

CREATE A YEARS' WORTH OF CONTENT

with [Shaina Weisinger](#)

CREATE A YEARS' WORTH OF CONTENT

with Shaina Weisinger

Congrats! You just made one of the best decisions of your career (thus far 😊) and we're absolutely thrilled that you found this workshop.

I started what would become DigitalMarketer in my dorm room at The University of Texas in the Spring of 1999. In the 20+ years since, marketing as I've known it has evolved into something I certainly couldn't have imagined when I got into this business. And that's why I created this company and, more specifically, the workshop you now possess: because I wanted to give Marketers and "Accidental Entrepreneurs" everywhere the tools and resources they need to succeed in this ever-changing business landscape. I wanted to give marketers and entrepreneurs a cost-effective way to learn how to market their product or service. And I wanted these workshops and tools to be created by real marketers who are actually in the trenches, doing this marketing "thing" every single day—people who know what is actually working RIGHT NOW.

And I think we, as a company, have succeeded in delivering just that 😊.

In this special, all-encompassing Create a Years' Worth of Content in 1 Day workshop, when you're focused on creating super high-quality content—in-depth blog posts attuned perfectly to your keyword strategy, engaging videos and lives, or even podcast episodes—are you rushing onto the next project the moment you hit "publish"?

It's time to get off the content hamster wheel and work smarter, not harder. In this Workshop, Shaina Weisinger, the Founder at Repurpose House, will teach you the system she uses to turn every single piece of content into over 14 different kinds of brand new content—for just about every platform out there.

By the end, you'll have a full year's worth of content (enough to post twice a week across any platform your customers are on) that turns absolute strangers into subscribers, customers, and advocates.

Whether this is your first DigitalMarketer Workshop or your 2,451st, our goal is to leave you with proven, actionable lessons you can apply to your business immediately.

So settle in and commit your focus to learning the valuable lessons included in this workshop. I speak for everyone at DigitalMarketer when I say: you got this.

What are you waiting for? Let's get started!



P.S. If you're serious about not only advancing your career, but growing your bank account using DigitalMarketer's tools, templates, and tactics... then visit <https://www.digitalmarketer.com/lab-plus/> to learn all about our entire suite of products aimed at helping you grow your career and your business.

TABLE OF CONTENTS

Meet Your Instructor	4
Notes	5
Reflection Questions	14
Resources	16
• The Ultimate Guide to Digital Marketing	16
• DigitalMarketer’s Blog	16
• Playbooks	16
• Certifications	16
• Podcasts	17
• Extra Resources	17
• Customer Avatar Canvas	18
• Customer Value Journey	19
• 7x7 Worksheet	20
• Content Management Organizer	24
• Content Design Social Templates	25

MEET YOUR INSTRUCTOR



SHAINA WEISINGER

Shaina Weisinger is the Founder and CEO of Repurpose House, which repurposes long-form content into optimized videos and images for high engagement social media strategies. She is on a mission to show content creators the untapped potential and repurposing power of the content that they already have.

Connect on LinkedIn: <https://www.linkedin.com/in/shainaweisinger/>

CREATE A YEARS' WORTH OF CONTENT

NOTES

Notes:

DISCLAIMER: The following notes are in order of the presentation. All fill-in-the-blanks come directly from the presenter's slide deck, in order of presentation. On the left side of the workbook, is an extra space to write any additional notes or anything the presenter says that "you need to write down."



- What is Repurposing Content? It's taking _____ to share to _____.
- List the six types of content that are affiliated with Content-Type #1 - Video.
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
- List the two types of content that are affiliated with Content-Type #2 - Audio.
 1. _____
 2. _____

"Keep your snippet between 60 seconds and 2 minutes."

– Shaina Weisinger

Notes:

- List the six types of content that are affiliated with Content-Type #3 - Text.
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
- What are the six benefits of "Long Form Educational Content?"
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
- 52 Weeks / 7 + _____ Long Form Videos.
- What four questions can you ask yourself to figure out the topics of your Long Form Educational Content?
 1. _____
 2. _____
 3. _____
 4. _____
- SEO Hacker found that headlines with _____ generate _____ more social shares and engagement.
- Outbrain and Hubspot found that headlines with _____ numbers got _____ more clicks than headlines with _____ numbers.
- Even if you have something that is an _____ number like "8 reasons why..." display it as _____.

Notes:

- Neil Patel found that: Images with _____ in them can have up to a _____ increase in conversions alone.
- For an image quote, you need _____ words max.

