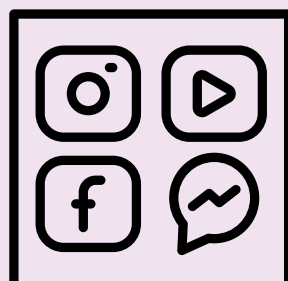


I said *Yes!*
to Success

WAYS TO REPURPOSE A BLOG INTO MARKETING CONTENT

SOCIAL MEDIA CONTENT

- Break into 3-5 posts (tips, quotes, stats, insights)
- Create graphics for key takeaways
- Film a short Reel or TikTok summarizing the blog
- Share a “Did you know?” fact from the blog
- Pull a CTA or teaser and link back to full post

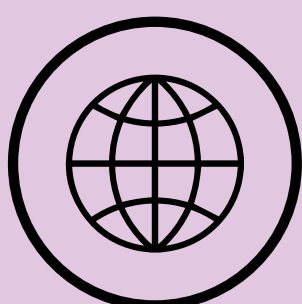
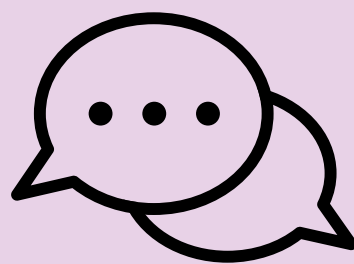


EMAIL MARKETING

- Include in your regular newsletter
- Send as a stand-alone value email to leads or subscribers
- Use it as part of an onboarding or nurture sequence
- Drop the link in response to FAQs from clients via email

SALES CONVERSATIONS

- When a topic comes up in conversation, follow up with the blog
- Use as an educational resource to overcome objections
- Send as a non-salesy touchpoint to re-engage leads

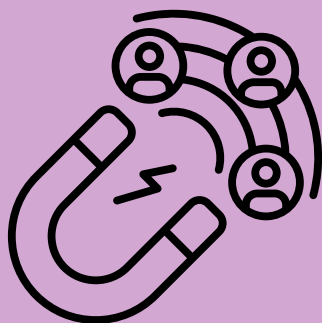
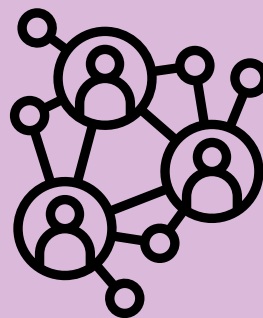


WEBSITE & SEO

- Feature it on your homepage or resources page
- Use internal links to drive traffic to your services
- Create a content hub where all blogs live, sorted by topic

NETWORKING & SPEAKING ENGAGEMENTS

- Mention relevant blogs in conversations, then send a link as follow-up
- Link blog posts in your speaker bio or event handout
- Use blog content to support workshop materials or presentations



LEAD MAGNETS & FREEBIES

- Expand blog content into a downloadable guide or checklist
- Bundle 2-3 blogs into an email course or PDF resource
- Use it to drive opt-ins by offering a deeper dive

PUBLIC RELATIONS

- Pitch blog content to media outlets as expert insights
- Repurpose for LinkedIn articles or guest blog contributions
- Share insights in Facebook/LinkedIn groups or forums

