

Syndication Optimization Addendum

**How to Use Your Content to Create the Business
You Want and Deserve**



By Connie Ragen Green

Table of Contents

Lesson One: Getting Started with Syndication	3
Lesson Two: Next Steps - Joining the Syndication Conversation.....	9
Lesson Three: Moving From Tactics into New Strategies	19
About the Author	26

Lesson One: Getting Started with Syndication

For the strategy I will be sharing with you in this first lesson, you will begin with five pieces of content. Your original content is best, but if you are just starting out write two pieces yourself and use any combination of private label rights, curated, or guest written content to get to five pieces.

What do I mean by "pieces" of content? You can think of these as articles or blog posts. No less than five hundred words are best, and no longer than one thousand words, maximum. I began with two hundred fifty words back in 2006 and worked my way up to being able to write twice as much on my topics with ease. Over time it also took me much less time to write each piece of content.

Topic Matrix: Set up a topic matrix for yourself on paper, using a word processing program, or by setting up a spreadsheet. It will look like this:

	Overall Topic									
	1	2	3	4	5	6	7	8	9	10
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

Now I want you to think of this matrix as being one where you divide your overall topic (be general with this; mine is "online marketing") into ten sub-topics. Write these along the top row. Mine include affiliate marketing, information product creation, online courses, authorship, and six more.

For each of these sub-topics, break them down further into ten ideas that you will be able to write a five hundred word article about. These sub-topic *ideas* go along the side.

For example, for my sub-topic of copywriting, my ten ideas that I have turned into five hundred word articles/blog posts include:

- 1) Web Sales Copywriting: Features and Benefits
- 2) Headlines That Grab Our Attention
- 3) Copywriting Tips: Info About You
- 4) Sales Copy Advertorials
- 5) Copywriting Sales Tips: Tag Lines and "Reason Why"
- 6) Persuasion Techniques in Your Online Business
- 7) Storytelling in Your Sales Letters
- 8) Marketing Your Sales Copy
- 9) Sales Copy Templates
- 10) Case Studies

Editor's Note: Not directly related to syndication, but nevertheless very important is the fact that once I have written ten articles/posts on one of my sub-topics I copy/paste them into a Special Report template (I refer to these as "Focus Guides") to share with everyone at no cost. This also leads to a simple product or course directly related to the sub-topic in question. Download my Focus Guide on copywriting at ConnieLoves.me/FocusCopy.

So, if I have ten sub-topics for my overall niche and ten ideas for five hundred word articles for each of these sub-topics, then I would finally have one hundred articles and approximately fifty thousand words of original content. That's more than enough for a full length book.

This could be accomplished in one hundred days or in two to three years. It isn't a contest and there is no time limit or deadline. You are an entrepreneur and must come to your own determination as to what and when you will create content to market and then syndicate.

Also, here I am talking about writing your own original content. If you are just getting started, do what I suggested earlier; write two pieces yourself and use any combination of private label rights, curated, or guest written content to get to five pieces. I just wanted to give you a glimpse into the future as to what is possible with your content. There is plenty of time for you to create your own content more often than you will use PLR, curate, or ask someone to write a guest post/article for you.

The 5 X 8 Method

For this first lesson you will want to begin by choosing five pieces of content that are relevant for who you are and what you do in your business. "Relevant" is the key word here. I am interested in topics around health, love animals, and am involved in several non-profit groups with volunteering, fundraising, and speaking, but my business is around the topic of helping new entrepreneurs start a business from home they can run online.

Step 5.1

These are the five pieces of content I am choosing for this month (Again, this is only a suggestion; you may wish to change up your five pieces of content more or less often):

- 1) Bad Habits Be Gone: 5 Ways to Turn a Bad Habit Into a Good One - <https://hugeprofitstinylist.com/bad-habits-into-good-habits/>
- 2) Productivity Challenge 2019 - <https://connieragengreen.com/productivity-challenge-2019/>
- 3) 17 SEO Tips to Improve Your Site - <https://connieragengreen.com/17-seo-tips-to-improve-your-site/>
- 4) Medium...It's Just Right - <https://hugeprofitstinylist.com/medium-its-just-right/>
- 5) Authorship: How to Outline Your Content - <https://hugeprofitstinylist.com/authorship-outline-content/>

My goal in choosing these five recent (published within the last six months) pieces of content is to appear well-rounded and knowledgeable in the areas of productivity, technology, authorship, and mindset. If your content is older than six months old, read through it carefully to be sure it is still evergreen and relevant for your topic. Again, you will decide what is right for you.

