

The Repurpose Method

Brought To You By
www.qualitynichecontent.com

How to Get More out of Your PLR Content!

Table of Contents

The Repurpose Method	1
How to Get More out of Your PLR Content!	1
Table of Contents	2
Introducing the Magic of The Repurpose Method	3
Chapter 1 – Turn Your Articles into Blog Posts	5
Chapter 2 – Blow up Your Email Newsletter	8
Chapter 3 – Supercharge Your Social Media	10
Chapter 4 – Easy Audio and Video Production	13
Chapter 5 – Instant Information Products	15
Chapter 6 – 10 Other Ideas for Repurposing Your Content	17
How to Crank up Your Content Creation Machine	19

Introducing the Magic of The Repurpose Method

No matter what kind of online business you have, you need a great deal of content. PLR offers a great shortcut to making it all yourself or hiring a writer.

But even PLR can get pricy if you need lots of content. But there's one simple technique that can allow you to get even more for the content you buy. It's called repurposing.

Repurposing means taking content and changing it in some way. You end up with an original piece of content nobody's using anywhere else.

Online businesses have been repurposing content for ages. But in this report you're going to learn a technique you can use to turn one article into multiple articles, blog posts, emails, social media posts, or even more.

This allows you to generate more content without buying more or hiring a writer to create it for you. You can "get more miles" for the PLR content you buy.

Content creation has never been this cheap and easy!

By getting more mileage out of each piece of content in this way, you can:

- Grow your audience faster by publishing original, high-value content far and wide.
- Engage and build stronger relationships with your current audience by offering even more great content.
- Create better visibility through using this additional content for organic search and SEO.
- Brand yourself as an expert in your niche.

- Save a huge amount of the time you spend on content creation and streamline your business.

Don't worry, there'll be plenty of examples along the way to show you how it's done. By the end of this report, you'll be ready to turn a single PLR pack into a whole range of unique, high-value content.

So, let's get started!

Chapter 1 – Turn Your Articles into Blog Posts

Your blog needs a steady stream of content. The more you post, the more you'll benefit from Google search and the value you offer your readers.

High-quality PLR in your niche makes perfect content for your blog. But you can't waste this valuable opportunity by posting each PLR article as-is. You need to repurpose it so that you get multiple blog posts out of each article.

One way to get more out of your PLR content is to cut articles into short blog posts. While articles might be 500-700 words, a blog post can be as short as 300-400 words and get the job done.

If you do the math, this means you can get 2 blog posts for every 1 article. But through the art of expanding, you can get even more. Play your cards right and one PLR article can generate 4 or 5 blog posts.

Expanding means taking the main points of an article and turning each into its own blog post. You can use the article text as the opening paragraph and then add some of your own ideas to fill it out.

These ideas could be further tips, other steps, examples, stories, or the benefits of taking action.

The key is to identify the 4-5 points in an article. You can usually do this by looking at the headers.

Let's say you have an article with 5 mindset tips for success. The 5 tips might be something like this:

1. Learn how to meditate
2. Use stress reduction strategies
3. Get organized
4. Manage your time
5. Embrace change

Each of these 5 points can easily be turned into a single blog post.

Write a blog post on learning how to meditate, one on using stress reduction strategies, one on getting organized, and so on.

As I said before, you can use the text of the article as the first paragraph of your blog post. Or you can cut up the text and fill out the main points.

For “learn how to meditate,” it might say something like this:

“Meditating is great for cultivating a success mindset because it helps you focus and teaches self-awareness. You can meditate anytime, anywhere. Just sit somewhere quiet and comfortable, close your eyes, and let your mind drift. Watch thoughts pass and don’t become attached to them. If you really want to up your meditation game, you can try guided meditation, creative visualization, or Zen meditation.”

Now, you can turn each sentence of this one paragraph into a “point” for your blog post:

“Meditating is great for cultivating a success mindset because it helps you focus and teaches self-awareness...”

How does it help you focus? How does it make you more self-aware and how does this help with the success mindset? Answer these questions and you’ll have a whole paragraph.

You can meditate anytime, anywhere. Just sit somewhere quiet and comfortable, close your eyes, and let your mind drift. Watch thoughts pass and don’t become attached to them...

Take each of these steps (sit somewhere, close your eyes, let your mind drift) and explain more. What kind of place is good for meditation? Why should you close your eyes or can you meditate with them open? How do you get your mind to drift?

If you really want to up your meditation game, you can try guided meditation, creative visualization, or Zen meditation...”

Give a quick explanation of these 3 advanced meditation techniques, or list up a whole bunch of other ones (and these can be linked to other blog posts).

