



# Stop Throwing Money Down the Drain:

Increase Your Profits by Outsourcing  
Your Content without Sacrificing Quality

A Step-by-Step Guide to  
Outsourcing Your Stellar Content  
and Putting More Money Back  
into Your Pocket

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## A Note From Alice and What to Expect with this Guide



Congratulations on taking the first step to truly maximizing your content creation. This is the beginning of something big and long lasting for your business.

This guide will teach you about a variety of things in regards to creating and using content for your online business. From the importance of content to the kind of content you should create to hiring and working with a writer, this guide will give you plenty of fresh ideas to help you turn your content into highly efficient profit producers.

I encourage you to go through this guide in its entirety, even if you already have some understanding of how content creation works. There are innovative and unique ideas sprinkled throughout this guide and we'd hate to have you miss anything.

Through my extensive backgrounds of content creation, I've learned a few tricks and plenty of powerful strategies along the way and love helping others to do the same with my partner Annette Elton. Not only do we understand great content...we, most importantly, understand great marketing. To truly make the most of content creation, you must have an understanding of both. This guide will give you the head start you need.

Let's get started right now and bring you just a little bit closer to the amazing lead and sales generating machine that can be unleashed through great content.

If we can give you a hand with your content creation, be sure to visit [AllCustomContent.com](http://AllCustomContent.com) and tell us who sent you, so we can give your request priority consideration in our active schedule.

**You have been referred by:**  
Kim Christensen

## **Is Content Really King?**

You've probably been told that when it comes to Internet business, content is king. In order to really grasp this concept, it's important to have a deep understanding of **WHY** content is so valuable.

Let's begin...

### **How Potential Customers Find You**

Whenever Internet users sit down at their computers looking for information on a topic, most go to a search engine and enter a targeted phrase that describes the information they are seeking. The more targeted content you offer your readers, the greater the chance of people finding you for the various phrases they enter.

For example, if they need a recipe for leftover chicken drumsticks, they might search for "leftover chicken drumstick recipe". If you have a recipe for leftover chicken drumsticks on your website, they can find you.

Or perhaps, they want to know "how to make a free blog" or "how to get rid of toe fungus" and they find your website that includes that information.

Once they've found your content, they'll read it. This is your perfect opportunity to make relevant product recommendations and offer your new readers a free sign up to your newsletter...and thus a new relationship begins.

The good news is that after your content is created and put to use, a lot of it can become a nearly automated process. The articles on your website keep working, the content in your autoresponder keeps doing its job and your information products keep selling as you continue to build your content empire.

Best of all, creating original content is much cheaper than a pay-per-click campaign or other forms of paid advertising. Plus, the effect of great content tends to multiply all on its own, unlike paid advertising campaigns.

### **Word-of-Mouth Keeps it Going**

Word-of-mouth plays a huge part in your website's traffic. As visitors come to your site, they will read the content. If it's informative and helpful, they will pass the word on about your site. They may tell their friends and family about it, mention it in their blog or on a message board or post your reprint articles on their sites. All of this will bring you even more traffic. By giving them something to talk about, you can position yourself way ahead of the competition that tries to work without a content strategy.

Just a bit of caution regarding word of mouth...it works both ways. On the flip side of telling others about your great information, visitors will also pass on a suggestion to avoid your site if you don't provide good content. The quality of your content is just as important as the content itself, so be sure you're giving your readers the credible information they really want.

### **Establish Your Expertise & Credibility**

Top-notch content not only generates great word-of-mouth, it can also help you establish your expertise. Your readers will appreciate the knowledge you give them and will continue to come back for more. They'll also buy your products because they trust you. Others in your market will also come to respect your knowledge and that can be a great opportunity for publicity. Provide great content and people will approach you for interviews, quotes for books, articles and more.

Being seen as the expert in your market definitely has its benefits. Try doing that if you limit your marketing to a sales page or a shopping cart. It's much tougher to achieve when your public image is all about selling and not about educating. The Internet is an amazing sales tool, but it is still first and foremost an informational tool for its users. Take full advantage of that by educating **AND** selling.

In addition to positioning yourself as an expert, content helps you to...

