

HOW TO TURN 1 BLOG POST INTO A WEEK'S WORTH OF CONTENT



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How to Turn One Blog Post Into a Week's Worth of Content!



The secret sauce of content creation is leveraging the work you already did. This way you get more done with less effort, so you have time to enjoy life and NOT burn out! Here are a few ways to re-use one blog post....

- Submit your article to LinkedIn, Medium a Quora Space.
- Use your article to give ideas on making TikTok videos, YouTube Shorts, Instagram, and many more.
- Use your blog to create a YouTube video.
- Take the sound from the YouTube video to create a podcast.
- Take the ideas from your blog post to create Pinterest Pins that point back to your content.
- Take a few of your blog posts to create an eBook.
- Give the eBook away to Facebook groups for more traffic and sales.
- Use the blog post to give inspiration for an email newsletter.
- Use the post to create a slide deck and submit a Slideshare!
- Use the post to answer questions in Quora, Reddit, forums and get more traffic.

There is No Such Thing as a Duplicate Content Penalty for SEO!

You are the owner of the blog post, so Google doesn't penalize you for repurposing your content. You can do it as much as you want.

However, if it's the same article published to multiple platforms, Google may only show 1 in the search rankings. This is why it's best to post first to your own blog, and then to other places, such as LinkedIn, Medium, and even a Quora Space.

It's also good practice to write in the 2nd, 3rd posts..

This post originally appeared on [yourblog.com]"

This builds authority on your domain first.

Another advantage is if you have a new website, you can use the authority of a big name like LinkedIn! This means your LinkedIn article may outrank your newbie site.

Also, you can't submit the same article over and over again to the same platform such as Medium. This means you can't write an article on "walking your dog" and then submit 10 of the same article to Medium.

You can write 1 article on walking your dog, then submit the same article to Medium, LinkedIn, a Quora Space, and others!

The reason you want to submit the same article to multiple platforms is because they all act as search engines. Meaning if someone types in your keywords in Quora your article could show up and get traffic.

If you did not submit your article to Quora and someone typed in your search term into Quora they would NOT find your article because it's NOT Google.

Oh, and there are around 400 monthly visitors to Quora alone!

How to Use a Blog Post to Give Ideas for Short Videos

One of the best ways to get free easy traffic is to create short videos. I recommend downloading the app TikTok on your phone and creating a video first on the app. There are 2 reasons to shoot the video in the app.

- It's much faster and the editing can be done on the app.
- There is a conspiracy that videos made in the app do better on TikTok.

You can take parts of your blog post and create short 15-20-second videos talking about the MOST important parts of your blog post.

For example, I could create a short video explaining the top places to submit a short video.

Then simply upload the videos to TikTok. With a business account, you can have 1 link in your profile even with 0 followers. Simply tell your followers at the end of your video to click the link in your profile.

Then [go to this website HERE](#). and download your TikTok video without the watermark. Then simply upload it to places such as..

- Tiktok (5-7 hashtags).
- Instagram (3-5 hashtags).
- Youtube Shorts (3-5 hashtags).
- Facebook Reels (3-5 hashtags).
- Linkedin (3 – 5 hashtags).
- X (1-2 hashtags).
- Threads (1-3 hashtags).
- Rumble (tags use a comma).
- Tumblr (5-10 hashtags).
- Some Facebook Groups.
- Some Reddit Communities.

Make sure to put a link in your profiles on these platforms!

I created a complete guide to dominating with short videos that includes 50 tips and you can get this guide for free by [clicking on the link HERE](#).

How to Use Your Blog Post to Create a YouTube Video

To create a Youtube you need an outline. If you don't have an outline your video will be...

- Way too long
- Ramble on stuff that isn't important.

Why not use your blog post as an outline? Kill 2 birds with 1 stone!

You're probably going to have to make a video outline, might as well make it a blog post to get traffic from the search engines!

You can take the most important parts of your blog post to create a video. Another idea is if you have a big blog post break it up into 2 or 3 videos.

What I do is read the post a few times times, then make a video and sometimes I look down if I forgot what I was going to say. If you didn't want to show your face you could use a screencast software and then just talk over it and post it.

You could even submit your Youtube video to your own blog to improve your SEO, because the longer people stay on your post the better it is!



How to Turn a Blog Post into a Podcast

Another way to get traffic is [use this free website here](#) to extract the sound from your YouTube video. Then [submit the audio to Spotify Creator HERE](#).

