

Brittany Berger: Hello and welcome. Today we are going to be talking about the Content Remix Method. A little bit about me before we get started. I've been a content marketer since 2011, so for 12 years now. I have been speaking on stuff like this since 2014, like marketing automation, content repurposing, just generally, ways to get more out of your content, since 2014. The pictures here are me working on the company blog at my day job in 2012/2013, and me speaking at a conference on marketing automation in 2014.

Just curious, does anyone else have the neurodivergent trait of hating to work at a desk? Because I did most of my work at this job in the employee lounge instead of my cubicle, but it was cold in there. Then at my next job, I actually traded in my desk for a beanbag chair. Let me know if you also do not like desks. [chuckles]

When I got started in content marketing, it was the peak of what I like to call more cowbell content marketing. If you know that SNL sketch where the answer to everything is just more cowbell. All of the trends and best practices were just about doing the most and publishing as much content as possible. The normal content cadence for the kind of company I worked at was daily or almost daily blog posts, weekly newsletters, monthly live webinars, and at least one new big funnel per quarter in addition to multiple social posts per day. That was just the content marketing environment that I came up in. It was a lot and it was difficult.

Neurodivergence isn't even the only health issue that I have working against me. I also have physical disability and multiple chronic illnesses. Specifically, in the first year of my career when I was the only person on the company's marketing team, I was also recovering from a major surgery, going to physical therapy three times a week, follow-up appointments with the surgeon every other week, so I really couldn't work much.

The hustle required for more cowbell content was just completely incompatible with that. Trying to keep up with the more cowbell content trends while having less time for work in general and especially less energy for deep work, particularly, it would create these cycles where every few months, I would burn out and not be able to write or be creative as much as my job really demanded of me, so I had to find workarounds. I think that this is probably something a lot of you can relate to. Let me know in the chat. Trying to come up with hacks or workarounds just to try to keep up with the pace of the neurotypical people living life around you, it can be really frustrating.

I first found repurposing content just as a necessity. It was one of the only ways to publish content when I was too burnt out to create it from scratch. I still needed to keep the content calendar full, and so I would repurpose content and refresh it instead. It was just how I met the expectations I was held to, where I was responsible for bringing traffic and leads, and my supervisors would look at the blog and look for new headlines. At first it was reactive, and I would wait until I was too burnt out to create new content, and then I would repurpose until I was able to create again. Then I would forget about repurposing until I was burnt out again.

At first it was just like a reactive last resort. I only used it when I was too burnt out to create anything new. It was a great solution for that, but eventually I realized it could be more. As I got better at content strategy and managing my energy and managing my schedule and responsibilities, I realized that I could proactively work repurposing into the content strategy to conserve energy and burn out less in the first place.

That is what is now the Content Remix Method; all of the things that I've learned over these past 12 years, put together into a methodology that makes sure you're covering all of your bases to get the most mileage you can out of your content and therefore, be able to create a lot less of it. That brings me to today. We're going to be talking about how to use the Content Remix Method to create a repurposing-first, less-is-more content strategy.

It is one that prioritizes repurposing and refreshing just as much as new content creation, so that you can spend less time and energy on one of the most draining tasks you probably have in your marketing, content creation. It is a strategy with a minimalist content marketing mindset where you create just as much strategic content as you need. Then instead of creating more just for the sake of it, you focus on regularly updating, improving and repurposing it instead of just continuing on an endless content creation factory assembly line. It's really inspired by movements like minimalism and essentialism, and just thinking about less-is-more mindsets. Let me know if you've read the book *Essentialism*. It changed the way I look at a lot of things, including content creation.

Then also, specifically, I like to talk about the entertainment industry and how they repurpose media. Because if you think about it, their product is content. They have been around for a century now, and so they have really already figured out all of the great ways to get more bang for your buck for content because it's really what their ROI relies on. There's a lot of great things you can look there. That's just a little bit about my approach.

Why this matters for neurodivergent entrepreneurs? First of all, it conserves time and energy. Having limited energy makes us more prone to burnout. We have difficulties managing our time. We just need to dole out our time and energy very carefully and especially, be careful with how much very draining deep work like content creation, writing, or filming, or recording might be.

For a lot of us, content creation will be the most draining part of content marketing, marketing in general, and maybe even your business, depending on the business model. Really reducing how much time you're spending on content creation, even if it's on different areas of content, it really does go a long way in having more energy, spending less of it and just making the marketing process easier.

