

A man with a beard and glasses, wearing a dark t-shirt, is smiling and gesturing with his hands. Two Rubik's cubes are floating in the air around his head. The background is a solid dark blue color.

How to Create 50+ Pieces of Content from Just One

You're sitting at your desk, staring at a blinking cursor on your computer screen, fidget spinner constantly moving in your hand as you rummage through your thoughts for a great idea for your next piece of content. For hours, maybe even days, you obsess over the topic or a catchy headline, only for it to be used for just one blog post.

What if there was a way to exponentially increase your online presence with minimal effort and just one idea? There is!

Content creation is the name of the game when it comes to bringing awareness to your business or brand. So, when you do have that million-dollar idea, don't let it go to waste. Expand, reuse, recycle, and use every bit of that idea to create over 50 pieces of different content.

In this guide, you will learn how to take one idea and shape it into multiple forms of content ranging from blog posts to videos to social media graphics. Your content calendar is going to be full for the next year if you follow our method.

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Why Is Content Creation So Important?

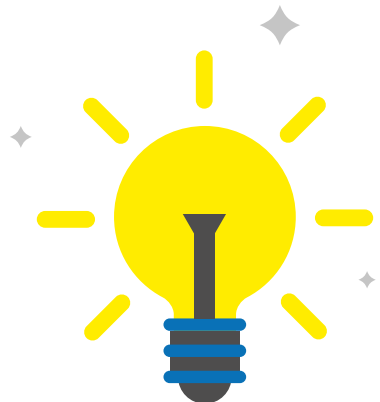
Social media has boomed and changed the way we communicate and advertise, making it clear that content is of great importance to any business.

Content creation is a way to both advertise and entertain your audience while providing value. All three of these aspects are important when thinking of what kind of content you should be creating.

When you create content that is relatable and popular amongst your audience, they will then share it with their network, who share it again and again and again... Until you go viral! From this, your brand will get more awareness and attention than ever.

Creating content is a must for any business, both big and small, to grab the attention of customers in their market. It builds trust with your customers because they see you are an expert in your industry and can count on you to give them valuable information. This trust-building nurtures your leads from becoming aware of your brand to ultimately converting into a customer.

No matter if you're a part-time blogger, marketing manager for a small business, or just curious as to how you can optimize your content strategy, in this guide you'll learn the best practices for creating great content in the most efficient way possible.





Top Content Platforms

There are many platforms where you can show off the content you produce. These are top platforms that get the most attention and where you can build a following for your brand.


Instagram



Instagram is the most popular social media platform in 2020. It's used by influencers, brands, and everyone under the sun. With over 1 billion users, it's one of the easiest platforms to grow a following, especially with the use of hashtags.

Since Instagram is a visual platform, photos, graphics, and videos perform best. However, you can use captions to share written content as well.

Facebook



Facebook is a very powerful platform for content marketing. Users will share articles, images, and videos with their networks daily. When you create a great piece of content, you can expect it to float around Facebook newsfeeds all over the world.

Since Facebook supports many mediums of content, photos, graphics, videos, and links to articles perform best.

YouTube

YouTube is a video library containing almost anything you could ever ask for. From tutorials to vlogs to professionally produced video series, YouTube offers a great platform for content creators who focus on video media.

Spotify/Apple Music

If you have a podcast, a great place to host it is on Spotify and Apple Music. Podcasts have recently become more and more popular. People are looking to learn new things and listen to interesting conversations while on their way to work, going for a walk, or doing chores around the house. This is easy to do when you have a podcast playing in the background.

Blog

For written content such as blogs, stories, and articles, you should create a blog section to your current website. This written content can then be shared on Facebook to draw your audience back to the website.

If you don't have a website yet, you can always post on Medium for free and start growing your audience there!

TikTok

TikTok has grabbed the attention of the younger generation. This platform allows 15 to 60-second videos with either sound clips from previous and trending videos or original sound. This is a platform that allows you to get really creative when spreading your message using filters, video effects, and more.

The Content Vortex



**Guide, Ebook,
Video, Podcast**



Blog Posts, Short Videos



**Social Media Graphics, Quotes,
Email Newsletters**



Recreate, Reuse, Recycle

Start Big

You have your great content idea. Now it's time to put it into action!

Expand your idea as much as you can. Really think about all the details and information that your audience will find helpful and valuable. Then plan to create a long-form piece of content.

Types of Long-form Content

- Ebook
- Guide
- Podcast
- Video

While it may seem like a daunting task to create such a large project, you're getting the hardest part out of the way. Starting with a long-form piece of content paves the road for creating smaller, bite-sized pieces of content.

Keep in mind that you don't have to create all of these long-form pieces of content all at once. Start with your video. Take the audio from that video and turn it into a podcast. Then a couple of months later, write your ebook from that video. From your ebook, write a more condensed guide.

