

REPURPOSING OLD CONTENT

- Go back through your blog posts, Facebook posts, Lives, podcast episodes, YouTube videos etc. and find the ones that stand the test of time and make a list or spreadsheet of the ones you want to repromote.
- Go in and give them a little refresh if you feel it's necessary (if not just save yourself the time and leave them as is) and create all the image assets and things we mentioned previously for your old content for your repurposing.