

Content Cornerstone

STEP 1: The Master Manifesto of All Your Niche Knowledge in ONE Place

The SECRET is below. The outline. The overarching overview of everything you know in your market, niche or area of expertise. If you don't create a content cornerstone.....you are leaving oodles of contribution (and cash) on the table forever.

I'm a big believer in the idea of STRUCTURE in your business.

Knowing what goes where, what it looks like, and why.

This applies to knowing what my content, my community and my campaigns "look like" as soon as the domains are registered.

(and when it doesn't go as planned.....as it often doesn't, it's almost always because I deviate from the simple organizational outline I made up in the beginning...which makes CORRECTION, when it's necessary, easy to execute as well)

A good outline will SET YOU FREE.

Why?

Because you KNOW more than you know. And because if you don't graph it out, mock it up and see it staring you in the face, you'll never grasp how much gift you've got to give.

And on a personal note.....

I'm a disorganized, disheveled mess....I'm as overwhelmed with information, and opportunities and overload as you are, and if I don't get it all wrapped, mapped and marked down in permanent pen or pixel, it won't get it done NEARLY as well.

So before you do anything else, create a content cornerstone for YOUR niche.

Use my outline below as your guide.

It's actually easy, a lot of fun and a GREAT way to kick up your confidence to boot. (at some point you'll realize.....HEY, I know a lot about a lot and what I know CAN be valuable to myself....and to others)

Remember.....The best content creation strategy is one that allows you to repurpose, recycle, re-use and LEVERAGE everything that you create for a myriad of masters.

For example.....

1. Your outline can be the basis for your "OFF SITE" content. (your articles)
2. It can be the basis for your ONSITE content (your Q and A - & infinite ideas for your blog posts too)
3. It can be the 5, 7 or 21 day auto responder follow up sequence with amazing ease. (just peel and stick and embellish each point you include so that it's a "teachable" moment that adds value to your list)
4. It's a killer natural SEO strategy.

MOST IMPORTANTLY.....

It will provide the basic building blocks for your CURRICULUM as well - an ebook, an audio program, a tele-seminar, a coaching program, or whatever format you want to codify this content into an organized structure to SELL to your subscribers.

This is the content that literally will make up the cornerstone of your business. Like you.....it will continue to grow and evolve as a PASSIONATE professional, and as you add rungs in the rapport, and roots in the relationships you create with your community.

It has many lives, and serves many masters.

It's as amenable for coaches, teachers, trainers, mentors and passion professionals as it is for folks selling \$27 ebooks, and believe it or not, can be used to sell affiliate products with equal aplomb.

The outline below I did tonight, in about 90 minutes, and that's only because I was watching "Celebrity Ghost Stories" on the BIO channel, or it would have been done in half of the time.

Many of the stories were hard to believe, which slowed me down considerably.

It's obviously not completed - I filled in as much as I thought you would need to get the IDEA, and then copy it, and repeat it in your own niche, with the appropriate headings, and sub topics as required.

This is phenomenally flexible as well - you can add, subtract, pare up or peel down as needed.

Lastly.....

I don't care what niche you are in - this works as WELL for dating as it does for diet, divorce, diving..... and pretty much everything and anything in between.

(I just did one of these with a client last month on OUIJA BOARDS.....that went something like 20 pages long..:-)

The outline example begins on page 4.

The Enlightened Entrepreneur “Crash” CASH Creation Course: How to Parlay your PASSION into Profit....Fun, Fast & Mostly Free!)

II. Article Marketing (OFF site Content Syndication)

A. Article Marketing Basics

1. What is article marketing anyway?
2. How does it work?
3. Does it cost money? What is the catch?
4. What is the first step in starting an article marketing campaign?
5. What is it used for and who does it work for BEST?

B. Article Marketing Directories

1. What are the best places to submit my articles? Does Size really matter?
2. How many directories are enough? Should I submit the same article to as many directories as I can?
3. What is duplicate content and why should I care? (or not?)
4. Is picking the right category important? (examples here)
5. When should I submit my articles - does it matter? (the timing technique)
6. How do people find my article on the directory? What happens after they do?

