



## How to Turn Conversations into Content: Squeeze the Lemon

### Description

Most professionals believe that content creation requires tons of time, effort and creativity. But in reality, youâ??re surrounded by content opportunities every single day.

At BDU, we talk about â??[squeezing the lemon](#),â?• which is getting the most out of every interaction, every thought and every moment. Itâ??s easy to â??squeeze the lemonâ?• and turn conversations into content. Itâ??s not about *doing* more; itâ??s about simply *noticing* more.

#### The Power of Noticing Small Things

Recently, BDUâ??s CEO Lisa Peskin was out for a walk and found herself noticing things she usually did not, like the sound of birds chirping and the colors of flowers growing along her path. During that morningâ??s stroll, she started taking in the tiny details that, on most of her walks, sheâ??d been overlooking.

It made her pause and think to herself, â??What if I couldnâ??t see or hear these things?â?• It made her realize that, when you slow down and truly pay attention, even the smallest details can become meaningful.

She realized this applies to day-to-day work as well. The conversations held, the feedback received and the moments that might otherwise get overlooked often hold the greatest opportunities for connection, insight and content.

#### Every Conversation Is an Opportunity for Content

Think about your daily routine. A typical day might include:

- Client calls
- Networking events
- Internal meetings
- Follow-up emails

Now how much of that do you actually use for content?

Most people move from one interaction to the next without capturing anything. As a result, valuable insights, stories and ideas just disappear.

However, those who consistently show up with strong content aren't more creative. They're simply more intentional and understand that every conversation can be valuable.

#### What Does It Mean to Turn Conversations into Content?

Turning conversations into content simply means taking real-life interactions and transforming them into something that can educate, inspire or engage your audience.

This could look something like:

- Sharing a key takeaway from a recent client conversation
- Turning feedback into a testimonial
- Expanding a discussion point into a LinkedIn post
- Using a real story to create a blog article

When you do this consistently, you're not just creating content. You're building authentic thought leadership, staying in front of your audience and positioning yourself as a go-to trusted resource.

#### BDU's "Squeeze the Lemon" Approach

At BDU, we believe in maximizing every opportunity. In this case, "squeezing the lemon" means:

- Being aware of meaningful moments
- Capturing insights before they disappear
- Turning small interactions into valuable assets

For example:

- A client tells you how much you've helped them → Ask them for a testimonial
- A conversation sparks a new idea → Turn it into a blog post
- A success story emerges → Use it as a case study

Instead of letting those moments pass, take them and make them count.

#### Real Examples of Turning Conversations into Content

At BDU, we see it happening for ourselves and our clients all the time.

#### Example 1: A Simple Post Creates Opportunity

A while back, Lisa attended an event and posted a photo she was in on LinkedIn. A prospect who she had been having difficulty securing an appointment with reached out to her. It turns out that the photo of Lisa included one of their competitors and it inspired them to contact her. From there, she was able to schedule an appointment and they ultimately became a client.

### Example 2: One Post Rekindles a Relationship

One of BDU's clients recently posted on LinkedIn for the very first time. Soon after, someone they hadn't spoken to in years saw the post and reached out to reconnect.

### Example 3: Consistent Content Drives Engagement

At BDU, [every newsletter](#) we send out seems to spark responses. People reach out to re-engage, conversations restart and opportunities resurface.

These three moments may seem small but over time they can create a real impact.

#### How to Turn Conversations into Content Step-by-Step

If you're wondering how to actually do this in practice, here's a simple way you can start today:

1. **First, Pay Attention** – Be fully present in your conversations and [look for opportunities](#). Listen for insights, wins and meaningful comments you might be able to use.
2. **Capture Immediately** – Don't rely on memory alone. Write it down, use a notes app or record a quick voice memo so you don't forget.
3. **Identify the Value** – Ask yourself, "What might someone else gain from hearing this?"
4. **Choose a Format** – Turn the idea into a LinkedIn post, short video, blog article or testimonial.
5. **Share Consistently** – Consistency builds visibility, and visibility builds trust.

This is one of the most effective content repurposing strategies because it's based on real experiences, not forced ideas.

#### Content Ideas for Sales or Business Development Professionals

If you're in sales or business development, your day is full of content opportunities. A few easy starting points might be:

- Lessons from recent client conversations
- Common challenges your clients face
- Success stories and wins
- Networking experiences
- Follow-up insights after meetings

These types of posts naturally support personal branding for sales professionals and help position you as a trusted expert.

#### Why This Strategy Builds Your Personal Brand

When you consistently turn conversations into content, you achieve three key outcomes:

1. **Staying Top of Mind** – Your audience sees you regularly, which increases mindshare.
2. **Building Credibility** – You demonstrate real-world expertise, not just theory.
3. **Strengthening Relationships** – Your content keeps conversations going even when you're not actively reaching out.

Over time, all three work together to establish you as a go-to resource in your field.

#### Common Mistakes to Avoid

Even the strongest professionals miss out on opportunities, especially when they:

- **Overthink content creation.** Instead, keep it simple and honest.
- **Wait for "perfect" ideas.** Don't wait! Even the smallest moments can be powerful.
- **Fail to capture insights.** If you don't record it, you'll lose it.
- **Share inconsistently.** Sporadic posting significantly limits your impact.

Just remember that consistency will be better than perfection every time.

#### FAQ: Turning Conversations into Content

### How do you best turn conversations into content?

Start by identifying key insights, lessons or stories from your real interactions. Capture them, then turn them into posts, articles or videos that provide value to your audience.

### What content should I post on LinkedIn?

Focus on real experiences, such as your client conversations, any lessons learned and success stories. Authenticity performs much better than overly polished content.

### How do you create content consistently?

Use your daily interactions as your primary source. When you build a habit of capturing and sharing insights, consistency becomes much easier.

#### Start Squeezing the Lemon

Content isn't something you need to force. It's already happening all around you. Every conversation, every thought and every interaction holds potential. The key is to notice it, capture it and use it.

Just like noticing the small details on a walk—the sound of a bird chirping or the colors of flowers along the path—there's value in the moments most people overlook. In your business, those small moments often hold the greatest opportunities.

When you start turning conversations into content, you'll not only create more but you'll create better!

#### Ready to Get More Out of Every Conversation?

If you'd like help turning your everyday interactions into not just content but stronger client relationships, new opportunities and measurable results, we're here for you.

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At BDU, we provide real-world experience and practical strategies you can put into action immediately.

Just complete the contact form below to schedule a time to connect, and we'll work together to help you squeeze the lemon so you can get more out of every opportunity!

Your Name (required)

Company Name (required)

Your Email (required)

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