HEADLINES

GOOD

- Will Make You
- This is why
- Can we guess
- Only x in
- The reason is
- Are freaking out
- X stunning photos
- Tears of joy
- Is what happens
- Make you cry
- Give you goosebumps
- Taking about it
- Is too cute
- Shocked to see

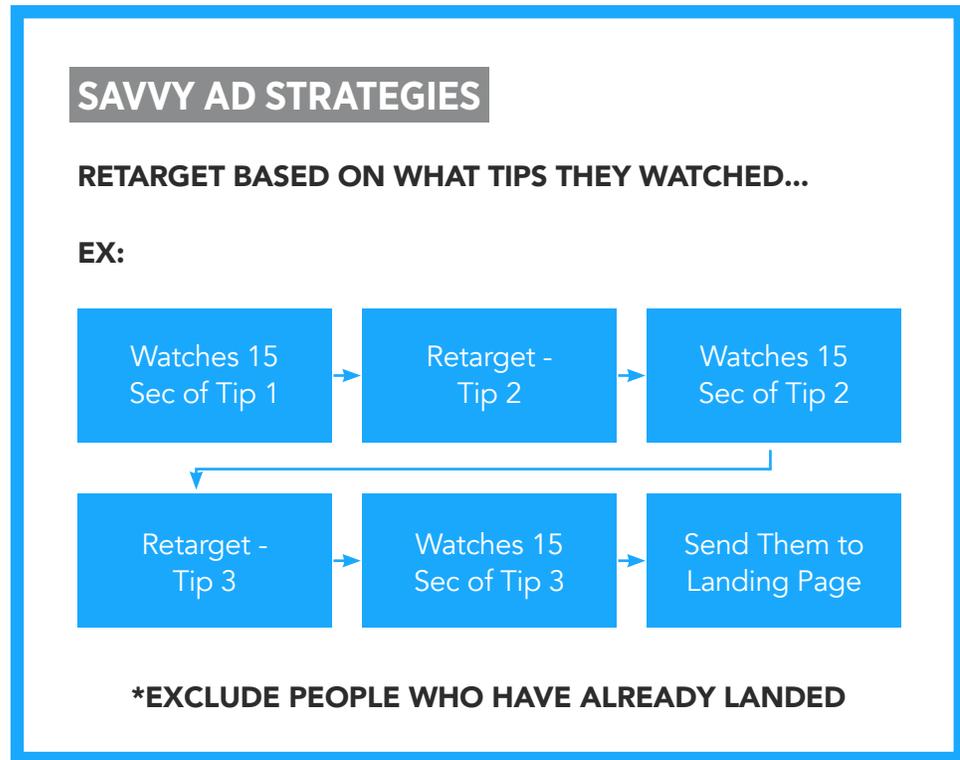
BAD

- Control of your
- Your own business
- Work for you
- The introduction of
- What's new in
- Could you be
- The effect of
- X simple tips
- Best for you
- The nature of
- How to move
- How much will
- The risks of
- Into the future

"Ultimately it's about your end goal. Are you looking to constantly promote the new blog articles? Are you trying to get traffic to the old ones? What is the journey you are wanting to create?"

– Shaina Weisinger

Notes:



- Video generates _____ more shares on social media than _____ and _____ combined.
- On Social Media, it's best for your video to be UNDER _____.
- _____ are a must!!!! _____ of people scroll through Facebook on _____! _____ on LinkedIn!

"The power of cross-promotion in repurposing content is really huge. "

– Shaina Weisinger



FACEBOOK

- People are spending an average of _____
_____ on Facebook every day.
- The lifespan of a post on Twitter is _____ minutes.
- The lifespan of a post on Instagram is _____ hours.
- The lifespan of a post on Facebook is _____ hours.
- The lifespan of a post on LinkedIn is _____ hours.
- The lifespan of a post on YouTube is _____ days.
- How often to post: _____ per _____ MINIMUM!
- List the five types of content you should be posting on Facebook.
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
- _____ video takes up _____ more real estate in a person's mobile newsfeed than does landscape video.
- Links in _____ = Less _____.



"Educational content is a great way to create. You don't have to be crazy creative, you just talk about what you know."

– Shaina Weisinger



INSTAGRAM

- How often to post: _____ - _____ post per _____.
- Remember Instagram is a _____ platform.
- List the three types of content to post on Instagram.
 1. _____
 2. _____
 3. _____
- Instagram Video can be in the form of _____, _____, or IGTV.
- Your content video size should be either _____ (1:1) or _____ (9:16).



“Keep a running list on your phone! When I get asked a question, have an idea while driving, or having a conversation with someone -- I’ll just say “Hey Siri” and add it to the list on my phone.”

– Shaina Weisinger



LINKEDIN

- B2B Leads: _____% LinkedIn, _____% Twitter, _____% Facebook.
- _____% of users post _____.
- 91% of _____ use LinkedIn as a _____ source.

Notes:

- List the four types of content you can post on LinkedIn.

1. _____
2. _____
3. _____
4. _____

- Your content size should be in the form of _____ (1:1).