C. How to pick the right Niche

1. Which niches are best for article marketing?
2. Which keyword tools are best for finding a niche?

3. How much competition is “just right”....and how much is too much?
4. Should I pick a niche that I know a lot about, or just find something that looks profitable?
5. Is there a way to tell which articles are doing well in my niche already? How do I “spy” on my competition WITHOUT getting caught?

III. Writing Articles to Sell Affiliate Products

1. Are articles good to use for selling affiliate products?
2. Which affiliate networks are best?
3. Which niches work best?
4. How do I pick the right affiliate program to promote?
5. What is EPC and how do I use it?
6. What is article “arbitrage” and how does it work? Can I link right to the affiliate program from the article body, or is that NOT allowed?
7. Which about review sites? Are articles a good way to drive traffic to my affiliate oriented review pages.....or is that a waste of time?

IV. Article Marketing and SEO

1. Is article marketing effective for SEO?
2. If so.....HOW So? Will my articles rank highly in the search engines right away?
3. How to I optimize my submissions for maximum exposure?
4. Will my website rank better because I’m using articles to link to them.....why is this done and does it really work?
5. What is anchor text, and where to I place it? Should I always use **KEYWORDS** to link from the article to my site, or does that not make a difference at all?

V. Writing the Perfect Article

1. How Long is the perfect article?
2. How important is the article title? Should I focus on keywords here.....or something else?
3. Are long titles better than short?
4. Which article “templates” convert best?
5. Is keyword density important? If yes.....how many times should I use my target keywords in the article itself?
6. What is the author bio? Is it important to fill out?
7. What is the “resource box”? How does it differ from my bio? Which is more important....and why?
8. How to create a compelling offer for your article without getting your content flagged or rejected?
9. What is the most important part of the article?
10. What is CTR rate and why is it important? How hard is it to improve it if it's NOT generating enough traffic?

VI. Writing articles to build a BIG list (how to use your content to create a killer community of fans, friends and followers)

- I. ETC

VII. Article Marketing and Social Media (creating continuity between your content and your community)

- I. ETC

VIII. Article Marketing Myths, Mistakes and Major Misconceptions

- I. ETC

Final Thoughts:

Remember, for THIS niche.....

(Coaching, teaching, training and talking to entrepreneurs who want to grow their business around something they love)

this “article marketing” outline would only be one little piece of the puzzle, one sliver of a marketing strategy, one technique amongst many that I would be sharing with MY coaching clients to help them get clients, get customers, drive traffic, etc.

I would ALSO do one of these for LIST building, blog building, writing a compelling follow up sequence, product creation, coaching, etc....and so on.

Your outline allows you to go both “Deep” and “Wide”.....and the more you know, the faster it will grow.

It’s not hard to picture how ONE content cornerstone could literally become the backbone of an entire information marketing product pipeline, or coaching community, and allows me to attack the marketplace from multiple angles as well.

(as there are a veritable unending array of ideas, marketing techniques, tips, tools, etc.....all of which most budding online entrepreneurs want to learn)

Truthfully, the simple outline is how MOST information and direct response marketers create expensive products for \$997, \$2997 and even more like clockwork....and if done properly, with passion and purpose, so TOO can you.

Your Homework Assignment? Create your **OUTLINE, your **CORNERSTONE** & get **CONFIDENT** in your content!**

Because turning that outline into clients, customers, and CASH is our goal - and without it, you **WON'T get there as fast.**

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PS - don't forget you can USE MY LANDING page to build your list as well. Just copy the source code from my existing (ugly by high converting) squeeze page, change the text to meet YOUR needs, remove my [AWEBER FORM CODE AND REPLACE IT WITH YOURS](#) - and you are ready to rock and roll!

(Go to [THIS POST on my blog](#) for the landing page URL, and other important "getting started" instructions as well)