### **Build Meaningful & Beneficial Relationships**

As mentioned above, your content and your expertise establishes trust with your readers. Not only do people appreciate credible information, but when you continue to deliver the content they need, they come to feel like you really understand them. They will see you as their trusted advisor. Honor that relationship by providing your readers with what they need.

(And sure, being a trusted advisor can seem like a big responsibility, but don't worry...this guide is going to show you how to make it a whole lot easier.)

Being trusted and seen as an expert are terrific things, but we certainly want to...

### **Make More Money**

It's great to be able to help people, but to be able to help them **AND** make money at the same time, is priceless and makes business worth doing.

Your content can directly make you more money by:

- Selling your products in your articles, reports and other content.

- Building your mailing list. When people read your great content, they'll want more, so invite them to sign up for your mailing list.
- Placing AdSense or other ads on your content.
- Affiliate income by recommending other people's products.
- Selling your content in the form of ebooks, workbooks, transcripts and more.
- Selling coaching where you deliver pre-written exercises. The individualized help you provide allows you to charge more for your content.
- Selling private label rights to your content.

Those are just a few ***direct*** ways your content can make you money, but consider the benefits of content that I mentioned earlier. When people tell others about your content and you're contacted for interviews and expert opinions, the true financial benefits of content are immeasurable.

## Why Can't I Just Use Reprints or Private Label Rights Content?

People who understand the value of content sometimes only go part-way by limiting themselves to reprint articles and private label rights (PLR) content. After all, reprints are free and PLR is cheaper than hiring a ghostwriter.

If you're not familiar with these terms, let me explain first:

- **Reprint Articles:** These are freely available articles that you can publish on your website, in return for including the author's byline or resource box at the bottom. Certainly, if you find some great articles, you can publish them on your site, but you are limited in how you can use these articles. You have to publish them completely in their original form and link out to the author's website.

In most cases, you'll want to have more control over your content and have links to your products or affiliate links, instead of another publisher's website.

- **PLR Content:** I love PLR content. In fact, my partner Mila Sidman and I offer plenty of great content to our members each and every month at [AllPrivateLabelContent.com](http://AllPrivateLabelContent.com). For maximizing your content empire cost-effectively, PLR is a decent and better choice than reprints. With PLR, you can change the content as much as you'd like and there is no need to give credit or a link out to the original author.

Still, private label content is limiting because you can only get the content on the topics you're provided with and honestly, it's pretty tough to find quality PLR. To provide the best quality content on all the topics your readers want to learn about, you'll need to generate plenty of original content of your own.

- **Don't forget search engines.** Although search engines should never guide our business completely, it is much easier to get top rankings with original content than with reprints of PLR. Of course, there are strategies you can use to help non-original content rank well. It is much simpler when you're working with content that isn't found elsewhere.

So far, we've learned original content can generate endless leads for your business and help you find plenty of repeat customers...but, sometimes it's easier said than done. If you're intimidated by the thought of creating your own content empire, let's talk about that next...

## **Barriers to Your Content Creation and Overcoming Them**

There are plenty of things that keep online business owners from focusing much effort on content creation. If you can overcome these barriers, it will open up so many possibilities for you. The more content you have out there, the greater your reach...and you'll be more visible than a lot of your competitors.

So let's talk about these objections to creating content...

### **"I Hate Writing" or "I'm Not a Writer"**

This is a very common objection and a reality for many people. Sure, there are plenty of tricks and strategies you can learn to become a better writer and I definitely encourage you to understand the qualities of good writing. Still, you don't have to be a Pulitzer Prize winning writer to get plenty of great content for your business.

I'll give you tips to overcome this in a moment, but first another common excuse to not generate content...

### **"It Takes Too Much Time"**

Ain't that the truth! Even if you love writing and can put together content fairly quickly, it is still a time consuming task that takes you away from even more crucial aspects of your business...the *business of making money*.

Yes, content can produce plenty of traffic, generate word-of-mouth, help establish you as an expert, build your mailing list and sell your products...but it doesn't do that all on its own. You also need marketing know-how and how to apply that know-how to your business. If you're spending all your time creating content, what good will it do you if your content isn't being read or positioned to sell your products?

