

You're already juggling a million things, so why **create content** once and never use it again?

20 WAYS TO REPURPOSE YOUR WINNING CONTENT



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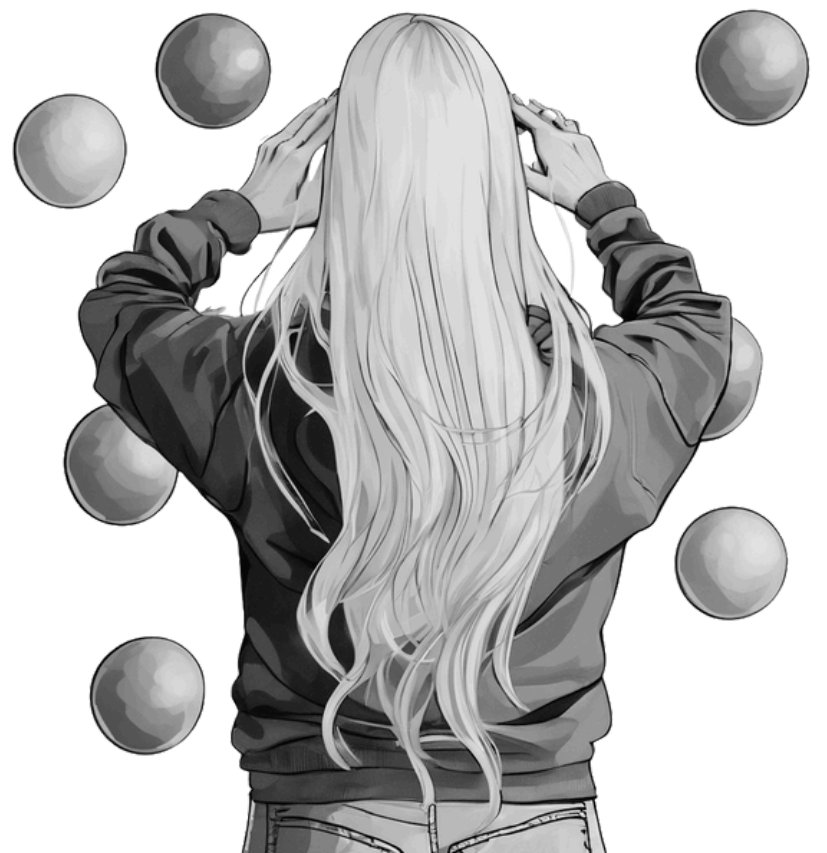
Make your content work harder so you don't have to.

You're already juggling a million things, so why create content once and never use it ever again?

Repurposing content means taking what you've already created and reshaping it into different formats to reach more people with less time.

- ✓ The Quick Win options can be implemented in under an hour with minimal specialised skills.
- ✓ Medium Effort strategies typically require a few hours and some basic design or writing skills.
- ✓ High Investment approaches demand more significant time and technical skills.

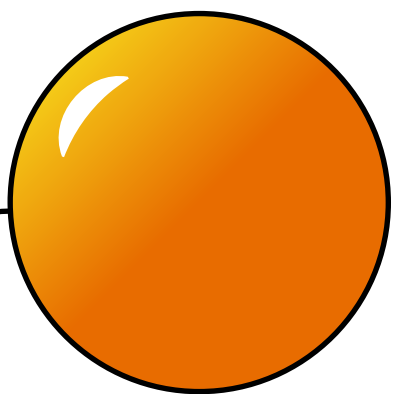
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## EFFORT LEVEL: QUICK WIN

**(1)** Turn your content into a LinkedIn post by summarising the key points as a post or even a mini-story.

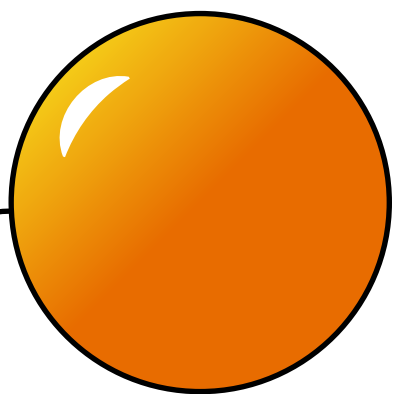




**EFFORT LEVEL: QUICK WIN**

**(2)** Create a Twitter/X thread by breaking down the content into bite-sized tweets.

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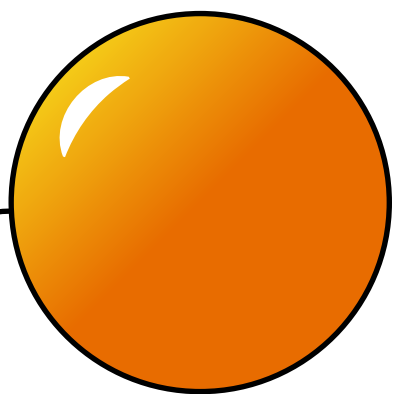




