

Syndication Optimization

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



Written By
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This is a training you DO. Yes, I have written much here, and there are short video examples I have created for you to understand more about what I'm sharing, but the truth is that you must do the work to achieve the great success that Syndication Optimization will bring to you. When you do you will find that your business has taken off.

Also, this is not a course on repurposing content. I repurpose everything I write or record but that is only scratching the surface of what is possible when you choose to make syndication a part of your content marketing plan for your business. Stick with me, go through each exercise and example, and then share what you create with me so I may share your work with my own massive audience. Your results will be phenomenal and you will

wonder why you didn't get started in this direction much sooner. No worries; begin today and you will reap the benefits for many years to come with influencer status and thought leader potential.

This is the "each one, teach one" concept taken to an extreme level for your benefit. I teach you how to optimize your reach with organic traffic, you share what you've learned with someone else, and finally everyone working online in some capacity is growing their business exponentially. This is also effective for non-profits and for those engaged in campaigns to get the word out about everything they are sharing through their messages, whether written, spoken, or in videos.

The motto I have lived by since coming online in 2006 is...

"Do for a year what others won't; live forever the way others can't."

Are you ready to begin your year of purposeful, inspired action? You're on your way to becoming a thought leader and influencer in your niche. Follow me down the path of "syndication optimization"...

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A Brief History of Content Creation, Marketing, Distribution, and Syndication

Years ago online entrepreneurs blogged on topics around their niche and then used a variety of methods to reach people who would be interested in reading what they had written. There were Challenges (I hosted the first 30 Day Blog Challenge in 2009 and then that concept took off like wildfire) and blog carnivals, where authors, writers, and bloggers virtually visited each other's sites and wrote a post to a new audience of readers and visitors. The carnivals opened the door to guest posting and relationships flourished. This was all occurring while social media was still in its infancy and marketers needed to be more creative to avoid costly advertising with Google.

Of great interest to me as a new marketer in 2006 were three areas of focus. There included SEO (search engine optimization), driving organic (non-paid) traffic to my sites, and becoming known as more of an authority and an expert in my niche. My niche during 2006 and 2007 was helping people to write, publish, and market their eBooks. Mind you, it was other people who were doing the writing of the eBooks. I was someone who had wanted to be a serious writer since I was about eleven or twelve years old, yet did very little writing throughout my lifetime up until this time when I decided to start my online business. I have since learned that if you are willing to do the work almost anything is possible in your life and business.

I must note that all of what I am sharing with you here occurred during what I refer to as the "dark ages" of internet marketing. As I mentioned earlier, there was no social media during this time. I will pause so you may take that statement in and imagine a world without Facebook, Twitter, and the like.

There were something called "bulletin boards" where you could ask questions and share information but it was primitive and highly technical. Facebook had emerged for college students and it was revolving around relationships and topics of interest for those of college age - mostly the under 25 crowd.

LinkedIn was up and running as a way for those in the corporate world to connect for job opportunities and topics of interest to big business. But it was far from social in nature. That all changed in 2009 as Facebook challenged LinkedIn as a strong competitor and LinkedIn eased up and became more friendly and casual overall. I was welcomed with open arms even though I didn't fit the demographic. Big numbers (lots of subscribers) were appealing to them at that time.

If you wanted traffic and readers for your blog posts you had to work at it consistently and earn it. One way was to find other bloggers and comment on their posts. The ones who "got it" would return the favor. But mostly it was a desolate landscape, not intended for the

fainthearted. I had entered a world of solitude and desolation, in hopes of earning a living and replacing my previous income as a classroom teacher in the inner city of Los Angeles and a real estate broker and residential appraiser in my difficult to find "spare" time.

There was a blog indexing site called Technorati that linked your blog according to its authority. I can still remember how proud and excited I was when I broke into the top 100 listings for my topic of eBook writing and marketing in 2007.

Soon I found out about article directories and Ezine Articles was the favorite of most online entrepreneurs. I signed up for a free account and by 2007 was making a name for myself by writing consistently. In the spring of that year I challenged myself publicly to write one hundred articles in one hundred days.

I didn't do that..

I wrote and published my one hundred articles in only 78 days!

This was a huge milestone and a turning point in my life. It was also the beginning of my life as an author, publisher, and entrepreneur, though I couldn't see that right away. That would evolve over time. Now I say that I am an overnight success that took about a decade to occur in a way that got my attention and solidified my place in the online world.

Often I am asked what I wrote about back then. I smile and then explain that I was just getting started as a writer. Even though I was helping others to write, publish, and market their eBooks, they were doing that writing. I had written an eBook on the topic of "real estate farming" and selling it on its own website, but that was written over a weekend and was not typical of my work ethic at that time. It took some time and lots of effort for me to get myself into the habit of writing every day and my 100 article challenge made the difference.

But I still didn't have much to say, or at least that was how I felt. And those hundred articles I wrote in 78 days were all over the place in terms of topics. Some notable ones included swimming as a recreational sport, polyester versus cotton, red cars get stopped by the police more often, what to say to someone who has just been diagnosed with cancer, and how to train your Yorkshire terrier. These all came from the recesses of my mind and were directly related to my own life experiences and daily thoughts at the time.

