

MELISSA NEWTON

HOW TO RE-USE CONTENT TO PUBLISH BOOKS

Repurpose Blogs
and Social Media Posts

THE RIGHT WAY TO WRITE BOOKS SERIES

Discover **ways to re-use social media posts, blogs, podcasts, and more.**

Easy steps format to get quick insights to **build your leadership brand.**

Learn **ten best places to find content** and **three book types to market your brand.**

BONUS CHAPTER: STRATEGY TO FIND WINNING IDEAS FROM OTHER INDUSTRIES.

AUTHOR OF WANT MORE CLIENTS? YOU NEED A SALES FUNNEL E-BOOK

How to Re-Use Content to Publish Books

Repurpose Blogs and Social Media Posts

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The Right Way to Write Books Series

How to Re-Use Content to Publish Books: Repurpose Blogs and Social Media Posts

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“The door of opportunity won’t open
unless you do some pushing.”

--Anonymous

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INTRODUCTION

When I first began writing, the opportunities for a writer to publish was limited. Whether penning fiction or non-fiction, the options were either to submit a piece to a magazine or pitch a traditional print publisher. However, technology today has opened many different formats and platforms to showcase the expertise, ideas, and stories of a new generation of writers and authors.

If you have taken advantage of using the power of the written word to share your brand and business, I applaud you! You already know the great value of using digital platforms to write social media posts, blogs, and articles. Your knowledge and expertise is established with followers. Bridges have been built to develop new connections into lasting clients. However, what has happened to all that original content?

What Has Happened to Your Content?

Have you stopped to think about the massive volume of content you have created since putting pen to social media? What has happened to all the ideas, stories, and insights you have published on your social media posts and blog spaces? Has the dozens or hundreds of original posts you have published simply disappeared into the black hole of the LinkedIn feed? Are the hours and hours of blogs and articles you have written lost their SEO ranking on your website? Maybe your best blogs are buried under dozens of other pieces you have written.

In 2021, I became quite active on LinkedIn. One of the joys has been to connect with some amazing new people I refer to as my *LinkedIn Friends*. One of the benefits of these connections has been reading the incredible content shared in the LinkedIn feed.

As a writer and publisher, I was wondering if all this valuable material I was reading in social media feeds, LinkedIn and corporate blogs was being re-used. A review of randomly chosen business owner websites told me this precious content was not being repurposed. It was then I decided to write a LinkedIn series of posts in mid-summer 2021 about the strategy of re-using, also known as repurposing, content.

Learn How to Make Blogs & Posts Into Books

This e-book is a quick-read on how to re-use content to publish books. It is a compilation of my LinkedIn blog series published from July 7, 2021 through August 11, 2021.

The blog series was intended to share the good news that repurposing original content is a smart choice. It is a door of opportunity that must be opened to expand the footprint of your brand and business. Most importantly, it provides a great marketing tool to use in social media, your website, speaking events, and other P.R. activities. Plus, you can achieve the gold standard of repurposing your content: (1) Create an e-book library on your website, and (2) Produce hardback or paperback books with bonus content to sell on Amazon or other publishing aggregator platform to add another revenue stream to your business.

I hope you find this information helpful. May it inspire you to gather all the social media posts, LinkedIn blogs, and website blogs you have produced and create books and e-books.

Melissa Newton



1. What is Repurposed Content?



Repurposed content is re-published content in the form of e-books, print books, audiobooks, and on-demand masterclass programs.

To say, *I'm an author*. What could be more exciting? How would you like to enjoy the benefits of authorship including more credibility, more clients, and some passive income?

Welcome to my first mini-chapter on how to repurpose content to write and self-publish a books! Today, we're starting at the beginning. We'll answer the question, *What is repurposed content?*

Repurposed Content is content you've already created that can be reused in another way.

I like examples to help explain an idea. So, let's use a blog as our example. If you have a blog on your website, you already have material to reuse for a book. How is this done? It involves three steps:

1. Select a main topic or theme for your book.
2. Pick the best blogs you've written related to that topic or theme.
3. Organize the blogs to use as the body of content to craft a book.

