



CONTENT REPURPOSING FOR SMALL LAW FIRMS

**Creating engaging,
relevant, and
informative content is
the bane of many a
business's existence.**

What should I write about?

**Is the topic already covered WAY
too much?**

Who will care if I write this?



REPURPOSING MODEL

The Smarter Approach to Content



DIFFERENT MEDIA TYPES

Your target audience receives information in different formats. Some prefer video, some prefer reading. Reach them, directly.



SAVE TIME

By following the content schedule below, you'll make the most use of your time when creating and distributing content.



KEEP ON A SCHEDULE

Take the question marks out of the mix – make your content regular and effective with these simple tips.

Well, there's no secret here, but there's a conversation worth having.

Repurposing content may sound like an additional chore...until you understand why content matters in the first place.

So let's start off with some basics.

WHY SHOULD I CREATE CONTENT?

There's an old adage in the SEO world: "Content is king."

A few years ago, all search engine optimization gurus and marketing wizards proudly professed this sentiment, which was in its early day, a call to create more info on your site for Google to digest, process, and show to interested searchers.

Sure, there's an element of truth to that, but it's missing some modernization.

Consider the modern consumer.

They research on mobile phones and tablets.

They are action-driven.

They utilize voice search.

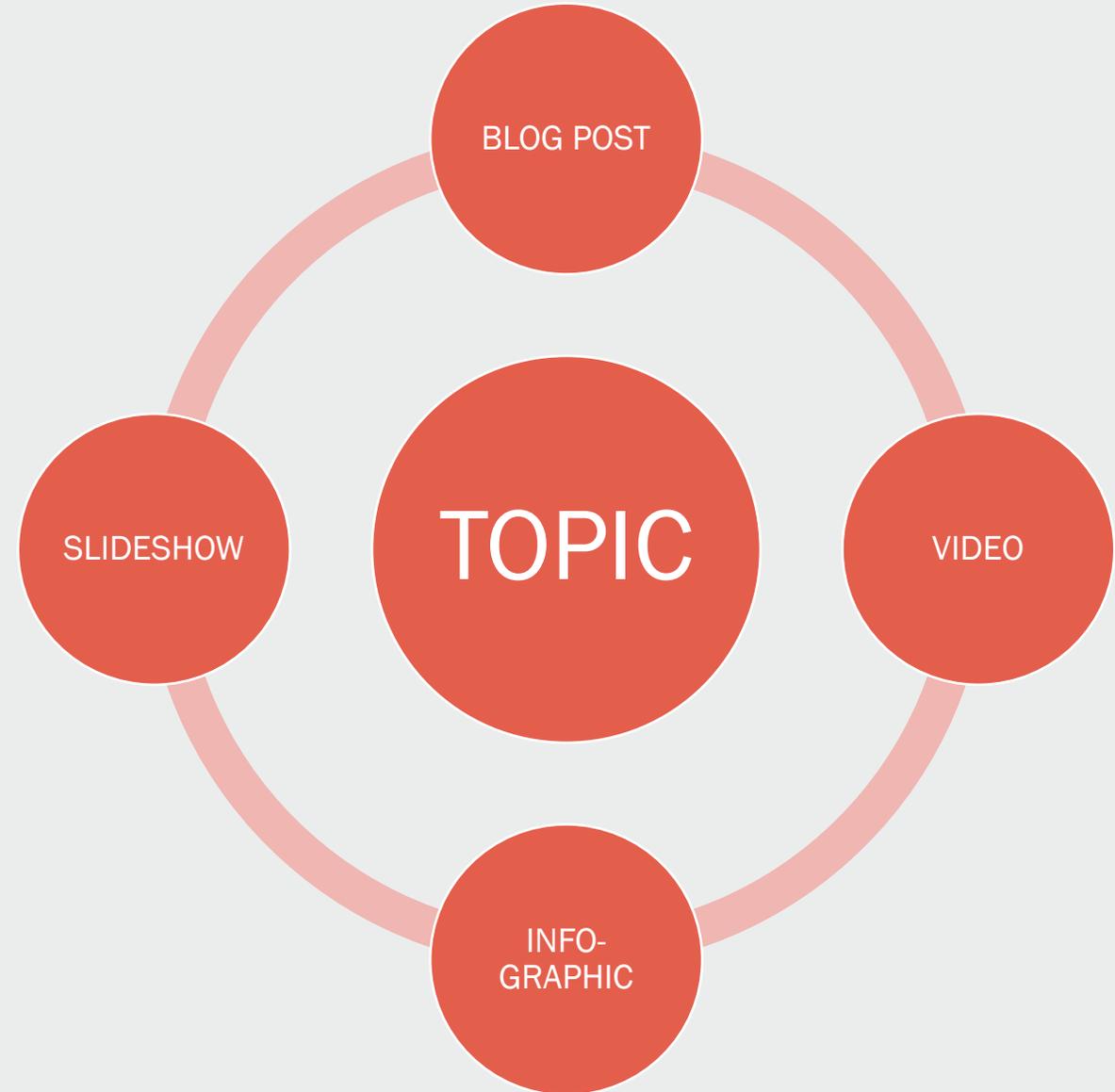
They consume content on various channels – blogs, websites, but don't forget Instagram, YouTube, Facebook, and other social media platforms.

