

THE WITTMANN AGENCY

Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing For Modern Publishing Entrepreneurs

Reading time 3min 22 sec

Hello, my sweet Bookworm!

I hope you're still safe and well.

As I have read through YOUR messages, I've seen two words pop up over and over again:

"I'm afraid."

What's often underneath fear are questions like...

- Do I really have what it takes to make it as an entrepreneur, publisher, author etc.?
- Why would anyone listen to me?
- Do my work and words actually matter?

I get it, my lovely Bookworm. I'm here to help.

When I do strategic planning work with clients, I find that often they have NO idea just how much marketing material and content they've already created over the years.

So, in my today's LOVE LETTER TO BOOKWORMS I show you **3 clever ways to find, organize and repurpose your content gold to market your biz without spending extra money.**

A) Where you're going find the content nuggets you've already created (and forgotten about)

#1 Your newsletter is a gold mine

Been writing a newsletter for years? Guess what – there's GOLD in these newsletters.

Scroll back through your archives. Pull the best copy into a word doc and remove any old time-sensitive info or old offers.

Once you've got all the content in one place you can glance over what you've got and now it's searchable.

Ninja Tip: I create ALL of my newsletters a.k.a. LOVE LETTER TO BOOKWORMS in a word doc first and then paste my copy into my newsletter template.

#2 Your social media posts are "mini" blogs

Yes, I treat my social media posts like "mini" blog posts or "mini" newsletters.

Take a few minutes and grab your best content and pop them into another word doc or excel sheet.

Do the same with your other social feeds like Facebook, Instagram, [Pinterest](#), [Twitter](#) – anywhere you've been posting your thoughts and comments.

Ninja Tip: My file is called **Social Editorial Calendar** and by using this method for all my platforms I've tripled my traffic and conversions in a short amount of time.

#3 Your download *died-too-soon* cemetery

We all have one. That folder on your desktop where opt-ins, freebies, eBooks, cheat sheets, and downloads go to die.

We swear we are going to read them "someday" – but really, when's the last time you opened up that folder and browsed what you've stored there?

Ninja Tip: Dig in there and find some gems. I often get inspired by looking at other people's documents, especially from outside the book publishing industry – from format and layout to workshop exercises and content ideas.

B) How to keep track of your content nuggets

Once you've found some content, it's time to organize it so you can use and re-use it.

The easiest thing I've found is to do is to create a master spreadsheet (excel or Google sheets, plus spreadsheet tabs to organize your content) that you can modify over time.

This master spreadsheet will change how you operate and can make you WAY more effective in your communications and output.

Organize it how it best makes sense for you – but here's how I do it:

Different tabs for different types of content like:

- A tab for content nuggets (like video, audio files, worksheets, opt-ins, quotes),
- A tab for quick links to resources (like links to courses, products, quotes and downloads)
- A tab for time to post / or last time used

When you organize your content you can find new inspiration for newsletters, blogpost, social media content, you can pull together content for new offers and products, allow you to easily share content with others.

Ninja Tip: Make sure to add a description, date, length - anything that will help you remember what the content is a few years from now. Key to this document is updating it regularly!

C) How to rinse, repurpose and reuse what you've already created - 3 clever ways (and there are many, many more...)

#1 PDFs, eBooks, Freebies and Worksheets

- Made things like worksheet exercises for a class or as a free eBook? Bundle together into a product of their own.
- Record the content as a video or podcast.
- Add as a bonus (eBook, freebie, cheat sheet or opt-in) to other products.

#2 Newsletter content

- Remove time-sensitive info and use content to create a PDF opt-in like a cheat sheet or eBook.
- Generate new or updated blog content.
- Bundle topics or yearly content into a larger file for purchase.

Ninja Tip: My first ever opt-in got me a 40% increase in subscribers within weeks.

#3 Coaching / Q&A Sessions

- Transcribe and use as [FAQ resources](#) for your services, courses or products.
- Repurpose content into blog posts or newsletters.
- Use in a non-buyer sequence of your sales process to overcome objections.

Ninja Tip: Always make sure to add a link to your newsletter list in your materials and on your channels!

Some more Qs you want me to be covering? Head over to my [Strategic Consulting](#) and choose a session that's right for you.

Ready to get started?

Hope to see you soon!

With so much love and excitement ,
xoxo
Claudia

Want even MORE?

- Weekly motivation
- Curated tips & tools & deals
- Exclusive giveaways

Well, today's the day. This year's your year.

[LOVE LETTERS TO BOOKWORMS](#) | [MAGAZINES FOR BOOK LOVERS](#)

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