

# ONE PODCAST ONE MONTH'S CONTENT

content  
10x



## HOW TO CONVERT YOUR PODCAST EPISODE INTO ONE MONTH OF IRRESISTIBLE CONTENT!

Wouldn't it be amazing if all of the time and effort that you put into planning, recording, editing and publishing **one podcast episode** could provide you with **one month's worth of valuable content** for your audience.



**GOOD NEWS!**

I'm going to take you through a suggested approach to do exactly that.

The approach involves creating repurposed content – some written, some graphics, some video (pre-recorded and live)....let's get started...

**STEP 1:** Record your podcast episode – if possible, video yourself recording the podcast episode

**STEP 2:** Create content after recording your podcast

### WRITING

- Write show notes for your episode
- Turn your show notes into an email for your email subscribers
- Turn your show notes into a video description
- Repurpose your show notes into a longer form, stand alone, evergreen article
- Write a series of social media posts based on the show notes / article e.g. short Tweets, longer form LinkedIn posts, Facebook posts...etc

### GRAPHICS

- Create 3 engaging social media graphics/visuals sharing key points/quotes made using a tool like Canva
- Create an infographic based on your podcast topic – make it fun and interesting
- Create a content upgrade to grow your email list – for example, a simple checklist or a cheat sheet

### OTHER AWESOME CONTENT

- Create a SlideShare presentation based on your podcast topic - compile your story / key points and create an engaging presentation/slides
- Create a webinar presentation from your SlideShare slides

### VIDEO AND ANIMATION

- For video recorded podcast episodes – Create 3 short video teasers from the video, each <60 seconds
- For non-video recorded podcast episode – Create 3 audiogram videos of your podcast episodes using software like Wavve
- Create an edited video of your podcast for YouTube, LinkedIn and Facebook making it short and engaging (3-7 mins), or record a new video for YouTube using the podcast topic as inspiration

**STEP 3:** Schedule content in advance where possible

- Social media posts can be scheduled in advance using tools like Buffer (there's even a free version!)
- Schedule your website content and YouTube video in advance
- If you're running them, promote your webinar and/or your Facebook Live in advance

Below are two content calendars for you to refer to. The first content calendar is an example of how you can publish all of your content over 30 days. The second content calendar is a blank template for you to fill in yourself!



# SAMPLE CONTENT CALENDAR

<b>01</b> <ul style="list-style-type: none"><li>● Podcast episode go-live</li><li>● New post on website with shownotes, graphics, podcast player &amp; sign-up form for content upgrade</li><li>● Go live post on all social media platforms</li></ul>	<b>02</b> <ul style="list-style-type: none"><li>● Instagram Stories - record a short video about your podcast episode</li><li>● Collection of Tweets (share short video/ audiogram and visuals)</li><li>● Pin podcast title image onto Pinterest</li></ul>	<b>03</b> <ul style="list-style-type: none"><li>● Facebook - short video clip 1 / or audiogram 1</li><li>● Tweets x 5 - 10 (with short video/ audiogram and visuals)</li></ul>	<b>04</b> <ul style="list-style-type: none"><li>● LinkedIn - ask an engaging question about the podcast topic</li></ul>	<b>05</b> <ul style="list-style-type: none"><li>● Twitter Chat - claim a hashtag, announce your Twitter Chat in advance and get a conversation going about the podcast topic</li></ul>
<b>06</b> <ul style="list-style-type: none"><li>● Email - Tell your subscribers about your new podcast episode</li></ul>	<b>07</b> <ul style="list-style-type: none"><li>● IGTV - film a short video - on your phone - talking about your podcast topic. TIP: Consider coming at it from a new angle</li></ul>	<b>08</b> <ul style="list-style-type: none"><li>● Edited Video - An engaging video of your podcast</li><li>● Tweets about the new YouTube video</li></ul>	<b>09</b> <ul style="list-style-type: none"><li>● Post the YouTube video onto Facebook</li><li>● Instagram Post - podcast visual or short video</li></ul>	<b>10</b> <ul style="list-style-type: none"><li>● Slideshare presentation - put onto Slideshare and other document sharing sites</li></ul>
<b>11</b> <ul style="list-style-type: none"><li>● Instagram Stories - video or image about topic</li><li>● Tweets (with short video and visuals)</li></ul>	<b>12</b> <ul style="list-style-type: none"><li>● Blog Post - longer form article - about podcast topic - published onto website</li></ul>	<b>13</b> <ul style="list-style-type: none"><li>● Facebook - visual / graphic</li></ul>	<b>14</b> <ul style="list-style-type: none"><li>● Syndicate your blog post to relevant sites e.g. Reddit</li></ul>	<b>15</b> <ul style="list-style-type: none"><li>● Facebook Live - solo live show or interview a guest about the podcast topic</li></ul>
<b>16</b> <ul style="list-style-type: none"><li>● Turn your blog post into a PDF - put onto document sharing sites, offer as a download to visitors, share with people you meet in person</li></ul>	<b>17</b> <ul style="list-style-type: none"><li>● Tweets (with short video and visuals)</li></ul>	<b>18</b> <ul style="list-style-type: none"><li>● Blog post onto LinkedIn (consider changing Title)</li></ul>	<b>19</b> <ul style="list-style-type: none"><li>● Create an infographic from podcast research/ findings - put onto Slideshare, document sharing sites and embed into blog post</li></ul>	<b>20</b> <ul style="list-style-type: none"><li>● Instagram Post - podcast visual or short video</li></ul>
<b>21</b> <ul style="list-style-type: none"><li>● Facebook - short video 2 / or audiogram 2.</li></ul>	<b>22</b> <ul style="list-style-type: none"><li>● Tweets (with short video and visuals)</li></ul>	<b>23</b> <ul style="list-style-type: none"><li>● Run a webinar on your podcast topic - offer your content upgrade for email list building</li></ul>	<b>24</b> <ul style="list-style-type: none"><li>● Facebook - visual / graphic</li></ul>	<b>25</b> <ul style="list-style-type: none"><li>● Instagram Post - podcast visual or short video</li></ul>
<b>26</b> <ul style="list-style-type: none"><li>● LinkedIn - ask an engaging question about the podcast topic</li></ul>	<b>27</b> <ul style="list-style-type: none"><li>● Share infographic on Pinterest</li></ul>	<b>28</b> <ul style="list-style-type: none"><li>● Tweets (with short video and visuals) - asking for feedback</li></ul>	<b>29</b> <ul style="list-style-type: none"><li>● Instagram Stories - record a short video to engage with listeners</li></ul>	<b>30</b> <ul style="list-style-type: none"><li>● Facebook - short video 3 or audiogram 3</li><li>● Blog post onto Medium (consider changing Title)</li></ul>



