

Seven Ideas for Repurposing

**YOUR EMAILS, ARTICLES,
BLOGS, AND EBOOKS**



WEBPAGES
THAT \$ELL.COM



Compile Articles or Blog Posts

So, you have a collection of articles or blog posts that you've proudly posted to your blog, but you haven't done anything else with them. Or maybe they're still sitting unused on your hard drive because you haven't gotten around to publishing them just yet.

You can still use these articles or blog posts in fun and exciting ways. One of the easiest things to do is to compile the articles into one longer report. You can use this report as an opt-in gift for your visitors.

When you have an opt-in gift, someone visits your website. They see an offer of a free gift if they sign up with their email address. They enter their details and you send them an email with a copy of their free gift. Some marketers call this a lead magnet or dangling carrot.

No matter what you call it, a short report is a great way to entice visitors to share their information with you. As a result, your email list grows and if you're making offers to your community regularly, so does your income!

Of course, you don't have to use your short report as a lead magnet. Some marketers will sell their short reports as mini courses or they'll give them away for free to educate their subscribers.

Before you create a report, it helps to know what you plan to do with it. If you're using it as a lead magnet, you might want to include a call-to-action in the back that links to a small tripwire product. If you're using it as a mini stand-alone product, you'll want to link to one of your pricier products or even a product that you promote as an affiliate.

When you begin with the end in mind, it's easier to create a resource that serves your audience while still putting cash in your pocket!

Once you know how you'll profit from your report, your next step is to gather a collection of articles. Now, these articles should be on the same topic. After all, you don't want to create a report that tackles too many subjects at once. This will overwhelm your readers.

Although your content needs to be the same general subject, it doesn't have to be from the same seller. You can mix and match some of your favorite content pieces from various PLR providers.

After you have a collection of articles that you want to use in your report, paste them all into one document. You'll want to sort them in an order that makes sense to you.

Now, go through your document and lightly edit the content where needed. This is where you remove words that don't sound like you, add in your own examples, and include affiliate links where relevant.

Finally, create a call-to-action on your last page. Invite your reader to spend money with you or another marketer that you're promoting. Be sure this CTA is relevant to the content of the report. Don't offer graphic design services if your report was focused on using essential oils. You'll just confuse your readers.

After your report is complete, save it as a PDF. Upload it to your website and create a form on your website so visitors will see your brand-new report.





Create an Autoresponder Challenge

You can also grab a collection of articles or blog posts and turn them into an autoresponder series. This can be a great way to make a simple email challenge to grow your mailing list. For example, let's say you have a PLR pack on "Organizing Your Home Room-By-Room".

You could take each "room" and make it a day in your challenge. So, your autoresponder series might look something like this:

- Day 1: Sorting the Kitchen & Pantry
- Day 2: Tackling the Family Room & Living Room
- Day 3: Organizing Your Kids' Bedrooms
- Day 4: Turning Your Bedroom into an Oasis
- Day 5: Simplifying Your Bathrooms
- Day 6: Clearing Your Basement of Clutter
- Day 7: Cleaning Out Your Garage

Of course, your autoresponder series doesn't have to last for 7 days. You could have a challenge that runs for 5, 10, or even 30 days depending on what project you're helping your community tackle.

To use this idea, all you need to do is gather your content for the challenge. Decide which piece of content fits which day.

As you're working, be mindful of how you could add in an affiliate links or links to your project. With the organizing example above, you could link to your favorite kitchen drawer organizer on day 1. On day 3, you might link to your short product on how to help your kids fall in love with tidying.

Remember this challenge will be on-going so you want to link to evergreen products that will still be relevant months (or even years) down the road.

Once your content is ready, go add it to your preferred mailing list software. If you're using Aweber, you'll create a "campaign" but if you're not sure what that is or if you're using different software, you might need to ask your provider for advice on how to set up your challenge.





Make a Meaty Blog Post

Many marketers have dozens of eBooks sitting on their hard drive that they plan to upload and publish “one day”. It’s awesome to publish your PLR eBooks but don’t think that just because they’re in eBook form you must leave them in that format.

You can take a chapter from your favorite eBook and turn it a meaty blog post. This is smart because Google and other search engines love long-form content (think blog posts over 1,500+ words). But it can be pretty exhausting trying to write meaty blog posts.