## **Here's An Example of How to Spend Your Money Wisely**

Let's take the creation of an ebook as an example of how outsourcing your content can make you more money. If you've put together an ebook before, spend some time itemizing all the things you do in a certain project (i.e. write down the precise amount of time you spent on each task from research to writing to creating your sales page to promoting your product).

You'll probably agree that you can create a terrific product, but without excellent marketing to back it up, it will not likely produce the results you want. This means you'll likely need to spend more time on writing your sales page and promoting your product.

Let's say you spent 87 hours developing your product, only 14 hours working on the marketing side of things and you made \$3700 in the first few days. Imagine how much more you could have earned if you were able to dedicate more of your time to marketing!

Of course, you also want to ensure that you produce the best quality product possible to match the oomph of your marketing, but that doesn't mean that the initial research and product creation can't be done by someone else. In fact, those are two of the things you can probably get done most cost-effectively. Hiring a copywriter for a profitable sales page or a marketing expert to sell your ebook will likely cost more than having someone do research and content writing for you.

## **Getting Others to Create Content for You**

In case it isn't already clear...Instead of putting in the manual labor of creating all this power-packed content, you should be *focused on the marketing*.

**This means you'll have more time to pay attention to these important details:**

- **Learning more about your market and taking the time and effort to understand what kind of content your market needs and what they are willing to pay for.** In other words, you want to get all the ideas and decide what kind of content you need, but let someone else do the work of putting those ideas into content.
- **Making sure the content that is created gets into the hands of customers and potential customers.** We already talked about this. You can have the best article, free report or information product in the world, but without good marketing, it's not going to do you any good.
- **Making sure your content continues to sell for you, so you can acquire first-time customers and get your existing customers to buy more.** Your writers will write the content for you, but you decide how to use it strategically.

Those three things can take up a lot of time and are huge (BUT ***EXREMELY*** IMPORTANT) jobs without having to worry about research, writing, proofreading and editing. It's much better to outsource these tasks related to the actual creation of content.

### **But Is It Ethical To Have Someone Else Write My Content?**

This may or may not be a concern to you, depending on how you look at it. Interestingly enough, it's a big question that a lot of people seem to have regarding hiring a ghostwriter.

Here's the reasoning: "If I publish content written by somebody else, I am a fraud. I am trying to establish my expertise, but someone else is putting my words together for me".

I could definitely understand that if you just let your ghostwriter write whatever she wanted and you never looked at the content she produced. However, so far in this guide, I've been showing you how to maintain complete control of your business and your marketing...all the while saving you time and making you more money.

Let's be serious. Most large and even small brick and mortar company owners don't put together all their written materials. They have secretaries and other professionals to write letters, put newsletters together and get the word out about their businesses. That's because the owner is busy running the business and doesn't have time for every single task.

Here's the important thing to ask yourself: What does the good business owner do before he signs his name to the newsletter or letter? Yep, you guessed it. He looks it over to ensure it represents his business as he wants it to. He also gives proper feedback to ensure that the content is written exactly the way he wants it.

Using a writer is not a loss of control over your business. Instead, it is a wise use of your time. Of course you should never get it into your head that you can hire a writer and forget about it. If you do that, you'll never get the most of your content and you'll likely trash your credibility.

So, let's forget this idea that you have to type every word published by your company. It's simply not practical. Let's get back to hiring a writer and building your content empire.

### **It's Easy to Find a Writer...Or Is It?**

You've probably heard the following advice before: "It's easy to go to Elance [or similar site] and hire a ghostwriter to cheaply create your content".

And yeah, they're right. It ***is*** easy to go to Elance and hire someone to produce your content on the cheap.

But if you've done this before, you probably know that the results aren't always what you'd hoped for. It's a sad reality that there are some pretty crappy writers out there willing to take your money for shoddy work.

### **Here Are a Few Problems You May Encounter (or May Have Encountered Already):**

As with all aspects of your business, there's always a learning curve to get it right. Hiring someone to produce content for you also has its own unique learning curve. Here are some things to look out for to help you get to the right person for the job more quickly.