**EFFORT LEVEL: MEDIUM**

**(3)** Make an Instagram carousel by using visuals to highlight main takeaways.

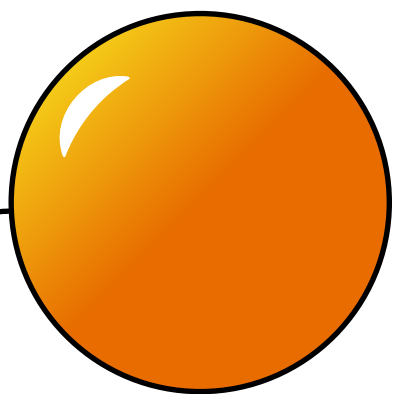
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## EFFORT LEVEL: MEDIUM

**(4)** Record a video for Reels/TikTok/YouTube Shorts and share the key insight from your content in 30-60 seconds.

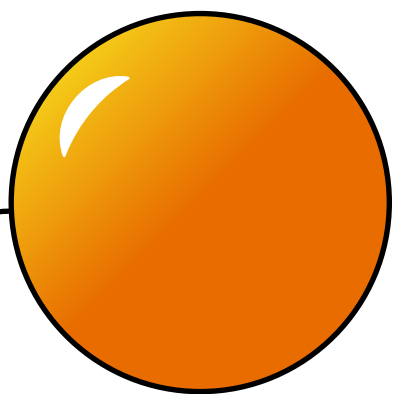




## EFFORT LEVEL: QUICK WINS

**(5)** Design an eye-catching graphic and pull a powerful quote from the content.

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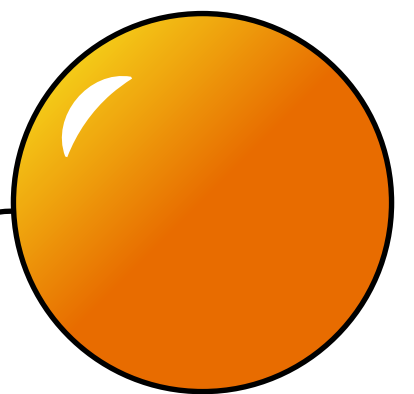






## EFFORT LEVEL: MEDIUM EFFORT

**(6)** Create a meme and tap into your own humour and personality, relatable content for your industry or profession or the audience you are targeting.

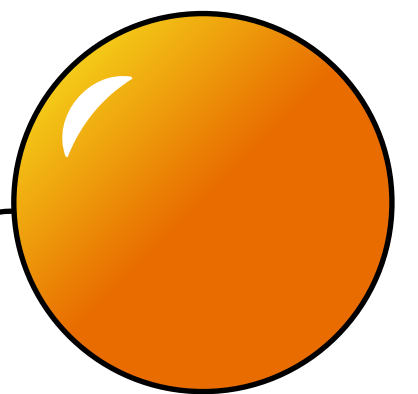






## EFFORT LEVEL: HIGH INVESTMENT

**(7)** Host a live Q&A session and expand on the content and answer questions in real-time.

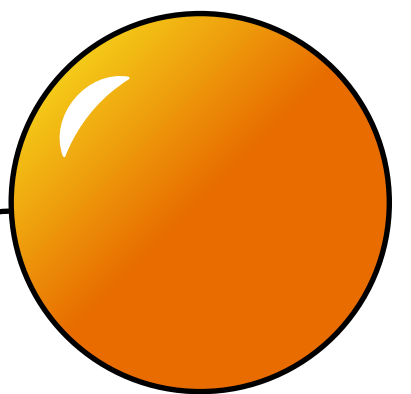




## EFFORT LEVEL: HIGH INVESTMENT

**(8)** Record a podcast episode so you can discuss the topic in more depth.

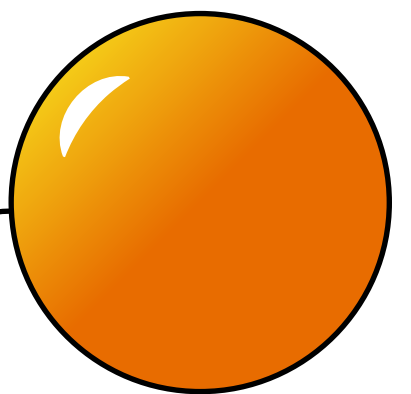
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## EFFORT LEVEL: HIGH INVESTMENT

