

# The Magic Content Proliferator

Content creation is a lot of work! For more on how to get your content written, grab your copy of my book, [Master Content Marketing](#). To maximize the impact of the content you create, use this guide to plan your content repurposing efforts.

## CONTENT REPURPOSING PLAN FOR ...

*Note the headline above. Below, plan to engage different senses than the ones used in your original content. Build on your strengths — use the media types you feel most comfortable with!*

### Approach 1: Make it VISUAL

Think branded images. Infographics. Pinterest pins. Instagram images. Add your content's main ideas below and use them to create memorable images.

### Approach 2: Make it MOVE

Put your content in motion with a clickable slide deck, webinar, or video. If you'll do this, note the main ideas to cover below.

### Approach 3: Make it DIGESTIBLE

Chunk down your content into small pieces that are easy to digest over time. Use your content in an autoresponder series, in long social media posts over several days, or in signature branded image with detailed captions. Use the space on the next page to think through the content you'll share and how you'll space it out over several days.

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## Approach 4: Make it EASY TO FIND

Note the date you'll email this piece of content to your audience. How many times will you post on the social media platforms you use on days 1, 2, and 3?

## Approach 5: LOVE it forever

Connect your new content to the rest of your content family! What posts will you link back to and forward from? Will you set it to repeat on social media?

Read more! [Repurposing Content: 5 Simple Ways to Get Remarkable Reach](#)