Step 5.2

Next up is choosing five or more people to follow, connect with, and build a relationship with that will be advantageous to both of you. My choices for this month are:

- 1) Denise Wakeman (@DeniseWakeman) <https://denisewakeman.com/> *[The Power of Blogging for Small Business Owners](#)*
- 2) Jon Gordon (@JonGordon11; @getoneword) <https://jongordon.com> *[One Word That Will Change Your Life; The Power of Positive Leadership: How and Why Positive Leaders Transform Teams and Organizations and Change the World](#)*

- 3) Jeff Goins (@JeffGoins) <https://goinswriter.com/> [*Real Artists Don't Starve: Timeless Strategies for Thriving in the New Creative Age*](#)
- 4) Susan Cain (@SusanCain) <https://QuietRev.com> - [*Quiet: The Power of Introverts in a World That Can't Stop Talking*](#)
- 5) Pamela Slim (@PamSlim) <https://pamelaslim.com/> [*Body of Work: Finding the Thread That Ties Your Story Together*](#)

Advanced Step... Choose "people of interest" to add to your list. For example, I have followed science fiction writer J. Michael Straczynski for years and enjoy our virtual friendship.

Step 5.3

Your third group of five (or more) will include groups and organizations you follow and are interested in. Mine include:

- 1) Santa Barbara Zoo (@SantaBarbaraZoo)
- 2) New York Yankees (@NewYorkYankees)
- 3) History Lovers Club (@historylvrsclub)
- 4) Santa Barbara International Film Festival (@SBIFF)
- 5) Santa Clarita Arts (@Arts in SCV)
- 6) National Public Radio (@NPR)
- 7) Gentle Barn (@TheGentleBarn)

Advanced Step... Go to each website and learn as much as you can about your groups and organizations.

Step 5.4

The next five (or more) are groups that relate to and help define who you are at the core level. Mine include:

- 1) Edutopia (@Edutopia) - <https://www.edutopia.org/>
- 2) Rotary (@Rotary) - <https://rotary.org/>
- 3) Santa Barbara Public Library (@SBPLSystem) - <https://www.santabarbaraca.gov/gov/depts/lib/default.asp>
- 4) Santa Clarita Public Library (@scvpubliclib) - www.santaclaritalibrary.com/
- 5) Kiva (@Kiva) - <https://www.kiva.org/>
- 6) Santa Barbara Symphony (@SBSymphony) <https://www.thesymphony.org/>
- 7) SEE International (@SEEIntl) <https://www.seeintl.org/>

Yes, I have listed six. I'm an overachiever! You will decide how many to begin with, but make sure you have at least five.

Advanced Step... Visit each website and share something of interest with your community.

Step 5.5

Now for the five books that are helping you to change your life:

- 1) [The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results](https://www.the1thing.com/) by Gary Keller and Jay Papasan (@the1thingbook) - <https://www.the1thing.com/>
- 2) [High Performance Habits: How Extraordinary People Become That Way](https://brendon.com/) by Brendon Burchard (@BrendonBurchard) - <https://brendon.com/>
- 3) [Deep Work: Rules for Focused Success in a Distracted World](https://www.calnewport.com/) by Cal Newport - <https://www.calnewport.com/>
- 4) [Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones](https://jamesclear.com/atomic-habits) by James Clear (@JamesClear) - <https://jamesclear.com/atomic-habits>
- 5) [Essentialism: The Disciplined Pursuit of Less](https://gregmckeown.com/) by Greg McKeown (@GregoryMcKeown) - <https://gregmckeown.com/>

Advanced Step... Leave a well thought out review for each book as you add it to your list.

Step 5.6

Quotes: I like to intersperse my content and other tweets with quotations that are relevant to my life and those that resonate with me. Here are some sites I use for free quote images that can be shared:

- 1) <https://www.pexels.com/search/quotes/>
- 2) <https://www.lovethepic.com/tag/life+quotes>
- 3) https://www.brainyquote.com/quote_pictures
- 4) <https://unsplash.com/s/photos/quote>
- 5) <https://InsightoftheDay.com>

Step 5.7

This step allow for total and complete creativity. This is where you share something beautiful, funny, poignant, thought provoking, or wild and crazy. Have fun with this one and see where it goes.

Step 5.8

As you come to the end of your first 30 days you will want to revisit what you have been sharing. This step involves rotating in new articles/posts, new books, new quotes, new people, and more groups and organizations.

You may choose to take away one from each group and add a new one to replace, expand your lists to six or seven and not take away any original ones, or create something brand new that suits you better. The goal here is to supplement and not supplant. By this I mean that you will always have a minimum of five:

- 1) articles/posts (5.1)
- 2) people you are building relationships with (5.2)
- 3) groups and organizations you are interested in (5.3)
- 4) groups that define who you are (5.4)
- 5) books that are helping you to change your life (5.5)
- 6) favorite quotes that are meaningful to you (5.6)
- 7) creative freedom shares (5.7)
- 8) newly created content (5.8)

What About Your List?

