



How to Maximize Your Article Content

The Top 7 Ways to Repurpose in Audio

JeffHerring.com

“Thank you for being a part of this TeleSeminar.

Please print out this **Action Guide**

and get ready to do 2 things:

take lots of notes and

Go Use This Stuff!”

Date: Wednesday February 16, 2011

Time: 5:30 pm Pacific / 7:30 pm Central / 8:30 pm Eastern / 1:30 am UK

Phone: 1-404-260-0037

PassCode: 5859880#

Our Topic:

How to Maximize Your Article Content

The Top 7 Ways to Repurpose Your Article Content in AUDIO

**Quote of
the Call**

*It's not the amount of time you devote, but
what you devote to the time that counts.*

~ Edge Keynote

Important Note: You will find strategically placed typos and grammatical errors in this Action Guide. They have been placed there to keep you alert. When you notice them & find yourself becoming more alert, you will know they have done their critical job...



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In this week's TeleSeminar you will learn & discover:

- ▶ **How Repurposing Allows You to Work Smarter Instead of Harder**
- ▶ **How to Use Repurposing to Dominate Your Niche**
- ▶ **7 Powerful Ways to Repurpose Your Content in AUDIO**
- ▶ **How to Keep the Learning & Doing Going**
- ▶ ***And of course So Much More!***



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1. How Repurposing Allows You to Work Smarter Instead of Harder

Repurposing is _____ - _____: _____ the same
_____ over & over again and getting _____

THE Path to Working Smarter and Not Harder

Every Repurposing Strategy is another way for your to _____ from
your _____

Repurposing allows you to _____ yourself and _____
your _____

2. How to Use Repurposing to Dominate Your Niche

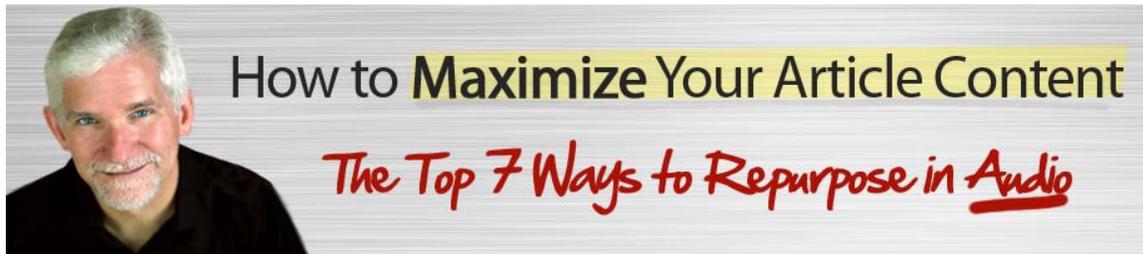
The **Golden Rule** of the New Internet:

"Whoever has the greatest _____ WINS!"

The Bad News:

The Good News:

The Great News:



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3. 7 Powerful Ways to Repurpose Your Article Content in AUDIO

1) Blog Talk Radio

The screenshot shows the BlogTalkRadio website. At the top, there's a navigation bar with 'blogtalkradio' logo, 'On Air', 'Featured', 'Popular', and 'Stations' links. A search bar is present with the text 'search blogtalkradio.com'. To the right, there are links for 'Go Premium' and 'Sign In', and a red 'Create My Talk Show' button. Below the navigation, there are category links: 'Browse Categories: Automotive, Business, Finance, Fitness, Technology, Sports | See All'. The main content area features a large banner for 'A platform for your passion.' with a photo of a man and a 'Create Your Own Show' button. To the right, there's a 'BROADCAST NOW!' section with a play button and text 'It's free. Sign-up in 60 seconds.' Below that is a promotion for 'AT&T History Makers' with a photo of people and a 'learn more' button.

The screenshot shows the MY107.1 website. At the top, there's a logo for 'MY107.1 TODAY'S MIX' and an advertisement for 'RADIOLOGY ASSOCIATES of Tallahassee, P.A.' with a 'Listen Live' button. A search bar is present with the text 'Search/Keyword/Artist' and a 'GO' button. Below the search bar, there are navigation links: 'MORNINGS | ON AIR | ON DEMAND | PHOTOS | WIN | INFO'. The main content area is divided into three sections: 'HEALTH NEWS' with a story about 'Probe: Mall food trays dirty as toilets', 'WHAT'S NEW' with a list of articles like 'Costliest Celeb Divorces' and 'Must-See Movies in 2011', and 'ON-AIR' with a 'Just Played' section listing songs like 'Walk Away - Kelly Clarkson' and 'All Summer Long - Kid Rock'.



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Bonus Tip:

Itunes

PODCAST QUICK LINKS

- Audio Podcasts
- Video Podcasts
- New Releases
- iTunes Picks: Podcasts
- Staff Favorites
- Language Learning
- Featured Podcast Providers
- Submit a Podcast**
- Podcast Resources
- Episode of the Day on Twitter
- Celebrity Playlist Podcast

Submit Podcasts to the iTunes Directory

Share thoughts, expertise, rants, and raves with iTunes Store users all over the globe. Submitting a podcast is as easy as submitting a link. Then iTunes will automatically deliver periodic episodes to people who have subscribed to the podcast. Publish now.

