CONTENT FOUR PLAY

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INTERNET MARKETING MUSCLE

1   INTRODUCTION

Unless you've been sleeping the past few years, you have no doubt heard the adage, "Content is king". And it is. After all, if you don't have anything to publish, whether blog posts, products, videos, or presentations, then you really have nothing to offer.

Right?

So you have to produce!

You will learn in this report how to publish content, most specifically for a web site, or blog, but you can apply what you learn here to other forms of "content" like product creation, webinars, coaching materials, sales letters, or podcasts.

And it doesn't matter whether you create it from scratch or curate it from others and add your own editorial commentary. You will learn how to promote your content, too, for promotion is the REALLY BIG THING that most people fail to do, or do poorly.

Lastly, you will also learn how to "cast" your content in different formats.

Look at this report as a sub-system that will guide you through each and every step along the way toward creating your very own content kingdom.

2   CREATE CONTENT

"Creating content" sounds, rather, well, omnipotent. I mean, can you really create *anything?* It seems like there hasn't been an original thought since 1918 (I made that up); everything is "mixing" and "re-mixing" as Lawrence Lessig might say. He's the guy who went to the Supreme Court when Napster got sued by the big record companies. He lost. But he became somewhat infamous and spearheaded the Creative Commons concept.

What does it even mean "to create content"? Simply put, it's putting those things in your head (we call them "thoughts") onto paper or some other format so that we can either share them with ourselves (later, like in a diary – remember, "blog" is short for "web log" which was really just a virtual diary) or share them with others.

That "paper" can be online, in the form of a blog post, a video, presentation, ebook, or audio. We'll get to "re-casting" a bit later, where you will learn how to convert one format to many others and "cast" each in its own unique channel for super powers.

At the end of the day, creating content is about telling a story or a recounting of a sequence of events. It could be a true story, a how-to guide, or a made-up completely fictional story. It could be a written sales letter in direct mail, sales copy on a web page, or a video sales presentation.

Content consists of a beginning, a middle, and an end. There is usually an introduction, the body, and a conclusion. Images and video can be added to spice up your content (if written) and keep your readers engaged.

In any event, the most engaging content is the material that catches the reader's attention, draws him in, and keeps him interested all the way through the end, where you will have strategically placed your call to action (CTA).

With respect to information marketing, you can tell a story in a variety of ways:

- Blog posts
- Google+ posts
- Facebook posts
- Tweets
- "Vines"
- YouTube videos
- Presentations
- Podcasts
- PDFs

All "good" content has a headline that captures your readers' attention and draws them in with more compelling material. Often, when you don't get a lot of attention for a blog post, for example, it's because your headline and/or meta description isn't very good. It didn't capture your reader's attention (and it probably didn't capture Google Search's attention, either).

Everybody has a different style and every platform that you can create content for has slightly – and sometimes not so slightly – different "rules".

That is to say: Blogs really can be as long as necessary to get your point across. You write in your own voice and take your time, explaining everything as much as necessary to convey your thoughts. You can link out to multiple sources, add images and video to keep your visitors engaged, and say as many words as necessary to get your points across.

Tweets, on the other hand, can only be 140 characters, so you have to write much more succinctly. With twitter, for example, you get very little time to convince a reader to click the link, so you had better know how to catch somebody's attention right away to encourage them to take the next action.

You may think that Google+ posts would be on the shortish side, certainly not as long as blog posts, but you'd be wrong in many cases. The G+ posts that get the most interaction (comments, shares, and +1s) are those that are **extremely long,** often over 1500 or 2000 words. Many Google+ posts are longer than the story they're referring to. It's crazy, but that's how it goes. Some people have abandoned blogging altogether and have begun to use Google+ exclusively as their "blog". While I don't recommend this, it is an option. I recommend having your own web site because you *own it.* You don't own anything on Google+ and they can take down your content at any time for any—or no—reason. Even if your web host takes down your web site (for whatever reason), you can still take all of your published content elsewhere (provided you made backups). There is no "backup" functionality with third-party sites like Google+, Facebook, and twitter.

Of course, content doesn't have to be the written word. It can be in the form of a video, a presentation, or an audio. It can also take different written forms: Not just as blog posts, but articles on article directories, forum posts, comments on other people's blogs, sales letters, and guest blog posts.

3   CURATE CONTENT

Typically, when people hear "content" they automatically jump to the conclusion that they have to create it all, from scratch. This is not true by any stretch of the imagination. You can also "curate content", which means that you take somebody else's content and add your own commentary to it, thus making it a unique piece of content.