**(9)** Create a YouTube video and use visuals, storytelling or approach like a tutorial to explain the concept.

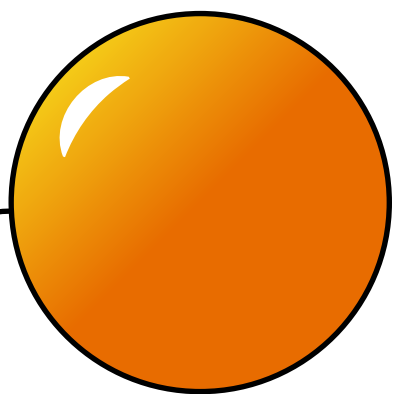




## EFFORT LEVEL: HIGH INVESTMENT

**(10)** Turn it into a voice over by recording a short clip using captions, images or graphics.

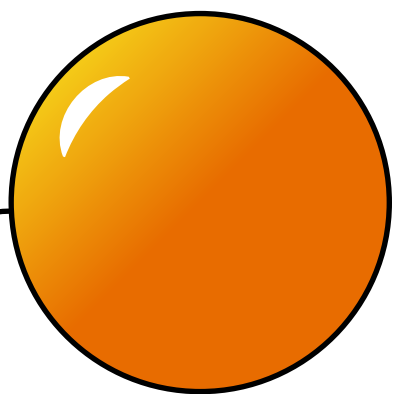
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## EFFORT LEVEL: HIGH INVESTMENT

**(11)** Host a webinar or live training session so you can dive deeper and interact and get closer to your audience.

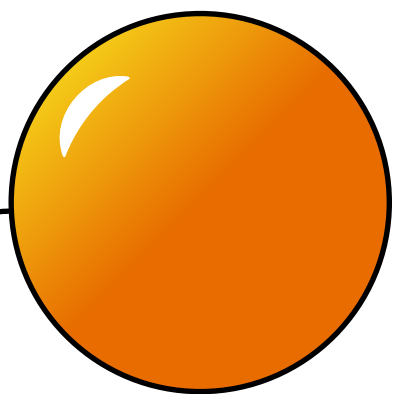




**EFFORT LEVEL: MEDIUM EFFORT**

**(12)** Expand it into a blog post by adding more details, examples and resources.

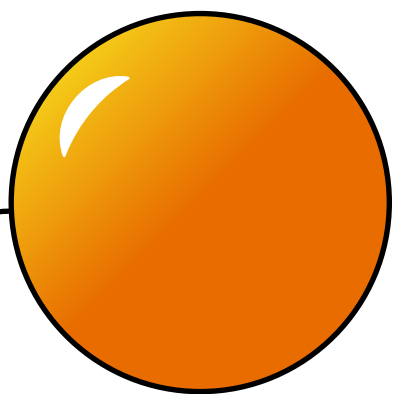
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## EFFORT LEVEL: QUICK WIN

**(13)** Summarise into an email newsletter by sending key insights to your list.



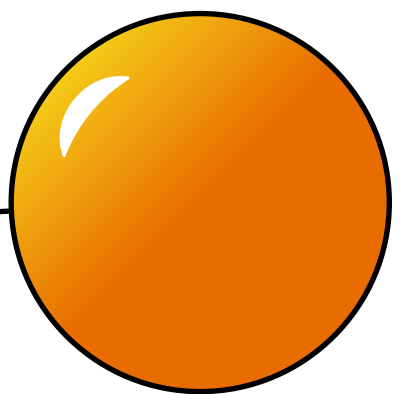




**EFFORT LEVEL: QUICK WIN**

**(14)** Write a LinkedIn Article, which is more in-depth than a post but easy to digest.

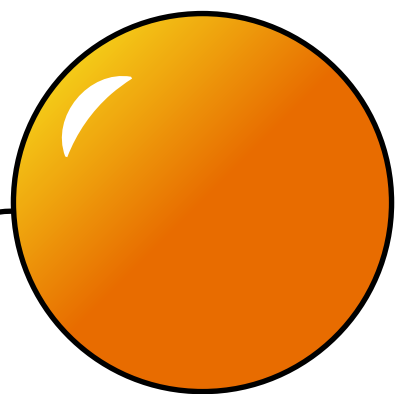
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## EFFORT LEVEL: HIGH INVESTMENT

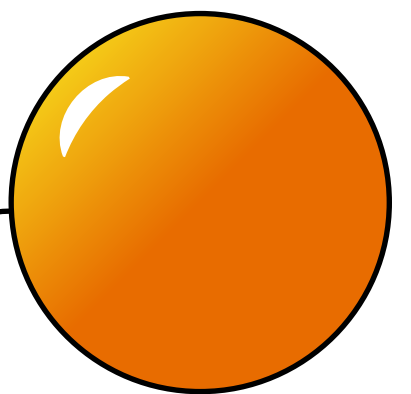
**(15)** Convert it into a case study and show the real-world application and results.





## EFFORT LEVEL: HIGH INVESTMENT

**(16)** Create a PDF guide or checklist which provides a practical takeaway for your target audience or current clients.