Remember, that's just 1 of the 5 points of the article!

If it's still taking too much time to write out your ideas, you can use a transcription software to make it even easier, and then just read and edit if necessary.

If you break your articles down even further, you can get weeks of blog posts out of just one article.

*Extra tip – Sometimes one article works as a series of blog posts. For example, the example above about mindset, you could say, "In the next 5 blog posts, I'm going to teach you mindset skills for success you can use to get results right now. Today, let's talk about meditation..."

Series are good because they keep the reader tuning in for the next installment.

Chapter 2 – Blow up Your Email Newsletter

PLR articles work great for your email list. You need a steady stream of content here and you can break up one article into multiple emails, just like you did with blog posts.

The good news is that emails can be even shorter than blog posts. The best practice for emails is for each email to focus on just one topic or action.

For emails, you may want to rewrite the article content so you get the tone right. Your emails need to be in YOUR tone so the branding is right, and they should be informal and conversational, like you're talking to a friend.

Follow the same method you did with blog posts, but here an email can be as short as 200 words. Make sure it's just focused on a single topic. If you have more than that, save it for the next email.

When planning content for your email list, plan it as a series. Put the repurposed articles into a logical order.

Each email should have a greeting and salutation. You should also refer to the last email and tease the next one to keep people tuned in.

For example, "In the last email, I taught you about meditation. Now, we're going to look at some stress reduction techniques that can help you fine-tune your mind for success..."

One important pointer for emails is that you may need to edit so there's plenty of space.

Huge blocks of text don't work well in emails. PLR articles should be cut into easily digestible chunks, but you may have to break them up further to make emails that read well on mobile devices.

Emails are short and concise. They don't need to be so content-heavy. So, among the messages that are cut up from your PLR articles, you may also want to write emails that just wrap up what they've learned or reiterate important points.

Use the repurpose method well, and you should be able to get 4 or 5 emails out of a single PLR article.

Chapter 3 – Supercharge Your Social Media

You've learned how to get multiple emails or blog posts out of a single article. Now you're going to take it to the next level. Each article is going to give you ten, twenty, or even more social media posts.

Social media posts are short, so you'll cut your article into bite-sized pieces you can use for posts. In some cases, you can turn a single sentence of your PLR content into a post.

Even more than a blog post or an email, your social posts should be about just one thing. But one other key difference is that your posts should start conversations.

You can do this by clipping a bit of your article and then asking a question.

For example, let's say you have an article on surviving the keto diet:

"Keto is tough to maintain. In the first week, you'll see the weight come off. But after that, you may experience cravings or feel tempted to break the habits you've established. For this reason, it's good to have some strategies in place to keep you motivated."

Now, let's say you cut out this bit:

"After the first week for keto diet, you may experience cravings or feel tempted to break the habits you've established. For this reason, it's good to have some strategies in place to keep you motivated."

Now, add on a question:

"What's worked for you?"

Readers will jump in and answer this question, providing you with comments that you can then answer for even more engagement. You can create a conversation to get people involved.

You can get a great deal of engagement out of a couple of copy and pasted sentences from a PLR article.

This works with tips or any other kind of information as well. For example:

"Information products make great lead magnets for your email list. What kind of info product can you offer your target audience?"

Don't overthink the question. Anything that will get people talking is fine.

One more tip is that you may want to add to the post so people know what you're talking about. You're taking the bit out of context, so you may need to add something for clarity.

If you take a piece of text about running a challenge like this:

"Give your social media audience a task to complete and reward the best with a discount or special offer!"

For the reader, it might not be clear what you're talking about. They may not remember your content is about running a contest. So, you should add something:

"One idea for running a contest is to give your social media audience a task to complete and reward the best with a discount or special offer!"

Also, don't forget to leave space for hashtags so your posts are searchable.

With a little creativity and copy-and-pasting, you can load up your social media calendar for weeks ahead with just a few PLR articles. You'll never have to sit in front of Facebook wondering what to post again.

Chapter 4 – Easy Audio and Video Production

So far, we've looked at ways you can easily turn a PLR article into multiple pieces of text-based content. Now, you're going to go even further and use it for producing multimedia.

You may be able to get in front of a camera and wing it. Maybe you can start rolling and talk off the top of your head and produce valuable content.

But usually, it helps to have a script or at least an outline of where you're going to go.

Using a script or outline, you'll also be able to consistently produce content that's focused and provides value to your audience.

Repurposing PLR content makes it easier for you and better quality for your audience.

The easiest method is to use your article as a script. Just hit record and start reading, and in a few minutes you'll have a piece of content.

