



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.

Reference Section: Step-by-step Workflow Overview