- List the four ways you can optimize your profile on LinkedIn.

1. _____
2. _____
3. _____
4. _____

“People want to share things that they’re proud to interact with.”

– Shaina Weisinger

- LinkedIn for Pro Networking

1. Request _____.
2. Check Network Updates (feed).
3. Check who’s _____ your profile.
4. Leverage LinkedIn _____.
5. Advanced Search.
6. Use _____ in status updates.

- Status Updates

1. Square _____ and _____.
2. You CAN post _____.
3. The _____ matters!
4. First _____ lines are important.



TIKTOK

- List the seven ways people use TikTok.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

- TikTok content is videos that are _____ - _____ seconds long.

- Tips for TikTok.

1. Chose a _____.
2. Post during the _____ hours.
3. Make your _____ awesome.
4. _____ is Key.
5. Use _____ tags.
6. Share on other social _____.
7. Use _____ music.
6. _____ Challenges.



"Captions on your video increase your engagement."

– Shaina Weisinger



Notes:

TWITTER

- List the seven different types of content you can post on Twitter.
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
 7. _____
- Your content vide size should be either _____ (16:9) or _____ (1:1).



Notes:

A large, empty gray rectangular area intended for taking notes.

CREATE A YEARS' WORTH OF CONTENT

REFLECTION QUESTIONS

Notes:

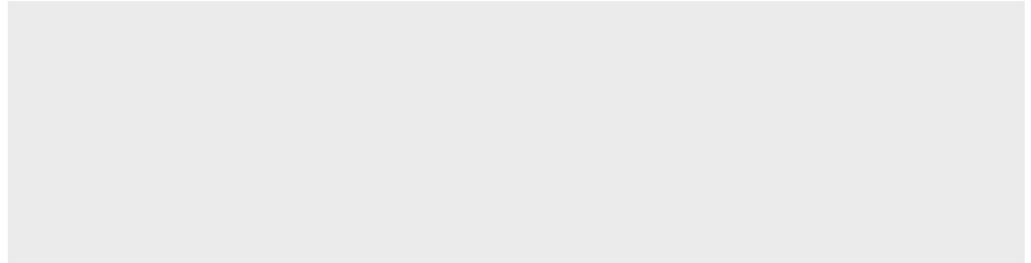
- How can you leverage the 7x7 Worksheet to continue splintering and repurposing your already created content?

- Repurposing content offloads a lot of extra work for a big impact. Which members of your team would need to be involved in this strategy? What could the process look like?

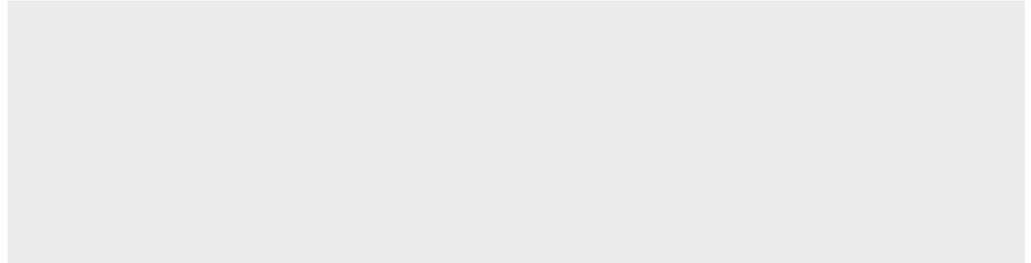
- When Shaina showed how to repurpose the Facebook text post, she recommended leveraging thought leaders by quoting and tagging them. Who are thought leaders in your industry? Who has an audience that could be served well by your product or service?

Notes:

- Based on the information Shaina gave in Module 4, are there any platforms your business should be present on that you are currently ignoring?



- What are the main platforms your audience is engaging on? Are you repurposing content for these platforms?



CRUSH IT WITH CHALLENGES

RESOURCE PAGE

Notes:



[The Ultimate Guide to DigitalMarketing](#)



[DigitalMarketer's Blog](#)

Get the latest tactics and tips in all things digital marketing by checking out our free blog!



[Playbooks: Getting Started with DigitalMarketer](#)

If this is your first time at DigitalMarketer, check out our main core learnings.

1. Customer Avatar Playbook
2. Customer Value Journey



[Certifications:](#)

Are you looking to get a deeper understanding of digital marketing concepts? Take a look at some of our digital marketing courses to take a deep dive into the pillars of digital marketing. Not sure where to start? Check out Digital Marketing Mastery that starts your journey as a "T-Shaped" marketer.

