

7 Ways to Repurpose Content for Your Clinic

Melanie Kramer

Did you think I would give you a list and not make you do the work? Come on, you've got this. We're going to work together as a group to learn how to identify the best content your practice has generated and how to leverage it in the most efficient way.

7 is only the magic number we'll use to make this happen. In 1956 psychologist George Miller created a law known as "Miller's Law," also known as "The Magical Number Seven, Plus or Minus Two." Miller found that most adults can keep between 5 and 9 items within their short-term memory. This is why media companies so commonly use the number 7 in headlines – and it works. Not only will we explore ways to turn your content into magic 7s but we'll determine the best 7 types of content for your assets.

Content generation is expensive and time-consuming. Can your clinic thrive without it? Maybe, but if you want to have great resources for client communication and draw in new clients to your clinic – you need it. Learning to repurpose the resources you already have generates cost-savings and can lessen stress for staff members who feel obligated to keep churning out brand new posts or videos.

In this workshop, you will learn to make the most of your resources, no matter how limited! You don't have to reinvent the wheel every time you create a new piece of content. Why not get the most out of the great content that you've already created?

This is a hands-on workshop, tackling a multitude of ways to expand your content library in the most efficient way possible. We will also dive into:

- Your Clinic's Editorial Calendar
- Finding a New Audience Through Content
- Primary Sales Funnels
- Increasing Your SEO

And we will tie in how all of these things work together to build a solid educational marketing strategy.

At the end of this workshop, you will have a 6-month roadmap to take back to your practice to put into action and share with your team. Are you ready? Let's begin.

7 Ways to Repurpose Content for Your Clinic Worksheet

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BRAINSTORMING EXERCISE

KNOW YOUR INVENTORY

- List your best assets (blog posts, videos, podcast episodes, newsletters, social media posts and the platforms you use)

KNOW YOUR CLIENT

- What assets do you need for help with client education? (Where do you feel your weak points are?)

IDENTIFY NEW CLIENT NEEDS

- How are you working with content to bring in new clients to your practice?

KEY POINTS

- Keep it fresh, especially medical articles, need to be kept up-to-date.
- Snackable, or small bites of content, are still valuable, and can be more impactful than longer-form pieces.
- You can also go from small to big!
- Get your content in front of different audiences.
- Repromotion can be considered repurposing.

Month 1 Goal: _____

Month 2 Goal: _____

Month 3 Goal: _____

Month 4 Goal: _____

Month 5 Goal: _____

Month 6 Goal: _____