Once you have a chapter in mind, scan it over quickly. Change any words that don’t sound like you or that might confuse your audience. When you’re done, go back to the beginning of the chapter and add a personal introduction.

Try to make it a story from your own life, if possible. For example, if your meaty blog post is all about the benefits of eating the keto diet, talk about how much more energy you have now that you’re eating keto and how you no longer have those annoying sweet tooth cravings.

Then go and schedule the blog post in WordPress. If there are no images in your eBook, you’ll want to include a few. You can find royalty free stock photos on sites like DepositPhotos and iStock. If your budget is tight, try going with commercial use photos like those found on Unsplash and Pixabay.

Ideally, you want to break up the blog post with subheadings (usually around 5-10) to make it readable. Try to include one photo per subheading, although you can use additional ones if your content is a tutorial or in-depth information that could benefit from more images.



Design a Product Bonus

Short reports and eBooks make bonuses for your products. Many marketers mistakenly believe that bonuses have to be complicated and time-consuming to create. But that's not true at all!

With some quality PLR, it's easy to whip up a bonus or two for your launch! Start by looking for a PLR pack that's related to your topic. You can edit the content to create a slant if you need to. For example, let's say you're releasing a product on cleaning with green products instead of dangerous chemical-based solutions.

Now you want some PLR to create a bonus around. You have a PLR report on non-toxic cleaning methods for pregnant women and babies. You could easily edit that and make it a bonus since it will fit in nicely with your original topic.

Of course, sometimes the product may not be yours that you're creating a bonus for. Another marketer may ask you to design a bonus for their product launch so you can promote it as an affiliate and both of you can profit.

If this happens, you can use PLR (be sure to let the product creator know!) for this task. Try to find some PLR content related to the topic of the original product. So, if your friend is launching graphic design software then a short report on 300+ fonts that are free and easy to use might be a great fit.

When you're creating a bonus for yourself or a friend, always assign a dollar amount to the final creation. This increases the perceived value in the eyes of your followers and potential buyers. How much you decide the bonus is worth will depend on the price of the product you're selling as well as your target audience's expectations.



Create a Workbook

Workbooks are popular because they allow readers to absorb your content and begin implementing it right away. This encourages your audience to take action, so they get the results you promised which makes them even more likely to buy your future products.

But how do you create a workbook without a lot of work on your part?

You simply start with PLR content and you build it out from that. You can begin by finding a short report or eBook you like. If you don't have any long-form content like this, that's fine. Then you'll want to collect a few articles or blog posts to create a short report.

Once you have your content ready, break it down into subheadings. Depending on how long your report or eBook is, you'll want 3-5 subheadings at a minimum. If it's a long piece of content (5,000+ words), you may need 10-15 subheadings.

Now with subheadings, you've divided your content into smaller sections. Go back through and read the first section. Then brainstorm a few questions you could ask readers once they've finished that section.

Some marketers use questions that don't invite readers to go deeper. For example, they ask things like:

- Would you do ABC?
- Have you thought about XYZ?
- Is RST something that interests you?

While these questions aren't terrible, they don't inspire insights. The questions are focused on "yes" or "no" answers and that stalls things pretty fast.

Instead, focus on asking open-ended questions that encourage readers to explore what they think about a topic. For example, you might ask things like...

- What's holding you back from doing ABC?
- How would RST inspire you to try ____?
- What happened when you tried XYZ?

Keep in mind that you don't need dozens of questions after every section. A short Q & A session (think 3-6 questions) is ideal for keeping your readers engaged but not overwhelming them with homework.

When you ask a question, try to include space for your readers to answer. This doesn't have to be hard. You can create an empty textbox or make lined areas using the underline tool and the tab button. To ensure there's enough journaling space, focus on asking just three questions per page.

After you're done adding questions throughout the document, save it as a PDF in your favorite word processing software. Now you have a workbook that you can giveaway to your mailing list, sell as a mini product, or offer as a bonus.



Create an FAQ Section

One of the most popular areas of a website is the FAQ section or Frequently Asked Questions. That's because people enjoy reading content that's already in a question and answer format.

Not only do readers enjoy it, but search engines like FAQs too. This provides Google and other search bots quick snippets so the algorithm can quickly reveal an answer to a searcher's query. The more in-depth and useful your FAQ page is, the more likely it is to rank higher in the search engines.