What I have discussed so far is all about sharing content on social media. You may be asking, what about my list?

The answer is that you must think about growing your list every day and then email that list regularly. But there simply isn't room within an email message to convey the details of who you are, what you have to offer others, and to share more about what you stand for.

Think about this syndication optimization as a subtle way to reach into the subconscious mind of your prospects and clients throughout each day so you become "top of mind" with them.

Your Irresistible Free Giveaway

Another way to gain massive traction with your syndication is to create an irresistible free offer that will grow your list as you become more visible, credible, and profitable. For me this has become my annual Productivity Challenge.



Sign up at <https://2019ProductivityChallenge.com>

Lesson Two: Next Steps - Joining the Syndication Conversation

Welcome to your second "lesson" to supplement what I have included in your Main Training Guide.

Let's begin with something I want you to be aware of with Twitter. Especially if you are new, and even if you're not you will have people follow you who are not who they may seem to be. I refer to them as "imposters" for lack of a better term that is not derogatory in nature. I created a short (less than seven minutes) video on how to spot them and then block them to get them out of your Twitter feed:

<https://2019webinars.s3-us-west-1.amazonaws.com/1026/1026twitter.mp4>

In this lesson we will cover...

- ✚ Blogging
- ✚ Syndicating to Medium and LinkedIn
- ✚ Guest Blogging
- ✚ Blog Comments
- ✚ "Roundup" Posts
- ✚ Book Reviews
- ✚ Writing Daily
- ✚ Syndicating to Other Publications on Medium

Your Blog is Your "Home on the Internet"

I have been blogging regularly since coming online in 2006. Since 2009 I have blogged on what continue to be my two primary sites, ConnieRagenGreen.com and HugeProfitsTinyList.com and do not intend to stop doing this anytime in the near future. I recommend you do the same so you will reap the benefits. This is also an excellent way to find your voice and refine your niche and target audience.

Your goal is to first publish every piece of content you will eventually syndicate on your blog. The purpose of this is to allow Google time (at least 24 hours) to index your content, connected with your name so that there is no question as to where it originated.

Once that time has passed you are ready to syndicate your original content to the sites I have been using for several years now. These sites are Medium.com and [LinkedIn Articles](http://LinkedInArticles), formerly referred to as LinkedIn Pulse.

Syndicating Your Content on Medium

Let's begin by taking a look at Medium. I have been on this site since it began in a primitive form back in 2009. Read a blog post I wrote at <https://hugeprofitstinylist.com/medium-its-just-right/> that chronicles the early days and my deeper involvement over the years.

I now view Medium to be the foremost site for sharing your thoughts and ideas, connecting with like-minded people from all corners of the world, building your credibility, increasing your visibility, and spreading your message as a vision and mission to find prospects, customers, and clients for your business.

Make sure to add your photo to your profile, along with a sentence or two about yourself and a link to your main site. Post at least three articles and applaud, highlight, or comment on three articles from others before you begin following anyone. You want to make a great first impression, as that makes a difference in the long run. I will not follow anyone back if they have not done these things before following me.

First of all, you will want to publish all of your content on your own sites first. This ensures it is indexed by Google and attributed to you. Then wait twenty-four hours or longer to publish it on Medium. I almost always include a link within my article back to my original blog post so readers will be more likely to take a look at my site.

Your writing on Medium will be better received if it is five hundred words or longer. Anything less will most likely not make a significant impact on your reader. The upper limit, in my opinion is around a thousand words or so. When something I find on Medium is longer than that I tend to stop reading at some point and never reach their call to action at the end, if they have added one.






Include a call to action at the end of your article so that readers may follow you back to your site and opt in to your list if they choose to further connect with you.

Aim for publishing an article to Medium at least once a week and see how that goes for you. When you decide you will continue to sure to sign up for their paid membership, which is currently five dollars a month or fifty dollars for a full year.

Connecting on Medium

Several days ago I received a notification that someone had mentioned me in one of their articles. The person was Patricia Haddock and the article is here:

<https://medium.com/swlh/beginners-guide-to-blogging-for-business-boa814acf8bd>

-  Jack Preston King left a note on Driving Massive Traffic Using Medium about 23 hours ago
-  Patricia Haddock mentioned you in a story Beginner's Guide to Blogging for Business 1 day ago
-  Paul Myers started following you 2 days ago
-  Alena Powell + 2 others clapped for These 3 Words Broke My Heart That Day 3 days ago
-  William Chaney clapped for Tiny Habits to Change Your Life Oct 23

The notification is the second one from the top.

Her article looks like this:



I can see that this article was accepted into a publication owned by Medium called The Startup.

