

# Business Hacks to Grow Your List

with

## Curation & Content Repurposing



## **Business Hacks to Grow Your List with Curation and Content Repurposing**

Growing your list is an important part of any business today. It doesn't matter if you have an online business or a brick and mortar business. Marketing with content is an essential element of growing your list and spreading brand awareness.

What is Content Curation?

Content curation involves presenting other people's content to an interested audience in a way that is useful, meaningful and promotes understanding. So, for example, you may find a blog post by someone about your topic that you agree with or find value in. You can share it with your audience along with your commentary on why you believe this is relevant and important. You can point out what about this blog post is useful, meaningful, and promote understanding of it by giving your point of view.

What is Content Repurposing?

When you repurpose content, you take content that was already created, either private label rights content (PLR) or content you created in the past and put it forth in a different form. You need to have the rights to reuse the content in this way. Sometimes you just put it in a new place. For example, if you had a webinar about something, you could take that webinar, transcribe it, and create a report.

Alternatively, you can add that webinar as is to a membership site so that members always have access. You can turn a blog post into a podcast, into a YouTube video, into a webinar, into an e-course. You can take the content in as many different directions as you want to and need to so that you can reach your audience.

With both curation and repurposing, you're delivering a lot of value to your audience without having to do a lot more work. There is no reason you need to create content from scratch for every piece of content that you put out to your audience. Instead, you can work smart. Use other people's content to advance your brand, your ideas, and your products and services. Reuse anything you create, or that you buy. For example, if you buy PLR and reuse it in many ways you get every morsel of goodness out of it while building your list.

Growing Your List with Content Curation

When you decide to use content curation as one of your list building methods, you'll be glad you did because it really works. If you think about it this is the basis of most talk shows, newspapers, and successful media that exists today. They bring the people with the expertise and knowledge to their audience so that their audience doesn't have to go looking for it. You can do that too. You can be the go-to source for your audience about all things your niche.

**Let's look at some examples of content curation that works.**

## **Round-Up Posts**

If you're a Mommy Blogger who talks a lot about food, home organization, and children you could easily do a roundup post with 9 Easy Lunch Ideas for Brown Bagging It, or 20 Truly Inventive Gadgets to Get Organized and so forth. You can state in the content why you really like what you're sharing with them, show how you've implemented it in your own household, and even what you did not like about it and how you changed it if that's relevant.

## **Monetized Curation**

You can even create a monetized curation. For example, instead of just linking to the content about the organizational gadgets that you've curated, you can also provide a link to each of the products so that you earn a commission on the products if they buy them. This is an excellent way to use someone else's content.

## **Present it In a New Way (Repurposing Curation)**

When using content curation methods, it is a good idea to present it in a new way or format. For example, instead of using it in a blog post or roundup, turn the new content into a branded PDF offer. The content upgrade encourages the readers to get on your list before they get to read the content.

Remember, anytime you can motivate readers to join your list, by giving them something valuable, you both win. It doesn't have to be a big or expensive offer. Your audience just needs to perceive the item as being valuable to them.

## **Share One Thing**

You don't always have to put the content in a roundup format. You can share one relevant, useful thing at a time. It's important that you fully understand and relate to the curated content so you can explain it, then present it to your audience in a way to help them understand why it's relevant to them that advances your business.

## **Share It Fast**

When you find content that your audience will use and enjoy, as well as inspire them, don't wait too long to share it. Figure out a way to incorporate it in the week's content, if possible. This quick action will boost your authority and position you as a leader, rather than a follower, when you get the content out before others. You want your audience to come to you for the most up-to-date, relevant niche information.

## **Find It**

You're likely wondering how to find this content. It's simple. Set up Google Alerts on topics that will interest your audience. Pay close attention to the results. It's important for you to stay on top of what's happening in your industry.

Using content curation as a source for more content is an excellent and effective way to show your expertise and put important information in front of your audience so that they don't have to go searching for it. You can become the one-stop shop for all things within your niche if you organize the content right and focus on providing value to your audience.

### Growing Your List with Repurposing

Another way to build your list is through repurposing content. You likely have already created a lot of content, purchased a lot of content, or have content that you've curated that can be presented in a new way. Repurposing content is an excellent way to make the most of what you have so that you can build your list bigger and better.

### **Repurposing Adds Value**

Let's look at some repurposing examples that really work to build your list. Repeating your points and your information in many ways helps your audience learn in a way that works best for them. Some people love blog posts, others prefer podcasts, and even more prefer video. When you use a variety of formats that they prefer, you'll reach more people and increase their understanding.

### **Repurposing Content Saves Time**

When you use the information, you are already using and have already stated in other ways it saves time. You've done the research, you know the topic, and you can easily present it in a new way without spending a lot of time. Turning a five-point blog post into a podcast is simply about performing the podcast and not about recreating new information. Turning a longer post into a webinar also is a lot easier than starting from scratch.

### **Get Every Bit of Benefit from Content You Have**

When you repurpose content you already have, you increase your reach and you get every single bit of benefit out of the content that you've worked hard to research and create in terms of marketing, list building, and teaching your audience. You drive points home by demonstrating them in a new way.

It doesn't matter if it's PLR you bought, content you've curated, or content that you've created from scratch yourself. You can present it in a new way and from different angles to make the most of it for yourself and your audience. Let's look at some examples.