The only trouble with using articles as scripts is that not everyone is a great reader. It may sound like just what it is – somebody reading a text!

Another option is to use your article as an outline and go off script.

This creates a more natural presentation. It also gives you some flexibility in what you cover. You might want to change it at the spur of the moment.

The easiest way to do this is to look at the article's headlines and use them as starting points. You can cover what's in the paragraph in your own words and move on to the next point whenever you're ready.

Now, let's apply our repurpose method.

Instead of turning 1 article into 1 video or podcast episode, you can make 1 episode out of a single point, just like you did with blog posts and emails.

This is great because it allows you to put out more content, which means more people will see it. Plus, with multimedia content, people often like shorter, more focused material.

Expanding is even easier with video or audio because you can talk, going deeper into examples or further tips. You can also show the audience where appropriate.

Now, you know how to take 1 PLR article and turn it into 3 blog posts, 5 emails, 20 social media posts, and 3-5 short videos. We're not done yet!

Chapter 5 – Instant Information Products

You can use PLR articles to create information products. These a digital content products like eBooks and reports can be used as free lead magnets or sold as products.

The trouble is that they take quite a bit more time to create than articles and blog posts. But your PLR articles can make it quick and easy.

The easiest method is to take several PLR articles and bundle them together. You just need to chose a logical order for the book.

For example, you might buy a PLR pack on building your audience. The articles might be:

- Clarifying Your Goals for Building Your Audience
- Know Your Audience – How to Create an Effective Profile
- Establish Yourself as an Expert
- Create the Right Content to Build Your Audience
- How Storytelling Helps with Growing Your Audience
- Common Audience-Building Mistakes to Avoid

These can be chapters in a report. If each article is 500 words, you now have a 3,000-word report.

You can get even more out of your PLR content by applying the repurpose method you've learned here to expand and fill out your information product.

For example, you can use each article as a table of contents for an information product. You can do this by turning each point of the article into its own section of the info product, and then add tips, steps, further explanation, or examples.

This way, one PLR article can serve as an outline to an entire report. Just add examples and other additional material.

Remember that an information product can also be audio or visual content, so you can use the methods you learned in the last chapter to create it.

Hopefully by now, you've seen that this method can be used to create all the content you need from PLR packs you buy. But this is just the tip of the iceberg. There are many more ideas for getting the most out of your PLR content.

Chapter 6 – 10 Other Ideas for Repurposing Your Content

So far, you've learned the repurposing method for turning the PLR articles you purchase into blog posts, emails, social media posts, multimedia content, and information products.

You've also learned how to get the most out of your articles by expanding. This method can help you get many more pieces of content out of a single PLR article.

But this is just the basics.

You can turn your PLR articles into any kind of content whatsoever. Here are 10 ideas to get you started.

Infographics. Cut up an article and add images to illustrate its main points. You can make an excellent infographic with only 100 words or less, so PLR articles can really boost your infographic production.

Visual Content. You can clip bits out of your PLR articles to use as text for visual content. Put the text onto a related stock image and share.

Press Releases. Does your business have some notable news to share? Any news no matter how trivial can make a press release and you can use PLR content for additional information.

Online Courses. Your PLR content can offer content for online courses. You can use it for scripts for sessions like with multimedia content, or provide it as supplemental material to go along with sessions.

Expert Interviews. Turn your PLR content into interview questions and find an expert in your niche to interview.

Slide Shows and Presentations. Cut up PLR articles into slides for a slideshow or presentation.

Frequently Asked Questions. Content from your articles can serve as answers to frequently asked questions. You can use them to generate an FAQ.

Checklists. It's easy to turn a PLR article into a checklist, especially when it contains steps for achieving something. Cut out each of the steps into a checklist item.

Resource Guide. Take all the PLR articles on a topic and rearrange the content to create a comprehensive resource guide.

Kindle Publishing. Amazon doesn't allow you to upload PLR content, but you can use your articles to create an original book. Just like you did to make an info product, arrange articles into a logical order and then rewrite to suit your needs.

How to Crank up Your Content Creation Machine

Now that you've mastered the repurposing method and you have an arsenal of ideas for turning one single PLR article into tons of new content, it's time to scale.

Look at your content calendar. Where are you struggling to create enough? Where could you use more? Now, without working harder or hiring a new writer, you can produce even more and publish it for your readers.

One caveat though! As you saw in the report, you have many actionable tips and bits of information you can use for repurposing. But you can only do this if you buy quality PLR that includes real value.

Once you get started with the repurpose method, you'll see how easy it is. No more sweating over content creation! Find a good supplier of quality PLR and get ready to clip and expand!