

Smart Ways to Repurpose Your Content

10 Point Checklist

Hani Mourra

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**“See where you get traction and focus on that.
Don’t dilute your efforts.”**

HANI MOURRA

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Produce great content that my audience will appreciate. Make sure that it's interesting, informative and of high value.
- Be open to feedback. Encourage people to leave comments and suggestions on anything I share so that I know what they like and don't like.
- Be accessible to my audience. For podcasts, let my audience reach me via voicemail and create episodes that answer their questions.
- Take advantage of [Google forms](#) to send out surveys and understand what my audience wants from my content.
- Create an email list and nurture it. My subscribers are a valuable asset who expect quality content.
- Utilize [Facebook Live](#) to reach out to my followers in real time. Facebook Live enables me to communicate and send out messages to my followers.
- Use [ScreenFlow](#) to teach educational content and present tutorials. This tool lets me show my audience what I'm doing on my screen.
- Be creative in presenting video content. Utilize tools and techniques that will help me create exciting and original videos.
- Try new things to spice up my videos, podcasts, or blogs. Ask my audience for feedback to see if they like new changes.
- Try out [Repurpose](#) to save time on content creation. This tool converts content to different media formats and uploads them to new platforms.