

9 Ways to Repurpose a Blog Post

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We are all busy people and often crafting a blog post can take a substantial amount of time. The best way therefore to bring the biggest audience to it is to repurpose it.

Let's look at taking one blog post and reaching out to the largest amount of readers possible.

1 The Original Blog Post

This should be systematically shared across all social media (make sure you have a great image accompanying it) and bookmarked on places like Stumbleupon, Digg, Reddit etc

Make sure you have burned a feed for your blog, I use [Feedburner](#), so that people can easily add it to a blog reader such as Feedly and Bloglovin' or subscribe to your blog posts by email.

2 Turn It Into a Slideshow

Add the content of the blog post to a series of slides in PowerPoint or Keynote and then save the document as a pdf. Then you can upload it (for free) to [Slideshare](#) and encounter a whole new audience.

3 Turn It Into a Video

Take that same slideshow and turn it into a video by adding a voiceover and then converting it into a movie. Here's [how to do it on a PC](#) using PowerPoint and Windows Movie.

4. Your Mailing List

Drop that blog post into your mailing list funnel (what do you mean you don't have a mailing list set up – are you mad 😊 – hop in to my [Momentum Membership](#) quick smart where we dive fully into list building) so that it

demonstrates your expertise to your audience. Alternatively mention it in your next newsletter, including a teaser, and drive traffic back to your blog.

5 Write a Short Report or eBook

Include the blog post (with a selection of your other written content) into a short report which you can give away to help build your mailing list or into a longer e-book which you can sell from your website or convert into a Kindle book.

6 Create an Online Course

Include the content in a mini course – delivered via email to build your list – or in a much more in-depth course which you can sell.

7 Turn it Into an Audio or Podcast

Read your post and record it on audio so that people can listen to it on your site or turn it into a podcast.

8 Webinar or Facebook Live

Take the content and re-purpose it into a webinar or Facebook Live ([free eBook here](#)) so that you can use it to grow your list if it's the former or get more exposure if it's the latter – and where people can interact with you live and ask questions.

9 Turn it Into an Infographic

Hire a designer on Fiverr or Upwork to turn the content into an infographic – these go down well on Pinterest and are easily shareable. You will need

to have a good idea of what you want it to look like and sketch out a rough idea of the layout for the designer to work from.

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