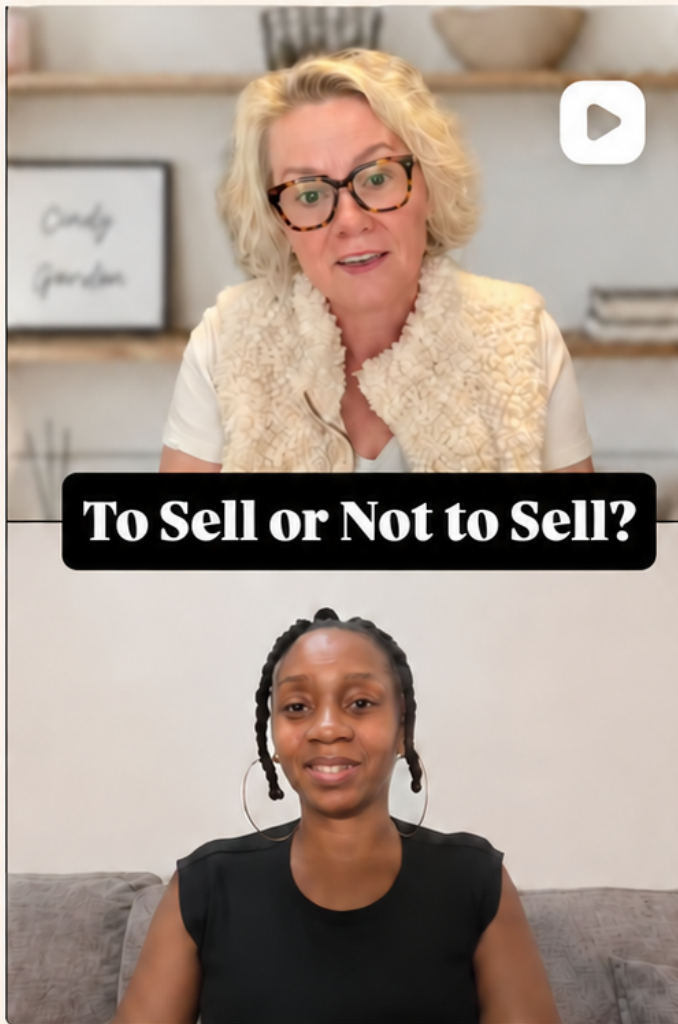


What I Found Inside One Podcast Conversation

How one She Chose Again interview became an article, newsletter mention, and social content.



SOURCE CONVERSATION

The starting point was a She Chose Again conversation with Cindy Gordon, a serial entrepreneur who built five online businesses and sold four of them.

What stood out most wasn't just her track record. It was the deeper question behind her decisions.

People often assume you sell when things are falling apart. But Cindy's businesses were profitable, well-structured, and could run without her being involved every minute.

The most compelling part of our conversation was what happens when something is still successful and you know you're done.

“What happens when the thing you built still works and you know you're done?”

The Story Inside the Conversation

Instead of recapping the full interview, the article focused on one stronger editorial question, one that could stand on its own, reach a wider audience, and spark a deeper conversation.

“

What happens when the business is still successful and you still want out?”

OUT OF EDITS

What Happens When You Outgrow a Successful Business?

Cindy Gordon built five websites, sold four, and decided to create something new.

By Elle Mills

From a She Chose Again conversation



PUBLISHED RESULT

What Happens When You Outgrow a Successful Business?

Published on Out of Edits



EDITORIAL LENS

The angle centered on outgrowing something that still works, a question many entrepreneurs can relate to.



WHY THIS WORKED

The article stood on its own beyond the podcast recap, exploring a question many people can relate to, with practical insight and broader audience appeal.



RESULT

The interview became a real published editorial story, extending the reach and impact of the original conversation.

03 / Same Conversation, Different Entry Points

One interview can support different kinds of writing and promotion without repeating the same copy everywhere.

Newsletter mention



This week I'm sharing a conversation with Cindy Gordon, who built five online businesses and sold four of them.

What stood out most was her reminder that you don't have to start from scratch when you change direction. You can build something new from everything you've already learned.

Carried one idea from the conversation into email.

