

# Market with Authority

Leverage Your Expertise to Expand Your Business

Pauline Wallin, Ph.D.



## 7 Ways To Repurpose Your Content For Greater Professional Recognition

*Slide Show Transcript*

By Pauline Wallin, Ph.D.

[MarketWithAuthority.com](http://MarketWithAuthority.com)

### **Slide 1: Introduction**

Hello, this Dr. Pauline Wallin. And today I'm going to talk about how you can take your content – for example, an article you wrote or a public talk that you presented – and repurpose it into different formats.

Why would you want to do that? So that your content will reach more people and give you greater professional recognition.

In this lesson, I'll show you 7 ways to take essentially the same content and work it into different formats.

0:33

### **Slide 2: Take a simple concept and present it in different ways**

Of course, this is nothing new. Big-name authors do it all the time. For example, Albert Ellis had a single concept – which was that your thoughts determine your feelings – and he not only parlayed that concept into dozens of books and articles, but he also built an entire self-help empire around it.

Dr. Phil, Steven Covey and Suze Orman all similarly took basic concepts and delivered them in many different formats. They've written articles and books; have appeared on TV; and have done a lot of public speaking.

And it's all basically the same stuff that they talk about over and over again, but people seem to want to hear it, or read about it over and over again.

Besides, these big names didn't even invent their knowledge – they just took what was already there and packaged it in original ways, which reflected their own interests and personalities.

So if you think you don't have much to say, think again. It's not what you say but how you say it, and whom you say it to.

*1:36*

### **Slide 3: He made a career of reusing content**

I'm reminded of a comment made by the late comedian, Henny Youngman, during a radio interview. When the interviewer asked him, "How do you keep coming up with new jokes?" Henny replied, "I don't need new jokes; I just need new audiences."

And for you, you'll get new audiences by presenting your content in different formats. People today have a choice in terms of how they receive information. Some people prefer to read; others prefer to listen, and still others like to watch.

Therefore, you can present the same material in different ways, and each format will appeal to a different group of people. And if it overlaps? Well that's OK, too. Some folks like that kind of redundancy.

*2:18*

### **Slide 4: 7 ways to repurpose content**

On this slide are 7 ways that you can present the same content. It's called repurposing.

1. Article
2. Live presentation
3. Video
4. Online slide show
5. Podcast
6. Newsletter
7. Blog

And in this lesson, we're going to address how to use content repurposing as a marketing strategy. Think of your content as a sample of what you can offer in terms of helping people solve their problems. Because it really is an example of what you know and how you come across.

Each format that I'm going to describe can be delivered either free or you can charge for it. But if you're using it for marketing, you will usually offer it for free.

Next, let's review each of the strategies in turn.

2:56

### **Slide 5: Write an article**

If you're like most professionals, you've written at least one article for the public – or you intend to write one. And you probably spent considerable time doing research and organizing the content.

Now take that article and edit it. Distill it down to 500 - 700 words. That may seem very brief. But there are advantages to being brief, both for you and your audience.

- First of all, people today don't spend a lot of time reading. If an article is too long, they'll probably save it to read later – and maybe never get around to reading it. I confess that I've done this several times myself.
- But if your article is brief and concise, people will be more likely to read it on the spot.

So cut your article down so that it addresses one specific, narrow topic. If you can't cut it that much, turn it into 2 or more articles – like a series.

When writing your article, especially if it's for online reading, make sure you use headings, sub-headings and bullet points. This will make the content jump out for people.

OK, let's say you've condensed your article to 500 words. What now? You can post it on your website.

Or, you can submit it to article banks such as ezinearticles.com. If you don't know about article banks, here's how they work.

You upload your article to the article bank. People who can't or don't want to write articles themselves, are always looking for interesting content to post on

their own websites or in their newsletters. So they go to article banks and pick up content that experts like you have posted there.

You don't get paid for having your article used by website owners and newsletter publishers, but it's a great way to get your name in front of audiences that you would otherwise not have access to.

4:45

### **Slide 6: Give a live Presentation**

You can take the same content that we've just been talking about, and make a live presentation out of it. This time, instead of condensing the material, you'll **expand** it.

Take each heading and bullet point, and add examples, anecdotes and comments. You might also include a brief group demonstration or exercise in your presentation, depending on how much time you have to fill.

From the same content you can prepare a handout to distribute – with your name and contact information, of course. And the handout can be a variation of that article we just talked about in the last slide.