CRUSH IT WITH CHALLENGES

RESOURCE PAGE

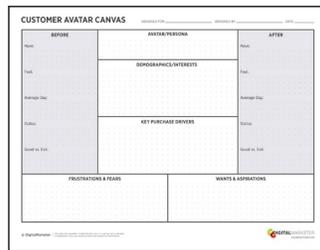
Notes:



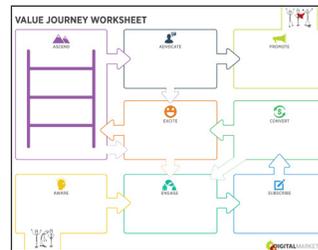
Podcasts:

Check out our two free DigitalMarketer podcasts. [The DigitalMarketer Podcast](#) and [Perpetual Traffic Podcast](#). You can subscribe on all major podcast platforms as well as check out our library archive to listen to past episodes!

Extra Resources



[Customer Avatar Canvas](#)



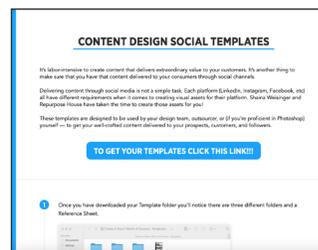
[Customer Value Journey](#)



[7x7 Worksheet](#)



[Content Management Organizer](#)



[Content Design Social Templates](#)

Copyright © 2021 DigitalMarketer

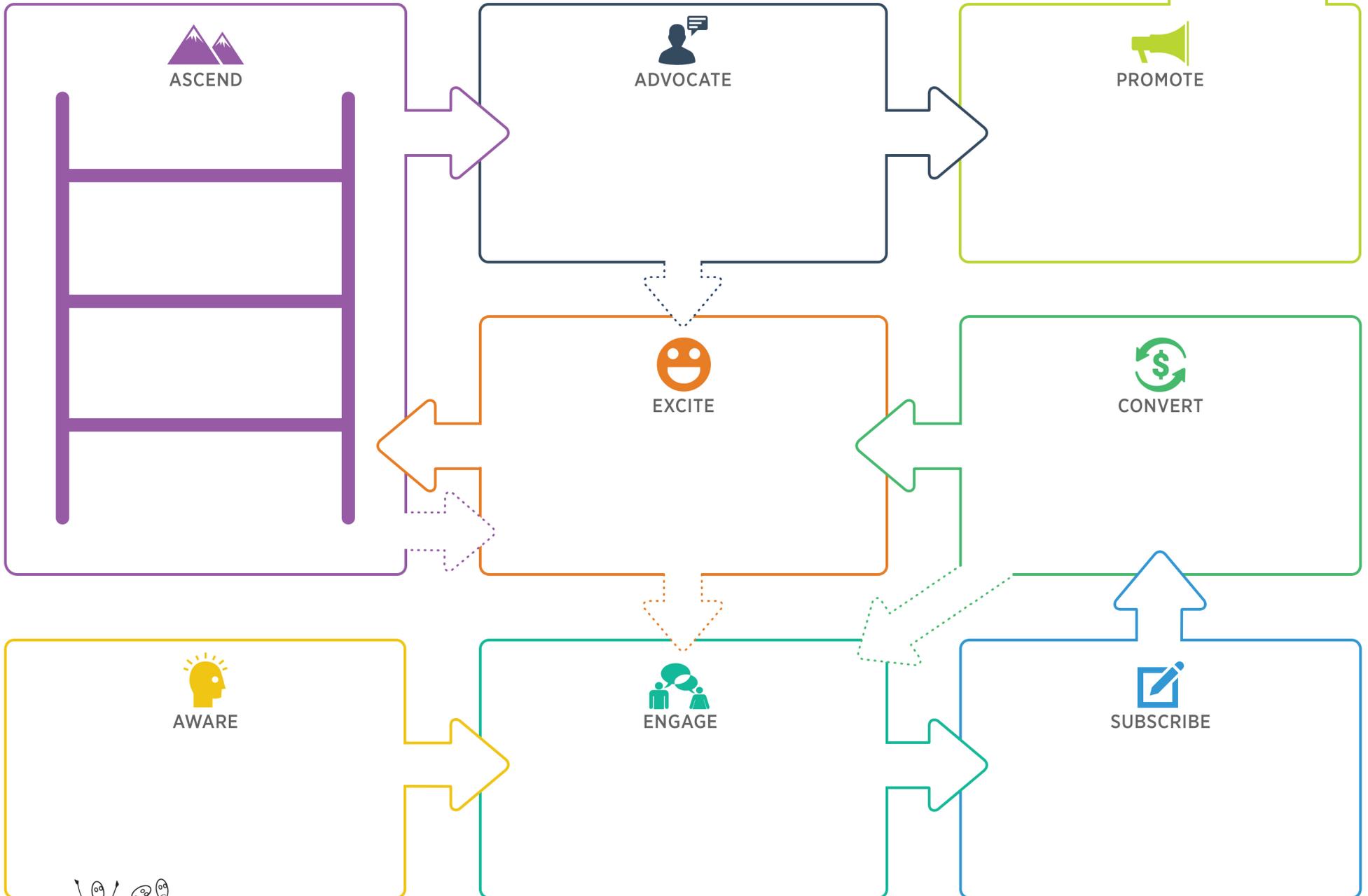
All of the contents of this document are protected from copying under U.S. and international copyright laws and treaties. Any unauthorized copying, alteration, distribution, transmission, performance, display or other use of this material is prohibited.

