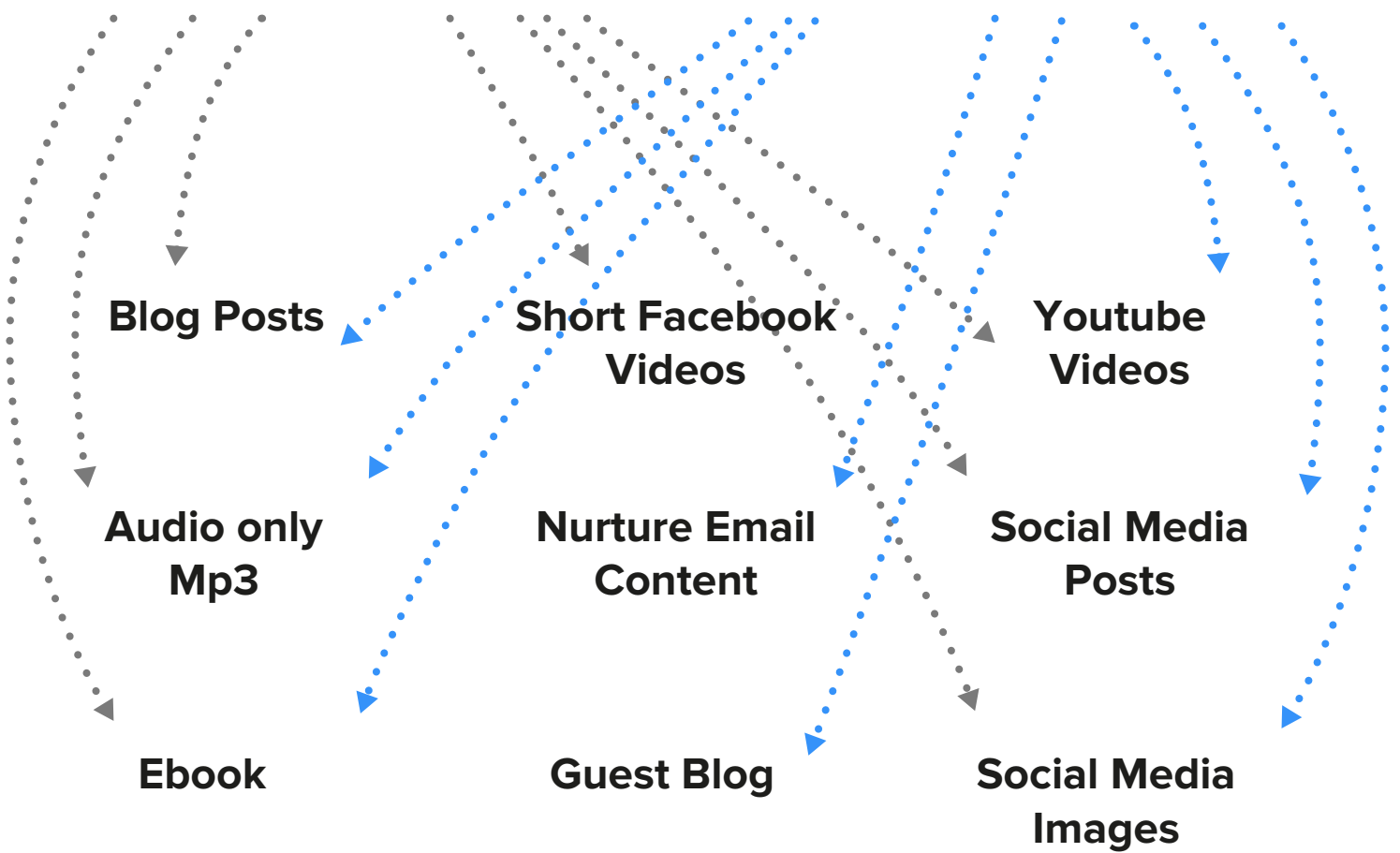


REPURPOSING AUTHORITY CONTENT

.....
Authority Content Source
.....

Authority Video
(5 - 20 mins, or longer)

Authority Blog
(400 - 1000 words, or other
written source content)



.....
Authority content can be rewritten, broken down or re-used as source content for other smaller pieces.
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