It also solves what I like to call the consistency conundrum. Neurodivergent marketers or entrepreneurs who do their own marketing and are neurodivergent, it's a really frustrating conundrum to face that I like to call the consistency conundrum. It's based

around these two truths. One, all other things being equal, content marketing is more successful when it's more frequent and consistent. Two, it's also really common for neurodivergent professionals to struggle with building consistency. Sometimes it doesn't interest them, and so it's just not going to happen.

Even for people like myself who really do thrive on routine and consistency, we still have more trouble than neurotypical people establishing those routines in the first place. It's a frustrating scenario that we're in where we have to, again, find workarounds to keep up with the pace of the rest of the world. Having systems for repurposing to rely on helps you fill your content calendar and stay frequent with your marketing, keep showing up and staying top of mind with people.

It lets your marketing stay consistent when your work output or productivity cannot be, and so it's really useful if you're burnt out, if you're just having bad executive function days, if you're dealing with any other kind of health issue. Like I said, there were times when I just straight up couldn't create content in my business or in the business I was employed by, but also not marketing wasn't an option, and so this was how I got around that.

Then also, one thing that I love about this for neurodivergent entrepreneurs is that it lets you lean into your strengths while compensating for your weaknesses. You can lean into creating the kind of content you prefer creating, whether that is writing, or video, or illustration. You can lean into your strengths when it comes to content creation, but then you could repurpose it into other formats that your audience might prefer consuming even if you're not as strong at producing that kind of content from scratch.

For example, I know that a lot of people like video, but for me it's really, really difficult, and so I almost never try to do a video from scratch. It's almost always repurposed from a blog post, or an email series or something like that, that I've already written out. It helps me meet my audience where they're at, and lets them stick to their preferences for consuming, while still letting me focus on my preferences for creating. Let me know if that's a struggle that you can relate to at all and if this sounds like a good solution.

The Content Remix Method in general, I'm going to show you two diagrams to explain it. Most content marketing strategies focus way too much on creating and publishing new content and nowhere near enough time, if any time, spent on maintaining and improving and using the content that already exists. Over time that means your best content gets stale and outdated, and you're burning yourself out trying to keep up with constant new content creation and coming up with new ideas that you haven't talked about before or just repeating yourself. Regardless, it's not fun and it's exhausting and it has limited effectiveness.

The way the Content Remix Method solves for this is by building content maintenance into your strategy, into your calendar, into your workflow, spending more time on all of that stuff and making room for it by shifting your focus away from new content creation. You can see, compared to most content marketing strategies, I've found that with this

approach, you can spend about half as much time on content creation. You will still be spending some of that time on content marketing, but it will be on easier and less draining types of content marketing tasks, which is really great. You can do it regardless of whether you have a lot of energy or executive function that day, and it's just a little bit of a fail-safe.

There are five things involved, five elements of the Content Remix Method, things that are involved in content marketing other than creating new content. The first one of those is review. You want to review the content you already have and how it's performing. This is just with something like a regular recurring content audit, whether you do that quarterly or twice a year, whatever you choose. Then you're going to reprioritize things. You're going to update your content strategy based on your current business and marketing goals, and you're going to identify high-priority content accordingly.

Then you are going to reduce your content library. You're going to cull content that's no longer relevant, delete or merge it into other things so that it's no longer taking up resources to maintain and that it's no longer attracting bad-fit leads. You're only going to create new content to fill in gaps that you've already identified in the customer journey. You're not just creating for the sake of creating or publishing for the sake of publishing. Then you are going to refresh content. You're going to update it and optimize it before you use it again, make sure that it is set up as best you can set it up to achieve its marketing goals. Then finally, you are going to repurpose it into other pieces on other channels. Then just rinse and repeat. [chuckles]

The first element is to review, like a content review or a content audit. Like I said, you can do this a few times a year. You'll start by reviewing your current business goals, strategies and content archive. You want to ask things like, what are your larger business goals and marketing goals for the next planning period? Like if you're doing a quarter or six months, for that period. You want to think about what marketing events and campaigns do you need to consider, what your latest offers are. You also want to think about what the customer journey is, what you need to talk about to potential customers for that. You want to think about what campaigns or events you need to plan around.

Then finally, you want to think about and review what existing content you have that already serves some of these goals. What content do you already have that can be used in this marketing campaign or in this launch, or that can promote or inform people about a relevant product? For example, if I am a course creator with multiple courses, I might pick one to focus on promoting the most to be the overarching theme of my content for the quarter, and I would consider what's content someone needs to see to become an ideal customer for that course. I would think about how much of that content I've already created or just what I have already that can potentially be morphed or remixed into that content.

