Core-to-Micro Method

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A content-repurposing method for turning a substantial source piece into smaller, channel-ready assets.

What this guide covers

- Choose a core content piece and identify useful ideas within it.
- Adapt those ideas to different formats and audience contexts.
- Plan publication and cross-promotion as a coordinated sequence.

Who this is for

For creators and marketing teams looking to organize content reuse across channels.

Putting the ideas to use

Start with one existing article, presentation, or recording and map a small set of suitable derivatives.

Book details

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Download availability: After payment, download the complete ZIP package or the included PDF separately.