

Daniel Hall Presents



Episode 44

Make More Money & Get More Production Using the Secrets of Repackaging & Re- purposing Your Content

with **Connie Ragen Green**

Today, we are going to be talking about re-purposing your content, which is HUGE! I've been able to re-purpose my content for years now. I have been online almost 10 years now. So, for quite a few years, I've taken something very simple, like a blog post, and I've been able to re-purpose it into so many things. This includes 14 bestselling books, international speaking gigs, just everywhere on every topic, and being able to connect with people who want to study with me. These are people who I mentor.

Essentially, when you review this material, you're going to learn to take content that's in one type of format, such a blog article, and repackage it so that it's in other formats and can be used in different ways. **So, the core of the content remains the same, but you can sometimes tweak it to fit another audience, thereby leveraging the same work over and over again.** The truth is that this is incredibly powerful. Here's an example. I was just speaking to a group of authors over in London. That's not my primary audience, but I was able to re-purpose other presentations that I've done for online entrepreneurs and various groups to make it very specific for the authors, without having to redo the entire presentation.

It's a great way to leverage your efforts. I think if you really think about what you're doing initially, whether you are creating video, or text works, or even doing live events... If you really give that detail of thought to it... and I like to make a little outline for myself, where I say, "Okay, what is it I want to present? Where will I take it next? Where would it go after

that?” That always makes the initial content that much better because I’ve thought out where it possibly could go over the next year or longer.

How to Start Re-Purposing Your Content

You want to think about what your audience wants. What do they need, and what can they get best from you? What kind of information can you share with them that can be very, very helpful? For me, I always start with something written. That’s become, over the years, easier for me. So, I think of the group... Like the authors... That’s a good example. I thought of, “What is it they want from me?” These were people that were first-time authors. There were about 200 of them, and they have their book, so now they’re saying, “What do I do next?” That’s because nobody introduced those concepts to them before they started writing their books.

My goal was to help them to turn the content that they had prepared in their books into online courses, live presentations, information products, and all kinds of other things. That’s what I started looking at my outline for, and I thought, “Okay, I’ve spoken to groups of small business owners, people who have brick and mortar businesses. I’ve spoken to entrepreneurs on these topics. How do I make sure that the authors get exactly what they need by being more specific when it comes to them? What makes their situation unique?”

One of the things that I ended up talking to them about was the importance of press releases. As I was writing that, I thought about what I do with entrepreneurs, and small business owners, and other groups of people, and I thought, “I don’t know if I’m emphasizing press releases enough.” **So, adding that to the presentation for the authors helped me to expand upon other content that I already had out there, including online courses that I do.**

If I talk about online content strategies, press releases are an important piece of that. I think that it helps with your memory, with your thinking, to make everything that you do a little bit better because you think of something that you’ve done. It may be that you haven’t done it recently, but it’s something that you’ve done which would really enhance everyone’s experience.

Actually Re-purposing Your Content

The next step is to take that content and actually re-purpose it. In my case, I was doing a live presentation over two days, over in London. When I came back, I then turned lots of that information, the bulk of what I shared with them, in blog posts and in a short report. That’s something that, in my mind, is more simple to do, to take what I’ve said and turn it into things that people can read. That’s whether it’s on one of my two blogs or in the format of a short report, which works extremely well. So, that was the next step for me.

Then, beyond the written word, people want to listen. That’s so, so popular. So, I turned it into what I call an “Open Call”. That’s a tele-seminar, which then becomes re-purposed into a podcast. Then, the next step... I’ve just been back a couple of weeks, but the next step after that

would be to turn it into videos, where people could then see me, or see my screen, or see something that's relevant, and be able to watch and absorb the information that way.

People have different learning modalities. **Some people want to read, some people want to listen, and some people want to watch.** Some people want a combination of those two. So, the next step is re-purposing your content into different formats. It's vital that folks really understand that people do have different learning preferences. It is incumbent upon you, as a content creator, to create something that people will actually use and get value from. In other words, it is your job to make your content as consumable as possible because the more people actually use your content, the more they will keep coming back to you for more content.

Marketing Your Content

The next step is, once you have it in various formats, I think of it as the marketing process, where my job at that point is to get the word out... To jump up and down and wave my hands virtually in as many ways as possible. Also, another part of that marketing is to connect different pieces of the content. It's kind of like a, "Would you like fries with that," sort of scenario. **If someone reads an eBook on this topic, perhaps they would like to subscribe to a podcast series on something very complimentary and connected in this way.**

This is a very important point. As a matter of fact, this might be one of the most important points being made throughout this broadcast. It kind of goes back to the author that writes a book, but has no clue as to how to actually market it to the world so that people will get value from it. If that's the case, you might as well not have a book at all. Please understand that marketing is vitally important to this process.