I'm sure there are more things to do with your audio, such as submit it to..

- Google Podcast
- Apple Podcasts
- Amazon Music
- IHeartRadio
- Pandora
- Deezer
- PlayerFM
- TuneIN
- Podchaser

How to Turn a Blog Post into Pinterest Pins

Pinterest is another overlooked platform where you can get traffic. All you do is [go to this site HERE](#) and create a Pinterest Pin. Then go to [ChatGTP HERE](#) and tell the AI...

I want to create a pin for Pinterest. The keyword I want to use is "....." Create for me 3 eye catchy and SEO-optimized titles and descriptions for the pin. Along with ideal hashtags.

Then choose the one you want, add to it, delete parts, and post the graphic with a link back to your website or to a YouTube video.

Take a Few of Your Blog Posts to Create an eBook

Next, you can [get easy software HERE](#). This software makes creating an eBook as easy as brushing your teeth ... like you're in a toothpaste commercial. Plus it's insanely cheap for what it comes with!

The software will even grab any article and automatically create an eBook! Cool right? In fact this WHOLE ebook your reading - I spend 5 minutes to create!

Then simply paste a few of your articles into it and you have a valuable eBook with perceived value. What I recommend, is when you create a blog post have it be in a content cluster.

This means a few articles in the same niche that ALL link to each other. The main reasons you want these content clusters is....

- SEO
- Interlinking
- Builds you as an authority
- Makes your job easier
- You may already have a few affiliate products

You don't want 10 articles on completely different topics!

There are endless things you can do with an eBook. You can give them away to Facebook Groups and in the eBook have a link that leads back to your website.

I created a FREE guide to eBooks that shares 15 different ways to use them. You can get [this free guide HERE](#).

Use a Blog Post to Give Inspiration for an Email Newsletter

Another way to use a blog post is with emails. Now emails can be tricky to write. You have to capture someone's attention and get clicks. They shouldn't be boring!

One way is with stories. If you have a story in your blog post, you can reuse it in your email newsletter. Then you could easily redirect the reader back to your blog or even an affiliate offer to earn money.

I created a FREE guide all about email marketing and you can view this free guide by [clicking on the link HERE](#).

How to Use a Blog Post to Create a Slide Deck and Submit a Slideshare

You can use Canva to create graphics from the main parts of your blog into a slide deck. A slide deck is like a PowerPoint presentation.

Then submit it to Slideshare, which is sort of like YouTube, but with presentations. Slideshare still gets around 35 monthly visitors. Not as good as Youtube or TikTok, but still not bad!

How to Use a Blog Post to Answer Questions in Quora, Reddit, and Forums

An often overlooked idea is to use your blog post for question-and-answer sites. With Quora, you would go to the search bar and type in the title of your blog post.

Then a whole bunch of questions are going to show up. Then simply answer some of the questions, using your blog post for inspiration.

Quora can be tricky with the links. I got in trouble with Quora because I think I was using the same domain for a link and my account got flagged.

What I recommend is mixing up the links and possibly not putting a link in your answers. Sometimes say check out my profile for more.

The links could go to your blog, YouTube video, or LinkedIn article – I think it's better to mix them up so your account doesn't get flagged like mine did.

Also, make sure your answers are really good too. Don't just make it one sentence and then post a link back to your website.

Reddit is a whole other beast. I recommend creating a Reddit community around your niche and then posting parts of your blog post to your subreddit. Then with each post crosspost to a similar community. That post then can send people back to your subreddit to grow.

When you have your own subreddit you can put links on the side, put links in pinned posts, and even as the “automod” when someone makes a comment.

With your own subreddit, you can make your own rules!

Most Reddit communities I've found have strict rules with links!

Conclusion

Now, that I've completely blown up your head with what you can do with a blog post, remember you can pick and choose! You don't have to do every step on this post.

I'm sure there are even MORE ways to re-use a blog post for 1 week or 2 weeks of content. Hopefully, this post gave you inspiration on what is possible!

If you don't want to make ebooks or videos you can cut that part out. I recommend starting small and slowly adding in a few more steps to leverage your work.

For a complete 10-step process to creating a blog [check out this post HERE](#). If you're brand new to blogging or have lots of experience this 10-step process can be helpful to you. Plus I share 20 benefits to blogging that you may have not thought about!



THANK YOU

Check out my website at
Trustthelink.com