Don't confuse "content curation" with "content aggregation" – they are not the same. Many news outlets, like Google News, simply aggregate content they find from all across the internet, maybe do some organization by putting similar stories in categories, and publish it.

Here's a definition that may help you understand what content curation is:

> *Finding, grouping, organizing, sharing, and **adding your own commentary** to the best and most relevant content (articles, videos, pictures, tweets, songs, PDFs, presentations, and other pieces of digital content) on a specific issue online.*

So you take a story you read and you "Monday Morning Quarterback" it – in other words, you pull out the relevant parts and add your own commentary to it. It sure beats creating content from scratch.

Many times, you can take issue with the premise of the content you are curating; in essence taking the counterpoint to the points made in the article. Or you can add to the content.

Essentially, you start with a premise (and it could be inspired by something you read, watch, or hear), find relevant content that supports or contradicts your premise, and you write about it. You can refer to or quote from one or more sources.

In a sense, it's a "mashup" of your content or commentary with others' content.

Make sense?

Where do you find content to curate?

- Blogs you follow – I have a list of blogs I follow. When the publisher writes something particularly interesting, I throw it in Evernote and save it for later. When I get the gumption to write about the same topic, I can pull in this information, quote from it, and write about it.
- News – Also called "newsjacking", this is where you take a popular or trending news article (or video) and post it on your site, along with your editorial commentary. Note that all of these methods can be applied to more than just blog posts. For example, you could "newsjack" a story in a video you make specifically to address the issue.
- Facebook – I find a LOT of content on Facebook. It's usually content that inspires me to act. Rather than just reposting an FB story on my own FB page or wall, I will take that story to my blog and write about it there.

- Twitter – I find a lot of awesome content on Twitter. Check out search.twitter.com for topics that interest you and you may be quite astonished with what you find. Most of the time, tweets I use for content curation are more inspirational than content-driven, meaning that they prompt in me a call to action—they make me think.
- Google+ -- This is the cat's meow when it comes to easy content curation. It seems as though many bloggers have somewhat abandoned their own sites in order to post more frequent and in-depth posts on Google+. Initial findings suggest that this is a good tactic to follow to get lots of user engagement on Google+. I often take posts I find on G+ and use them in my content curation process. Unlike Facebook, Google+ posts are public (you don't have to be "logged in") and you can freely link out to a specific post.
- YouTube – Did you know that YouTube is the world's 2nd largest search engine, right behind Google itself? There is a TON of information on YouTube that you could curate. And they make it simple for you by including "embeds" that you can simply copy and paste into your own sites. You can lead off a blog post with an embedded YouTube video and then write away. It's pretty awesome!
- Slideshare – This site is very similar to YouTube, except that it focuses on presentations (like Powerpoint and Keynote) rather than on videos. This is an excellent source for informational curation – the contributors to Slideshare are comprised in large part by "content marketers".
- Feedly – This site is not so much a source for content curation but a place where you access your favorite sources of curated content. Put another way, you can subscribe to your favorite blogs with Feedly and access them all in the web-based feedreader that Feedly is.

Here's my method for content curation.

I want to post frequently on my blog. I have a list of topics (aka "keywords") that I want to address. If I cannot come up with something on my own, I will turn to my Feedly account, where I can see ALL of my favorite blogs' and web sites' content. I find something that's highly aligned with my chosen topic and I use that article as a curation piece.

So I may give a brief summary of the blog post, pull out specific elements, and then add my own commentary. This works really, really well. And it allows me to publish content more frequently, which helps keep my readers engaged and the search bots happy (they keep coming back).

4   CIRCULATE CONTENT (AKA PROMOTION)

"Circulate" is a fancy way of saying "promote your content". At first, nobody else is going to do it, so you have to. After some time passes, and you've gotten the attention of Google (more search traffic) and influencers in your industry, you won't *have to* promote your stuff as hard.

But for now, you must. Otherwise, you may be creating tons of content that nobody knows about. And that's a shame and a waste, often causing bloggers to become discouraged and quit altogether.

And if content promotion is good enough for guys like Guy Kawasaki (he does indeed promote his own content), it should be good enough for you.

After you have produced a piece of content, you can post links to it in the following ways. Always remember to add commentary to each promotion (i.e., not just the link). Think of promotion of your content as curating your own content, just not on your blog, but on other web properties.

