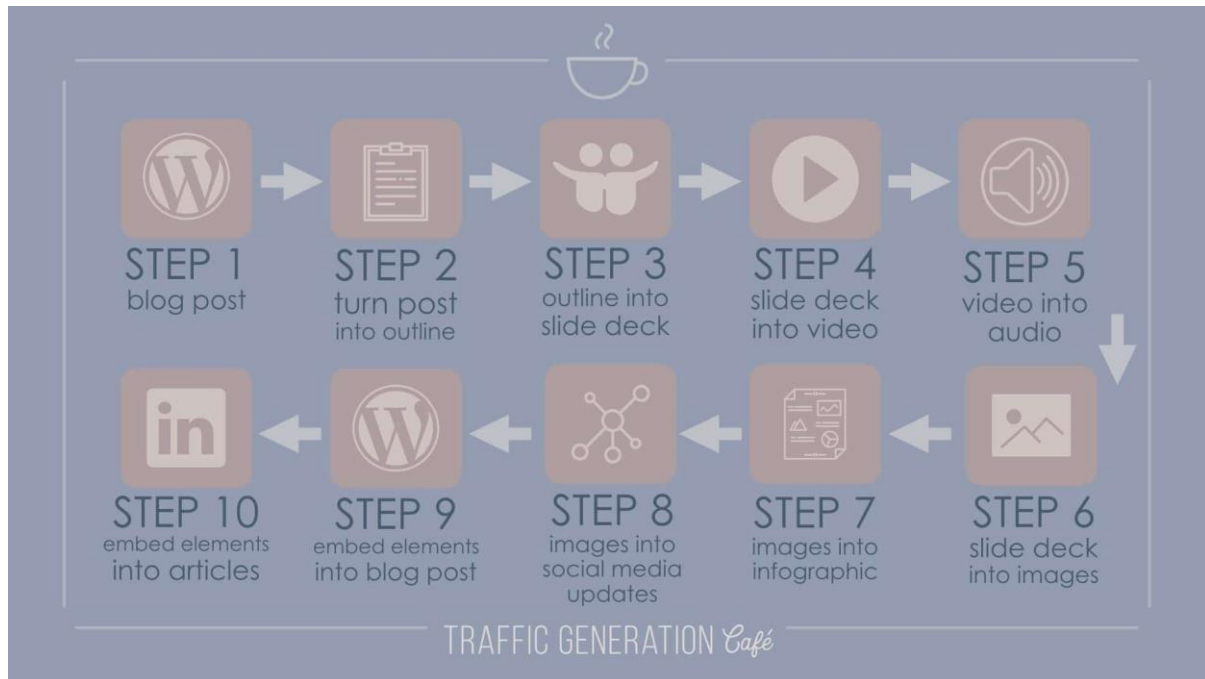
- Infographics
- PDFs of ALL formats, including documents

EXAMPLE:

- [Be Everywhere: How to Convert a Blog Post into PDF in Under 60 Seconds](#)

Whoa... that was a very loooooong RECONTENT STEP 3! But well-worth it.

Back to our Recontent Ecosystem...



...and here's the next step.

RECONTENT STEP 4

Once you have a presentation, turning it into a video is a cinch.

Simply record yourself reading through the slides with any screencasting software.

I cover recontent steps 3 through 5 in a bit more detail in this post:

- ✓ [How to Turn Blog Post into Video in 5 Min](#)

RECONTENT STEP 5

There are several simple ways to separate the audio from your newly created video.

Here's the easiest one: once your video is published on YouTube, go to ListenToYouTube.com, enter your YouTube video URL, and press *Go*.

This free service will quickly strip your video voice-over and turn it into an MP3 ready to be distributed to various audio sites, like SoundCloud.

RECONTENT STEP 6

Your slides ARE images.

Some of them are transitional images that only make sense within the context of the presentation.

But many of them could be used as standalone images to be shared on social media, added to blog posts, articles, etc.

Just make sure those images

- contain a completed thought
- have your branding
- (optional) include your call-to-action URL

RECONTENT STEP 7

Creating an infographic doesn't have to be intimidating.

It could be as simple as stacking a few slides together - as long as the end result contains a complete thought.

Like I did in this post:

- [7 Simple Hacks to Create Traffic-Driving Mobile Friendly Emails](#)

RECONTENT STEP 8

This one is easy-peasy and EXTREMELY valuable - sharing images as social media updates certainly beats spitting out links in terms of engagement and clicks.

Don't just share an update once though. Rinse and repeat.

RECONTENT STEPS 9 & 10

In these steps, you are going to use and reuse everything you've created thus far: slide deck(s), video(s), images.

Embed them in your posts and in articles you publish elsewhere - guest posts, LinkedIn Pulse articles, Medium publications, and so forth.

Needless to say, [everything you see in this post](#) was created according to the recontent ecosystem chart above with one exception: since I wasn't repurposing an existing blog post, I started with an outline, then created a SlideShare presentation based on that, THEN wrote the actual blog post.

outline



SlideShare presentation



blog post



presentation images added to the post



images added to Click to Tweet CTAs



YouTube video (also used as native video uploads to Facebook, Twitter, Instagram)



all of the above continuously used in social media updates



all of the above embedded in various articles [LinkedIn, Medium, etc.]

More examples of recontent at Traffic Generation Café

[7 Simple Tips to Create Traffic-Driving Mobile Friendly Emails](#)

blog post



infographic



SlideShare presentation (using infographic images)



infographic and presentation images added to the post



images added to Click to Tweet CTAs



YouTube video (also used as native video uploads to Facebook, Twitter, Instagram)



all of the above continuously used in social media updates



all of the above embedded in various articles [LinkedIn, Medium, etc.]

[5 Brilliant Ways to Go Blog-to-Video with Content Samurai \[Review, Tutorial, Discount\]](#)

blog post



SlideShare presentation



blog post video trailer* [short YouTube video]



full video tutorial [YouTube video]



all of the above continuously used in social media updates



all of the above embedded in various articles [LinkedIn, Medium, etc.]

So, you see, each piece of recontent was created to amplify the original as well as serve as a standalone piece of your recontent ecosystem.

BOOM!

No more rotting in blog archives.

Your content is now working for you 24/7 on high-trafficked sites where your potential customers are RIGHT NOW, branding you as an expert in your niche, and bringing those potential customers back to your site in the form of traffic.

The ultimate circle of content life!

WHY do you create content? Who is reading it?

Thanks to recontent, EVERYONE.

How would you like to TRULY put recontent to work for YOUR business?

Learn the ins and outs of the process, so that your content can drive MORE traffic with LESS time and effort on your part?

That's exactly what I'll teach you in the all new Content Boomerang recontent course.

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[IS CONTENT BOOMERANG CURRENTLY OPEN TO NEW MEMBERS? CLICK TO FIND OUT >>](#)

From Ana with

