



17 Types of Opt-in Bribes

*This is an extra resource to go along with the original article:
[Creating Opt in Bribes and Rewards by Repurposing Content](#)*

1. **Audio file** - Create an audio file of your blog post for easy on-the-go listening.
2. **Case study** - Turn testimonials into a mini-case study.
3. **Cheat sheet** - Offer subscribers a quick reference sheet with helpful tips.
4. **Checklist** - Summarize and provide actionable strategies to accomplish an idea.
5. **Course** - Turn your blog post (or a series of posts) into an actionable course.
6. **eBook** - Compile a series of blog posts into a book.
7. **Infographic** - Turn a data-heavy post into a visually digestible download.
8. **PDF** - Format your blog post into a neatly packaged PDF for printing.
9. **Printable bookmark** - Create a bookmark from your content.
10. **Quiz** - Turn your blog post into a quiz.
11. **Resource list** - Organize need-to-know information in one downloadable asset.
12. **Slideshow presentation** - Create a downloadable presentation of your content.
13. **Takeaways** - Make longer posts less overwhelming with a quick list of points.
14. **Toolkit** - Provide a set of resources.
15. **Transcript** - Create a written version of your video or audio.
16. **Video series** - Turn a popular blog post into a series of short videos.
17. **Worksheet** - Turn your blog post into action with creative exercises.