- Hootsuite – This is a web app that allows you to take the URL of your content and post it to a variety of social media platforms, like Facebook, Google+, twitter, and LinkedIn. You can send promos off right away or schedule them in advance. It's a very good platform for content promotion. I couldn't live without it.
- Buffer – This is very similar to Hootsuite, albeit less robust. It is a platform I use in conjunction with Hootsuite. And the Buffer blog is awesome!
- Add to Google+ – I love Google+! It's GREAT for promoting content. Right now, there aren't a lot of marketers on the platform, so it feels like you're getting a lot of eyeballs on your promotions. Some people may comment that G+ "feels like a ghost town" but look at it the other way: You're one of the few here and get to be featured longer than you ever will be on Facebook or twitter.
- Add to Facebook – Facebook is still the big enchilada in the social space and therefore requires your attention when trying to promote your content. Pay close attention to "promoted posts".
- Add to Twitter – Twitter is still a place to go if you want to create "newsworthy" promotions of your content.
- Add to Pinterest – People are very graphically-oriented and Pinterest caters to that, in a BIG way. It's a great way to use images that you place in your blog posts for subtle content promotion. Try Pixabay for free images.
- Add to LinkedIn – This is the key player if you're in the B2B market or if you are trying to reach CxO's in highly-influential companies.

Remember, the idea here is to *circulate* your content – in other words, spread it around, over multiple channels. Your target market may not be interested in your blog, per se, but it definitely is intensely interested in your information, so make sure you hit all the channels when trying to distribute your content over the vast reach of "the internet".

Don't forget—promote the content you posted on all the channels, not just your web site. For example, if you turned your blog post into a presentation on Slideshare, make sure that you promote it on Facebook, LinkedIn, Google+, twitter, and Pinterest.

If you want an in-depth ebook on how to promote your content, check out How to Create a High-Traffic Blog. That report goes in-depth on promoting blog content PLUS it shows you how to use outreach to get influencers in your market to promote you.

5 MULTICAST CONTENT

I'm a big fan of repurposing content, or, as my kids' old favorite, Bob the Builder, might say: "Reduce, reuse, and **recycle**".

I try to leverage every single bit of content I create. And it almost always starts out with a mindmap. That is usually my outline and you'll see it in the materials included with your purchase.

I start out with an outline, in the form of a mindmap, and then flesh that out into other pieces of content. Usually, the first piece of content I create out of that outline is a blog post (or series of blog posts).

Then, I create a Powerpoint (I'm a Windows/Office kind of guy) presentation out of the outline. It's really easy – just copy/paste into Powerpoint. I post that presentation on Slideshare.

Next, I record myself *reading* my blog post OR going through my presentation. I post that on YouTube and embed the resulting video back on the original blog post.

Then, I can strip out the audio and either make it a podcast or a standalone mp3 file that I can embed in my web site or put up on iTunes.

I can take that series of blog posts and turn them into a single ebook. I can also publish that PDF to Scribd or Issuu.

Finally, I can use the presentation in a live Google Hangout or GoToWebinar.

This stuff is very powerful. Each of those different formats give you a chance to capture unique visitors that otherwise may never be exposed to the content. Plus, it helps that each of those sites has its own social sharing capabilities AND you also get a high-authority backlink from each!

Win-win-win!!!

6   YOUR CONTENT FOUR PLAY ACTION PLAN

So here's what I do. You got a glimpse of how I repurpose content. But that was just a small piece, right?

Here's the whole shebang.

Again, I almost always start with an outline. Then I create a blog post with a fully optimized image (this is super important). I make sure I use the keyword phrases (KWPs) that I want to be found for and I ensure my onpage SEO is on the money. Publish the post on your web site.

Then, I *curate* my own content on Google+, Facebook, Pinterest, and Twitter, making sure that I add MORE to the story (i.e., I make editorial additions, clarifications, and comments on my own content).

I "like" and "+1" those posts on Facebook, Google+, and Pinterest.

It's also very important that I make it as easy as possible for anybody to like, +1, and share my content on my own web site (via WordPress plugins for social sharing), as well as on Google+, Facebook, Twitter, LinkedIn, Pinterest, and a few others (like Reddit).

I also share the post on LinkedIn.

Next, I use Buffer and Hootsuite to post to Google+, Facebook, Twitter, and LinkedIn *later.* Generally speaking, I let Buffer post whenever it wants to (it's optimized to post at "ideal times") and I use Hootsuite to repost about 12 hours later.

This way, I have given my blog post several shots at being seen.