- **Many writers who look for cheap work on Elance (or elsewhere) need to do so because they are in constant need of clients.** As writers establish their credibility, they have plenty of clients and word-of-mouth to keep things going.

\*Disclaimer: I'm not saying there are no good writers on Elance. It's possible, but generally speaking, these types of sites are populated by writers who are in dire need of work.

- **A lot of the cheap labor you'll find is from non-English speaking countries.** I have nothing against hiring people from other countries who may not have full command of the English language. That's totally fine when you need them for something like web design or programming and you're able to communicate your needs to them. However, when it comes to writing, the holes in comprehension and writing ability become all too clear. As they conduct their research, they are unable to grasp the full meaning of what they're reading. Then they try to take that research data and write it into their own words, creating a toxic combination of bad grammar and nonsense ideas. You don't need that!

It's simply a matter of hiring someone right for the job. Some writers whose second language is English may do a terrific job for you, but without that full command of the written English language, you may as well be throwing your money right into the garbage.

- **The samples provided don't match the work you receive back from the writer.** You may be conscientious and ask for samples. The samples look good, so you hire the writer. Then you get something back that looks like this:

*“Practice make them happen, this true if you follow proper physical exercise you mind and body will be fit forever.  
For carry out proper fitness in the body should set a goal.  
Based on your analysis of the costs and benefit of fitness and your current activity and fitness levels, set goals for your fitness program and achieve the goal truly.”*

This is an ***actual*** sample from a piece of writing fellow online business owner, Bangatorio Mitchell, received from a ghostwriter.

How does something like this happen? The writer seemed to have a good command of the English language, but then they returned this garbage to poor Bangatorio. ☹

No one knows for sure. Perhaps the writer outsourced the work to someone else who didn't write well, but that's not what it looks like. It looks like this so-called writer took some of the "article rewriting" software that is marketed as the magical solution to creating multiple "original" articles from one article. This type of software uses a thesaurus to replace certain words and most times, as you can see above, it just doesn't make sense when put in context. The scary part about it is that this writer may very well have taken someone else's copyrighted article, ran it through the software and then passed it onto Bangatorio as "original work".

- **You find a good writer, but they flake out and disappear.** Sometimes you'll hire someone, they'll take a deposit for your work or even full payment, and then they're gone. Although, it's not the norm...it can happen.

Here's a story from online entrepreneur, Liane Wood, recently shared with me:

*"I hired a ghost writer to write several articles for me and she'd been recommended to me by a trustworthy source. I thought I'd checked her out and I liked the work samples I'd seen from her.*

*So I sent her a detailed list of topics for the articles and even included links to reference material she could use for each article.*

*What I got back was the correct number of articles but all of the articles were on ONE topic. I tried to talk to her about it and referenced the list I'd sent her with all of the resource links - but couldn't get a response from her. Then a short time after that her emails started bouncing back to me as undeliverable.*

*I ended up just giving up on it and never did get the articles I wanted or paid for."*

It happens and we'll talk about steps to protect yourself from this type of thing a bit later.

- **Your writer gets too busy and no longer gives your work priority.** Writers have to pay the bills and in order to do so, they need to take on new clients. Sometimes that means our projects don't get the attention they deserve.

### **So, What Do You Do in the Face of These Possible Horror Stories?**

Now that I've told you about the things that can go wrong with hiring someone, it might seem like it would be a waste of time to outsource your content. With all those hassles, it might just be easier to do your own content, get some free reprint articles or forget about using content altogether....right?

Please, don't give up so easily.

This guide gives you the information you need to be smart in your hiring and get *exactly what you want* out of your content creation.

Your first step is to...

### **Understand Good Content**

It's true that you don't have to be a terrific writer to provide great content to your readers. You just need to understand what great content is – especially when it comes to Internet users. Unless you're in a very formal market (scientific, legal, etc.), here are some guidelines to help you find good content. Make sure your content is:

- **Approachable:** Generally speaking, articles and other relationship building content have a conversational tone. They're not formal essays, but a kind of one-way discussion to connect with your reader. Writing should be empathetic toward the reader's problems and provide useful solutions.
- **Informative:** Your content should be designed to inform your readers...and yes, it's okay to add some self-promotion or product recommendations where very appropriate. Include solid tips with real information and examples.
- **Show Expertise:** Be a confident expert. No, you won't be writing all your content, but you can guide your writers on what to include in the content and ensure you'd be proud to share every piece of content you put out there.
- **Reader-Friendly:** Online reading can easily cause eye-fatigue. Your writers should write in short and simple to understand sentences and paragraphs. They

should break things up a bit by using focal points such as headlines, sub-headings and bullet points.