## Repurposing Examples

Let's look at some different examples of ways you can repurpose your content to make the most of the work you've already done and get every single bit of marketing benefit you can out of it.

- **Turn Your Blog Post Series into A Report** – This is a great way to give your audience highly valued information all at once. Even though they can read the posts on your blog, the convenience of downloading the more organized, PDF version is very appealing, especially if they don't have much time to read, at the moment. Make the report a little more attractive by adding pictures, case studies if you have them, and more links and examples. Many people like to get that information and save it on their hard drive to look at whenever they want to.
- **Change the Format of PLR You Buy** – If you've purchased PLR articles, reports, eBooks, courses, and so forth, it's all probably great to use as is first. Then, you'll want to change it around. Take a course and turn it into a blog series. Turn individual blog posts about one topic into an eBook. Turn an eBook into the basis of a webinar. Use your imagination and try to look at content in a new way and imagine how it can be reused.
- **Curated Content Repurposing** – You have to be more careful about repurposing curated content. Obviously, you cannot rewrite it, it's not yours. You still have to link to the original content for your audience to read elsewhere. This may seem counterproductive but when you are good at organizing the content in a way that makes your website their first stop for niche information it's okay. When you repurpose curated content, keep this in mind.

These are small examples of ways in which you can reuse content. Essentially, take the content, put it in a new form, add some things to it, and you're good to go. But how do you decide what content is ripe for repurposing?

### **Not All Content is Good for Repurposing**

The first task you should do when you're choosing content to repurpose is to look at your analytics. Collect the content that is getting the most views, the most responses, and is the most effective in converting. You can use your analytics to discover this content. Look at the content to determine which content is the most "evergreen" meaning will be good for the long term.

In some niches, there is true evergreen content that will last forever, in other niches, there is long-term content that you can consider evergreen for these purposes. For example, if you're in a tech niche it's not likely any content will truly be evergreen. If you're in a homemaking, food niche, art niche, etc., most of these things don't change much.

Note which topic this content covers. Toss anything that isn't close to being evergreen. Now, sort it into categories so you can keep it organized in folders. This helps you to work more effectively as you repurpose it. Start choosing your best performing content.

Now you can get started repurposing this content. Let's look at the steps to accomplish this easily.

## **Steps for Repurposing Content**

### **Step #1 Share Content More**

One way to repurpose this content right away is set up automatic shares on your social platforms. You can use software like Missingletr.com or HootSuite.com to set up random and purposeful re-sharing, as it appears on your blog and website. Remember to set up some headline changes, and blurbs that point out a different fact each time you share it. You're now repurposing your content.

### **Step #2 Add to Your Autoresponder Series**

Remember that when new people join your list they may have missed out on your broadcasts that mentioned your new blog posts. When a blog post is evergreen, it should be important enough to be added to your autoresponder series as well. Just create a blurb for the post, link to the post in the email and add it to the autoresponder series. This works for any type of content you create that will live a long time if not forever on your site whether it's an eBook you want them to know about, a course, or something else. Add it to your autoresponder series as soon as possible including having it go out in broadcast form when it's added to your website or blog.

### **Step #3 Change the Format**

Once you have the easiest thing set up, which is re-sharing the content, you will want to look at what you have in each category. Can you repurpose the content in some way? Do you have all forms of content for each category?

For example, do you have mostly blog posts? Can those be made into a report, a webinar, or a podcast? If you have a data-centric post, you can turn it into an infographic. Remember that you can hire people to help you with this.

For example, you can find a voice over artist via Fiverr.com, and someone to make explainer videos for you as well. Plan how you'll repurpose each category over time. Remember that you can still re-share these new creations using the software mentioned in step #1.

### **Step #4 Create Content Upgrades**

The content that you've already created can become a content upgrade. Turn it into PDF files. Create a form so they can sign up for it. Then, start adding a link to it on related blog content. This will ensure that you get more email signups. In addition, it will help you segment based on what they download. Most content you already have can be converted into a content upgrade, once you change the format as mentioned in step #3.

### **Step #5 Create a Continuity Program**

Another easy way to repurpose your content is to start a membership site. Consider adding that to your offers. You may choose to set up a drip feed so that people subscribe and receive this content over the course of a year or another timeframe of your choosing. Maybe you can turn it all into a course by turning it into a slide deck with voice over. Consider ways to make more money off this content by upgrading it with new formats, new information, and added value.

### **Step #6 Syndication**

Another way to reuse the content "as is" can include adding it to a syndication program. Many platforms that allow you to syndicate your content for a small fee, and even in some cases, you can get paid for it. For example, on Medium.com you can get paid for your content based on views. If you have an Author Profile on Amazon, you can get your blog posts to show up there.

You can also repost free content on LinkedIn.com. Some people worry about duplicate content, but this is not something you need to worry about when it comes to syndicating your content in this way. This type of sharing has been done via newspapers since newspapers existed. You can also try platforms like Outbrain.com and your content may show up on the front pages of major publications like Cnn.com.

Now that you know how to grow your list using curated content, put it into action. Go find the content that's most popular and effective. Use what you already have and get started. Sign up for Google Alerts to start getting niche content ideas that you can share with your audience too. Your list will grow faster than you thought possible as you implement this process.