



Template: Content Repurposing Checklist

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Based on Article: "Aligning Content Repurposing with Brand Voice: Consistency is Key"

A practical checklist to ensure content repurposing aligns with your brand voice and maintains messaging consistency.

Checklist Items:

- ☐ **1. Define Your Brand Voice**
Create a concise, three-line summary that includes tone, audience, and signature phrasing. This definition acts as your guiding principle for all content repurposing.
Reference Section: Foundation — Define Your Brand Voice Before You Repurpose
- ☐ **2. Conduct a Brand-Voice Audit**
Use the 5-question checklist to measure the consistency of your brand voice across content pieces. Score and interpret results to identify areas for improvement.
Reference Section: Quick Brand-Voice Audit: 5 Questions to Measure Consistency
- ☐ **3. Map Content Types to Voice Profiles**
Identify non-negotiable language elements and flexibilities in tone. Use the mapping framework to prioritize foundational identity, format constraints, and audience expectations.
Reference Section: Map Content Types to Voice Profiles
- ☐ **4. Create a Repurposing Framework**
Develop clear guidelines for how to adapt content from its original format to new formats, ensuring that critical phrases and tones are preserved.
Reference Section: Map Content Types to Voice Profiles
- ☐ **5. Determine Language Dos and Don'ts**
Compile a list of language guidelines that highlight what to include and avoid in your content to maintain brand voice integrity.
Reference Section: Foundation — Define Your Brand Voice Before You Repurpose
- ☐ **6. Add Inline Comments in Low-Performing Content**
After auditing, annotate two of your weakest content pieces with advice on how to align them better with the established brand voice.
Reference Section: Action list after scoring
- ☐ **7. Document Examples for Automated Pipelines**
Assemble examples of successful repurposed content that embodies your brand voice, to use as templates for future automation.
Reference Section: Action list after scoring

☐ **8. Integrate Automation Tools**

Consider using platforms like Scaleblogger or other AI content automation tools to help enforce brand consistency and streamline the repurposing process.

Reference Section: Introduction

☐ **9. Train Your Team**

Conduct a training session for content creators focusing on the brand voice framework, ensuring they understand how to apply it during content creation and repurposing.

Reference Section: Action list after scoring