

Seven Ways to Recycle Old Articles

By Jessica Albon

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The Write Exposure <http://www.designdoodles.com>

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Reprint them on your website. This will help you build a substantial content base. Your website can also provide the perfect place to expand your articles or provide links to further resources.

Get them published. Does your industry have a regular newsletter that might want to use some of your articles? What about consumer publications? Do any come to mind that might be interested in a piece you've written?

Offer to let others reprint them. Say you're an insurance agent with lots of articles about auto insurance. Offer to let a local car lot reprint your articles on their website or in their newsletter. Be sure to include your copyright notice, a brief bio and contact info!

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Send them to networking contacts. If you're a caterer and you've written an article on planning parties for healthy eaters, share the article with a nutritionist or trainer you know.

Use them to spark press releases. Did a new industry development lead you to do a couple of hours of research and writing for an article? Consider that development's newsworthiness. Might it make a story? Try turning it into a press release for local media outlets and provide your newsletter article as an example of your approach.

Republish a selection as a booklet. Gather articles that seem complimentary and publish them as a pamphlet. You can distribute this selection free as a special promotion or offer it for sale. Either way, be sure it addresses a specific customer for maximum impact.

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