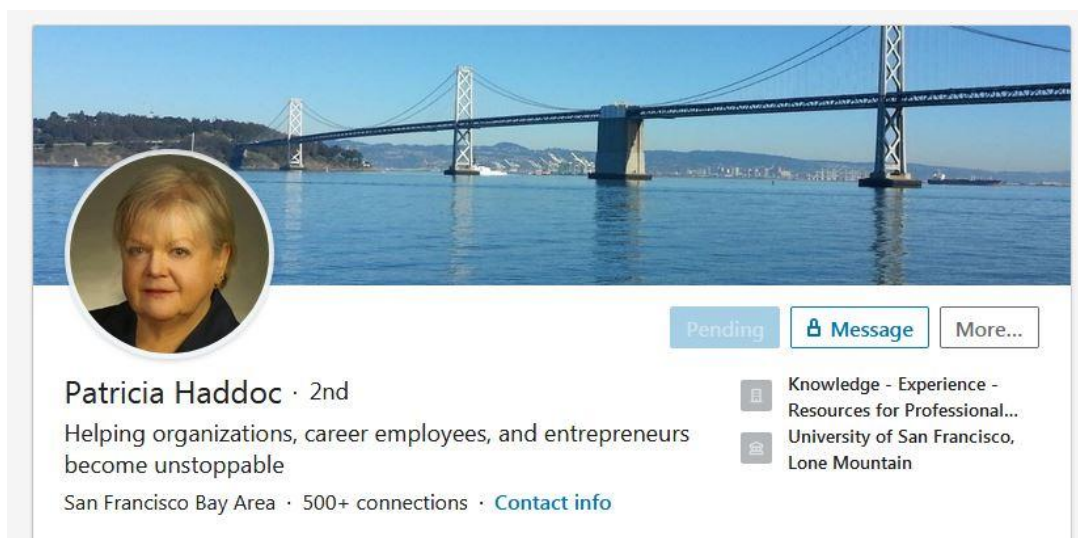
She curates a paragraph from one of my articles and includes it under Strategy 5 of her article:

Delivering consistent, valuable, informative, and useful content to your audience will ensure that they become loyal to you. They'll become lifelong customers and fans who will want to share what you're publishing because it's so easy to understand. People learn in different ways, and you'll show that you care about your audience by providing different ways for them to consume your content. from Connie Ragen Green Repurpose Content: Strategies that Work

I am excited! My next step is to make sure I am following her on Medium and to connect with her elsewhere as well. Here she is on Twitter (@PatHaddock):



Next, I look for her on LinkedIn...



I send her a personal invitation there...

Invite Patricia to connect

×

Build a quality network by connecting only with people you know.

Message (optional)

Hi Pat,
Thanks so much for mentioning me and my article in your article on medium. Let's connect!
Connie Ragen Green

183 / 300

PREMIUM

Don't know Patricia? Send an InMail with Premium to introduce yourself. More people reply to an InMail than a connection request.

Try Free for 1 Month

Cancel

Send invitation

She quickly accepts my invitation and answers me.

- 


Connie Ragen Green • 7:25 AM

Hi Pat,
Thanks so much for mentioning me and my article in your article on medium. Let's connect!
Connie Ragen Green
- 

Patricia Haddock • 7:26 AM

You're welcome! I've been following you on Medium and I get your emails. P

I look for her on Facebook, but either she isn't there or I can't find her. I look next for her on Amazon:

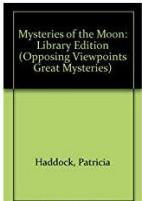


Patricia Haddock

✓ Following

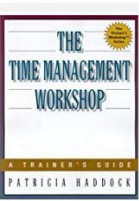
Follow to get new release updates and improved recommendations

Are you an author?
Help us improve our Author Pages by updating your bibliography and submitting a new or current image and biography.
[Learn more at Author Central](#)



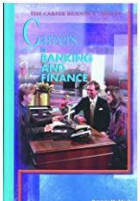
\$25.20

Library Binding




\$4.67

Paperback




\$241.04

Library Binding



\$29.95

Hardcover



\$3.89

Library Binding

Author Updates

Blog post

[Multi-generations in the Workplace](#)
The generation gap is the greatest and most complex it has ever been. Never before, have organizations needed to both manage age-diverse employees and serve an age-diverse customer base. Just as gender and ethnic

Blog post

[So What Makes Someone an Expert?](#)
What do we mean by "expert"? Here are the criteria I have decided to use. For me, an expert is someone who:Has long, deep, provable, hands-on experience. Sure, someone just out of school or recently credentialed in

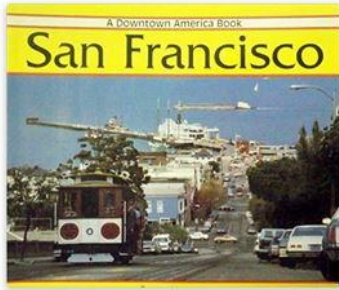
Blog post

[When Did We Stop Being Gracious](#)
When we talk about being gracious, what do we mean? I checked the meaning at dictionary.com and found this:
"Characterized by or showing kindness and courtesy."Being gracious

Blog post

[Your Blog Needs a Succeed](#)
Blogging for busin strategy to be succ should be focused business. Think of were an invitation

These books are a decade old and the blog is no longer active. I do a further search...