I have a concept that I teach, and it is "Book, Blog, Broadcast." I think of everything that we do in written form, that finally can turn into books, and the blog is where you start. It's your home on the Internet. That's what I call my WordPress site. It's my home on the Internet. So, I have this place, where I know that I'm going to have some visitors and I'm going to have some traffic, simply because I have it out on social media, and I have good keywords, and that type of thing.

The people who come to the blog, then find out that I have books, and then the broadcasting, I split that up between my YouTube channel and my podcasts. I have two different podcasts that are on iTunes. So, the people that are finding out about the books and the blogs, maybe they are auditory learners that go, "Oh, okay. I can hear these podcasts and subscribe to them." Alternately, people that are visual, which tend to be more men than women. Men are more visual. Like me, my ideal way of consuming something is to read it and to listen simultaneously. Call me weird, but that's how I like to do it. So then, the YouTube channel gives people that visual. They are either seeing beautiful scenery, because mine is a lifestyle channel, or I'm actually teaching them something where they can see the screen.

It's all tied together, and I think in their mind, it's completing the loop. They can read in a physical book, or on their device, whatever they are doing, and they can read on the blog, and

they feel like they're at your home. Then they can listen, and then they can watch, and they feel like you have left no stone un-turned. You have given them all of the information, in a variety of formats, and they feel complete. **That adds to the "Know, Like, and Trust" factor, I have no doubt.**

I was speaking to one of my clients yesterday, and she was saying, "I'm not really a Twitter person," and I said, "Neither am I. I just love the results that I get from Twitter and other social media." So, I think if you don't consider yourself, you know, whatever type of person, just throw that out the window and do it anyway because I think social media is so important. Besides that, you can automate part of it, or you can [have someone help you with it](#). I've never spent more than 15 minutes in one day on social media; I've never done it seven days in a row. Yet, what I get from it, in terms of marketing and really getting my name out there in a big way, it's just huge. I mean, to pay for that type of advertising would be very, very expensive, and it's quite effective.

With social media, think about what you're sharing. Is it pertinent to your business? People that I know in person, my friends and family, I don't connect with them on social media because I always say, "If you can come to my house or call me on the phone, why would we need to be connected on Facebook or any place else?" It really is strictly for marketing. **Just get those messages out, and that will just really, exponentially beef up what you're doing with the other avenues there.**

Outsourcing

Well, at this point, I have two different [virtual assistants](#) that help me, especially when I'm traveling because I travel pretty extensively. When I'm traveling, it's easier for me just to be in communication with one or two people and tell them what I'm doing and what messages I want to get out. Then, I'll have them actually put that together. They have access to pictures and photographs that I have taken at locations that I am at. I was just in Orlando, Florida, and I made sure that they knew the hashtag for that, and that kind of thing.

I don't use anything else that's automated, except through the blog. My blog posts are automatically going out because of Social Share, is the plug-in. So, I'm using that. That's very, very helpful, but other than that, everything can be done so quickly. If you are at the very beginning, barter for that person's time. That's something that's valuable, and then finally, you'll hire someone that will help you with things. **You can get the word out in a bigger way because, the way I feel is I've cloned myself, and I love to be cloned.** That way, I can get some sleep and do some fun things, and the business is really going 24/7, 365.

My first year, I felt like I honestly did not have the money to hire people. So, I bartered with someone so that she could do all of my tech work at the time, because that was overwhelming to me. I thought that I knew technology, and I knew almost nothing, and so, I bartered with her and I helped her in a variety of ways, with different things that she was doing. That ended up lasting almost three years. Finally, by the second year, I was paying her. We changed how that worked,

but that's really wonderful, and I feel very close to these people. **I like to brainstorm with them, and [a good VA](#) will allow you to think out loud on a call with them.**

I have somebody, right now, that does technical work for me, and this person has helped me make so much more money because I'm doing online course and a lot of that is re-purposed from other materials. The online courses themselves will get re-purposed, and I thought, "Okay, I want to do eight of those during 2016. Do I have to reinvent the wheel each time?" The way that I was thinking out loud, and I was looking off into the distance as I was on the phone with her, and I said, "In my imagination, each one would be almost identical to the previous one. It would just have a different domain name and a different header." And, she said, "Well, I could clone those sites." I said, "Let's do it."

Each one of the sites takes about two hours to set up, instead of that initial time of days, and days, and days. I'm able to just jump right in and do the next one. **So, I think the right people are important, and typically, I meet them at live events.** That's one reason to get out to live events. When you can connect with somebody like that, it's just mutually beneficial. Finally, it's a "win, win, win," because the people that you serve, with whatever it is you're doing, will benefit as well. You must find at least one person to get started with.

Connecting with Connie

The easiest way to connect with me is to visit ConnieRagenGreen.com. The shortened version of that is just ConnieGreen.com.

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