5:23

### **Slide 7: Record a video**

While you're giving your live presentation, you can have it recorded on video. Either set up a tripod with a videocam, or get a friend to shoot it from the back of the room. You'll probably want to edit the video later – this is easily done with either the software that came with the camera or free programs such as Movie Maker for Windows or iMovie for Mac.

But for certain audiences it might be more effective to record yourself speaking from a comfortable chair at your home or office, as if you're talking directly to the person watching. Or, depending on the content, you can do the video as a live, "on location" report, like a news reporter.

Once you've created and edited your video, you can post it online. [Youtube](#) has a limit of 10 minutes. So if your video exceeds that, upload it to [Google Video](#).

You can also burn the video to a DVD. Now you have a portable sample – which you can sell, or give away, or send to TV producers if you’re looking to get booked on a show.

6:24

### **Slide 8: Online Slide show**

Another format for your content is a slide show. For this you’ll need Powerpoint or Keynote (which is a Mac program). If you don’t have either of those, you can use the free online program, [OpenOffice](#).

Your slideshow can be just slides, or it can be narrated with your own voice, like this one is, or just have music in the background.

It’s a nice way to present your material in both visual and audio modalities at the same time.

If you do a slideshow try to avoid presenting one block of bullet points after another, especially if your audience is the general public. Instead, use lots of pictures and graphics. On this slide are a couple of sources for free online images.

To post your slideshow online, you can post it on your website, but even better is to upload it to [slideshare.net](#), which is the youtube of slideshows. Once they’re posted at slideshare, people can even stream your slideshows through their own websites and blogs.

7:28

### **Slide 9: Convert your content to Audio**

Remember that brief article I mentioned a couple of slides back? Take the same article and read it into a microphone. You can get a decent headset mic that plugs into your computer for about \$30. at your local electronics store. A word of advice here – get one that plugs into your computer’s USB port, not the microphone jack. USB microphones give a better sound.

To record, use the free program, [Audacity](#). I’m recording via Audacity right now.

In order to make your audio into a podcast, you need to create an xml file. If you don’t know what that is or how to do that, then it’s probably best to sign up with a service like [AudioAcrobat](#), where you can automatically create and publish your

podcast all over the web, including iTunes. It's about \$20 a month, but you can get a [30-day free trial](#).

Another way to present your content in audio format is to do an online radio show. Get a free account at [blogtalkradio.com](#). Your topic will show up on the daily program, and if people are interested, they'll listen in and hear what you have to say. . . And you'll gain new audiences that way.

8:41

### **Slide 10: Publish in your e-newsletter**

Earlier I mentioned that you could submit your articles to article banks, where others could pick them up for their websites and newsletters.

Well, you can also publish your articles in your own newsletter. You can either post the entire article in your newsletter, or just include a summary or the first paragraph and have a link to the full text at your website.

Why would you want to do this? Because it will get people to your website, where they can learn more about what you do, and what you have to offer.

Remember, the purpose of this writing is to educate, but at the same time, to market your services.

9:20

### **Slide 11: Blog it**

Post the content on your blog. You can post text (like the text of your article) and add photos or other images. Or you can stream your video or slideshow content through your blog.

Once your content is at youtube, slideshare and other online media sharing sites, you can pull it into your blog just by copying some code. Then others can view your content right at your blog (and also copy it into their blog.)

If you don't have a blog, get one, even if you have a website. Here's why:

Each time you post a blog entry – even if it's just a paragraph – Google and other search engines index it as a new page. So if you have 30 blog entries posted, you'll get 30 separate listings in the search engines.

Another reason to have your content on your blog is that it can be syndicated. That means that people can subscribe to your blog, so that they receive the content in their RSS readers (such as Google reader) without even visiting your blog site.

*10:21*

## **Slide 12: Summary**

Here's a summary of just a few of the many ways in which you can repurpose your content.

1. Article
2. Live presentation
3. Video
4. Online slide show
5. Podcast
6. Newsletter
7. Blog

Every time you write something or give a talk, think about how you can get more mileage out of the same information.

And be sure to put your name, website and contact information on everything you produce.

Don't worry about your content being similar across modalities. Since you're using your own content, you're not plagiarizing. Furthermore, people really don't mind seeing the same information in different formats – especially when they're not paying for it.

Besides, the redundancy will help brand you as an expert in your field.

*10:59*

## **Slide 13**

Thanks for tuning in today, and I hope you learned something. Please visit the websites on this slide. This is Pauline Wallin, signing off.

Pauline Wallin, Ph.D.

[MarketWithAuthority.com](http://MarketWithAuthority.com)