CUSTOMER AVATAR CANVAS

DESIGNED FOR: _____ DESIGNED BY: _____ DATE: _____

BEFORE	AVATAR/PERSONA	AFTER
Have: 		Have:
Feel: 	DEMOGRAPHICS/INTERESTS 	Feel:
Average Day: 		Average Day:
Status: 	KEY PURCHASE DRIVERS 	Status:
Good vs. Evil: 		Good vs. Evil:
FRUSTRATIONS & FEARS 		WANTS & ASPIRATIONS

VALUE JOURNEY WORKSHEET



EXAMPLE

How to make a good blog

Pillar Content Topic

7 Tips to write a successful blog post

Pillar Content Title

Section 1: **Write Well**

What's the #1 Good Content Rule?
[Tip 1 of 7 For An Epic Blog Post]

Section 1 Social Title: _____

Section 2: **Good Headlines**

The Big, Bold Thing To Sell Your Blog
[Tip 2 of 7 For An Epic Blog Post]

Section 2 Social Title: _____

Section 3: **Active Verbs**

Verbs You're Using That DON'T Work
[Tip 3 of 7 For An Epic Blog Post]

Section 3 Social Title: _____

Section 4: **Use Numbers**

The Mind Trick To Get Blog Readers
[Tip 4 of 7 For An Epic Blog Post]

Section 4 Social Title: _____

Section 5: **Inform, Entertain or Inspire**

The Holy Trinity of Blog Engagement
[Tip 5 of 7 For An Epic Blog Post]

Section 5 Social Title: _____

Section 6: **Structure Your Post**

Is Your Blog A Hot Mess?
[Tip 6 of 7 For An Epic Blog Post]

Section 6 Social Title: _____

Section 7: **CTAs**

Does A Bossy Blog Work?
[Tip 7 of 7 For An Epic Blog Post]