When you understand what goes into good content, it's much easier to guide your writers to produce exactly what you need. So, what about finding the right person for the job? Let's talk about that next...

### **Finding the Right Person...Or Better Yet, The Right Reputable Service**

When first looking for a writer, you might be tempted to go with the cheapest one just to save a few dollars. Cost should never be your first concern. You can still find affordable writers, but never let price be the sole guide to your decision.

This is what's most important - This person is going to be writing for, and essentially representing, your business. You should feel comfortable putting your name on the work he or she produces.

Here's where you might want to consider a service over hiring an individual writer...unless they come highly-recommended and have a long history of quality service. I don't want to knock anyone using their entrepreneurial spirit to earn an income from home, but you also have a business to run and you need to think of your needs, first and foremost.

You know the old saying, "There's strength in numbers"? I don't think they were talking about outsourcing content, but the saying applies perfectly.

Here's the often cold and harsh reality of working with a solo writer (and again, this is not a statement about all solo writers and you need to use your own judgment in whom you hire). They are simply one person with limited time and a whole life, and perhaps a whole family, to take care of outside their business. When things go wrong or they get too busy, there may be no backup plan or anyone else to take over. Your business then gets put on hold.

Now, cynics may say that I am only saying this because we have our own content creation service. But let me tell you, the reason we created this service was precisely because of this problem. We've dealt with tons of contractors...some good, some bad. Some came, some went. Some left on good terms and some left on bad. Some still happily work for us today.

The point is, it can be a lot of hassle dealing with and training new writers. If you have time for that or you've found just the right person for the job, by all means you should hire them. However, having a service to take care of managing all the researchers, writers and proofreaders is like a dream. You talk to one person who does all the training, ensures projects are up to snuff and deals with all the drama and excuses that contractors

sometimes come up with when they don't complete work. All you do is say what needs to be completed and it gets done.

Here are some additional tips in finding the right people for your content creation:

- **Request writing samples.** This will give you a feel for how they approach different topics, the effort they put into making sure the content is informative and how they engage your readers. It will also show their understanding of the subject.

And we all now know from the story of Bangatorio, make sure you let your potential writers know that article rewriting software is completely unacceptable and cause for termination of contract.

- **Request references.** Ask your potential writers for references. You can also ask people in your networking circle if they have used this particular writer or service before. Were they timely? Did they follow directions? Was the end result satisfactory?
- **Test their work.** Give the writer or service a small assignment to see how they work. Do they take constructive criticism well? Do they make certain they understand the assignment by asking questions before starting the project, if needed? Do they need hand holding throughout the entire process or do they complete the project with very little extra direction?

### What about Payment?

Discuss how payment is handled before starting any work. You should find out the following from the writing service regarding payment:

- **What are their rates?** Do they charge by the hour, per page, per word, etc?

It's up to you if you choose to work with a writing service that charges hourly, but they should be able to give you a pretty solid estimate of how much time they need to complete a project. Our preference for working with writers is always a per project rate, so you know exactly what you're getting into and it's consistent as you continue to work with your writer.

Writer rates can vary greatly, but you need to decide who will provide the best quality and thorough work for you. Ask if research and proofreading is included in their work. You may also want to ensure they have a 3<sup>rd</sup> party proofreading the work. As you probably know, it's much harder to see errors in your own writing. A professional writing service who claims the work is proofread should have a proofreader on staff. If they don't have a proofreader, that doesn't mean you can't

work with them, but you should take this extra work into account when hiring them.

