

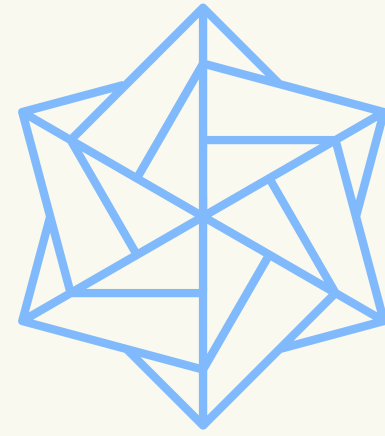
# Your Ultimate Content Repurposing Guide

How to get 44 pieces of  
content from a single blog.

**wordified**



# Before we begin



Let me introduce myself. I'm Kelly Allen. Ethical marketing copywriter and ever-practical person.

I'm going to help you step off the content creation hamster wheel and still provide value and create connection with your community.

**By following this process, you'll have enough content to post three times a week for three months.**

Sound good?



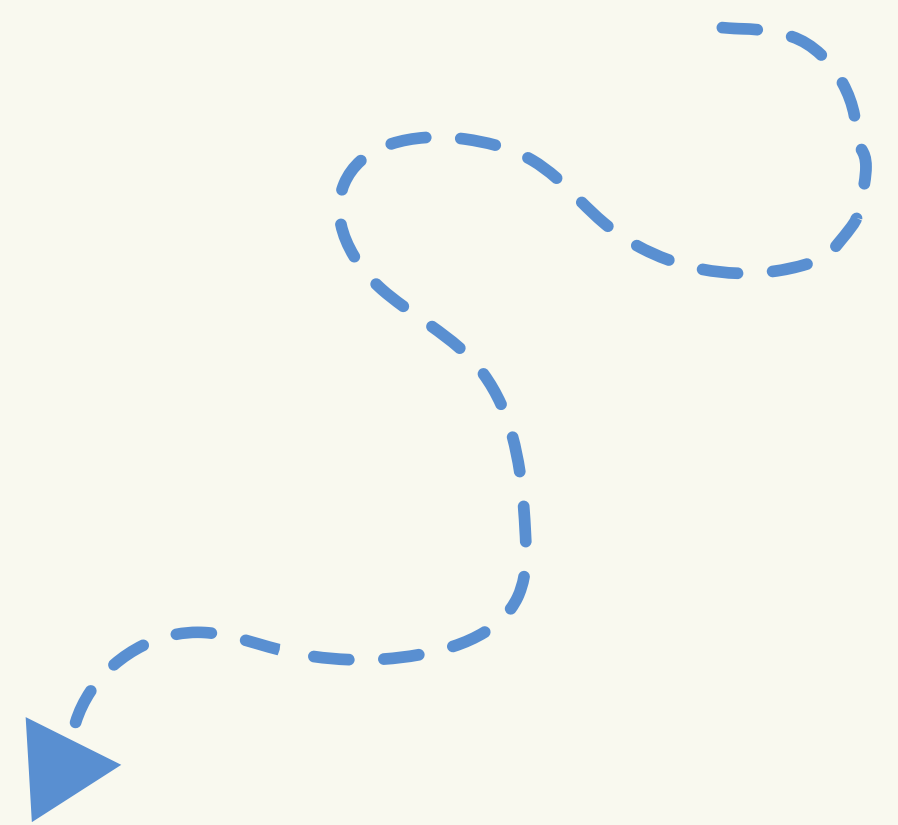
# Step 1

Research topic ideas for blogs.



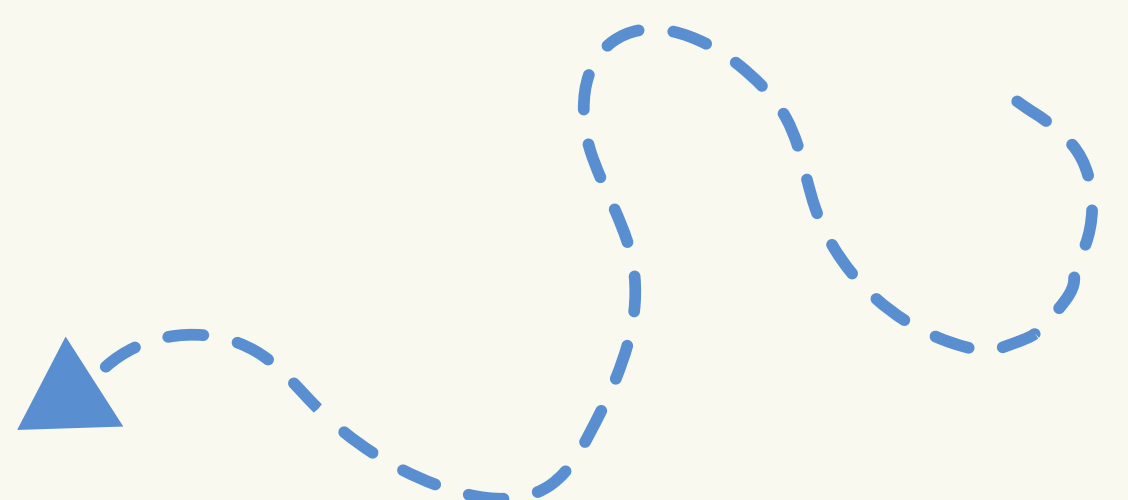
# Step 2

Write a 1000-word blog.