Section 7 Social Title: _____

Pillar Content 1 Topic

Pillar Content 1 Title

Section 1: _____

Section 1 Social Title: _____

Section 2: _____

Section 2 Social Title: _____

Section 3: _____

Section 3 Social Title: _____

Section 4: _____

Section 4 Social Title: _____

Section 5: _____

Section 5 Social Title: _____

Section 6: _____

Section 6 Social Title: _____

Section 7: _____

Section 7 Social Title: _____

Pillar Content 2 Topic

Pillar Content 2 Title

Section 1: _____

Section 1 Social Title: _____

Section 2: _____

Section 2 Social Title: _____

Section 3: _____

Section 3 Social Title: _____

Section 4: _____

Section 4 Social Title: _____

Section 5: _____

Section 5 Social Title: _____

Section 6: _____

Section 6 Social Title: _____

Section 7: _____

Section 7 Social Title: _____

Pillar Content 3 Topic

Pillar Content 3 Title

Section 1: _____

Section 1 Social Title: _____

Section 2: _____

Section 2 Social Title: _____

Section 3: _____

Section 3 Social Title: _____

Section 4: _____

Section 4 Social Title: _____

Section 5: _____

Section 5 Social Title: _____

Section 6: _____

Section 6 Social Title: _____

Section 7: _____

Section 7 Social Title: _____

Pillar Content 4 Topic

Pillar Content 4 Title

Section 1: _____

Section 1 Social Title: _____

Section 2: _____

Section 2 Social Title: _____

Section 3: _____

Section 3 Social Title: _____

Section 4: _____

Section 4 Social Title: _____

Section 5: _____

Section 5 Social Title: _____

Section 6: _____

Section 6 Social Title: _____

Section 7: _____

Section 7 Social Title: _____

Pillar Content 5 Topic

Pillar Content 5 Title

Section 1: _____

Section 1 Social Title: _____

Section 2: _____

Section 2 Social Title: _____

Section 3: _____

Section 3 Social Title: _____

Section 4: _____

Section 4 Social Title: _____

Section 5: _____

Section 5 Social Title: _____

Section 6: _____

Section 6 Social Title: _____

Section 7: _____

Section 7 Social Title: _____

Pillar Content 6 Topic

Pillar Content 6 Title

Section 1: _____

Section 1 Social Title: _____

Section 2: _____

Section 2 Social Title: _____

Section 3: _____

Section 3 Social Title: _____

Section 4: _____

Section 4 Social Title: _____

Section 5: _____

Section 5 Social Title: _____

Section 6: _____

Section 6 Social Title: _____

Section 7: _____

Section 7 Social Title: _____

Pillar Content 7 Topic

Pillar Content 7 Title

Section 1: _____

Section 1 Social Title: _____

Section 2: _____

Section 2 Social Title: _____

Section 3: _____

Section 3 Social Title: _____

Section 4: _____

Section 4 Social Title: _____

Section 5: _____

Section 5 Social Title: _____

Section 6: _____

Section 6 Social Title: _____

Section 7: _____

Section 7 Social Title: _____



Copyright © 2021 Scalable

All of the contents of this document are protected from copying under U.S. and international copyright laws and treaties. Any unauthorized copying, alteration, distribution, transmission, performance, display or other use of this material is prohibited.

HOW TO ACCESS THE CONTENT MANAGEMENT ORGANIZER THROUGH GOOGLE DOCS

Before you get started, you will need a Google Drive Account. This account is free and provided by Google. Sign up [here](#) to create your free Google Account.

If you already have a Gmail account, you automatically have access to Google Drive. You can access your drive from your Gmail Inbox.

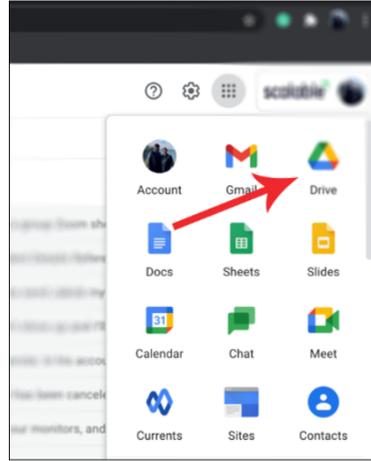


Figure 1 - Google Drive Icon

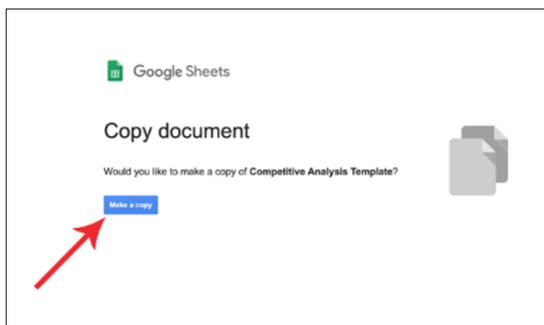


Figure 2 - Make a Copy

To get your copy of The Content Management Tool [click here](#).

Once you click the link, you should see the following screen.

Click the blue "Make a copy" button and a copy of the Google Doc/Sheet will automatically be created in your drive.

After you click the button, a Google Doc/Sheet should open up in a new tab. At the top you should see the title of Document preceded with the word "Copy." This indicates that the copy process worked and is in your drive.



Figure 3 - Copy of [DOCUMENT TITLE]

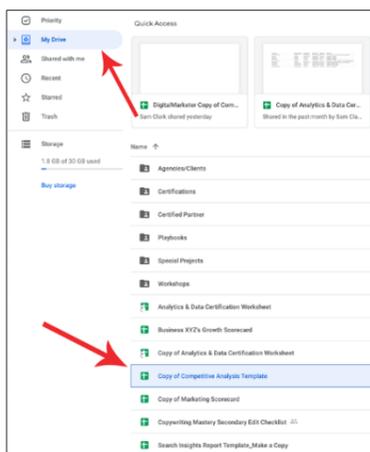


Figure 4 - File Location on Main Drive Page

From here this officially becomes your document and will stay in your Google Drive as long as you have your Google account or delete the document from your drive. You will find the Doc/Sheet listed on the main page of your drive, usually after any folders, in alphabetical order.

From here you can rename the Doc/Sheet to anything you choose by right clicking on the Doc/Sheet and selecting "rename." After you rename the document, we recommend adding it to a Google Folder so you can readily find it.