Keep in mind, there are numerous steps in-between the three main steps above, and we address those later. The main point is to be aware that by repurposing content like your blog, it offers convenient and ready-to-use material for a book.

If you write a blog, I have some homework for you.

1. Write down all the topics you have written about.
2. Review the topics. Select a main topic you would like to pick for a book.



2. Ten Places To Find Great Content

Variety is definitely the spice of life. When it comes to writing a book, I've got ten places you can find great content. You do at least one of these activities.

As a reminder, there are big payoffs to repurposing content for books. Consider the following:

- Save time
- Save money
- Increase your visibility and credibility
- Earn passive income



Any original content you produce is material you can re-use to write and publish a book.

I love lists. Let's reflect on all the places where professionals create content that can be repurposed into a book.

1. Blogs (LinkedIn and your website).
2. PowerPoint presentations used in public speaking, teaching, or on-demand masterclasses and programs.
3. Articles published in magazines (you have retained the rights).
4. Podcasts (curated interviews, ideas).
5. YouTube or Vimeo videos (ideas, interviews).
6. Public domain books (ideas referenced and combined with your ideas).
7. Interviews (you have given or been part of).
8. Discussion panels/public forums (groups, conferences).
9. Social media posts (LinkedIn, Facebook, Instagram, Twitter).
10. E-newsletter blogs, articles, and guides.

Do you see what I mean? The treasure-trove of content produced and used only one time is truly a waste! I encourage you to evaluate all the content you create based on the list I provided above. I promise - you have at least one book ready to put together starting right now.

BONUS TIP

How to have material for an e-book in one hour to sell on Amazon.

You have all the content you need to produce short e-book guides to sell on Amazon or other publishing aggregator platform. The beauty of e-books is there is no page length requirement because it is a digital book.

Let me give you the action steps if you regularly post good, original content for the LinkedIn feed.

1. Log into your LinkedIn profile.
2. From the Home page beneath your profile image and title (left side of the page), click on *Views of Your Post*.
3. Browse through the posts you have uploaded. (Only the original posts you have uploaded will show in this location.).
4. Select the posts you want in a book. Copy/paste the verbiage into a Word document. Also save a copy of the image for future reference.
5. Start the first step in writing and producing a book: Pick a theme for your e-book and create an outline based on the posts you have downloaded. See mini-chapter 5. How to Develop an Outline.



3. Three Book Types to Market Your Brand and Business



You can become a member of an elite club. Become a published author by repurposing content you have already written.

Would you like to join an elite club where only about 18 percent of people ever access? It's the club of being an author. I was surprised when I read that stat, particularly when becoming an author today is so doable.

I want to share three primary book types that can be produced to market your brand and business.

1. PDF downloadable e-book on your website

The first and best option, particularly for newbies to publishing, is to publish PDF downloadable e-books. The e-book you are reading right now is a perfect example. Best of all, these e-books can be any length and internal design format you want.

PDF e-books can serve a key function in your lead generation strategy. Consider how an e-book can be used:

- **A reason for audiences to visit your website.** Let people know you have a free guidebook available on your website. Invite audiences to your website whenever you speak on podcasts, radio, television, conferences, public speaking events, etc. I do, and I always have visitors come to my e-book library.
- **Build a library of e-books on your website.*** Nothing showcases your credibility better than saying you have a shelf of e-books available on your website. Trust me; your competition is not doing this strategy! Visit the websites of your top five competitors and you will see I am right.

*The first step in my *Gold Standard Publishing Plan for Business Owners* checklist.

2. **E-book on Amazon, Barnes & Noble or other publishing platform**

There are many benefits to publishing e-books on third-party platforms like Amazon, Barnes & Noble, Bookbaby, IngramSpark, Lulu Press, and others.

E-books can be an easier book type to produce. Digital books do not have some of the restrictions of printed books.

- Some platforms may not require manuscript layout in software such as InDesign. You just upload a Microsoft Word document following layout specifications provided by the platform.
- E-books do not have page length minimum requirements. Paperback and hardback books do.
- Book covers on e-books can be produced in platforms like Canva since they are a digital product. This is not the case with printed books, which require rigid compliance for printing.

