



5 Do's and Don'ts for Repurposing Your Content

Get more mileage out of your content by reusing it. **Sounds simple, but there are a few do's and don'ts to consider when it comes to repurposed content.**

1. Do wait until you have enough content to repurpose.

At Right Source, we help our clients generate blog posts and other content. After a few years, they generally have built up enough for several eBooks. You don't need to wait three years to start repurposing, but if you only have one blog post, don't spin it off into something using that same subject until you've created a bit of variety.

2. Don't forget the "purpose" in repurpose.

Every piece of content you publish needs to serve at least one identifiable audience need. The same goes for content you repurpose: a new eBook needs a title, introductory copy, a table of contents, and more. And it needs to solve a problem for the audience. It's a book — treat it like one.

3. Do re-edit every repurposed article for continued accuracy and relevance.

That article you wrote two years ago likely needs to be refreshed. Things like old statistics and outdated technology should be updated. If you wrote a blog post centered on a news event at the time, it may no longer be relevant. Things change. Don't just assume that an article written months or years ago is still accurate and timely.

4. Do consider each article's new content, and potential changes to perspective and "voice."

Different content types may call for a shift in voice and perspective. So, you can't just lift sections from a white paper and paste it into a blog post format and think you're finished. You

may have to do some rewriting. And when you're repurposing from more than one content piece, you'll want your new piece to be internally consistent. That means being careful about points of view and making contradictory conclusions.

5. Don't underestimate the amount of time you'll need to get it done.

Just because you already have the content doesn't mean you're done before you start. In addition to the re-editing work you'll do, you might also need to make time for a design process and to develop accompanying promotional emails and other material.



Repurposing existing content for new audiences and contexts can be a great, low-cost way to gain added value for the content you have.

Checklist derived from the original blog post on Marketing Trenches, "[Repurpose Your Content: Make What's Old New Again.](#)"