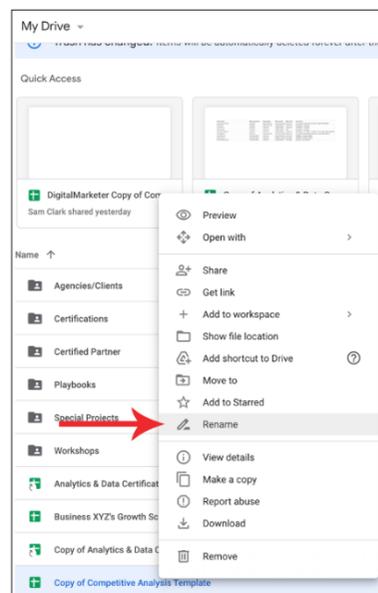


Figure 5 - Rename Your Doc/Sheet

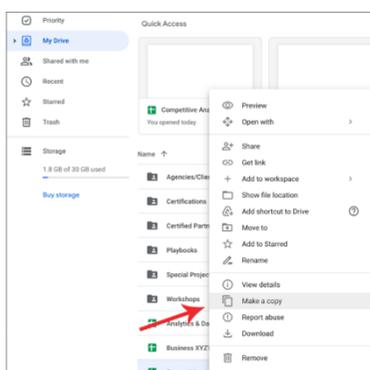


Figure 6 - Make A Copy

Our last thing we would like to recommend is that if you are using this tool multiple times, for instance if you will use a tool with each of your individual clients - that you make a copy of your "template" version. To do this, right click on the Doc/Sheet and select "Make a copy."

NOTE: This is different than the copy you created initially. These copies will automatically live in your drive!

Then when you rename the Doc/Sheet add [TEMPLATE] in front of the document name. For each new client, simply right click and select "Make a copy" from this template and you'll never have to worry about clearing out data each time you need to make a copy. This way you'll always start each new client with a clean template of the tool.

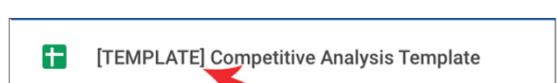


Figure 7 - [TEMPLATE] Rename

We hope you enjoy this tool. If you have any issues with your tool or can't access the original via the link above, please reach out to your Account Manager and we will get you a new link.

CONTENT DESIGN SOCIAL TEMPLATES

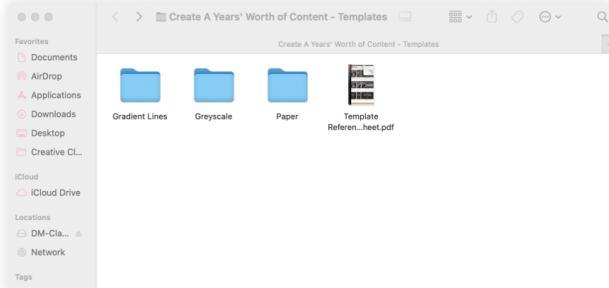
It's labor-intensive to create content that delivers extraordinary value to your customers. It's another thing to make sure that you have that content delivered to your consumers through social channels.

Delivering content through social media is not a simple task. Each platform (LinkedIn, Instagram, Facebook, etc) all have different requirements when it comes to creating visual assets for their platform. Shaina Weisinger and Repurpose House have taken the time to create those assets for you!

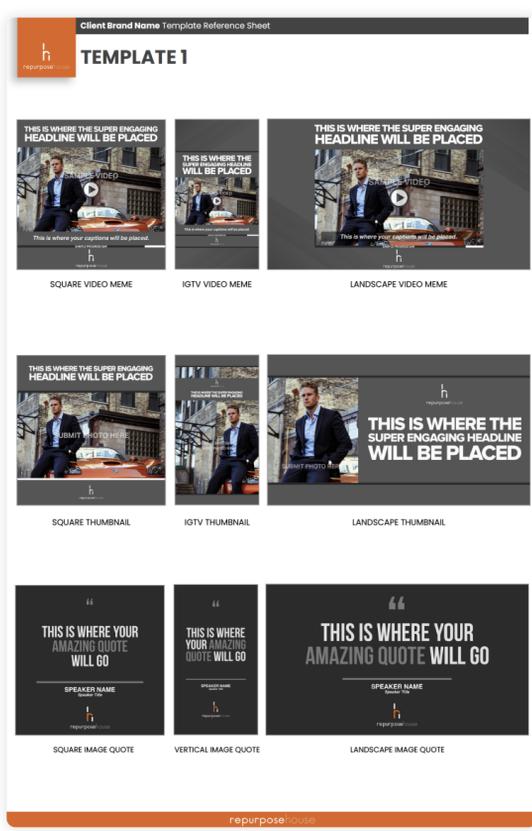
These templates are designed to be used by your design team, outsourcer, or (if you're proficient in Photoshop) yourself — to get your well-crafted content delivered to your prospects, customers, and followers.

TO GET YOUR TEMPLATES CLICK THIS LINK!!!

1 Once you have downloaded your Template folder you'll notice there are three different folders and a Reference Sheet.



2 Let's first take a look at the Reference Sheet.



3 This reference sheet shows you a list of each type of template that is available for your use. There are three different templates that you can use.

Template 1: Has a greyscale background.

This background is designed to be used with whatever your brand colors are and they will still stand out.

