



Article Hash

How to Repurpose Your Articles for Maximum Profit and Exposure

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INTRODUCTION

Coming up with a continuous stream of new content for your articles, website content, blog posts, newsletter, etc. can be a daunting task. This is especially true if you make your money in a small niche or industry.

But the truth is that you really don't need to keep coming up with completely new ideas for articles and content. You just need to learn how to repurpose all the great content that you've already created.

That's what I'm going to show you how to do!

This is a no-nonsense, no fluff, **no affiliate link report** where I'll give you my **Top 10 ideas and methods** for reusing your articles to create maximum profit and exposure for your website, business, newsletter, or product.

You'll be surprised at how easy it is!

You can get a lot of mileage out of each and every one of your articles with very little effort and a little creativity.

All of which means that you have to do less work to create more content... and all without racking your brains to come up with new and exciting topics to write about!

Let's get started...

IDEA #1: CHANGE KEYWORDS AND TWEAK

This is probably the idea that I most often see used by veteran article marketers. It's really the best way to get additional mileage out of your articles and continue your article marketing efforts with a minimum of effort.

It works like this:

1. Take one of the articles that you've already distributed as part of your article marketing campaign.
2. Replace all the keywords in the article with a suitable substitute.

3. Tweak the article to make sense with the new keyword, if necessary.
4. Redistribute the article as a completely new article.

IDEA #2: TURN IT INTO A BLOG POST

This is another often used repurposing strategy, but I propose doing it a little differently. I don't recommend that you use an old article word for word on your blog because you may run into some duplicate content issues.

Instead, change the title and about 20% of the original article. This will make your blog post appear to be unique to search engines and your readers won't feel as if they've already read the article before.

IDEA #3: EXPAND ON IT

I really like the idea of taking an article that I've already used for distribution and expanding on it to post to one of my non-blog websites or publishing it in my newsletter.

In general, articles for distribution run from 400-700 words. I personally think a 400 word article is just too short to send to subscribers or post on a website. However, it's really easy to increase the size of a short article with additional content and make it a more substantial piece... something that your loyal following may come to expect.

IDEA #4: TURN IT INTO A PRESS RELEASE

It's not difficult to turn your article into a press release and give it a whole new lease on life. In fact, a press release is very similar to a distribution article... the

main difference being that you'll need to make your article read more like a news announcement than an article.

You can get some pretty good information on how to do that at:

<http://www.prwebdirect.com/pressreleasetips.php>

IDEA #5: COMBINE ARTICLES INTO A REPORT OR EBOOK

If you already have a large number of articles, it's a really great idea to put them together to create a informative report or ebook that you can either sell or offer as a subscriber incentive.

The number of articles that you'll need to consolidate really depends on how long you want your report or ebook to be. In addition, you'll want to make sure your articles have a similar theme and cover different aspects of the same topic. You'll also want to be sure to write transitions between articles to make it read like a report or ebook.

You could even set up each article to be a separate "chapter." It all really depends on what articles you have available and what you want to accomplish.

I don't suggest that you just compile all your articles into an ebook without doing anything to blend them together. Taking the easy way out will do nothing for your credibility.

IDEA #6: TURN ARTICLES INTO AN ECOURSE

As with Idea #5, it's also easy to turn a series of articles on a particular subject into an ecourse. Here's how to do it:

1. Compile five to eight articles that involve different aspects of the same subject.

2. Re-format them into separate lessons, if they need it.
3. Load them into an autoresponder.

That's it!

IDEA #7: MAKE THEM AUDIO ARTICLES

This method is so simple, yet very few people do it. All you have to do is simply read your article out loud and record it. Once recorded, turn it into a MP3 and post it on your website or blog. It's as simple as that.

You can use this same idea to create a podcast or an audio product that you sell. Audio products are super-simple to create and add a lot of perceived value when it comes to content for your website or blog.

IDEA #8: MAKE A VIDEO

Creating a video version of your article is not nearly as complicated as it may sound. Here's how it works:

1. Use Microsoft Power Point to create 3-5 slides of the key points of your article. You can use more slides if you want.
2. Use Camtasia (or a similar program) to record your Power Point presentation.
3. Import the audio that you created in Idea #7 into Camtasia and create a complete video of your article.
4. Post the video as content on your site. You can even submit your video to popular video sites in order to get a little more mileage out of that original article.

IDEA #9: TURN IT INTO A SQUIDOO LENS

Squidoo continues to be one of the most popular sites on the internet... and it's still growing. It's a great site for building backlinks to your website and for generating a lot of targeted traffic because Google loves Squidoo and indexes it quickly.

Therefore, it makes sense to use your article as the basis for a Squidoo Lens.

It's really easy to set up a lens. All you have to do is visit Squidoo.com and follow the directions. If you've followed my advice, you'll already have an audio, ecourse, report, and video to include in your lens too. All that great content will really help your lens rank well in Squidoo and through search engines as well.

IDEA #10: SOCIALIZE IT

If you participate in any type of social media marketing, and you should, it's really easy to use your article to help you build your standing in the social networks.

All you have to do is pick out a small part of your article that provides some kind of useful information and post it to Twitter, Facebook, or any other social network. You can get a lot of mileage out of each of your articles using this strategy and it frees you up from trying to think of something clever to "tweet" or "post on your wall."

In addition, using this strategy provides useful information to all the people that you're trying to contact through social media rather than telling them what you had for breakfast or how much the kids are driving you nuts.

If you engage in social media marketing as part of your overall marketing plan, then providing short bursts of information is a far better strategy than the latter.