Another unexpected bonus of an FAQ section is it can be useful for customer service. If you get the same question asked repeatedly then you (or your virtual assistant) is probably tired of answering it. But with an FAQ page, you can quickly copy and paste the answer without having to rewrite the same information.

To create the best possible FAQ section, look for PLR that's slanted toward beginners and covers basics in your industry. For example, if you're in the puppy training niche, you might want to use a potty advice article to answer a few questions that your readers always ask you.

You may also want to brainstorm a list of questions you're asked and write them down. Then just look through your PLR collection for content that would be a perfect fit.

If you're having trouble coming up with compelling questions, you don't have to go it alone. Use an online resource like Answer the Public. To use this website, simply type in your subject or niche.

You'll see a list of questions that people regularly type into the search engines about your topic. Answering these questions is a great way to start your FAQ section.

Keep in mind that you can use a regular page on your website to handle your FAQs. But if you go in-depth with your answers or if you have dozens of questions, you'll want a way to organize the information neatly.

Try using a page builder tool. Thrive Architect works with WordPress and you can use their Toggle feature to keep your content looking nice and easily scannable by both humans and search engines. Keep in mind that your FAQ page shouldn't be done once and ignored for years to come. Instead, you'll want to review it monthly so you can update any information that may have changed as well as include new questions that you continue to receive.

You'll also want to proudly promote your new FAQ page on social media sites like Twitter, Instagram, and Facebook. Doing this makes you look like an authority in the eyes of your followers.

If you really wanted to promote the content, you could even use each question and answer as social media content itself. If you have twenty-one questions, that's 3 weeks of social media updates and all you had to do was schedule them or ask your virtual assistant to.



Create an Affiliate Resource Center

You have an amazing product and an army of affiliates that would gladly promote it for you. There's just one problem—your affiliates are busy, and they don't have the time to create blog posts, emails, and social media blurbs promoting your products.

You could sit around waiting for them to take the initiative and hoping that someone promotes your awesome products. Or you could grab the bull by the horns and create your own affiliate swipes.

But you don't have to start from scratch with these swipes. You can harness the power of PLR to create content that your affiliates will gladly copy, paste, and send out to their communities.

To start with, you'll want to gather some PLR on a topic closely related to your product. So, if you sell an essential oils recipe book, then you'll want content on the topic of essential oils.

But you could also slant any content you have for your niche, too. For example, if you have a PLR pack on the dangers of stress, you could point your readers toward essential oils as a safe and effective alternative to other stress-relief options.

Once you've found some PLR, edit it. Make it fit your brand and shape the content, so it perfectly positions your product as the answer to the reader's struggle.

You'll want to create a mix of content here – try coming up with 2-3 blog posts, 3-5 email swipes, and 2-5 social media updates. By having several options, your affiliates can look through what you have and choose the content that's most likely to appeal to their communities.

As you're working on this content, make sure that you are clear on where their affiliate link belongs. This makes it easy for affiliates to grab your content, include their links, and get to promoting you. For example, you might have content that looks like this:

Essential oils are a safe alternative to stress relief that won't cause unwelcome side effects or risk your health. But knowing how to use them correctly is important and that's why I enjoyed reading Bea's book, [101 Essential Oil Recipes for Busy Mamas](#) (affiliate link goes here).

Once you've gotten the content ready, upload it to so it's easily accessible to your affiliates. You can do this by adding it to a special folder in DropBox or creating a document in Google Docs.

Then share the swipe content with your affiliate mailing list. You may even want to go a step further and post their affiliate link ID at the same time so they're more likely to promote you.

Repurposing your PLR content can be fun and easy once you know what to do. It only takes a few minutes to profit again and again from the same content!



Rebecca Metz

Taking the Scary Out of Technology

Having created a system that allows entrepreneurs to get their magic online, Rebecca helps clients get more business . . . consistently. Using the collaboration of a dynamic website, engaging social media, and personalized branding, she creates an online ecosystem that attracts clients and sells products and programs authentically. With a fantastic website as the core, her system showcases how business owners make a difference in the lives of their clients and customers.

An intrinsic educator, Rebecca's secret sauce is taking the scary out of technology. She teaches clients to use and manage their website and integrate it with social media and other marketing tools to create a powerful brand image — one they can update as often as needed.



Let's Connect

What is the first thing you are screaming to have done?

I would love to partner with you to create new results with your online presence! Let me know how I can best serve you.

Here is my [calendar](#) - go ahead and find a time that works best for you.

CONTACT