Learn more about podcasting on iTunes:

[Frequently Asked Questions](#)

[Technical Specifications](#)



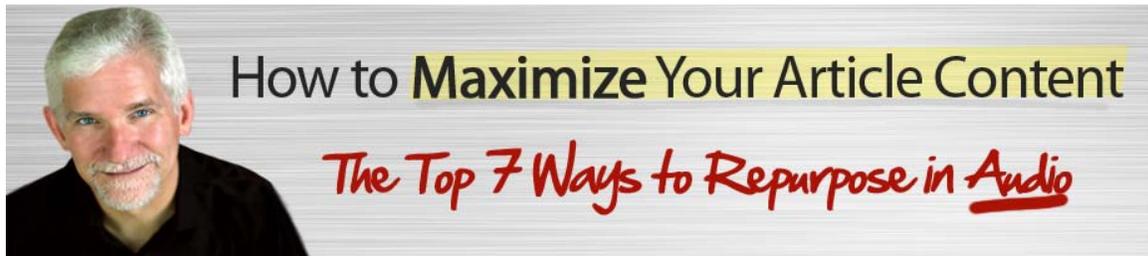
1

Please provide the link to the podcast RSS feed that you would like to consider adding to the iTunes Store.

Podcast Feed URL:

Cancel

Continue

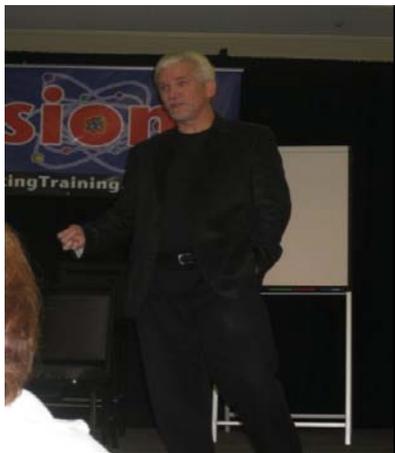


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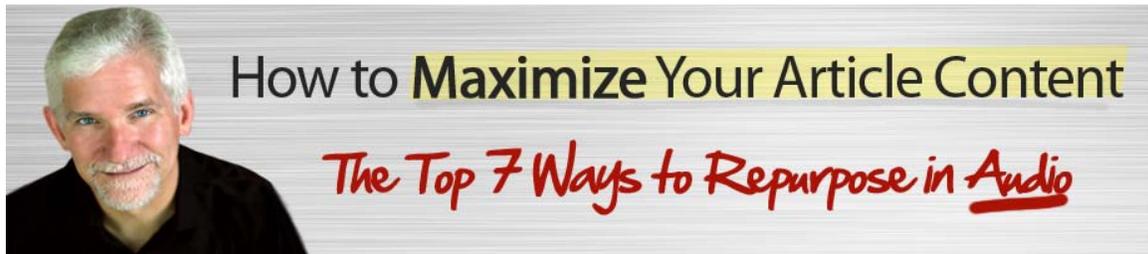
2) Meet Up

The screenshot shows the Meetup website with a navigation bar containing 'Find a Meetup Group', 'Start a Meetup Group', and 'Sponsor Meetup Groups'. A search bar is located in the top right corner. Below the navigation, there are two featured group cards. The first card is for 'Great Hyderabad Adventure Club - GHAC' in Hyderabad, IN, with a 'Latest Meetup: Feb 12, 2011'. The second card is for 'Alpharetta French Language Meetup Group' in Alpharetta, GA, also with a 'Latest Meetup: Feb 12, 2011'. To the right of these cards is a search section titled 'Find a Meetup Group near you' with input fields for 'Topic or interest' (e.g., book clubs, skiing, small business, Italian) and 'City or ZIP/postal code', and a 'Search' button. Below the search section, it says 'Upcoming Meetups' and '125 Meetups happening right now'.

3) Signature Speech or Presentation



"Life Lessons Learned in My Underwear"



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4) TeleSeminar

Secret Sauce for Endless Content

_____ into _____ into more _____ into
more _____ into...

5) Audio Recording / Audio Replay

Here's just a sample of what you will learn & discover

- Implementing your Article Speaking System
- Where to Submit Your Articles
- Driving Massive Traffic with Your Articles
- Optimizing Your Article Offers
- 3 Powerful Things You Can (& Should) Do with Your Articles
- Article Speaking Challenge

Press PLAY below to listen to the AUDIO REPLAY





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Bonus Tip:

Audio Postcard

Discover the Power of Repurposing!

In this 60 minute teleseminar you'll learn & discover:

- * The Life Changing Definition of Repurposing
- * The Incredible Reach of Repurposing
- * 7 Powerful Ways to Repurpose Your Article Content in Text
- * How to Keep the Learning Going
- * And of course a whole lot more!

Join us on either of these 2 dates!

Wednesday Feb 9, 2011
5:30 pm PT / 8:30 pm ET
Replay on Friday Feb 11, 2011
11 am PT / 2 pm ET / 7 pm UK

[Click here to Register!](#)

6) A downloadable mp3

DOWNLOADS

You may need to right-click the following links and select "Save Link As" to download the file to your computer.

SYA-Ping-List.pdf 90.1 KB	SYA-module2.pdf 784.5 KB
Module-2.mp3 30.1 MB	



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7) Audio CD



4. How to Keep the Learning & Doing Going

Repurposing Series – Top 7 Ways to Repurpose in Video – [here](#) for the next TeleSeminar