- **Do they offer special rates and priority for ongoing work?** If you're going to be working with the writing service for a while, this is something to keep in mind. Many writers will give discounts for bulk projects or ongoing work.
- **When do they invoice clients?** Do they bill once the project is complete? Do they bill weekly or do they bill monthly? What are the payment terms? If you're doing a one-time project, payment upon completion of the project makes sense. If you are giving them ongoing work, monthly billing is usually the norm.
- **Is a deposit required?** If so, how much do you need to initially put down? Although paying a deposit is ok, never pay 100% upfront. I like to think the majority of contractors are honest and ethical, but there is always a possibility a contractor will accept payment in full and then never complete the work. And honestly, from our experience, writers seem to be more motivated to get the project done if they are expecting payment.

If you are going to work with a writing service on an ongoing basis and you've established a working relationship, they should be billing you after work is completed and likely, on a monthly basis.

- **Will you be paying them via PayPal, check, or some other method?** Paypal is pretty standard in today's virtual world, but not everyone does it this way, so be sure to double check. If you don't use PayPal, be sure to ask about alternate payment arrangements.

## Keeping Your Writers

When you've found some writers that fit well with you and your business, you had better hang onto them. Some tips for keeping your writers include:

- **Keep providing continual work.** Don't just throw out a task or two a month or when you need something and expect them to stick around forever – especially if they are solo writers. They can and will move on to bigger and better projects if they don't have ongoing work from you.
- **Be patient during the learning curve.** If you hire a writer that is clearly horrible and can't string two sentences together, by all means, move on. But if it's a matter of getting the voice and understanding your point of view on the writing subjects, work with your writer and communicate so you can foster a great working relationship.

Communication is very important. Don't simply correct mistakes yourself and move on. Give all your writers the opportunity to fix them, so they can serve you better in the future.

- **Pay her on time, every time.** Swift payment will make a writer want to work with you more because she knows she doesn't have to worry about whether or not she will receive her money.
- **Offer a bit more money.** If your writer has proven herself to be an asset to your business, pay her more. That will foster greater loyalty and will likely help make your projects a priority.

## **Outsourcing Content: It's Not Just about Articles & Ebooks**

So now we know how to approach a potential writer, but what kind of content can you outsource? Many people limit their content outsourcing to articles and ebooks, but that's just scratching the surface. To seriously unharness the power of content, keep reading on what to outsource and how to make the most of each piece of content.

### **How Do You Know What Content to Create?**

If you're going to hire a writer, you need to have a clear idea of what you need in regard to your content. You want to ensure your content is in demand and serves the needs of your target market. Some writers may consult with you and give you ideas, but the final decision is yours and you know your market best.

If you're looking for search engine traffic, start here:

1. **Consult keyword tools like WordTracker.com:** If you want search engines to find your articles, the first thing to do is to find out what words people are entering into search engines. Tools like WordTracker have large databases to help you find exactly what people are searching for.

Remember, search engines aren't everything. It is also important that you provide content that is useful to your existing readers and customers. Here are some more ways to generate endless topic ideas.

2. **Keep a notebook.** Keep it with you where you can jot down your "what to write about" ideas as soon as they come to you. Or if you prefer a PDA or Blackberry, use that. Whatever you do, always have a place to instantly record your ideas.
3. **Invite your readers to submit questions to you.** This is an easy way to find something to write about and is excellent for building a relationship with your readers. You can also see patterns in the submissions and decide which topics seem to command the most attention.

4. **Have product or books reviews written that would be helpful to your readers.** People appreciate honest reviews and they are a perfect opportunity for you to show your readers that you are an unbiased and knowledgeable source of information. As an added bonus, you can use your affiliate link to earn extra cash for sending people to the product seller's website.
5. **Share case studies.** Have a piece written about how you helped solve a problem for a client or for yourself that shows your expertise in your subject area. If you don't feel you have the ability to write it yourself, pass the data onto your writing service and have them run with it.
6. **Conduct Interviews.** Interview someone on a topic that would interest your readers. You can make it easy on your interviewee and conduct the interview by telephone. Then, simply have it transcribed.
7. **Write a top 10 list.** For example, "Top 10 Ways to Be a Better Parent" or "Top 10 Homemade Easter Gifts". This is an easy way to put together a useful and easy-to-read piece of content.
8. **Expand Your Previous Content.** Look at content you have previously published and create new articles from the ideas in those articles. For example, if you created an article called, "Top 10 Ways to Be a Better Parent", take each point and expand on them. You could have up to 10 new article ideas or even a small ebook!
9. **Read content in your market for ideas.** Visit other websites serving your market or article banks (like [ezinearticles.com](http://ezinearticles.com)) to see what people are writing about. Sign up for free reports, buy ebooks and really get to know what's out there and what might be useful for your readers.
10. **Check the news for any stories that might relate to your market.** Current events are a great source of article topics. In some cases, they may be very time-sensitive topics, but many articles will prove to be timeless sources of information.