# CONTENT CALENDAR

01	02	03	04	05
06	07	08	09	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30



# HELPFUL ARTICLES & LINKS

Need a helping hand creating all of this amazing content? We've got your back! Below are some useful articles and links to help you create one month of irresistible content from just a single podcast episode!

## VIDEO AND ANIMATION

5 WAYS TO REPURPOSE YOUR PODCAST INTO VIDEO

[www.content10x.com/3](http://www.content10x.com/3)

REPURPOSING YOUR VIDEO BY LAUNCHING A (BRAND NEW) PODCAST

[www.content10x.com/29](http://www.content10x.com/29)

CONTENT VIDEO TRAILERS: PROMOTE YOUR CONTENT WITH SHORT VIDEOS

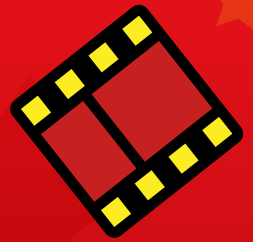
[www.content10x.com/58](http://www.content10x.com/58)

4 TOP TIPS ON HOW TO CONVERT VIDEO TO AUDIO

[www.content10x.com/66](http://www.content10x.com/66)

HOW TO REPURPOSE A PODCAST INTO A CARTOON VIDEO ANIMATION

[www.content10x.com/88](http://www.content10x.com/88)



## CREATING WRITTEN CONTENT

3 SMART WAYS TO REPURPOSE VIDEO & AUDIO CONTENT TO WRITTEN CONTENT

[www.content10x.com/10](http://www.content10x.com/10)

HOW TO REPURPOSE A PODCAST INTO A BOOK WITH EMILY PROKOP

[www.content10x.com/71](http://www.content10x.com/71)

## SOCIAL MEDIA

REPURPOSING & RESPECTING THE SOCIAL MEDIA PLATFORMS

[www.content10x.com/10](http://www.content10x.com/10)

REPURPOSING ON PINTEREST WITH KATE AHL

[www.content10x.com/30](http://www.content10x.com/30)

HOW TO CREATE AUDIOGRAMS FOR YOUR PODCAST: WAVVE VS HEADLINER

[www.content10x.com/40](http://www.content10x.com/40)

HOW TO REPURPOSE YOUR CONTENT ON INSTAGRAM WITH JENN HERMAN

[www.content10x.com/48](http://www.content10x.com/48)

HOW TO REPURPOSE CONTENT ON FACEBOOK: WHAT'S WORKING IN 2019? WITH LIZ MELVILLE

[www.content10x.com/75](http://www.content10x.com/75)

WHAT'S WORKING ON LINKEDIN WITH SAM RATHLING

[www.content10x.com/79](http://www.content10x.com/79)



## PODCAST REPURPOSING – TOP TIPS:

REPURPOSING YOUR CONTENT INTO A CONTENT UPGRADE

[www.content10x.com/24](http://www.content10x.com/24)

EPIC PODCAST REPURPOSING

[www.content10x.com/36](http://www.content10x.com/36)

HOW TO BECOME LOVED AS A PODCASTER (BY THOSE WHO HATE PODCASTS)

[www.content10x.com/43](http://www.content10x.com/43)

REPURPOSING BLOOPERS: 3 WAYS TO REPURPOSE YOUR MISHAPS!

[www.content10x.com/82](http://www.content10x.com/82)

REPURPOSING TO STAY CONSISTENT WITH YOUR CONTENT

[www.content10x.com/91](http://www.content10x.com/91)

## WANT HELP?

At Content 10x we offer a fully done-for-you content repurposing service. If you would like help with any, or all, of your repurposing head to [content10x.com/podcast10x](http://content10x.com/podcast10x)