

Your Ultimate Visibility Checklist For Consistent *Visibility, Credibility, & Profitability...*

Tick all the boxes below to build a buzz around each piece of content you create. This will attract, engage and convert your prospects into loyal high paying customers, so you can enjoy the financial freedom that comes with building a sustainable brand. Once you've ticked each box off, print it again and promote your next piece!

- 01 Take your blog post/video and see how many excerpts of content you can extract to create lots of social updates that link straight back to this content.
- 02 Use www.canva.com to turn all of the excerpts you've created in the above step into gorgeous, eye-catching graphics. Remember to add a simple call to action to the image.
- 03 Use your content excerpts as talking points and topics for live stream videos - such as Facebook Live, Google Hangouts, YouTube and Periscope.
- 04 Get influencers to write for you. Reach out to bloggers with the largest social followings and ask them to become contributors. This is a great Google juice strategy!
- 05 Repurpose Your Content - Read & Record Your Post Aloud To Create A Podcast.
- 06 Turn your podcast into a bonus audio file for your subscribers.
- 07 Upload your podcast to SoundCloud.
- 08 Turn your podcast into a downloadable lead magnet or opt-in bonus to grow your email list.
- 09 Promote your podcasts as "Audio Blogs" on your podcast feed.
- 10 Repurpose your content into a screencast.
- 11 Repurpose your content into video.
- 12 Repurpose your content into slide presentation and/or webinar.
- 13 Repurpose your content into an infographic.
- 14 Create a video graphic from your infographic and share it on www.youtube.com.
- 15 Turn it into a video tutorial and share across all of the major video and social media channels.
- 16 Repurpose your content into a mini guide, using several of your blog articles to make one bigger guide.
- 17 Repurpose your content into an eBook. Use <https://app.designrr.io> to turn your blog posts into nifty ebooks!
- 18 Find a question on Quora that your content is a perfect match answer for, then answer the question on Quora, including a link to your more in-depth content.
- 19 Use LinkedIn - Find a question you can easily answer as above, then add a link to your more in-depth content on that topic.
- 20 Put together a bundle of your blog posts that make up one whole topic and turn them into a book. Sell it or give it away as a lead magnet/special bonus.

Brand Building Tip...

Join Sammy for 5 days at her family home in France on the next Master Your Message Mastermind retreat. During this 5 days of immersion, you will hone your brand message, story, vision, mission, pitch and content strategy, surrounded by a small group of entrepreneurs in an intimate mastermind setting.

You will also start taking action while you are here, so you receive the vital feedback you need to make sure you are off to a great start when you get back to the real world. Doing this will ensure you get each and every one of these activities aligned to your business growth strategy, so you directly attract the right customers FIRST TIME! Contact Sammy for more information: sammy@howtobuildabrand.org

Get your FREE Marketing Planning Wheel now to start planning your content strategy at: <https://howtobuildabrand.org/marketing-planning-wheel/>