San Francisco (Downtown America Series) Paperback – March 1, 1996
by [Patricia Haddock](#) (Author)

> See all 3 formats and editions

Library Binding \$25.25	Paperback from \$4.98
----------------------------	--------------------------

8 Used from \$4.97
1 New from \$25.25

2 Used from \$4.98

Note: This item is only available from third-party sellers ([see all offers](#)).

Describes the past and present, neighborhoods, attractions, and festivals of San Francisco

I find this book about San Francisco. I remember that she is from the San Francisco Bay area, according to her profiles on Twitter and LinkedIn. This book was written for elementary school students.

I can now make some educated guesses about Patricia Haddock. I believe she is a former educator who is now retired and wants to start a business of some kind on the internet.

Publishing to LinkedIn Articles

Simultaneously I publish the same blog post I have just used for Medium on LinkedIn Articles. This has been my strategy for several years now and it allows for wider distribution and syndication across the board to get my content shared in cyberspace in formats that position me as a professional and an expert.

Be sure to connect with me on LinkedIn, as I have almost twenty-eight thousand first level connections, out of the thirty thousand allowed for life.

Guest Posts/Blog Comments

Guest posting on blogs has become almost a lost art. I say *almost* because the savvy writers and marketers among us still see this as a valuable strategy for credibility and traffic generation.

Cheryl A. Major wrote this guest post for me:

[Consistency for Entrepreneurs: Crucial for Success?](#)

Consistency for Entrepreneurs: Crucial for Success?

🕒 JULY 27, 2017 BY 🧑‍💻 CONNIE RAGEN GREEN 💬 LEAVE A COMMENT (EDIT)



CONSISTENCY FOR ENTREPRENEURS...IS IT OVERRATED?

🐦 Tweet

This is a guest post from Cheryl A Major on the topic of consistency for entrepreneurs.

While I become a giant presence on the internet in the field of health and nutrition, I am still involved full time in my boots-on-the-ground practice as a Realtor®. I have 30 years of

And I recently wrote one for her. Here is part of that post:

[Lifelong Journey to Health and Wellness](#)

Lifelong Journey to Health and Wellness

Posted on October 28, 2019 by Cheryl Major



Lifelong Journey to Health and Wellness

This is a guest post from Connie Ragen Green on the topic of her journey of learning to eat to be well. Be sure to check out all she has to offer ... books, training and so much more at <https://ConnieRagenGreen.com>

Life is a journey that takes many twists and turns along the way. What may start as a single step can take you in a direction that makes all the difference in the world. My journey took a twist and then a turn when I was diagnosed with breast cancer at age thirty-seven.

No one in my family had ever experienced cancer of any type. But that made no difference at all. I had known a dozen people by then who had gone through cancer treatments and all of them had died as a result. One of them was my first husband. He was diagnosed with leukemia at age thirty-eight and passed away fourteen months later. My stepchildren were teenagers at that time and we worked through the grieving process together.

The next step is to leave a comment there. Comments help you to connect with the owner of the blog, readers and visitors, and others leaving a comment. Here's mine:

Leave a Reply

Your email address will not be published. Required fields are marked *

Comment

Thank you so much for sharing my article with your readers, Cheryl. You have been a driving force in my efforts towards a lifelong journey to health and wellness.

Name *

Email *

Website

Round Up Posts

My colleague Ellen Finkelstein recently invited me to something called a "round-up" post on her blog where the topic was driving traffic to your website. Instead of submitting a guest post to Ellen, she asked eight people to send her a link to their article which she included in her post entitled [Experts Share Their Expertise on How to Get More Traffic to Your Website](#). She shared her article first and then added all of us. We all continue to get massive traffic to our websites based on this single article.

Experts share their expertise on how to get more traffic to your website

Posted on July 8, 2019 by Ellen Finkelstein

[READ LATER - DOWNLOAD THIS POST AS A PDF >>CLICK HERE <<](#)

Traffic is a universal need for online entrepreneurs.

Without traffic, you can't get subscribers or sales. It's the foundation of an online business. In most cases, your efforts will focus on getting subscribers because it's easier to get people who don't know you to subscribe than to buy. After they subscribe, you can nurture the relationship and convert them to customers or clients.

But how do you attract the attention needed to get people to your website?

Below are blog posts from experts on the topic of traffic from many different points of view, niches, and target markets.

NOTE: The title of each post is the link to that post, so just click through and read!