Then you are going to reprioritize, which is element two. This is about updating your content strategy, your overall goals, channels, approaches, things like that, based on

the goals you identified and campaigns you planned in step one. You're going to tweak things like what content channels you're using. Maybe you're going to change what social network you're going to try to use or something like that. You're going to reprioritize your content themes, think about what you want to be talking about the most, what messaging, what outcomes for a customer that you're going to talk about achieving. What general topics are you going to talk about? How are you going to warm people up for whatever marketing event you eventually are going to have?

Then you're also going to think about your content cadences, and there's more than one type of these. There's the content creation cadence, like how often you're going to publish new content. Then there's also going to be the content remixing cadence, which is going to be how often you remix content. You also want to consider the ratio of new to remixed content. For example, right now on my Instagram profile for my other business, Work Brighter, I am doing a two-to-one ratio of new content to remixed content. In the past when I wasn't trying to update my content library to new goals as much, it was reversed where I would remix two posts for every one new piece of content I created. You want to think about the logistics of that.

Then you also want to think about your workflow or process for not just creating content, but also updating it, refreshing it and remixing it. All of these have to have processes involved, and the more you can just think things out ahead of time, the easier systemizing them and going through them really seamlessly will be. Again, that's another really great way to just spend less energy, if not also less time on things like this.

You're going to want to prioritize choices that align with the planning period goals you picked out in the previous step. Again, you're going to note your high-priority content to focus on updating and things like that. This is where any gaps that your customer journey might have will become apparent. That will show you what new content you actually need to create, but other than that you don't need to necessarily create new things.

For example, if I'm that course creator from the previous example, say I am relaunching one of my courses at the end of the quarter. I would review my existing launch content and pre-launch content, and just any other blog posts, email, social posts I've posted or created about that topic before, and I'll see what updates and improvements I would want to make. Then I would figure out where in the customer journey they would actually fall, how they're actually helping move someone towards a purchase. If something doesn't fit anywhere, it can be gotten rid of or just left for the next relaunch.

I could see that there were any gaps where I would need to create new content, so then I would create a content calendar that would encompass all of the different content activities for the quarter. If I were merging two blog posts together, I would put that on the calendar just like I would a new blog post. Refreshing, remixing, all of that stuff, that would all be on the content calendar in addition to new content creation.

Then the third element is reduce. This means two things. First of all, by incorporating these elements, just all five of the elements in the methodology, you'll end up having a content calendar with a massively reduced amount of new content to create without reducing how often you're showing up for your audience, how often you're generating new leads, how often you're nurturing and converting them, things like that. Solving that consistency conundrum. Again, meeting audiences where they're at.

Then in the second part of the meaning, we're also going to get rid of content that's no longer serving us. I know this one can be controversial, so let me know in the chat if you ever delete old long-form content, like blog posts or videos or podcast episodes, as your brand and offerings and stuff like that shift. You don't want website content that's attracting wrong-fit customers or leads, or is taking up space on your website or attention from people viewing your website, if it's not getting any results in return. You either want to delete it completely and just make sure to redirect the URL, or another option is to merge content instead of deleting it.

Something that happens a lot when you are creating just to create is that you end up often having a lot of very, very similar posts. For example, back in my more cowbell content days, I would probably once a year write a blog post about how to come up with content ideas. A more minimalist content marketing, content remixing approach to it would be to combine all of those. Then instead of writing a new post about the same topic once a year, instead once a year, I would just update that post. Really, just creating one comprehensive resource and keeping that always updated.

To continue the example that we've been using. Maybe my course used to target a slightly different audience, and I still have blog posts that are getting regular traffic that are promoting a lead magnet targeting that old audience and it's still bringing in new subscribers. That is essentially building a waitlist of people who are bad-fit customers. It's just not going to be the right product for them, so I don't want that existing throughout the next course launch. This is when I would either plan to update it and reposition it, or just delete it to focus on content that does bring in the right-fit leads. Maybe I also realize that three of the emails from my last launch, that I should combine them into one great blog post and social series that can be more easily linked to publicly. That might be an example of what we determine during the reduce phase.

Then element four is to refresh. This involves updating any content that you decide to keep around. Because the marketing hill that I will die on is that evergreen content is a myth. Content only stays alive as long as you keep maintaining and promoting it. Like I showed in the example before, even if a blog post or something long-form continues to bring in traffic on an evergreen basis, if you're not maintaining it to stay up to date with your offering and your messaging and things like that, then it's not going to perform. It's not going to get results even if it's getting traffic. That is my rant for today, evergreen content is a myth. Let me know if you agree.

