

# Repurpose Blogs into LinkedIn Content.



# What to expect?

A step-by-step process on how to turn your blogs into your LinkedIn posts.

You will receive a **content plan, ideas on what to write, and how to schedule your content on LinkedIn.**



## STEP 1

# Pick a topic.

Pick a topic you want to be known for on LinkedIn. Be specific on who you want to help.

### **Examples:**

You help small Canadian business owners with their accounting needs.

You help international families immigrate to the U.S.

You help protect healthcare businesses with cybersecurity solutions.

## STEP 2

# Write one comprehensive blog per month.

**(You may already have these but here are some tips).**

### Best practices:

- A minimum of 500 words.
- Clear headlines.
- Clear title with keywords.
- Clear subtitles with keywords.
- Use lists when you can.
- Don't overuse words.
- Put a clear call-to-action at the bottom of every blog.

# Time to turn that blog into your LinkedIn Content.

This can look different depending on your resources.

From that blog, you can write 4 text posts, 4 video scripts, 4 polls.

You have 3 posts per week for a month.

If you don't have resources to record videos, create carousels.



# STEP 3

# Your Content Plan

Tuesday	Wednesday	Thursday
POLL	VIDEO	TEXT
POLL	VIDEO	TEXT
POLL	VIDEO	TEXT
POLL	VIDEO	TEXT

# Content Ideas.

Here are different ways to write about the same topic:

A trend

Why, what, how, who, where

Failure

Disadvantages

Mistakes

Lessons

Contrarian Take

Observation

Story

Listicle

Analysis

Hot Take

Myth

Examples

Pros vs Cons

Case Study

Examples

Give Tips

What people overlook

Steps to take

Resource you may have



## STEP 4

# Record your videos

I recommend using CapCut to easily record videos. Download the CapCut app. Record a short video as a test. Press the pink checkmark. See if you have the "download" button. This is what it looks like:

Be sure to delete the last frame where they promote the app. You can edit and download seamlessly in the app.

### Best Practices for filming videos:

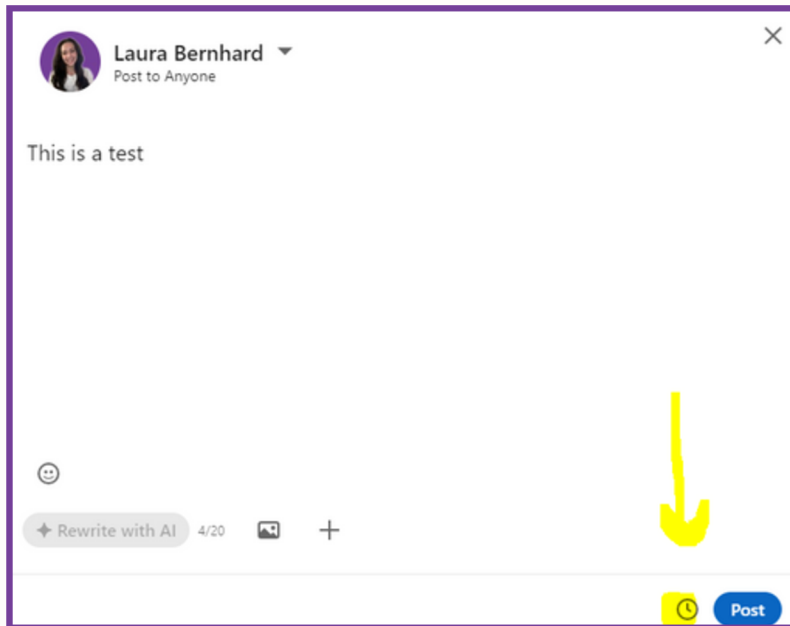
- Start with your topic.
- Storytelling is always a great video.
- One topic per video.
- Goal is a 60 second video or less.



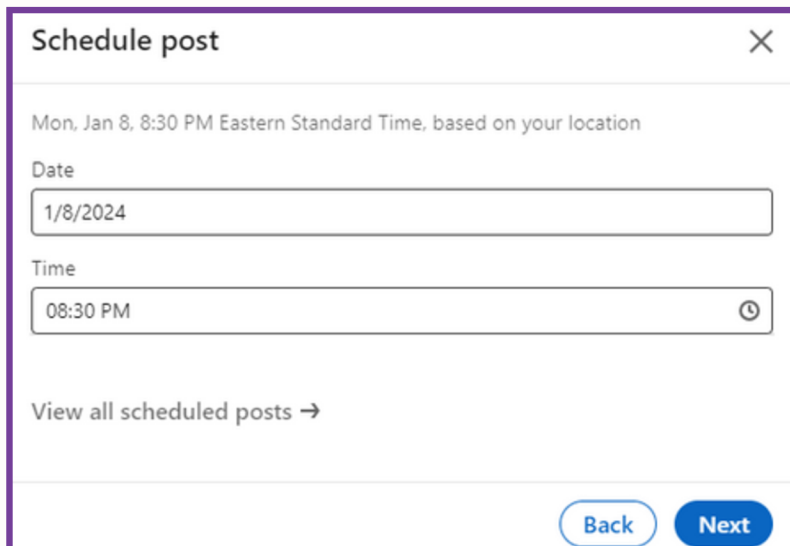
# STEP 5

## Schedule everything.

Instead of pressing post on LinkedIn, you press schedule:



Set the day and time:



# Note.

Content is best when planned one month in advance. It removes pressure and allows you to focus on building relationships with people on LinkedIn.

You can also plan for campaigns and special occasions like holidays.

# You'd rather build your business?

If you're a busy founder or busy executive, you may still want to focus on building your business rather than working on social media.

That's very common!

**If you're thinking of outsourcing your social media, reach out directly to [Laura@marketingbound.com](mailto:Laura@marketingbound.com) or visit our website at [marketingbound.com](http://marketingbound.com)**