

Content Curation Overview

- ✔ You can use other people's content for faster creation.
- ✔ I recommend a 75%/25% breakdown (yours/others).
- ✔ You can get others to create content for you.
- ✔ You can leverage your users/customers for content.
- ✔ Your audience wants you to show them what's best.
- ✔ There are several different ways to curate content.
- ✔ You can make content curation part of your schedule.
- ✔ **NOTE: Always give credit to the creator.**

Critical To Monitor Your Market!

In order to find great content to curate you **MUST** fully monitor your market for all the blog posts, news articles, product news, and more that's being posted on sites and shared on Social Media in your market.

Use Google Alerts, join many competitor lists, monitor SM, and anything you can to help you discover great content in your market.

Get Traffic By Sharing Great Content

You can create more traffic for your blog, web site, or Social Media accounts by simply sharing great content that you discover with your audience.

Your audience will give you more attention if you save them time & find valuable content for them! (Share only great quality.)

Create An "Opinion Piece"

You can create a great article or blog post that cites/shares content from others and you add your opinion or analysis.

You can embed any YouTube within your own blog post. It's also okay to quote 'some' of someone else's article. *Always give credit and link back to them.

Create Roundups & Summaries

A fast way to create content is to create a “roundup” of recommended articles or posts from the previous week or month.

You can easily create a “This Week In (BLANK)” and give a recap of last week’s news & information from your industry OR “Top 10 Resources” or “Top 10 Articles on X” or “Top 10 Lists For...” etc.

Case Studies Are Powerful

Another type of content that's usually fast to make is a Case Study. Create a write-up about someone achieving the benefits that your product or service promises.

Case studies, from your own customers or others, help reinforce WHY someone should buy your products & services. This can lead to higher conversions and more sales.

Expert Collaboration

Create content quickly by asking other experts to answer 3 questions, or recommend their 3 most favorite tools or resources, etc.

Most people will want to participate because A) they are being presented as an EXPERT, and B) because you promise to link to their site and they can gain a link and traffic from it.

Customer Collaboration

“User Generated Content” is another easy way to have others create content for you. Leverage your customer list or user base to contribute to a content piece.

Ask others to submit their 3 favorite tools, or run a survey and make a blog post out of the results (and add a little commentary), or ask them to submit video reviews or demos, etc.