










HELP FOR THE STRUGGLING WRITER ~ SYSTEM CHEATSHEET ~

REPURPOSING CONTENT

When producing content for your newsletter, keep in mind other ways that you can put this content to use, including list growth and sales.

HERE ARE JUST A FEW IDEAS FOR REPURPOSING THE CONTENT YOU USE IN YOUR NEWSLETTER

-  **add new content to your blog and link to your blog post through social media**
-  **put together an ebook to sell from your website**
-  **create an ecourse to give away or sell delivered by autoresponder through your email delivery system or shopping cart software**
-  **give away as a free report when someone signs up for your mailing list (also known as a 'Pink Spoon')**
-  **submit articles to article directories (Article Marketing) for more exposure with a call to action linking to your website**
-  **participate in a giveaway event and transform your content into a series of tips, a checklist or cheatsheet as your freebie when someone signs up for your mailing list**
-  **create a presentation to deliver live at a networking event or via webinar/teleseminar and promote a related paid product or program at the end of your session**
-  **convert your article to audio or video and share across social media**
-  **add value to a product or program by including a bonus tip sheet or infographic created from your content**