The point is to really go wide with your content ideas. Imagine your target market and what questions and problems they have and how you can draw them in to sign up for your list, take your product recommendations and become your customer.

Now that we know how to come up with topic ideas, let's look at the various pieces of content you can outsource:

### **Outsource Your Articles**

You probably already know that there are many uses for articles, but to get your creative idea juices flowing, consider that you can:

- **Place articles on your website.** They are great search engine food and help establish your credibility within your market. You can promote products within the articles to your heart's content, add AdSense or other ads and promote your mailing list.
- **Add articles to your newsletter.** Send your articles to your subscribers to teach them about different topics they want to learn about. You can include them in the body of your email or include a link to the article on your site for extra AdSense clicks.
- **Put articles in your membership site.** Highly useful and detailed articles are perfect content for a paid member's area. Not to mention the fact that the recurring income that comes from membership sites isn't too shabby either!
- **Distribute articles to other online publishers.** You can submit articles to article directories like ezinearticles.com and better yet, directly to publishers who need articles on your topics. They publish your articles in return for a link back to your website in your byline at the bottom of the article.

If you publish a steady flow of articles, it's easy to see how you can use them to increase your traffic, establish your expertise and even increase the value of your paid products.

### **Outsource Your Ebooks & Other Information Products:**

We talked about ebooks earlier in our example highlighting the time spent on product creation vs. time spent on marketing. I hope that illustrated how it's possible to make more money by outsourcing content creation. You'll be overseeing the whole process by ensuring you put together the best product possible, so there's no worry about publishing a shoddy product or losing control of the project.

Once you've conducted your market research and know what you'd like your ebook or information product to focus on, pass the job onto your writing service. They can do the content research, write your ebook, proofread it and pass it back to you for approval and marketing.

### **Here are some ideas for your information products:**

- **Ebooks:** As you probably already know, these are digital versions of books that are typically "how to" guides on any number of subjects.
- **Workbooks:** Create practical workbooks that allow your customers to practically apply the knowledge they gathered from your ebook.

- **Checklists or Blueprints:** Detailed, yet succinct checklists that breakdown various processes to your checklists can be very valuable.

The more you can offer your customers to accommodate their learning style, the more valuable your product will be to them and the more you can charge for your product.

### **Outsource Your Special Reports or White Papers**

A special report or white paper (that you sell or give away for free) can be an incredible virtual tool for your business. Reports typically provide specific instruction or findings on a specific topic. For example, you might have a report entitled, “27 Ways to Reduce Your Credit Card Debt Forever” or “Practical Applications of Search Engine Optimization Techniques in 2007”.

**You can distribute your reports / white papers in a variety of ways. Here are a few ideas:**

- Offer it as a free gift for signing up to your newsletter.
- Have your affiliate force distribute it as an informative promotion for your product.
- Write and distribute articles that promote your free report in the byline.
- Put it in your signature line in email, forum, etc. People respond well to signature lines with freebies.

Find your topic and send it to your writer for completion. Then get that report into the hands of as many people in your market as possible. Within your report, promote your product, mailing list, your coaching program or service. Knock people out with your awesome content and they’ll be eager to do business with you.

### **Outsource Your Transcriptions**

If you have audio, video or podcast recordings that are either part of paid product or given away for free, increase the value of those recordings by offering the full transcripts. There are many reasons your listeners and viewers will want transcripts:

- Their Internet connection doesn’t allow for easy listening to audio or viewing video.
- They may have a hearing impairment that keeps them from listening to your recording.
- Some people like to have an easy-to-reference written record if they want to check certain quotes or facts later.