E-books can be distributed on multiple platforms or just one. Depending on the platform you choose, your e-book can be distributed to tens of thousands of outlets including the U.S. library system (20,000+ public libraries.)

3. **Printed Book on Amazon, Barnes & Noble or other publishing platform**

Writing a book for print is the premium space every author and business owner can strive to achieve. However, the really exciting news is you can choose to independently publish (e-books, too). This choice puts all the control in your hands. Best of all, you maintain the copyright so you can create other derivative products to sell.

Where do you get content to create a book? As I have already mentioned, look to your LinkedIn posts, articles, blogs, PowerPoint presentations, podcasts, and training modules. You have a treasure of content right at your fingertips!

Let me share with you what I tell my author-clients when they are thinking of writing a book. No matter which option you choose - whether one or a mix of all three book types to achieve the Gold Standard of business owner publishing - there is no better way to get your ideas, brand, and business out there to bring clients to your company door.

Becoming an author changes the equation. It establishes your credibility over your peers. It opens doors to journalists quoting you, getting interviewed on podcasts, cable programs, and maybe even on mainstream television. Think of what those media opportunities will do for your business!

You have a lot going on in your business. But, I encourage you to take the first mini-step towards being an author. It will change the trajectory of your business success.

BONUS TIP

Which book type should I do first?

If you aren't certain which book type to do first, begin with a PDF downloadable e-book for your website. Let me give you the basic action steps to get started:

1. Select the blogs or social media posts you want to use. Copy/paste them into a Microsoft Word document.
2. Create an outline of your book.
3. Use PowerPoint to layout your e-book.
4. Select any photos you want to use.
5. Do the layout mixing the copy (words) and images.
6. Include a copyright page. (See page 3 of this e-book as an example.)
7. Include a call-to-action at the end of the e-book.
8. Export as a PDF file.
9. Assign security as desired using Adobe Acrobat.



4. 5-Step Method to Pick a Topic for Your Book

I love this photo. It perfectly shows what it can feel like to come up with a topic for a book. Where in the world do you begin?

Let me share my 5-step method to identify the best topic for your book. When you are done, you will have an outline for a book. Here we go!



Do you feel overwhelmed picking a topic for a book? Use my 5-step method.

STEP 1: Brainstorm problems your clients need solved.

You have a niche expertise. Ask yourself what issues are most common for your audience. What solutions can you provide? Don't qualify anything.

STEP #2: Organize your list from Step 1 into categories.

Assign each issue into a broader category or theme. Let's use a career coach for example themes: Emotional Health, Make a Career Change, Better Manage Business Relationships. When this step is done, you will have main topics for multiple books.

STEP #3: Select a category/theme that is most relevant.

Decide which topic is most popular with your targeted audience. Ask yourself if the topic has enough subtopics to bring greater detail to your primary theme.

BONUS TIP

If you have significant volume of content to re-use, consider breaking up your books into a series. Separate each book by a sub-theme or category. Doing so will allow you to dig a little deeper into the details for each book. Plus, you will have a much larger inventory of books available for your website or for sale.

STEP #4: Write down related subtopics to your main category.

It's time to brainstorm a list of supporting topics. Let's use the career coach example again. The coach's book theme is "Make a Career Change." Subtopics may be: Why make a career change?, steps to make for a career change, the emotions of a career change.

STEP #5: Decide what book type and how many pages you want.

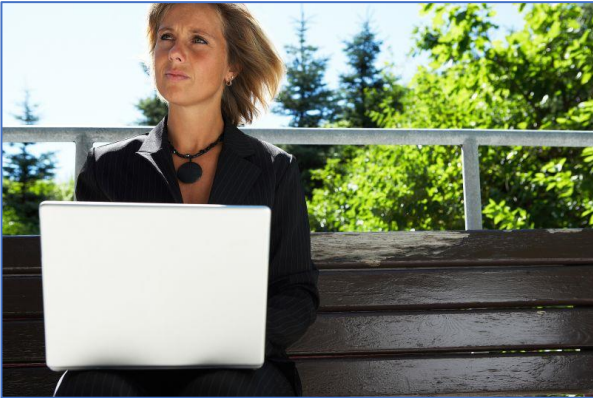
With a theme and subtopics done, decide what type of book you want and its length. Here are some ideas:

- Do you want a 20-page e-book to use as a lead generator?
- How about developing an e-book library on your website? Each book would highlight a specific theme or topic on a theme.
- Would you rather publish a paperback book of your blogs on Amazon or other publishing platform?