This means that when you're reusing and repurposing content, even if the topic is evergreen, you need to try and improve it and update it a little with each use. Whether

that is trying to optimize it for discovery, for conversion, for persuasion, whatever the main goal of the piece of content is, whatever it's supposed to accomplish, you want to see if there's anything you can do to make it accomplish that goal more effectively.

For things like long-form "evergreen content" like a blog post, so SEO best practices around content refreshing is usually doing so once or twice a year per piece, or more frequently if it is a keyword where rankings and traffic will change more quickly than that. For things like videos and podcasts, you can update the metadata, the things like the title and the description, thumbnail, things like that. Especially, pay attention to the calls to action that you have in your descriptions for things that are still driving traffic.

For example, if you have a YouTube video from a year ago that's still bringing in views, you want to make sure that the links and stuff that you have in the description are always up to date. That's another thing that you can take a look at once or twice a year per piece. If you have hundreds and hundreds of videos or podcasts, you can just focus on the ones that seem to still be bringing in listeners or viewers.

For social media posts, the timeline of social media is so short, so I say you can repost your top pieces every two to four months. You can refresh things and remix things on social a lot more frequently than anywhere else. Maybe turning the caption of a single Instagram photo and do a carousel post for the next time you use it like a month later. The more you change, the more frequently you can remix things as well. Then I also recommend trying to improve or experiment with things like your hooks and your calls to actions and your formatting each time you repost the social posts. Even if it makes it worse, that's information that you have for next time.

To continue our example. Maybe I decide that to get ready for my course launch at the end of the quarter, every month I'm going to refresh and remix one blog post. I am going to send weekly emails, and I'm going to alternate between writing new ones and resending old ones. I'll post three social posts a week, one of which is a refreshed version of an old post. That's just an example cadence that includes refreshing.

Then finally, you start the implementation with the repurposing step. Once you've refreshed your content, you are now finally ready to repurpose it. When I say repurposing, I don't just mean copying and pasting from one platform to another. I mean strategically re-editing and re-optimizing the content for a different viewer. That is what I differentiate as remixing versus repurposing.

That might mean creating a real blog post out of a video or podcast episode and not just posting the transcript or the video description or show notes. That might mean posting quotes from a newsletter on social media. Instead of the whole thing, really just focusing on a few standout quotes. That might mean turning an in-depth blog series into an email sequence that you can use to nurture new subscribers. Whatever it is, I want you to focus less on the tactics and what you're going to do and more on why you're doing it. Remember to focus on business goals and not creating as much content as possible.

Again, approach it from a strategic point of view and not a tactical one. A lot of the most popular forms of repurposing content, things like creating as much social content as possible, are honestly the lowest impact kinds at the very top of the sales funnel start of the customer journey. Know what your high ROI marketing channels are, know what you want from things, know what KPIs are important to you, and focus on those when you're remixing. Don't just try to put as much content out there as possible.

Remember to bring people down funnel. Like I said, a lot of people just focus on top-of-funnel content hosted on top-of-funnel channels like social media, but don't forget that you can use remixing to bring people down funnel, bring people further into the customer journey. If you're like most people, the highest ROI marketing channel is going to be email. You also want to think about the area of the funnel or buyer's journey that's the biggest stopgap in your customer acquisition process right now. For a lot of people, that's nurturing people from problem-aware to solution-aware, but a lot of people's content only talks about problem-aware or unaware topics without ever trying to bring people in deeper.

Those are the five elements of the Content Remix Method. If you want to try implementing it today, a few quick wins I have for you are to just set a timer for 30 minutes and audit your existing content. Think about your current business goals and pull five pieces that can help you meet them, and you are going to remix them. You want to make some notes on how you can improve and refresh them, bring them up to date, make them better. Then you're going to schedule those changes and improvements and remixes into your content calendar or your task manager, or wherever you manage your marketing. You're going to do that and put it in just like you would new content creation, and you're going to start treating repurposing and maintaining and remixing your content just as much as we focus on creating it.

If you want to learn more, if you want any help implementing these quick wins, if you go to the URL, BrittanyBerger.com/NDE-remix, I have a worksheet that you can download that actually walks you through the quick wins that we talked about today. Then you can also follow me on LinkedIn or Instagram. On LinkedIn, I am Brittany Berger. On Instagram, I am @contentremixmethod. I am looking forward to connecting with you all there and in the chat, and thanks for joining me.