



How to Turn a 900 Word Article into 36 PR Opportunities

1. Blog
2. Video
3. Infographic
4. Periscope Show
5. Slide deck
6. Tweets
7. Facebook Posts
8. Pinterest Board
9. Instagram
10. Whitepaper
11. Webinars
12. Guide
13. Case Studies
14. Ebook
15. Quora Q + A
16. Tips Pitch for Media
17. Podcast
18. Image Statistics
19. Lead Magnet
20. Syndicate Content
21. LinkedIn Publisher
22. Google+
23. Online Course
24. A Real Book
25. Email Series
26. Online PDF
27. Guest Post
28. Quotes for Graphics
29. Soundbites for Media
30. Chart or Graph
31. ½ Day Workshop
32. Forum Discussion Topic
33. Take Away
34. Sample of Expertise
35. Cheat Sheet
36. Checklist

Please feel free to reprint this checklist, "How to Turn a 900 Word Article into 36 Pieces of Content" in its entirety giving credit to Robin Samora, PR and Small Business Marketing Expert at www.RobinSamora.com