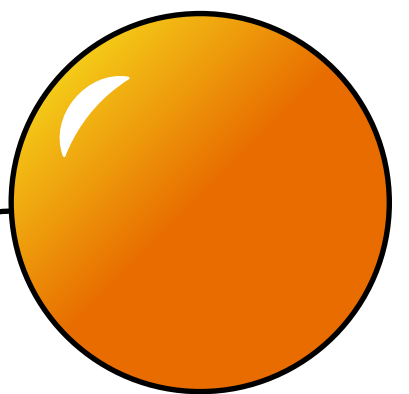




## EFFORT LEVEL: MEDIUM EFFORT

**(17)** Make an infographic by visually representing key points or new facts and figures for easy sharing.

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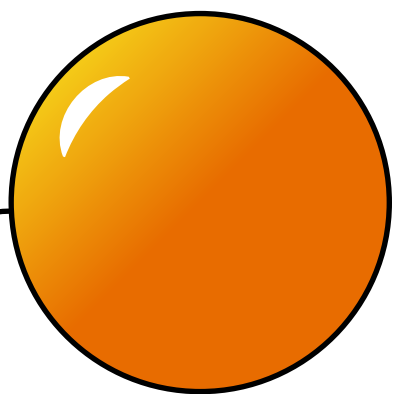




**EFFORT LEVEL: HIGH INVESTMENT**

**(18)** Turn it into a valuable lead magnet and offer it as a freebie in exchange for email details

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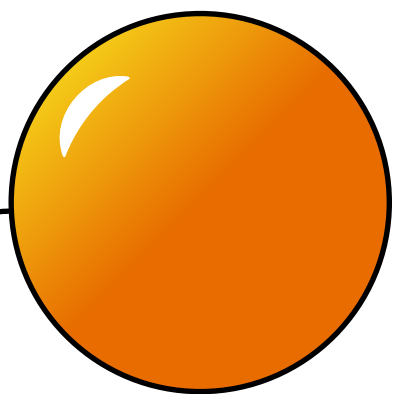




**EFFORT LEVEL: QUICK WIN**

**(19)** Break your original content it into micro-content and pull 3-5 smaller lessons for future posts.

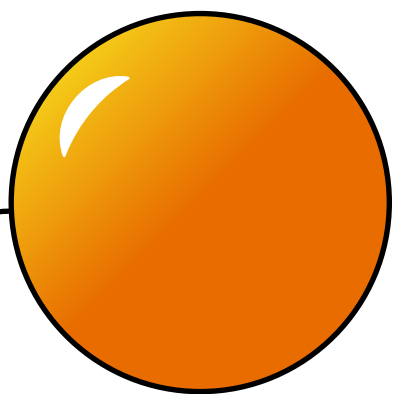
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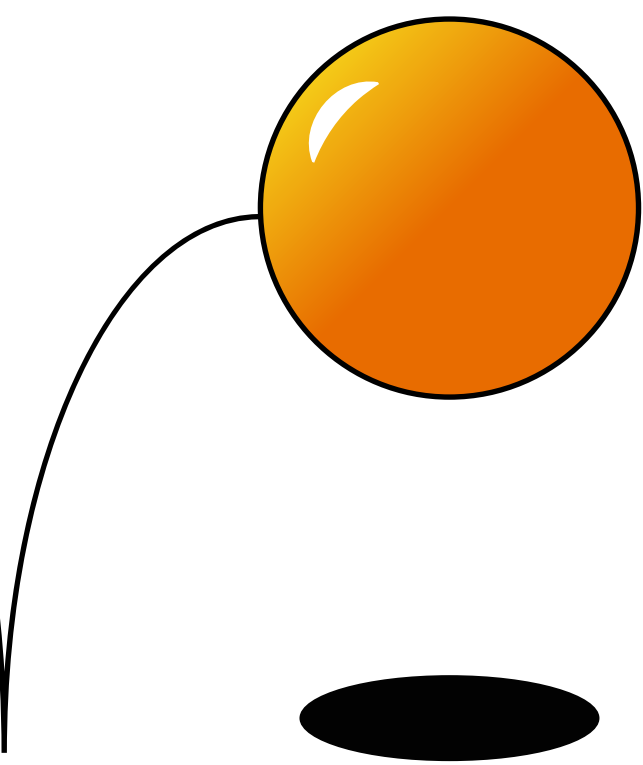


## EFFORT LEVEL: QUICK WIN

**(20)** Republish on other platforms, share and test substack, industry, community forums or networking groups.







# REACH OUT IF YOU NEED AN ACCOUNTABILITY PARTNER!



Share to help others



Save for later



Open mind, open to feedback



Follow **Amanda Jones** if you  
are a dreamer, a doer and a  
curious soul.

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