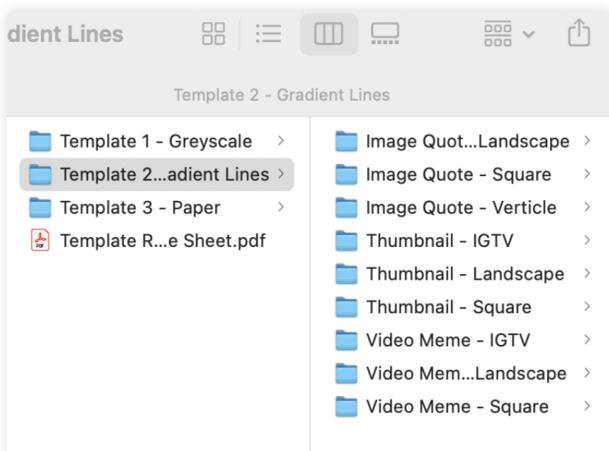
Template 2: Has Gradient Lines.

The gradient lines in these templates are also in a grayscale, however, you have the ability to change those lines to match your brand colors.

Template 3: Has a paper-style background.

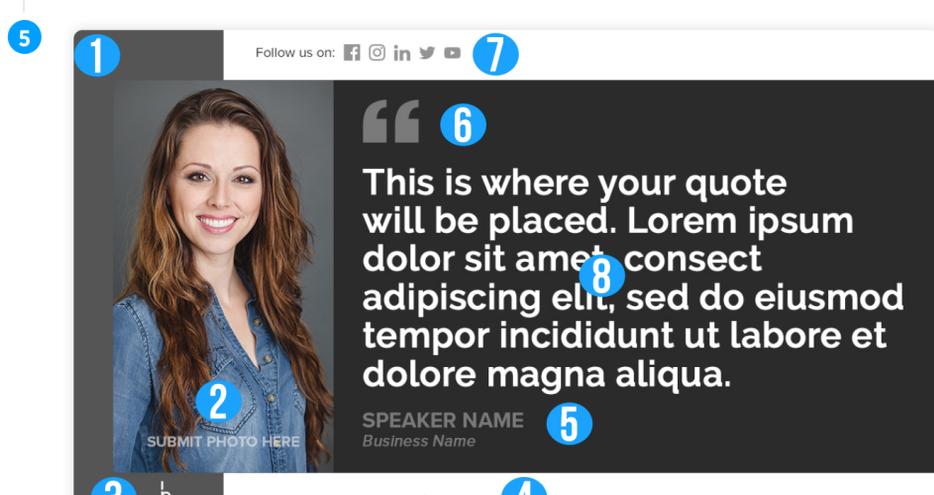
For this template, you won't need to worry about the background because it's designed to work with whatever your brand colors are.

From there, each template is broken down by social post type (Image Quote, Thumbnail - IGTV, Video Meme - Square, etc.).



4 Now let's break down what is in each folder. Each folder will have either 2 or 3 files that are for your use. If the title of the file has **EXAMPLE** in the file name (e.g., `EXAMPLE...landscape.jpg`), this is an example that Repurpose House has designed to show you what it could look like. If the title of the file has **BLANK** at the end of the file name (e.g., `Template 2...Blank.jpg`), this is just a blank canvas to create whatever you prefer. The final file will **end in .psd** (e.g., `Template 2...landscape.psd`). This file is an editable photoshop file that will allow your designer, outsourcer, or yourself to quickly create your social asset.

Finally, let's take a look at an example of how you can use this yourself. Below you'll see an example of "Template 2_Image Quote_Landscape" that you can use for a quote image on your social channels. Let's break down each section by number.



Coordinate numbers above with the explanations below to breakdown how to use the templates.

1. Anything in grey is designed to be changed out with your branding color. So on the far left of this image, you can change that grayscale bar with your own branding color.
2. Replace this photo of Shaina with whatever photo of the author of the quote.
3. You'll want to place your brand logo down here in the bottom left corner. You'll want to make sure your logo does not blend in if you change the grayscale color to a brand color that is also in your logo.
4. Put your main website at the bottom of the image.
5. "Speaker Name" and "Business Name" are in grayscale here. This is designed to change it out with your own brand colors. This really can help your "Image Quote" stand out.
6. The quote symbol can be replaced with a brand color.
7. When the image was converted to grayscale, the social icons also converted. You are more than welcome to change them back to their brand colors or you can leave them in grayscale. It's 100% your choice.
8. Finally, replace the Lorem Ipsum text with your quote. If you change the default font to match your brand font, **BE SURE** to change the "Speaker Name/Business Name" area (#5) with the updated font as well.

FINAL TIPS

1. Please use these templates how they best fit your content and social media strategies.
2. For the video templates, it may be best to edit those images in After Effects or another video editing software if you plan on adding the progress bar.
3. Consult your designer/outsourcer for all questions regarding the implementation of these templates with your content.

TO GET YOUR TEMPLATES CLICK THIS LINK!!!