



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