

12+ Ways to Leverage Your Expert Interview

You've hosted your Expert Interview and it was great, now what? Easily re-purpose your content, increase traffic and generate income with 12+ ways to leverage your Expert Interview.

Make sure to include multiple ways to experience your content for all types of learners: visual, auditory, kinesthetic. [Learning styles](#) differ and you want to ensure that your tribe consumes your content in their innate style.

1. Re-purpose the content into articles and post on directories.
 - Free article directories: [Idea Marketers](#), [Ezine Articles](#), [Go Articles](#), [Articles Base](#), [Self Growth](#)
 - Fee article submission services: [Solo Entrepreneur](#), [Submit Your Article](#),
2. Create blog posts that dive deeper into the most popular topics.
3. Create social media posts and tweets from your content.
4. Survey participants and create teleclasses and blog posts to address their urgent problems.
5. Create a digital product from the expert interview, CD and spiral bound report.
6. Create pink spoon/autoresponder series, that will give subscribers a taste of your 'body of work', with related affiliate products.
7. Create a membership program and drip the expert interviews as content.
8. Take your expert interviews and create an autoresponder series.
9. Consolidate the content from several interviews and create an ecourse, delivered over x days, to use as a list-building, lead generator.
10. Fill your group coaching program.
11. Recruit participants as affiliates for your programs and services. Give them at least a 50% split.

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12. Record your content and make it available via audio on your site.
13. Pull out the experiential portions and create a CD or special report. Use [Kunaki](#) or [Vervante](#).
14. Take your blog posts and turn them into a book or ebook.
15. Pull out the most dynamic content from your event and host an in-person workshop
16. Read your blog posts out loud and create videos.
17. Take quotes from your content and create powerpoint slides, then turn into videos.
18. Create a brief [Audio Boo](#) or [Cinch Cast](#) update, using your content, to automatically upload to Facebook.

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Adela Rubio is an Expert Tribe Builder and Joint Venture Strategist who helps heart centered entrepreneurs distill their authentic essence, share their message and create a powerful and profitable business powered by partnership and community.

With five online telesummits under her belt, and more than 100 interviews with conscious business leaders, she is an expert at creating engaging and experiential online virtual events that position you as a thought leader while leveraging talent, time, and technology.

Adela is a certified Evolutionary Coach, a masterful facilitator and an expert community leader. She formerly led the Fully Alive Community at Coachville, and was also the former Director of Coachville Chapters and Study Groups. Adela is a natural connector and community

magnet. Visit her [website](#) and also on [Facebook](#).