



Twelve Ways

To Repurpose Old Content

Welcome, friends!

I'm so glad you're here!

If you're anything like me, writing is never just about the words. Writing is at the heart of my creative and business life and that includes the content I put on my website. From blogs to biographies, I pour so much of myself into everything I write.

And sometimes, it just doesn't pay off.

I've come to learn that's okay. Not every blog post is going to make a splash on page one of Google. Not everything I create for my portfolio is going to gain thousands of views (or, frankly, even dozens of them). You can't win them all but you CAN recycle, reuse, and repurpose. Here are 12 ways to repurpose old content.

If you're eager to write and blog more, start freelancing full time, or take your writing career to the next level, I'd love to work with you. You can [see all my services here](#) and I'd love to hear about how you've repurposed some old content.

You can also email me at VanessaChiasson@gmail.com

How to Repurpose Old Content

1. Create a "from the vault" segment in your newsletter. You get to highlight a "blast from the past" piece for your audience, AND you have one section of your newsletter that essentially writes itself. I find this hugely helpful when I'm struggling with writer's block.
2. Create a newsletter "spotlight." For instance, re-share all your recipes with red ingredients or chocolate in your newsletter as part of a Valentine's Day spotlight.
3. Transform old blog posts and create an FAQ section on your website. Break down the different paragraphs of a how-to or what-if post into frequently asked questions. Bonus: It will be super SEO-friendly AND it might cut down on repetitive inquiries.



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4. Take an old blog post off your site, update it, and then have a friend post it on their site (with a lovely bio of you as the author, of course). You, in turn, do the same for them. Now you both have fresh content that will reach a new audience, complete with valuable backlinks.
5. Create a roundup post. For instance, if you have a lot of travel blog posts about Atlantic Canada that aren't getting a lot of traffic (like me!), it's time to repackage them. Create a roundup post that packages all those one-off pieces as a one-stop shop for information. You can [see my roundup here](#).
6. Create an e-book or mini e-book. Maybe that roundup post on travel in Atlantic Canada could quickly become a travel guide to the region's best beaches. Hmmm... now I'm giving myself some ideas!
7. Do you give presentations or tutorials? You can reuse that old blog material to be new teaching material! People love to learn and that desire is not limited by subject matter or style.
8. You can also use that old material to create videos for LinkedIn, YouTube, Tik Tok, and more. Your how-to instructions can become mini video lessons. Your funny stories will come alive when people hear you tell them in your voice!
9. Tweak an old post to give it a new direction. For instance, an article about what to see and do in Paris (with accompanying restaurant suggestions) might resonate better with your audience if it was an article on where to eat in Paris (with accompanying tips on what to see and do). And maybe – just maybe – a new approach will provide an SEO bonanza. Check that links work, adjust the structure, give it a new title, and republish it with a fresh date.
10. Sell it. Just because that article isn't doing anything for you doesn't mean you can't take it off your site, freshen it up, and sell it to another site or publication. Many publications want exclusive, just-for-them material so make sure your draft has been thoroughly updated for them.

If you are curious about the business side of freelance writing and how to sell an article, you'll love my FREE 90 minute workshop on this very topic. It takes place once a season and you can [see the next dates here](#).



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11. Use that old post as the scenery for a one-act play, a novella, or a script. Why not? Inspiration can come from the most unlikely places, and it's not like it's doing anything for you now as a blog post, right?

12. Ask AI tools like ChatGPT to suggest dates and special occasions for sharing your old content. You might be surprised to see how material created for a specific event (like St. Patrick's Day or the Superbowl) could do double or triple duty for a different event or celebration. While you're at it, ask ChatGPT to suggest intros for sharing that older content on LinkedIn, Facebook, or Twitter (X).