# Step 3

Break apart into separate content pieces.



# Step 4

Post without worrying about what's next.



01

Choose

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the perfect

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topic

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# Meaty, purposeful & aligned

These are the three things that matter when choosing a topic for your blog.

## **1. Meaty**

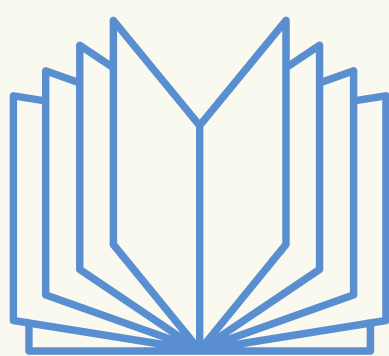
Make sure the subject is substantial enough for you to write 1000 words.

## **2. Purposeful**

Your blog needs to have a purpose - it should educate, encourage or entertain.

## **3. Aligned**

The topic must reiterate your brand messaging and link to a benefit for your business and community.



## **Where to search for topic ideas**

- Customer queries, questions, emails
- Search terms
- News articles
- White papers, research, and published survey results
- Customer reviews and comments (Amazon)

02

Structure

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your blog

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right way

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# Steal my template

Think 1000 words is hard to write?

Look how quickly you reach the magic number...

## wordified

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**TITLE:**

**Copy:**

**Introduction** *(200 words)*

High-level overview of the blog, share what the reader will learn and the benefits.

**1. Point One** *(100 words)*

State your point, share the reasons and evidence for this POV, give examples where possible. End with benefit.

**2. Point Two** *(100 words)*

State your point, share the reasons and evidence for this POV, give examples where possible. End with benefit.

**3. Point Three** *(100 words)*

State your point, share the reasons and evidence for this POV, give examples where possible. End with benefit.

**4. Point Four** *(100 words)*

State your point, share the reasons and evidence for this POV, give examples where possible. End with benefit.

**5. Point Five** *(100 words)*

State your point, share the reasons and evidence for this POV, give examples where possible. End with benefit.

**6. Point Six** *(100 words)*

State your point, share the reasons and evidence for this POV, give examples where possible. End with benefit.

**Steps, actions or helpful tips for the reader** *(200 words)*

Sum up what you've covered. Share what your reader can do next. Where can they find more resources or help? What's one small action they can take? Credit any sources you used.

03

Repurpose

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your

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blog

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# 3-months worth of content

1. A 5-8 minute video going over the main points raised in the blog. You can upload this to IGTV, Facebook, YouTube.
2. A carousel post for IG breaking down the blog across 10 tiles.
3. Convert that carousel post into a set of stories for IG or FB breaking down the blog across 10 story posts.
4. Reuse the carousel post as an algorithm-loving PDF on LinkedIn.
5. A post providing a high-level view of your main topic in 60 seconds (150 words of copy - flesh out the intro).
6. Convert that post into a Reel or video for IG or FB.
7. 6 separate posts, each one focusing on a single point you made in the blog
8. Use the copy from those 6 separate posts and turn them into a mini training email sequence for existing or new subscribers
9. Convert each one of those single-point posts into a Reel or video for IG or FB
10. Reuse the videos to create a mini-training course people can sign up to.
11. Expand on each of your single points by writing 6 separate shorter blogs (400 words)
12. Use a shortened version of the main blog in an email newsletter
13. Use it to create an article on LinkedIn
14. Create an infographic of the content and share it on social media
15. Pull out 6 separate quotes for IG or FB posts
16. Turn the blog content into a podcast episode or be a guest on a pod and talk about the topic. Narrow this down to a single point for each podcast, and you could do it 6 times in theory.
17. Turn it into an ebook or guide to use as a lead magnet
18. Expand on the blog further with examples or a case study and turn it into a white paper or insights piece.

I know that's 18 points, but it's 44 separate pieces of possible content if you add it all up.

04

Post,

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rinse,

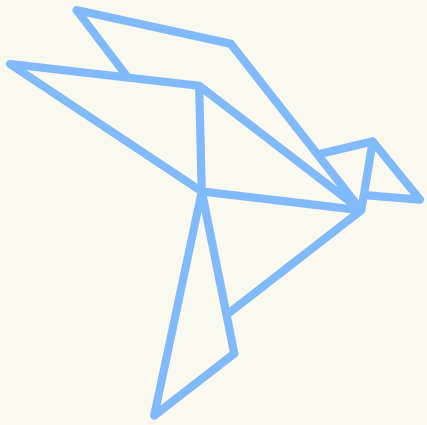
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repeat

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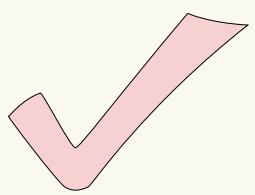


# Now you can save time and avoid brain drain

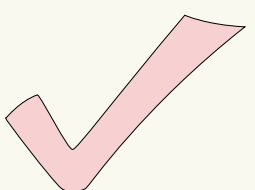


I've designed this guide so you can squeeze every last drop of value out of your blog-writing effort.

Here are a couple of final tips.



Use a free SEO research tool to uncover keywords to include in your blog.



Choose 3-5 topics for the year and write or outsource the blog creation. Once you have the main content piece, creating the rest is much quicker.



# Need fresh copy that sounds like you?

I'm always keen to work with conscious brands that care about their customers.

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