

# HOW TO

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## REPURPOSE YOUR CONTENT





*As an Online Business Manager, many of my clients have shared their struggles with figuring out the best, most effective use of their time and energy, especially when it comes to content.*

*Content is king! It's true. The reality is that consistent quality content goes a long way in converting a casual website visitor into a customer.*

*From website pages to social media to blog posts to sales funnels and beyond. They are all fueled by...you guessed it...content! Add in that not everyone consumes content the same way and it's no wonder that you may be feeling like it's an insurmountable task!*

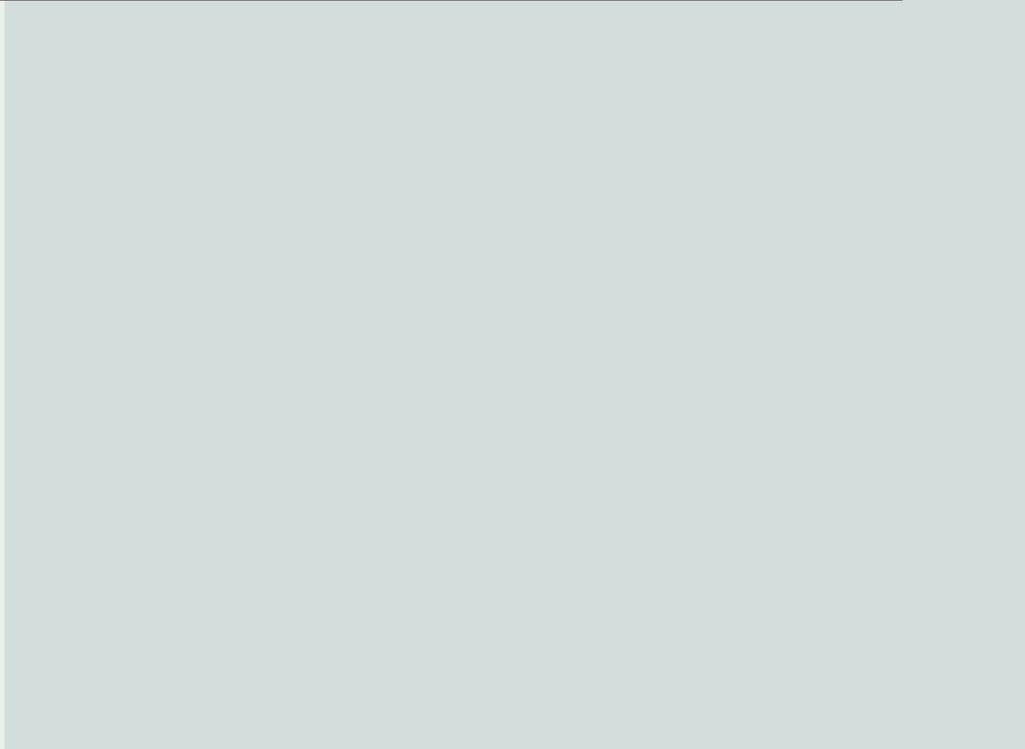
*You're already creating content, you might as well get all you can out of it. In the following pages, I'll share my system for creating engaging content without spending all day writing new content. You can use this strategy yourself or take it one step further by outsourcing content creation to your Online Business Manager or Virtual Assistant.*

*Teresa*

## STEP ONE: BRAINSTORMING

Create a piece of foundational content that speaks to your audience and the ways they can use your service or product. This can be a blog post, video or even a longer social media post.

### TOPIC IDEAS:



## STEP TWO: REPURPOSE YOUR CONTENT

Choose 10 ways that you will repurpose your foundational content for use over 1-2 weeks.

- Blog
- Facebook Post
- Facebook Group Topic
- Instagram Quote
- Tweet it
- Facebook Live Video
- YouTube Video
- Email Newsletter
- Website Opt-in
- Podcast

## STEP THREE: SCHEDULE YOUR CONTENT

**Here's a sample schedule  
for your content:**

- **Monday:** Foundational Content
- **Tuesday:** Email Newsletter
- **Wednesday:** Blog Post
- **Thursday:** Social Media Updates
- **Friday:** Facebook Live Video

## *Automate Your Process*

**Here are some tips & tools you can use to automate your process:**

- Schedule **2-3 hours** for content creation each week to make the process more efficient.
- Batch schedule your social media posts using **Edgar**, **Buffer** or your favorite scheduler.
- Schedule your email newsletters in **ConvertKit** or your favorite email marketing platform.
- Create landing pages for your website opt-ins using **LeadPages** or design your own.

*This is a complicated process--but one you don't have to tackle alone.*

*I am available to help you develop a content strategy and to automate your processes so you spend less time on content development and more on building your business.*

*Ready to schedule? Click [here](#)!*

**Let's Connect!**