1. [How to get free traffic to your website](#)

From **Ellen Finkelstein** of [ChangetheWorldMarketing.com](#). Discover the 7 categories of ways to get traffic—all free except one. Whenever you need traffic, you can use one of these.

For example, creating partnerships is one of the most important ways to get traffic and all successful online entrepreneurs partner for this purpose.



Book Reviews

Leaving book reviews on Amazon for books on your topic is also an excellent strategy. One of my clients introduced me to how this was working well for her back in 2010. She is a direct response copywriter and reads everything published on that topic.

In her review she says how much she learned from the book, compliments the author, and adds something about how she put her own spin on this information to share with her copywriting clients. It's truly a triple win... for the author, for her, and for her clients. Many people contact her to discuss her copywriting services after they read her review.

Writing Daily

I have been using a site called 750 Words.com since April of 2018 to keep me on track every day with my writing. I began in 2006 with writing a two hundred-fifty word post/article every day, graduated to five hundred words a day within a year, and am now proud to say I am able to easily write one to two thousand words each day. The 750Words.com site is private and it psychologically holds me accountable to starting my day by writing at least seven hundred fifty words.

Set a daily writing goal for yourself and find the joy in meeting your goal. It could begin with journaling or emailing your list and expand into blog posts, articles, short reports, eBooks, and full length books.

Auto-Posting

I have tested out a number of auto-posting tools and software and have discovered that few, if any will give you the type of engagement you must be looking for if you are growing your business. Instead, take the time or have someone else post your articles manually. You will be glad you syndicated in this way years from now.

Syndicating to Other Publications on Medium

There are more than ten thousand publications within Medium. Each, as far as I have seen has its own editor and criteria for accepting articles for publication. While I don't want you to get too caught up with this right now, I do want you to be aware of what is possible for you as a writer on specific topics in the near future. These are some sites on this you will want to check out.

<https://help.medium.com/hc/en-us/articles/115012095528-About-Medium-publications>

[Smedian](#) - This site tracks 10,104 Medium publications and ranks them by their number of followers so that you can find the right ones to read and publish with.

I first learned about these publications when the editor of "Noteworthy - The Journal Blog" reached out to me to ask my permission to add one of my articles to this publication. I said "Yes!" and then went on a search and discover mission to find out as much as I could about these publications.

Now I'm able to further syndicate my articles to these publications when my topics fit what they are looking for. The primary reason for doing this is that it is much more advantageous to be writing for a few thousand targeted readers than for a few million random visitors. Does this make sense?

Lesson Three: Moving From Tactics into New Strategies

In this lesson we will cover...

- ✚ Refining Your Syndication Strategies
- ✚ Creating New/Additional Content to Syndicate
- ✚ Content Curation
- ✚ Connecting with Prospects, Colleagues, and Friends
- ✚ Writing Daily
- ✚ Affiliate Marketing
- ✚ Selling Your Own Products and Services
- ✚ Telling Your Story
- ✚ Syndicating to Other Publications on Medium

Now it's time to take your syndication optimization to the next level. By this I mean that you have worked diligently to learn the steps in the process and now you want to cash in on even more.

The *tactics* of syndication optimization include looking at the content you have already created, choosing people and organizations to connect with, and making sure you are pushing out your content on a regular and consistent basis.

The *strategies* of syndication optimization include choosing the exact content that tells your story and strategically choosing the people, organizations, books, and quotes that build a back story for the message you wish to share. It also includes adding additional content that will resonate with the exact people you wish to reach.

These are my new five pieces of content I will share over and over again during this month. This is **5.1** from the **5 X 8 Method**, first explained and discussed in this document on page 5.

- 1) Small Habits Lead to Big Changes - <https://connieragengreen.com/small-habits-lead-to-big-changes/>
- 2) Building a Community of Like-Minded Individuals - <https://connieragengreen.com/building-community-of-like-minded-individuals/>
- 3) Productivity Challenge 2019 - <https://connieragengreen.com/productivity-challenge-2019/>
- 4) How to Sell an eBook From a Website - <https://hugeprofitstinylist.com/how-to-sell-an-ebook/>
- 5) The Impossible Goal of Perfection - <https://hugeprofitstinylist.com/impossible-goal-of-perfection/>

- 6) Sleeping on a Cloud - https://medium.com/@ConnieRagenGreen/sleeping-on-a-cloud-6f739b066440?source=friends_link&sk=a951f54f8927d57a1613f33e79c6e6aa

This is my thinking behind choosing these six articles to share regularly over this next month...

Article #1 is on the topic of habits, which is an important part of what I am teaching new authors and entrepreneurs. This post helps to establish me as someone who incorporates the building of new habits into my daily life to achieve success.

Article #2 is part of an ongoing series of posts around resilience and mental toughness, two characteristics of successful people. The post includes a content upgrade, as well as direct links to other articles in this series.

