

PROFIT WITH CONTENT

Content can bring traffic and establish expertise...

What Your Target Market Wants

- Ask them to submit questions.
- Track your links.
- Observe your audience on your own virtual property.
- Observe your audience in their natural habitat.
- Make affiliate offers.
- Conduct keyword research.
- Watch your competitors.



Content Brainstorming Strategies



- Read/watch the news and current events.
- Keep a notebook with ideas.
- Product reviews.
- Conduct case studies with your clients/customers.
- Interview other experts/celebrities in your market.
- Have someone interview you.
- Look at previous content and expand on it
- Create a “Top 10” list.
- Entertain.

Content Isn't Just About Articles

- **Digital**: Content ideas for downloadable content. These can be items you give away freely, as an incentive to sign up for your list or even offer for sale.
- **Tangible**: Content doesn't all have to be downloadable. You can create physical content that you give away for free (based on a profit plan) or sell it.



Creating Your Content or Having it Created for You



- Write it yourself.
- Say it yourself.
- Video yourself.
- Use private label rights (PLR) content.
- Use reprint articles.
- Grab video code from YouTube.com.
- Hire a ghostwriter.
- Hire someone to create your videos.
- Create a group project.
- User-generated content.

Creating Your Content Profit Plan

- Usually you'll want to create a plan for your content so that you can profit from it.
- Sometimes the profit will come directly through a product promotion, other times you might use content to build a mailing list for future profits.
- The point is, most of the content you publish should have a very specific purpose.



Plan Your Content to Educate Your Audience So They'll Buy



- Provide content in a variety of formats.
- Every article should recommend related product or invite people to sign up for your mailing list.
- Videos should have your website or some type of offer at the end.
- Reports and ebooks should include a promotion of your business

Distributing Your Content for Maximum Exposure

- **Announce your new content on social media and email your list.**
- **Give content to your affiliates to rebrand and add their affiliate links.**
- **Post your videos to sites like YouTube.**
- **Announce your new content on your blog.**
- **Submit to offline publications like magazines, etc.**
- **Contact targeted website owners directly to publish your content.**
- **Make it a press release.**
- **Submit your podcasts where appropriate.**



Be a Content Environmentalist



- When you're getting ready to create a new report, conduct a teleseminar or create any type of content, always think, about what previous content could help in this particular project.
- You might want to take snippets here and there, put the content into a new format or simply reuse the content again.
- There's no sense in doing the work all over again when a lot of it might already be done.