Our newsfeeds are so full nowadays that it's easy to miss important stuff, so I give my audience multiple chances to see my content.

So far, nobody's said they're annoyed by this. In fact, I've gotten the comment that "You're everywhere!" and people love it.

Next, I turn that outline into a presentation that I share on YouTube and Slideshare, giving my content even more chances of being seen, shared, liked, and recommended. I'll make a video of a screencast, using Camtasia, of me talking over the presentation, and publish it on YouTube. Plus, I'll share the presentation on [Slideshare](#).

You don't have to post the entirety of your content on YouTube, either. You could read in a section or show a portion of a presentation with a link back to your site "for more". It could be a good teaser to get people to take action by visiting your site for the complete content.

I'll turn that presentation info a PDF and post it onto Scribd and Issue.

I can also turn the blog post into a PDF and share it on the aforementioned sites.

Next, I strip out the audio from the video and use that as a podcast, where I publish it to iTunes.

Lastly, I email my subscribers to tell them that I have published a new blog post on my site. I can also tell them to go to YouTube to watch the new video I posted. These are my most engaged audience members (my list subscribers), so I get the highest click-throughs on my emails I send out.

See how I'm able to take "one piece" of content and turn it into many pieces, all published to channels suited for it?

7   IN CLOSING...

Now that you have seen all the pieces of the puzzle and know how they all fit into place, the next thing you need to do is **take action.** Nothing ever gets done by itself. YOU have to initiate action. It's your blog, your business, and your time and effort. Go out and get it done!

If you ever have any questions, reach out to me and ask. I'm virtually everywhere online:

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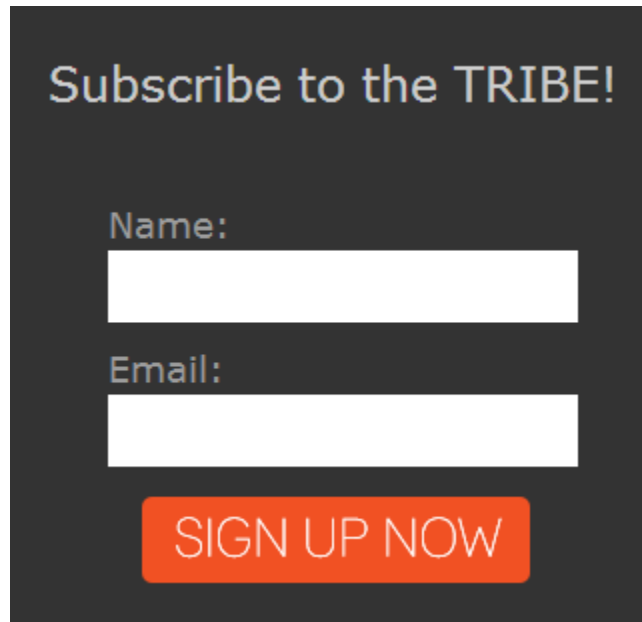[Facebook](#)

[Facebook private group](#) (ask for access)

[Google+](#)

[Twitter](#)

8   Sign Up to the TRIBE

If you got this report from a friend, and you like the information in it, please consider signing up to my exclusive mailing list that I call "the TRIBE". You will learn a ton of stuff, get advance notice on new products, and learn when I update my web site with information that I think you'll like.

Click the image below (it's not really a form) – it will take you to my sign up page, where you can enter your name and email address.

9   Sharing is Caring

I want as many people as possible to read this report, so if you wouldn't mind sharing it, using the buttons below, I would greatly appreciate it!

Google+   Facebook   twitter   LinkedIn

10 RESOURCES

WP Zero – complete video training on how to install, set up, use, and back up a WordPress web site. I produced this for Jason Fladlien and Wilson Mattos of Rapid Crush.

WP Secure Pro 2 – step-by-step training on how to lock down your WordPress installations. This is another Rapid Crush product I created and licensed to them.

Authority Domination – a little eBook I wrote showing how easy it is to establish *yourself* as an authority in your chosen niche.

Internet Marketing Muscle – *my blog* ☺

My Facebook group – Join in on information marketing discussions.

Backlink Search Tool – I made this Chrome extension to help you find blogs that have commenting enabled (they don't all do this, but most do). You can target by keyword phrase and blog platform. It's pretty cool, if I do say so myself.

Building a High-Traffic Blog – This is a product I made to address the oft-heard "I built a blog, now what? I'm not getting any traffic." This report solves that problem.