Here's an activity to get you started. Do a short free downloadable PDF guidebook in PowerPoint for your website. Make it a list format with images and short paragraphs. Use it as your lead generation book. Exchange a copy of the book for a visitor's email. The big payoff - you become an author and collect emails for your database.



5. How to Develop an Outline



A book's outline is where you organize the ideas and points you want to cover in your book.

We have now come to a step that often stumps newbie authors. It is the book outline. I'm going to share my three main steps in developing a book outline. It will give you a foundation to get started.

Before we begin, I must tell you the book outline can be the most exciting task in the book writing process. Why? It's because this is where your book takes its first breath of life.

As you read the following steps, think about how you would apply this section to the book you want to write.

Step #1: Write out the main sections of your outline.

Pull some nonfiction books off your bookshelf. Look at the front contents page. Depending on the book, some or all will have the following sections: Acknowledgments, Introduction, Forward, book chapters, Notes or Bibliography, and Index.

As the author, decide what sections are appropriate for your book. Most books will include all the above except a bibliography and index unless research is included.

Step #2: Determine if you want "Parts" or just chapter titles.

Decide if separating your content into book sections like Part One, Part Two, etc. would improve your reader's experience. Let me give you an example. If you are writing a self-help book, you may divide the chapters by main topics, i.e., Part One: *Choose Change*, Part Two: *Work with Mentors*, etc.

Step #3: Determine the topic each chapter will be.

You have a topic/theme for your book. You have brainstormed the subtopics you want to write about. Now you have to put the subtopics into sequential order. Don't worry about coming up with the perfect chapter title yet. You can do that later.

Let me offer you three tips.

1. Put yourself in the mind of the reader. Your story or problem/solutions should be written sequentially. Each chapter should build on the other to lead the reader to the conclusion you want.
2. Write a topic statement to represent the chapter. (Exact titles can be written later.)
3. Beneath each topic statement, bullet point ideas you want to share in the chapter.

I recommend you approach writing a book outline with a step-by-step attitude. Don't rush it. Relax. Write and then come back to it. A book outline is a fluid document. It can also be edited as the book unfolds.



6. How to Use LinkedIn for Fresh Ideas

Do you have trouble coming up with fresh ideas to write about? Are you repeating the same thing but in a different way?

I want to share a tactic using LinkedIn that will help. Here's a hint: people who comment on posts are telling you what they want.

Levi Strauss Had a Great Idea

When you're an expert in a niche, you can still stall on topics to write about. Whether it's for a social media post like LinkedIn or a short book, you've got to constantly expand your talking points. I think this quote by Levi Strauss really brings this point home:

“An expert knows all the answers - if you ask the right questions.”

You need to find the questions people want answered. Let me share a 3-step process for mining ideas and questions that your prospective clients are looking for you to answer. What's the end result when you write books targeting these ideas and questions? You're guiding every person to your brand by showcasing your expertise. A trust relationship is established with every reader who then may become a client.

Step #1: Write down key points shared by LinkedIn friends who comment on your posts.

Pay close attention to the words and stories your LinkedIn friends share in a response to your post. Is there an issue they bring up that you can talk about in a future post? What trendlines are you seeing develop that should be addressed? Always keep your curiosity radar up for the next best issue to explore.



If you are active on LinkedIn, it can be a valuable resource for fresh book ideas.

Step #2: Monitor the posts shared by your LinkedIn friends.

What issues are your LinkedIn friends talking about? What are their followers posting? It doesn't matter what industry they are in. Approach topics with a questioning attitude. Ask yourself how the topic applies to your area of expertise.

Let me give you an example, again using a career coach. In that role, what can you learn from a human resources director? At first you might think, "What could I possibly get from them?" My response is plenty.

