

DAY 29 - REPURPOSE YOUR CONTENT

Rather than posting an article and moving on, you could repurpose it and turn it into two, three or even four new forms of media.

You can use it to create infographics, video tips, Podcasts, Pinterest boards with FAQ, Slideshares, and even Ebooks.

Cycling back through your content breathes new life into valuable information, and saves you time while prolonging the shelf life of your online assets.

Here at Post Planner, we repurpose ideas all the time. One of the things we do most often is taking old ideas and blog posts and turning them into shiny new Ebooks. [Like this one:](#)



30 DAY FACEBOOK CHALLENGE

These are relatively easy to make while at the same time they provide a lot of value to our followers.

After all, who doesn't love an Ebook with all the information you might need on a particular subject?