Article #3 is carried over from my previous group of articles to share, simply because this is about the free Productivity Challenge that has brought in the most new prospects during this year (2019) and has also been extremely profitable for me.

Article #4 is one in which I share a strategy I have used since coming online in 2006, of writing an eBook and selling it from your own stand alone site. I am recommending an inexpensive, yet thorough training on how to do this within and at the end of this post.

Article #5 is about perfection, and how insisting on perfection in your life and business will not lead to happiness or success. Here is where I also share my motto, "Do for a year what others won't; live forever the way others can't."

Article #6 first appeared on a new blog I began in July of 2019 and will debut at the beginning of 2020. This article is where I share the story of how my life and business changed when I won the \$25K top prize in the "Better Your Best" contest in November of 2009, ten years ago as of this writing.

There is a clear and relevant call to action at the end of each of these articles. My thinking here is that I wish to present myself as someone who came from humble beginnings and a simple background, and who has lifted myself up to achieve my goals and dreams during the almost fourteen years working exclusively online. My message is that anyone can become a successful author and entrepreneur if they are willing to learn as much as possible, implement what they learn, and work diligently on a regular and consistent basis.

As a Refresher, This is the Entire Matrix I'm Teaching You:

- 1) articles/posts (5.1)
- 2) people you are building relationships with (5.2)
- 3) groups and organizations you are interested in (5.3)
- 4) groups that define who you are (5.4)
- 5) books that are helping you to change your life (5.5)
- 6) favorite quotes that are meaningful to you (5.6)
- 7) creative freedom shares (5.7)
- 8) newly created content (5.8)

Now let's take this syndication optimization matrix to a higher level.

(5.2) We have covered how to strategically create and choose the content that will show us in the light we prefer, and now let's move on to the people we are building relationships with online through our syndication efforts. These were the people I chose when I taught this initially...

- 1) Denise Wakeman (@DeniseWakeman) <https://denisewakeman.com/> *[The Power of Blogging for Small Business Owners](#)*
- 2) Jon Gordon (@JonGordon11; @getoneword) <https://jongordon.com> *[One Word That Will Change Your Life](#); [The Power of Positive Leadership: How and Why Positive Leaders Transform Teams and Organizations and Change the World](#)*
- 3) Jeff Goins (@JeffGoins) <https://goinswriter.com/> *[Real Artists Don't Starve: Timeless Strategies for Thriving in the New Creative Age](#)*
- 4) Susan Cain (@SusanCain) <https://QuietRev.com> - *[Quiet: The Power of Introverts in a World That Can't Stop Talking](#)*
- 5) Pamela Slim (@PamSlim) <https://pamelaslim.com/> *[Body of Work: Finding the Thread That Ties Your Story Together](#)*

Looking back at this list now, I believe I only did a good job of connecting with two of them - Denise Wakeman and Jon Gordon, and a mediocre job of connecting with the others I chose. Remember that our goal is excellence, not perfection and that you will be more effective with all of what I am teaching you here over time.

This is my updated (5.2) list for this month, based on a more strategic plan to build relationships with people I would like to work closely with during 2020, in some capacity.

- 1) Denise Wakeman (@DeniseWakeman) <https://denisewakeman.com/> *[The Power of Blogging for Small Business Owners](#)* - Denise continues to be someone I resonate with in my life and business. I have known her since coming online in

2006, she has spoken at my live event in Los Angeles, and she wrote the forward to my book, [Living the Mentored Life](#).

- 2) Joe Vitale (@JoeVitale) [https://www.mrfire.com/dr-joe-vitales-blog/ *Hypnotic Writing: How to Seduce and Persuade Customers with Only Your Words*](https://www.mrfire.com/dr-joe-vitales-blog/Hypnotic-Writing-How-to-Seduce-and-Persuade-Customers-with-Only-Your-Words)
- 3) Ellen Finkelstein (@ChangeWorldMktg) [https://www.changetheworldmarketing.com/ *Authors! The Quick Book to Business Method: Turning Your Book into an Ongoing Revenue Stream*](https://www.changetheworldmarketing.com/Authors!The-Quick-Book-to-Business-Method-Turning-Your-Book-into-an-Ongoing-Revenue-Stream)
- 4) Alice Seba (@AliceSeba) <https://publishforprosperity.com/content/aff/go/ConnieGreen?i=47>
- 5) Angela Wills (@Angela Wills) <https://laptoplifestyleyouiversity.com/amember/aff/go/crgreencrg?i=15>

I want these people to know I respect them and want to connect further with them. The way to move forward with this strategy is to curate their content and to tag them in your updates.