- Some people just plain old prefer to read and you don't want to exclude them from your marketing or products.
- If you interview someone with great information, but a strong accent, the transcript may help in deciphering some parts of the audio that may be hard to understand.

Your transcriptionist may offer completely verbatim transcripts (where everything you say is recorded), but for better readability, ensure she is also able to clean up a lot of the ums, ahs and fix up any grammatical errors. If you've ever read audio transcripts, you'll frequently find that they are filled with run-on sentences, sentence fragments and other errors that make it hard to understand. While something makes perfect sense in audio format, it's less comprehensible when in print. To avoid this problem, you'll want to ensure your transcriptionist will clean up your transcripts for you.

Even so, transcripts can be a bit dull on their own since they are simply an exchange of words. What sounds fascinating in audio, can be a bit of snoozer on the page. You might consider going the extra mile to get a writer in on making your transcripts highly useable. After your transcriptionist completes the transcription, pass it onto your writer so she can rework it into an easy-to-read format like an ebook or workbook that is fleshed out with more detail and examples.

### **Outsource Your Blog Posts**

Here's where people may stop short and say, "No way am I going to let someone else write for my personal blog". It is certainly a matter of preference, but if your blog is collecting virtual dust because you don't seem to have the time to work on it, it's definitely something to consider.

Good writers can learn your voice, your point-of-view and write exactly what you need them to. You guide them on the topics, your stance on certain subjects and then they write the blog posts. Through continuous feedback, a writer can become an indispensable component of ensuring your blog is up-to-date. Remember, you are in control of what is written on your blog and sometimes we just need a little help getting all our thoughts to print.

As your writer does the grudge work of getting the posts written, you can focus on promoting your blog. You can also pay closer attention to what your readers' respond to on your blog, which posts are most read and what links they are clicking. Again – when you focus on marketing and let others take care of the content, you can accelerate your business growth much quicker.

### **Outsource Your Autoresponder Messages**

So you set up an autoresponder, filled it with a few messages and can never seem to get back to getting more in there. Don't let all the hard marketing you did to build your list go to waste.

One common question I'm asked is, "How many message should an autoresponder series have"?

The easy answer is, "As many as you possibly can". If you created a 7-day mini-course that includes content with a product promo and you think you're done...think again.

Here are some facts to consider about people who sign up for your autoresponder:

- They probably won't buy on your first email, the second or even the third. By the time you get to day 7, the majority still won't have purchased.
- If you stop contact after 7 days, you lose that valuable subscriber forever. If you keep communicating with them after the 7 days, you convert more of your list buyers and continue to offer them valuable products...whether it's your products or through an affiliate link, it doesn't matter.

The point is, the relationship you build with your readers will have them taking your product recommendations long into the future.

Autoresponder messages needn't be long. In fact, I find that short, simple and to-the-point messages are more likely to be read and your readers are more likely to click on your links if you keep it simple. And because the messages are short, they don't have to cost an arm and a leg to have them written. Now there are no more excuses for having a nearly empty autoresponder!

## **What to Do Next...Thoughts from Alice & Aneette**

Overall, we encourage you to think big with all your content creation and visualize just how much more reach you can have to your target market. Get them to trust you and talk about you...not to mention the credibility you gain from others in touch with the same market as you.

If you're on a budget, you don't have to do it all now, but start taking the steps you need to make it happen. Create a focused plan to outsource content where your business needs it most.

If you're hearing an echo from your empty autoresponder, start there.

If your blog has been untouched for months, start getting some posts written on a regular basis.

Whatever it is, start it and see the results. When you outsource your content, you will have more time for marketing and you can make more money.

If you're not sure where to start looking for a writer or want to entrust your content creation to people who understand marketing and content, be sure to contact us. We manage a talented team of professionals in all aspects of content creation.

To learn more about our services and submit a request, go to:

<http://www.AllCustomContent.com>

...and tell us who sent you, so we can give your request priority consideration in our active schedule.

**You have been referred by:**

Kim Christensen

We'd be pleased to give you a stress-free hand in producing your quality content.

Talk to you soon,



Alice Seba & Annette Elton  
Your Connection to Great Content  
<http://www.AllCustomContent.com>