

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #4 - How To Get Traffic From Multiple Sources From One Piece Of Content

It's no secret that content marketing is a powerful way to market your business. However, many business owners end up spending an inordinate amount of time creating a boatload of new content, to the point where they feel like all they're doing is creating content.

The good news is that you can save yourself a ton of time by repurposing your content. The idea here is to start by creating one piece of content and then turn that content into different formats to distribute around the web to get traffic.

And that's exactly what you're going to find out how to do inside this short tutorial.

Let's get to it...

Step 1: Select a Topic

Your first step is to make sure you're creating content that your audience really wants. To that end, do your market research.

TIP: One good way to do this is to see what sorts of infoproducts they're already purchasing. If they're buying something on a certain topic, then you can bet they'll eagerly seek out free content on the same topic.

Then, be sure that your content is highly related to the call to action that you embed in the content.

For example, if you're sending people to a lead page offering a free dog-training video, then your content should provide highly relevant information like dog-training tips.

Next....

Step 2: Create a Blog Post

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Your next step is to create a blog post on the topic you selected in the previous post.

Now, you don't want to just craft a blog post that looks like a cloned version of what everyone else is sharing on this particular topic. In order to make sure your content stands out, you need to make it unique.

You might share a unique strategy, a unique tip, or even a unique story relevant to the article. Or you might use a unique approach such as turning a standard how-to process into a formula or system (*using an acronym, where each letter in the acronym corresponds to a step in the formula*).

Ideally, you'll want to make this a lengthy post. Not only does this give you the opportunity to impress readers, help them, and provide a lot of value, it also gives you a lot of content to use when turning this blog post into other formats.

Finally, you may consider optimizing this content for the search engines before you post it so that it attracts Google traffic. You'll also want to post social media buttons next to it and encourage your readers to share.

Next step...

Step 3: Turn the Blog Post Into a Video

Your next step is to take your blog post and turn it into a video. You can create a slide-show presentation if you'd like which will help you with the next step. Or if you want to provide more value, then do a demonstration video (*where you show how to complete the process while you're explaining it*).

Once your video is complete, you can post it on YouTube. Be sure to include a compelling title and thumbnail and include your keywords in the title and description to capture search traffic. You can also post it on your social media pages, such as Facebook, Twitter, Instagram and similar.

Step 4: Design a Slide Presentation

Your next step is to create a professional slide presentation. If you created a slide-presentation video, then you can simply use those slides. Otherwise, you'll need to

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design a professional slide deck and use your existing blog content to create the text for the slides.

TIP: *Don't know how create a professional slide deck?* Check Google for templates or hire someone from Fiverr.com to create them for you.

Once your slide presentation is done, you can upload it to SlideShare.net. You then promote the link across your blog, social media pages, and other platforms.

Step 5: Create a Podcast Episode

The next step is to take your original blog post and use it as the basis for a podcast episode. If you're not currently running a podcast, then you can seek out relevant podcasters and offer yourself up as a guest expert.

TIP: Don't read the post word-for-word so that you don't sound artificial or stilted. You may practice what you're going to say and use the blog post as a guideline for your presentation.

Once the podcast is complete and online, then promote it across your platforms. If you went on someone else's podcast, then the benefit is that usually that person will be promoting the podcast as well.

Step 6: Design an Infographic

Your next step is to pick the most important points out of your content and use them to design an infographic.

If you have some design skills and know-how, then you can use a platform like Canva.com to design the infographic. Otherwise, you can go to a site like Fiverr.com or Upwork.com to find someone to do the design and layout for you.

Once your infographic is complete, you can submit it to relevant blogs that accept guest posts, encourage your partners to share it, and post it across your own platforms.

Step 7: Create a Rebrandable Mini Course

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The final step is to take the content and turn it into a mini course, which you then upload to your autoresponder and offer as a free lead magnet. You can also offer the mini course to your affiliates and marketing partners, being sure to incentivize sharing by making the course rebrandable (*e.g., your affiliates can insert their affiliate links into the content*).

Conclusion

As you can see, you don't need to create a half a dozen new pieces of content from scratch. Instead, start with one blog post and convert that blog post into other formats. Then you can distribute it across a variety of platforms to help you generate more traffic.