Also, set an intention for what you see in these relationships. Do you want to be an affiliate for them? That's an excellent entry level goal. Beyond that you may wish to:

- ✚ Write a book with them
- ✚ Have them write a foreword or a chapter of a book you are writing
- ✚ Interview them for your podcast
- ✚ Ask them to write a guest post for your blog, or you for theirs

Curating Content to Syndicate

Content curation is the art of carefully choosing content to share with your community, and doing this strategically to tell your story, build relationships, and share relevant and worthwhile content and information with your community. Here is what I shared from Denise Wakeman...



Connie Ragen Green @ConnieGreen · 12s

I'm thoroughly enjoying @DeniseWakeman's new series "Five Things" where she shares the "important stuff" we all need to be exposed to. In her latest, at [denisewakeman.com/5-things/5-thi...](https://denisewakeman.com/5-things/5-things/) she shares "Why We Need Smaller Stories in Content Marketing" from @AnnHandley and more.



As for (5.3), groups and organizations you are interested in and (5.4), groups that define who you are; those will remain the same for me. Mine are on page 6 of this document, if you wish to review them.

Also remaining the same are the books that are helping me to change your life (5.5), although I'm sure I will add one within the next month or so.

My favorite quotes that are meaningful to me (5.6) will continue to come from the same sites, although the quotes I choose will vary.

My creative freedom shares (5.7) will vary, as I continue to find items of interest to share.

My newly created content (5.8) is updated every time I publish a new post, product, or course.

Now Let's Add a New One, Turning This Into the 5 X 9 Method!

(5.9) is perhaps the most important one here, because without it you aren't really in business. I call it What's for Sale! At least three times each week I want you to share an offer for one of your own products, or one you are offering through your affiliate link. Here is one I shared to recommend this course, "Syndication Optimization"...



Connie Ragen Green

6 mins · 👤 ▼

Are You Syndicating Your Content to Tell Your Story, Build Your Brand, Share Your Message, and Make More Sales? Join me for "Syndication Optimization" at <https://SyndicationOptimization.com> and I'll Teach You Everything I Know About Perpetual Content Creation, Curation, and Syndication!
#contentmarketing #contentstrategies



This update is simple and to the point. I could have included the price, but I prefer for people to be interested in me first, then the topic, and finally decide if the investment is worthwhile for them.

Next, here is an affiliate offering I am sharing...



Connie Ragen Green @ConnieGreen · 12s

What If You Had Eleven Products to Sell Right Now?! Thanks to @AngelaWills you can get started as an online entrepreneur by picking up the PLR Content Rights to these today. My Bonus: Pick up the PLR Content Rights for \$67 and I'll help you set them up:
ConnieLoves.me/AngelaSpecial



Tell your story by sharing various ways people may connect with you. These include, but are not limited to...

- ✚ Your Blog
- ✚ Your Opt in Pages
- ✚ Your Profiles on Other Platforms
- ✚ Your Amazon Author Page
- ✚ Your Podcast
- ✚ Offline - Live Events/Meetups/Local Service Organizations (Rotary, etc.)
- ✚ Sites Where Your Content is Published/Featured

Giving a "Shout Out" to your business friends, colleagues, and clients...

As your community continues to grow, you have the opportunity to serve others by helping them to share their message with the world. Please do not take this lightly, as your goal is to serve others as you grow your business and change your life. You are a leader, even if you have yet to think of yourself in this way. People come to us as authors and online entrepreneurs from around the world, in search of solutions to their problems and answers to their questions and it is up to us to serve them as though they were a close friend or family member.

Content syndication is a gift, worth unwrapping and sharing. Please let me know how I may better serve you in this journey we are taking together.

Until we meet again...

Connie Ragen Green

About the Author

Connie Ragen Green is a bestselling author, international speaker, and online marketing strategist who is dedicating her life to serving others as they build and grow successful and lucrative online businesses. Her background includes working as a classroom teacher for twenty years, while simultaneously working in real estate. In 2006 she left it all behind to come online, and the rest is history.

She makes her home in two cities in southern California; Santa Clarita in the desert and Santa Barbara at the beach. In addition to her writing and work online, Connie consults and strategizes with several major corporations and some non-profits, as well as volunteering with groups such as the international service organization Rotary, the Boys & Girls Clubs, the Benevolent Protective Order of Elks, the women's business organization Zonta, and several other charitable groups.

As the 2016 recipient of the Merrill Hoffman Award, presented to Connie by the Santa Barbara Rotary Club, being honored with this award has strengthened her resolve to serve others around the world in any way she is able to by using her gifts, talents, and experiences in a positive and sincere manner.

My [books on entrepreneurship and more](http://ConnieRagenGreenBooks.com) are at: <http://ConnieRagenGreenBooks.com> - check out my most recent titles to see which is best for your goals. If you're not sure where to begin, simply hit "reply" to any of my email messages and I will respond to your questions promptly.

