



# Template: Content Repurposing Checklist

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Based on Article: "Repurposing Content across Different Formats: A Step-by-Step Guide"

Website: <https://scaleblogger.com>

Follow this checklist to effectively repurpose content into various formats and maximize your reach.

## Checklist Items:

### 1. Select the Best Source Asset

Identify a long-form piece of content that has shown strong engagement or ranking, such as a blog post, podcast, or webinar transcript.

Reference Section: Step-by-step Workflow Overview

### 2. Audit for Repurposing Potential

Review the selected asset for passages with strong data, quotable lines, or sections that address specific problems. Mark these segments for easy extraction.

Reference Section: Step-by-step Workflow Overview

### 3. Extract Modular Content Pieces

Break down the content into smaller, stand-alone pieces like statistics, how-to paragraphs, or case snippets that can be repurposed into different formats.

Reference Section: Step-by-step Workflow Overview

### 4. Draft the First Prioritized Derivative

Determine which derived piece will have the most impact and effort balance, such as a short blog post or social media video, and begin drafting it.

Reference Section: Step-by-step Workflow Overview

### 5. Repurpose into Micro-formats for Channels

Adapt the content into various formats tailored to specific channels, like creating infographics, quotes for social media, or video snippets.

Reference Section: Step-by-step Workflow Overview

### 6. Schedule and Publish

Use a content calendar to schedule posts strategically, ensuring that each format is published at optimal times for engagement.

Reference Section: Step-by-step Workflow Overview

### 7. Measure Engagement

Track the performance of each repurposed asset across different channels to analyze engagement statistics and improve future repurposing efforts.

Reference Section: Step-by-step Workflow Overview

## 8. Iterate on Top Performers

Use the insights gained from measuring engagement to refine and repeat the process, focusing on formats that yield the best results.

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