

Published based on [How To Repurpose Your Articles Quickly And Easily](#)

How To Repurpose Your Articles Quickly And Easily

Regardless of your preferred business design, subject matter is probably your most significant time and planning investment. It makes sense to repurpose your articles strategically. Just by deciding how you are planning to use, and reuse, any piece of content material you produce you increase your return on investment. It's good business sense.

Listed here are 5 methods to repurpose your articles sensibly.

#1 The most common use of articles repurposing is to rewrite articles for article promotion reasons.

Rewriting articles, when managed strategically, can result in as many as five different versions of the same article. Each can be published on an independent article promotion site. And the original can be published on your website or blog. Make sure each and every version still keeps the keywords and phrases you need to optimize for search engines.

#2 Edit lengthy articles or reports into blog posts. Lengthy articles and reports can be segmented into smaller bite sized blog posts. Blog post tend to be a little more personal - aimed at branding your own personality. You can do this by including an anecdote and/or modifying the words a little to make the post original and fulfill its function.

#3 Put together blog post and articles and create a comprehensive and valuable report. To make the report feel genuine and beneficial you'll desire to then add new touches such as transitions between articles so the article feels smooth. You will likewise require an introduction and a conclusion and fill any gaps with fresh information and content.

#4 Repurpose blog posts, articles and reports for autoresponders/enewsletters. Following up with your opt-in list is important to help keep all of them interested and inspire purchases. This can be easily attained by means of taking key paragraphs and points from articles and reports and using them to make auto responder messages. Autoresponders don't have to be prolonged, 200-250 words are usually sufficient to offer a good amount of useful information and link to your website.

#5 Ebooks. Reports and articles can be combined to provide a valuable information product. Just like creating reports in #3 you can produce ebooks simply by collecting content and arranging it in a reasonable and efficient manner. Sell it or give it away as a bonus, lead generator or viral product.

Regardless if you have created this article, outsourced it, bought PLR or a mixture of all three, this makes great business sense to make the most of your investment. And you can make use of PLR along with a ghost writer to fill in the gaps when you're creating reports and ebooks. In addition, you can hire a virtual assistant or a writer to repurpose content.

Article repurposing is more than a way to fill in the gaps when you're on a break or when you are struggling to create original content. Repurposing your content makes great economical sense too. Along with every piece of content you develop or are coming up with for you, think in advance. Plan how you are likely to maximize the article and reuse it strategically.

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