A human resources professional may post on topics like the impact of stress on employee productivity, research on training management for future executive leadership, or the challenges of finding good talent in a particular industry. I'm not a career coach, but as a writer I can identify a variety of interesting topics to write about:

- Strategies to manage stress
- Rediscovering your mindset for leadership
- Ideas to explore hidden talents for individuals looking for a new career

Step #3: Follow leaders or groups for ideas.

I find loads of topics and ideas to write about by monitoring the leaders and groups I follow. Plus, people's comments become idea triggers. Simply select leaders and groups that fit your areas of interest. Maintain a log of ideas that you can reference later.

The nifty benefit about LinkedIn is that your prospective clients are gathered together in one space. If you stop to listen, they will feed you the questions they want answered.

Can you imagine the reputation you will develop over time in your area of expertise? You will become the answer person in your niche!



Bonus Idea!

Over the years, I have developed a variety of creative ways to feed ideas for writing blogs, articles, and books. Let me share one strategy with you:

Observe television/cable commercials and review ads in magazines and newspapers.

It may seem an odd exercise to analyze ads. However, a lot of information on trends in health, culture, and society is seen in advertising. After all, advertisers are experts at understanding people at any given time. If you need proof, browse the Sears catalog from the early 1900s, fashion ads from the 1960s, or watch vintage television ads from the 1950s.

Let's consider two industries that dominate advertising today. The question to ask is: "What related topics to the ad would be of interest to my readers? I came up with these topics:

- 1. Pharmaceutical Industry.** Sells medications to help you better manage your illness.
 - Healthier lifestyle choices to mitigate medications
 - Research trends on specific health problems
 - Stress negatively impacts our physical and mental health
 - Career opportunities in the healthcare industry
- 2. Senior Home Care Industry.** Sells products and services to remain independent at home.
 - Living a more active lifestyle
 - Interviews with industry experts on needed services as we age
 - Franchise opportunities in the senior home care industry
 - Preparing for financial security after age 60

Almost \$300 billion dollars is spent annually on advertising in the United States. Why not take advantage of their research and study their ads. You may just find the next great idea for your post, blog, or book.



The Wrap Up

I hope you have found *How to Re-Use Content to Publish Books: Repurpose Blogs and Social Media Posts* helpful. The content you have worked so hard to produce in your posts and blogs deserve to be re-used for other purposes.

You will also see how publishing e-books by creating an e-book library and print books will take you to new and exciting places. As a thought leader, you will enjoy broader visibility *and* escalated credibility. Just think of it; your potential for increased earnings with higher public speaking and consulting fees is only limited by your imagination.

If you would like some help repurposing your social media posts and blogs into an e-book or print book, please contact me via my [LinkedIn Contact Info](#) or visit my website at MelissaNewton.com.

Melissa Newton



About Melissa Newton

My Early Years

I have enjoyed reading all types of books since I was a child. The first book I collected for my personal library was on Pocahontas. I was nine years old. I still have it.

As for writing, it has been a part of my life experience since high school. When it came to college, I made certain to include some literature and history classes in the mix. Why? I was a student who thrived writing essays and research papers. My great interest in reading, research, and writing followed me into my professional work life.



Books are an integral part of my life. The books on my office bookshelf are very special to me. Some of these history books were my father's.

Writing, Editing, Publishing, and Ghostwriting

I have decades of writing, editing, ghostwriting, and publishing experience. My writing, editing, and publishing background includes being a former managing editor of two online magazines. One was a literary magazine with a subscriber base of over 600,000 and a small team of writers. My most recent magazine was niched in money and financial literacy, which I published until 2016.

As a prolific author and writer, I have authored almost 20 books, hundreds of blogs, articles, newsletters, and white papers. I also have enjoyed a rich experience ghostwriting blogs, articles, and books with c-suite executives, business owners, and leaders in various industries as a confidential and trusted ghostwriter or writing partner.

I invite you to learn more about me by visiting my website at MelissaNewton.com. If you would like to have a conversation about how we might collaborate on a book project, feel free to e-mail me at Melissa@MelissaNewton.com.



Live the life
you've imagined.

--Henry David Thoreau