Now you have four pieces of long-form content in different mediums from just one idea!



Break it Down

From your long-form piece of content, you're going to break it down into smaller pieces. This content can be consumed within a matter of minutes and doesn't require a lot of commitment from your audience.

Types of Short-form Content

- Blogs
- Articles
- IGTV Videos
- Facebook Videos
- Shorter YouTube videos

If you're starting out with an ebook, this is a great opportunity to turn those chapters into blog posts.

If you're starting out with a long video, you can break it down into smaller video segments.

You can do the same with a podcast, and even make a short animated video to go with it if possible.

Find the smaller details and concepts from your larger idea and create pieces of content around them. So, if each chapter of your ebook can become a blog post, then you can turn each blog post into a video for IGTV or Facebook.

The possibilities are endless here!



Squeeze Until the Last Drop

The opportunity to create content from one idea doesn't stop there. Now it's time to really squeeze as much as you can out of it.

From the content you've created from your long-form piece, you can break it down even more!

Types of Bite-Sized Content

- Instagram posts
- Infographics
- TikTok videos
- Graphics
- Memes

Bite-sized content only requires a few seconds of attention from your audience. Now it's time to create some visual content such as graphics with quotes from your blog posts or videos, sound clips from your podcast, and screenshots from your video.

For example, you see the opportunity to create an infographic from one of your blog posts. You can then post this to Pinterest and link it back to your blog.

If you have a great sound clip from your podcast or videos, use it to create a TikTok video.

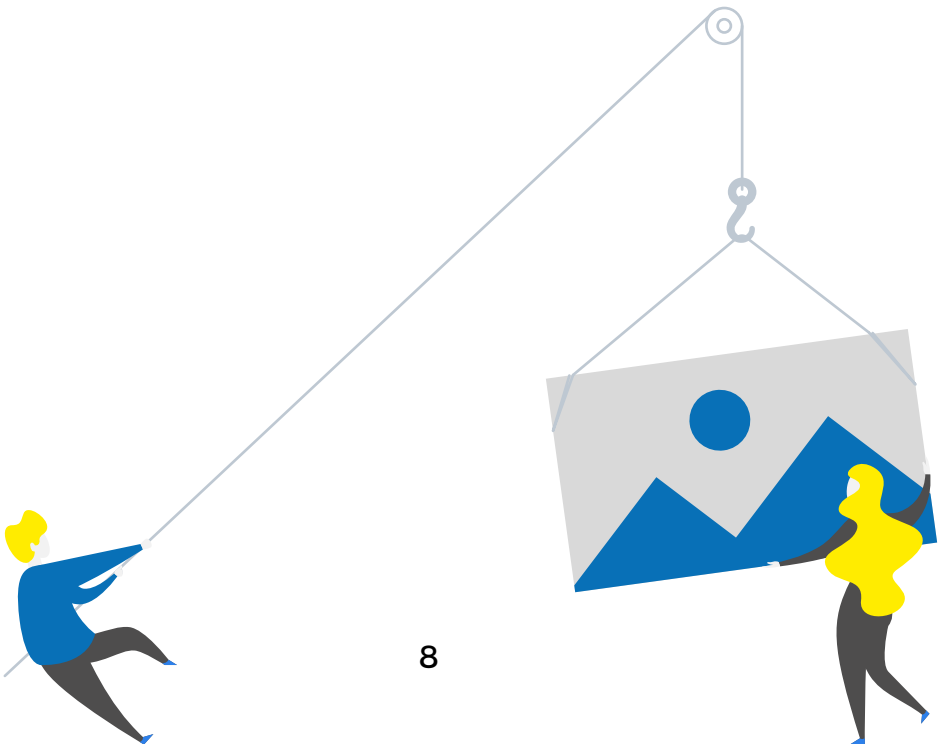
Like a quote from your ebook or blog post? Turn it into a meme or visual graphic for Instagram.

Starting Small and Growing Big

You don't always have to start with a long-form piece of content to get the most out of your idea. However, it is much easier to start out that way!

If you have an idea and want to start with a blog post or short video, you can. Keep in mind that you will then have to create more and more content for each type of media and platform along the way, though.

In this scenario, it's best to create a roadmap and break down your larger idea into a list. This way you can prioritize which pieces of content to create so you spend your time productively.



Reuse, Recycle, Recreate

Never copy and paste your content!

It's best practice to reuse and recycle your content while editing and changing it for the platform you're using. You must optimize your content to do well on each platform where you post.

