



Spot your high-potential content.

Look for what's already performing well, still relevant, or sparks conversation — blogs, webinars, or even old LinkedIn posts.



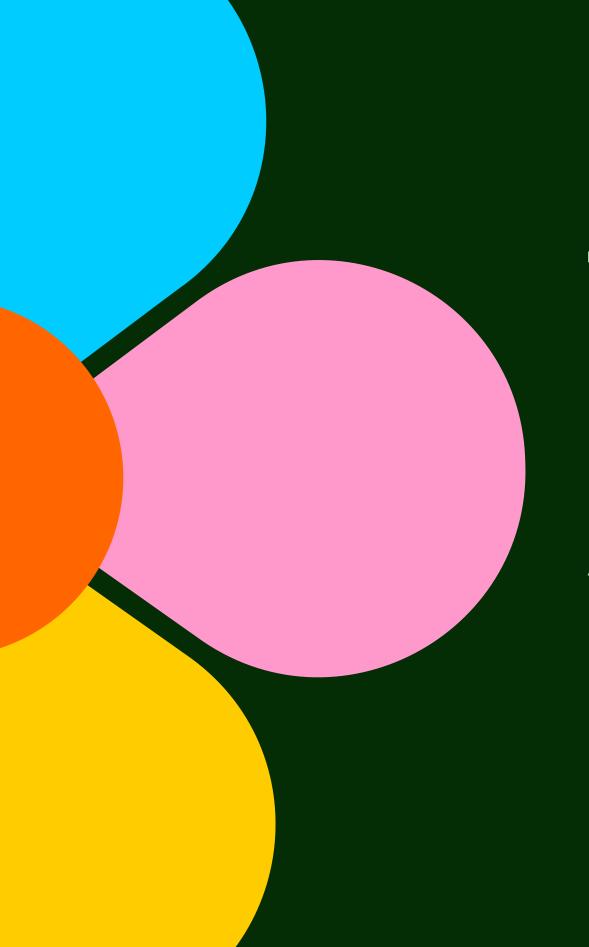
Map out new ways to share it.

Break one idea into multiple formats: a blog becomes a carousel post, a short video, an email tip, or a podcast snippet.



Plan where and when to post.

Add those pieces to your marketing calendar so your repurposed content gets seen consistently, not all at once.



Tweak your message for each audience.

Adjust your angle or language slightly so it lands with each platform's crowd... same idea, different focus.



Track what works and repeat it.

Notice which formats or topics get the most engagement, then feed that insight into your next round of repurposing.

Five ways to make your content work harder

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What are your options?

(For blogs but it could be for anything).

Quick-fire social posts

- Short, scroll-stopping snippets that highlight key ideas or quotes from your blog
- Key quote graphic or text post
- "Did you know...?" stat or insight
- Mini tip or "quick win" pulled from the post
- Short summary ("3 things you'll learn from...")
- Before vs after post (problem → solution)
- Myth-busting statement
- "One mistake people make when..." post
- Short story or anecdote snippet
- Conversation starter ("What's your experience with...?")

Visual and carousel content

- Perfect for LinkedIn, Instagram, or even YouTube
- Carousel post summarising your key points (each slide = one idea)
- Infographic version of your blog (process, model, or stats)
- Quote card from your headline insight
- "How it works" step-by-step visual
- Data snapshot or stat breakdown
- Before-and-after transformation graphic
- Comparison chart (old way vs new way)

Video and audio

- For repurposing into dynamic, highengagement content.
- One-minute video tip
- Explainer video or screen share of a key process
- "Behind the blog" talking-head clip about why you wrote it
- Podcast segment expanding on one point
- Audio snippet for social (Soundbite from your video or narration of the intro)
- "Ask me anything" Q&A video based on blog comments

Conversation & engagement posts

- Designed to spark dialogue or invite contributions.
- Poll inspired by a key question in the blog
- "Agree or disagree?" statement
- Storytelling thread: how you discovered or tested what's in the blog
- Comment prompt post ("What's one tip you'd add?")
- Case study example or success story continuation
- "I tried this advice and here's what happened" post

Educational or resource-style posts

- Show your authority by turning your blog's ideas into resources.
- Cheat sheet summary (text or image)
- Checklist post ("5 things to check before you...")
- Template or downloadable snippet linked from your site
- Tip series (split your blog into 5 separate posts)
- Mini case study version ("Here's how this worked in practice...")
- FAQ post (turn the blog into questions and answers)

Promotional and evergreen posts

- Keep traffic coming back to the original blog or related offers.
- "In case you missed it..." reshare
- "Throwback Thursday" revisit with updated insight
- "This post still rings true..." commentary
- "From the archives" post linking back to your blog
- "Free resource" style post linking to a download from the blog
- Newsletter feature ("This month's top read")

Storytelling and personal reflection

- More human, connection-driven follow-ups.
- What inspired the blog (personal story behind it)
- How your thinking has changed since you wrote it
- "I used to believe..., now I realise..." reflection post
- "Client moment" post where the blog insight came to life
- Lessons learned from applying your own advice

Cross-platform adaptations

- Extend reach by reworking for different spaces.
- LinkedIn article (long-form version of the blog)
- Newsletter edition (personal intro + summary + link)
- Medium post / guest blog cross-publish
- YouTube short or playlist introduction
- Threads or bite-sized series on BlueSky, Threads, or X
- Pinterest board or pin (visual summary)