- Instagram, for example, is photo- and visual-driven. So compelling imagery with thoughtful comments play a role.
- On Facebook, the majority of users prefer digesting information via video (quick tip: 85%+ of Facebook video is viewed with the sound off, so adding captions is a HUGE underutilized benefit).
- On YouTube, nobody wants to see a boring video. Or one that is better covered by 10,000 other people. Be specific and genuine...and have something to say that's worth listening to.

WHAT IS CONTENT REPURPOSING?

Repurposing content is the most effective way to leverage what you've created.

Getting back to the different ways people want to consume information, repurposing offers you a clean path to make that a reality.



In short, repurposing content simply means that you reformat what you've created across a few different media styles.

Here's an example:

- With this blog post, I'll also revise it to be a little shorter and quicker to digest (hint: it will also link back to this blog post so I build authority to my site).
- I will then create a short video recapping this info and place on my YouTube page (again, it will link back to this blog post).
- I will then turn a version of the email newsletter into a LinkedIn Article (again, link back to this blog post).
- I will then upload the same video from Google onto LinkedIn and Facebook pages.

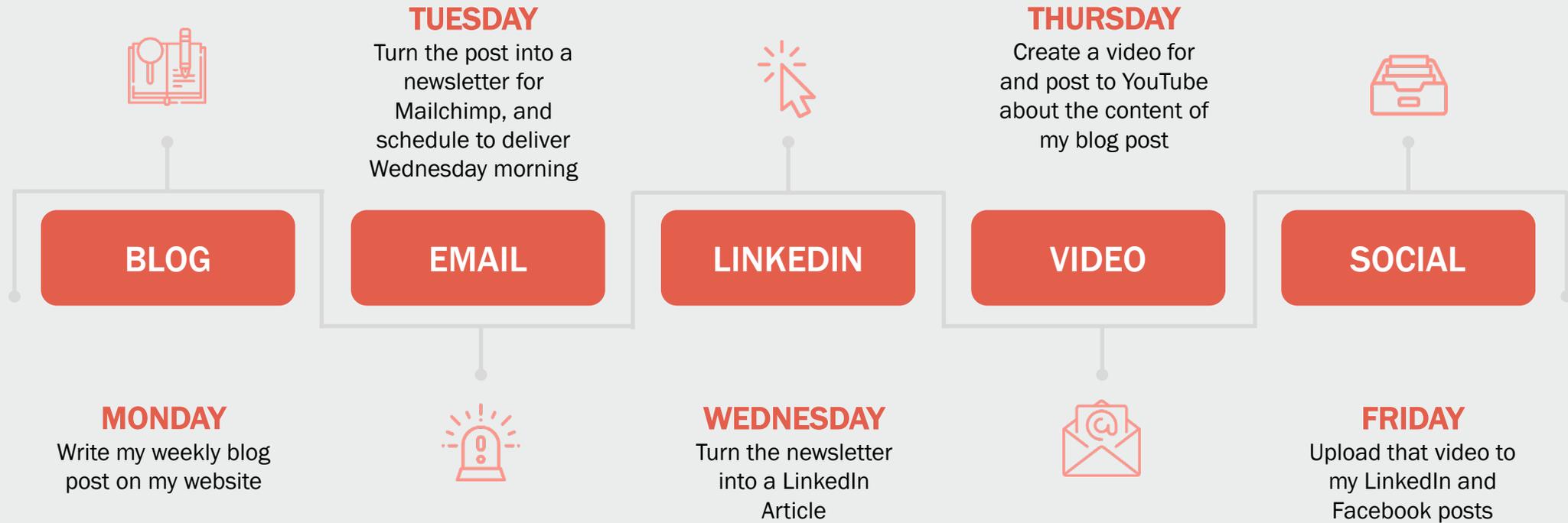
So, with one blog post and maybe an additional hour of work (which my assistant does for me), I will have turned one item – a blog post – into content that can be consumed across 5 different channels in a variety of content types.

MY CONTENT SCHEDULE

- One of the hardest parts about creating ongoing content in a sustainable manner is being able to plan and prepare what to write/video about. Here's the VERY BASIC system I use.
- Note: It works for me. There are plenty of content calendars and content planning tools out there. This format just makes sense for me, so feel free to use whatever method makes the most sense for you.

- Monday: Write my weekly blog post on my website
- Tuesday: Turn the post into a newsletter for Mailchimp, and schedule to deliver Wednesday morning
- Wednesday: Turn the newsletter into a LinkedIn Article
- Thursday: Create a video for and post to YouTube about the content of my blog post
- Friday: Upload that video to my LinkedIn and Facebook posts

PROJECT TIMELINE



**HERE'S HOW I
FIGURE OUT
WHAT TO
WRITE ABOUT**

- I keep this process RIDICULOUSLY simple. Each week I'll pick one or two of these ideas.
- Blog post topic on a question I get asked regularly.
- Create a Free Template that I know my clients need to better manage their business.
- Video about a tip/trick/hack I know from having been in my field for 12+ years.
- Address a common myth/misconception.
- Discuss a tool I've used that many of my clients would find helpful/useful in their day-to-day.
- That's it.

Now for you – do you feel this helps you better understand how you can leverage content repurposing to grow your presence?

ABOUT US

We craft results-driven social media campaigns for small businesses with \$3M-\$10M annual revenues.

- ∞ 30+ years' experience
- ∞ Proactive and immediate communication
- ∞ Consulting and advising

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