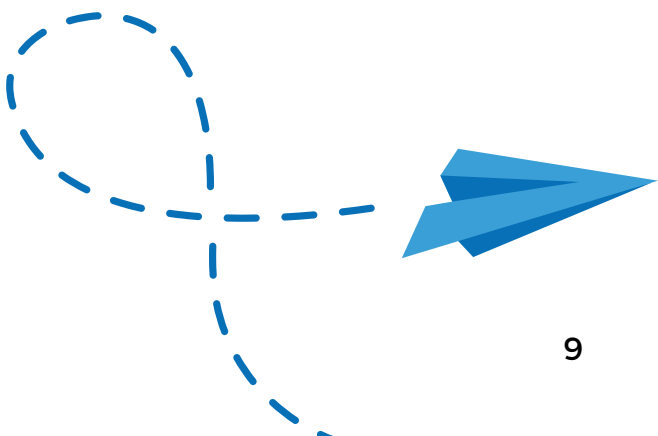
For example, you cannot copy and paste a chapter from your ebook and post it as a blog.

Why not?

To optimize a blog post for your audience and to perform well online, you must use SEO strategy, format it so that it is easy to read and add images.

You will also have to recreate your content to match the platform where you are posting. So, when you take a quote from your blog post to put on Instagram, you'll have to create an aesthetically pleasing graphic.

We wish we could tell you that getting 50 pieces of content from just one was as easy as copy and pasting it, but the reality is that there is still some work and strategy required. However, the hardest part of coming up with an idea for your content is already done!



See It In Action

You own a travel blog. You're currently traveling and living in Southeast Asia and have stories and tips that you are just dying to share with the world. As you review the videos and pictures you've taken, you have a brilliant idea.

You're going to create a guide teaching digital nomads how to move to Southeast Asia and everything they need to know to be successful when they get there.

Great! That's going to be A LOT of content!

Now, from your guide, you're also going to put together a long-form video of your travels and tips. Whether this is a collection of your vlogs, an interview of your experience, or an instructional course is up to you.

From this video, you'll also have content to create a podcast.

As you outline and write your guide, you realize that there are endless blog posts that can be created from it.

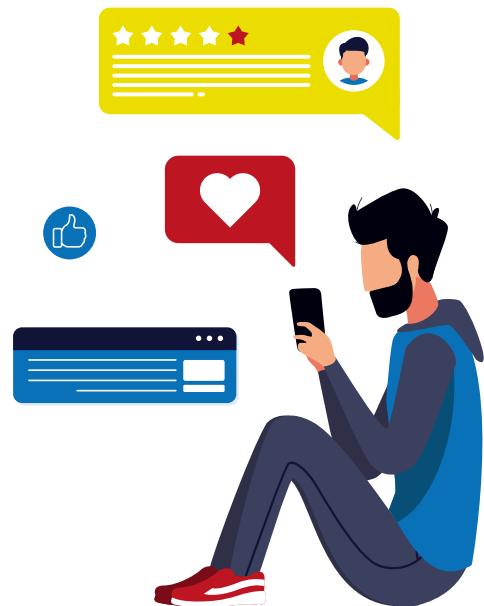
- The Ultimate Packing List
- Best Cities to Stay
- A Check List Before You Leave Home
- Thai Food You Have to Try
- It goes on and on...

Now, from these blog posts, you'll take pull quotes for your Instagram captions to the gorgeous pictures of the Thai islands, Vietnam jungle, and elephants that now flood your phone. You'll also take these quotes and snippets and turn them into quote graphics and short social media posts.

Getting back to that longer video, you'll then make shorter videos that are perfect for IGTV, Instagram feed, TikTok, or YouTube.

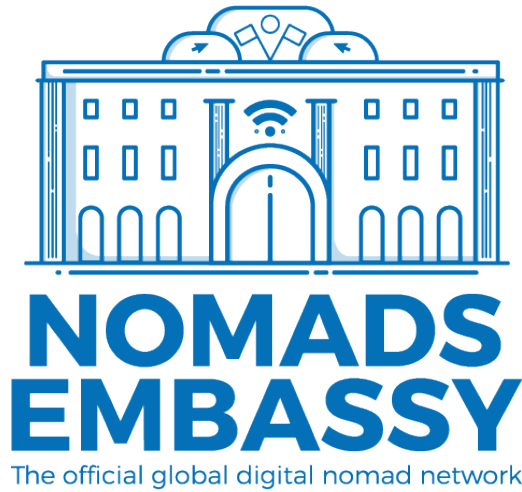
Now let's add some infographics to the mix! With each blog post, create an infographic that will explain and expand on it. These are great for Pinterest and will lead right back to your blog or guide download.

So, from just one idea, you now have a guide, long-form video, podcast, blog posts with individual infographics, social media posts and Instagram captions, quote graphics, and short snippet videos. You'll roll this content out over time, filling up your calendar quickly!



Become a Content Creating Machine

Now you have the tools and the formula to create over 50 pieces of content from just one idea! You're ready to step up your content creation game and bring more awareness and audience to your brand.



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