Article post



Out of Edits

A few seconds ago · 🌐

She built five online businesses. Four of them sold. And the part that interested me most wasn't how she built them. It was why she wanted to leave when the businesses were still working. When I talked with Cindy Gordon for *She Chose Again*, she told me people really didn't understand why she'd sell businesses that were profitable and structured well enough to run without her being involved every minute. I understood the question immediately. We're used to stories about leaving things that are falling apart. I'm more curious about what happens when something works and you still know you're done. I wrote about that part of our conversation for Out of Edits: What Happens When You Outgrow a Successful Business? [See less](#)



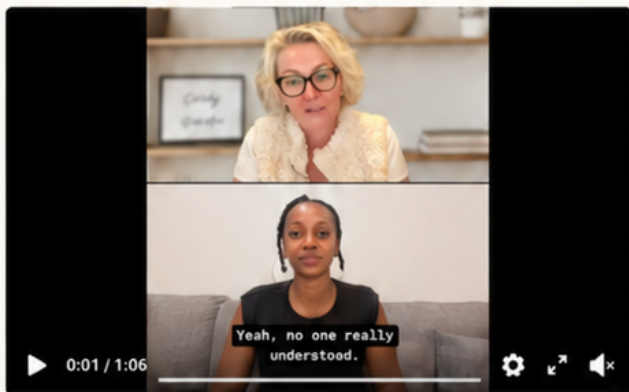
OUTOFEDITS.COM

What Happens When You Outgrow a Successful Business? - Out of Edits

Send message

Drove readers to the published story.

Video post



Out of Edits

Published by Riverside · 🌐 · 2 minutes ago · 🌐

"No one really understood."

That was Cindy Gordon's answer when I asked whether people questioned her decision to sell her businesses.

Which makes sense.

She had built five websites, had an 11-person team, and had systems strong enough that she could travel while the businesses kept moving. Then she sold four of them.

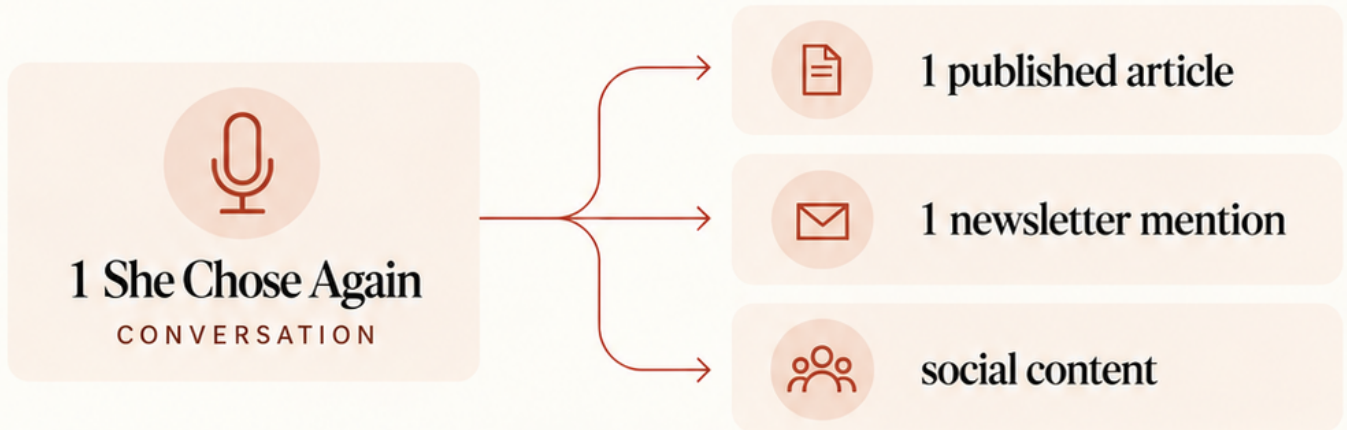
This was the moment in our conversation where I knew there was a bigger story here than "successful entrepreneur sells businesses."

Full conversation from *She Chose Again*:

<https://youtu.be/-vgKKIsXmSY?si=V0aDGkqQ3A2MuA7I> [See less](#)

Used the hook "No one really understood" to draw people into the full conversation.

A Conversation Can Become More Than an Episode



The goal isn't to turn a transcript into a blog post. It's to identify the strongest idea inside a conversation and develop it for the places an audience already hears from you: your website, your newsletter, and your social channels.

This is the process I bring to client work

01

Find the angle

I listen for the moment, insight, or question that has the biggest potential beyond the episode.

02

Write the piece

I shape that idea into a clear, engaging article that feels true to your voice and valuable to your audience.

03

Adapt it for distribution

I tailor the idea for your newsletter and social channels so it can reach people in multiple places, not just the podcast.

Podcast-to-Publishing
BY ELLE MILLS



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