

Content Syndication Planning Checklist

Your Step-by-Step Guide to Multiplying One Article Into Multiple Assets



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Welcome and Introduction:

I'm Yvonne A. Jones, a Relationship Building Strategist | Business Mentor/ Relationship-Driven Copywriter for the longevity industry. But before I specialized in copywriting, I was learning the hard way how to build a sustainable online business.

I walked away from corporate America at 52 and launched my online business at 54. I quickly discovered that quality content was essential to my success—but I was drowning in the demands of creating content for multiple platforms. Blog posts here, social media content there, articles for directories, emails for my list... everything lived in separate silos, and I was exhausted trying to keep up.

It took me far too long to realize the truth: I didn't need to create more content. I needed to multiply the content I was already creating.

Once I shifted to a repurposing mindset, everything changed. I stopped spinning my wheels and started building a sustainable content system.

Over the years, I've taught this approach to my clients—experienced entrepreneurs who, like me, were working too hard creating from scratch instead of strategically multiplying their expertise.

That's exactly what this checklist will help you do. You'll learn to turn one well-crafted article into weeks of content across multiple platforms, without the overwhelm and without starting from scratch every single time.

Let's multiply your impact together.

Warmly,

Yvonne

Content Syndication Planning Checklist

STEP 1: SELECT & ANALYZE YOUR ARTICLE

- ✓ Choose one evergreen article (2,000+ words)
- ✓ Count major sections/points: _____
- ✓ List 3-5 key takeaways or statistics
- ✓ Identify frameworks or processes to extract

My article: _____

Best platforms for my audience: _____

STEP 2: EMAIL SEQUENCE (Choose 4-6)

- ✓ Email 1: Problem/Hook (from introduction)
- ✓ Email 2: Framework (main point 1)
- ✓ Email 3: Application example (main point 2)
- ✓ Email 4: Case study or client story
- ✓ Email 5: Full article + resource offer
- ✓ Email 6: Implementation checklist

Schedule: Daily / Every other day / Weekly (circle one)

STEP 3: SOCIAL MEDIA CONTENT

LinkedIn:

- ✓ Create 3-5 carousel posts
- ✓ Design 8-10 quote cards
- ✓ Write 3 discussion prompts

Visual Platforms:

- ✓ Extract 10-15 quotes from article
- ✓ Create branded templates
- ✓ Schedule across 8-12 weeks

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Video:

- ✓ Script 2-3 short videos (60-90 sec)
- ✓ Record and post to Reels/Shorts/LinkedIn
- ✓ Add article links in descriptions

STEP 4: LEAD MAGNET

Choose one to create:

- ✓ One-page cheat sheet
- ✓ Actionable checklist
- ✓ Implementation worksheet
- ✓ Quick reference guide
- ✓ Design branded PDF
- ✓ Set up opt-in/landing page
- ✓ Configure email delivery

STEP 5: PODCAST EPISODES

- ✓ Map 3-5 episode titles from article sections
- ✓ Outline: Intro + 2-3 points + story + CTA
- ✓ Note personal stories to add
- ✓ Batch record in one 1-2 hour session

Episode titles:

1. _____
2. _____
3. _____

STEP 6: WEBSITE OPTIMIZATION

- ✓ Plan 2-3 supporting blog posts
- ✓ Add internal links between related content

Content Syndication Planning Checklist

- ✓ Update original article with new resources
- ✓ Create content cluster/pillar page (optional)

STEP 7: GUEST POSTING

- ✓ List 3-5 target platforms: _____
- ✓ Adapt 2-3 main points for each audience
- ✓ Draft personalized pitch
- ✓ Include link back to original article

STEP 8: COMMUNITY ENGAGEMENT

- ✓ Create 5 discussion prompts from article
- ✓ Identify relevant groups/forums
- ✓ Schedule weekly participation
- ✓ Share insights first, link second

STEP 9: PRESENTATION CONTENT

- ✓ Convert article to webinar outline
- ✓ Create slide deck from main sections
- ✓ Design participant handouts
- ✓ Add interactive elements (polls, Q&A)

YOUR 30-DAY ACTION PLAN

Week 1:

- ✓ Complete Steps 1-2 (Select article + Email sequence)
- ✓ Create LinkedIn carousels

Week 2:

- ✓ Design quote cards and schedule
- ✓ Create one lead magnet

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Week 3:

- ✓ Record 2-3 videos
- ✓ Map podcast episodes

Week 4:

- ✓ Write guest post pitch
- ✓ Update article with links
- ✓ Review what's working

TIME-SAVING TIPS

- ✓ Batch create similar content (all videos in one session)
- ✓ Use Canva templates for consistency
- ✓ Schedule with automation tools
- ✓ Start with 2-3 methods that fit your strengths

MY TOP 3 PRIORITIES

Focus here first:

1. _____
2. _____
3. _____

Target completion date: _____

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