Also, I should mention that an "article" consisted of no less than two hundred fifty words and that most of mine seldom came in at much longer than that. But the important thing to me was that I was developing the small daily habit of writing and I was sure this would be helpful along my journey to success.

Within a few years the article directories disappeared, mostly due to mistakes they made in terms of advertising on their sites. Some of us used to say that our articles were shrinking because so many ads were crowding out our words on the pages. But we as the writers were depending on these third party, independent sites as free members and had no say in what they did or how they chose to run their businesses. That was a lesson that stuck with me and continues to make a difference in how I am growing my business to this day.

By then (2008 into 2009) social media was in full swing and most of us didn't seem to mind that article marketing was no longer a viable source of organic traffic, list building, and connections with other writers and marketers. Once again we were willing to follow the crowd and to become dependent on third party sites much more than on ourselves and the sites we owned and controlled - our virtual real estate.

I had been teaching article marketing to others coming up in the world of online entrepreneurship for several years and missed being able to use this method of helping newer entrepreneurs get started. Nothing else seemed to take the place of those five article directories I had published to over the previous three or four years.

But content creation and content marketing do not tell the entire story. Next comes content syndication. This becomes a three-pronged approach to growing your business that is a powerhouse when properly combined and implemented.

Syndication Goes Mainstream

I first learned about content syndication as a teenager. My mother loved Ann Landers, an advice columnist out of Chicago. But unless you lived in Chicago and had access to the local newspaper (the *Chicago Sun-Times*) the only way you would know about what had been discussed in the newspaper column was to hear it being discussed on the radio.

The truth was there was no one named Ann Landers. This was the pseudonym and pen name created by *Chicago Sun-Times* advice columnist Ruth Crowley in 1943 and continued by Esther Pauline "Eppie" Friedman Lederer in 1955, after Crowley's death.

It was unclear from my research exactly what year this advice column was placed into national syndication, but the original company started as the Field Newspaper Syndicate in 1941. Around 1950 they began using the name Chicago Sun-Times Syndicate.

In 1963 Field Enterprises and New York Herald Tribune publisher John Hay Whitney acquired the Chicago-based Publishers Newspaper Syndicate, merging syndication operations with the Chicago Sun-Times Syndicate, the New York Herald Tribune Syndicate,

and the syndicate of the *Chicago Daily News*, a newspaper that had been acquired by Field Enterprises in 1959.

I believe it was during the early 1960s that the "Ask Ann Landers" column was placed into national syndication. The other major newspaper in Chicago, the *Chicago Tribune* purchased the ownership and rights to the column in 1987, but that had no bearing on the syndication rights that extended to more than a hundred newspapers throughout the United States.

Thanks to technological advances and a shift in power from big corporations to individuals over the past two decades, you will be able to harness the immense power of the internet to syndicate your content far and wide. This is like watching a magic show where every trick is revealed to be explained and implemented by those watching and the audience becomes the star of the show.

You can achieve great results in your business, in terms of visibility, credibility, and profitability when you learn, embrace, and implement what I am sharing here. Let's continue with your training...

Moving Forward with Content Marketing and Syndication

Now that we have taken a walk down memory lane to understand the history of content marketing and syndication, let's take a rocket ship to the present and on to the future.

My goal here is to present this information in a way that will allow you to have a close look under the hood of my online business, to share what others are doing, and to then give you the space to come up with a plan that makes sense for the goals you wish to achieve with your own content, in terms of optimizing your syndication efforts.

I have come up with a primitive looking flowchart, more like a list, that explains the process...

Your Idea =>

Your Initial Goal ==>

Your Long Term Goal ==>

Blog Post =>

Curation/PLR/Guest Post =>

Content Upgrade =>

Content Funnel ==>

Your List =>

Social Media =>

Articles (LinkedIn Pulse and Medium) =>

Article/Post Series =>

Telling a Story ==>

Back/Cross Links and SEO =>

Multi-Media =>

Product Bonus =>

Connecting with Others =>

Rinse and Repeat, Forever

Each idea and step leads to the next one until you find yourself at the end and start all over again. It will be worth your time to familiarize yourself with what I am presenting here and to go through this document with an open mind as to how you will implement what is included.

Here are the seventeen steps again, this time in a flow chart type template:

Your Idea => Your Initial Goal ==> Your Long Term Goal ==> Blog Post => Curation/PLR/Guest Post => Content Upgrade => Content Funnel ==> Your List => Social Media => Articles (LinkedIn Pulse and Medium) => Article/Post Series => Telling a Story ==> Back/Cross Links and SEO => Multi-Media => Product Bonus => Connecting with Others => Rinse and Repeat, Forever

Now let's go through each step and explore what is possible.

There are seventeen steps/pieces to my flow chart and we will take them one at a time. I will provide relevant examples along the way and add videos where I believe you will be better served than by simply reading about the concept here.

1) Your Original Idea(s)

Everything you have and do in life begins with your original idea. At some point in your life you decided to audition for the school play, go out for the basketball team, buy a pair of cowboy boots, take a summer job, or apply to college. You had an idea, which led to a decision that would support your idea, and then you took action to turn your idea into reality. It works much the same here.

Keep a notebook, journal, or virtual list of your ideas. The dullest pencil is better than the sharpest mind, as the saying goes. I have been known to get up in the middle of the night when I am awoken by an idea and write it down on the mini legal pad I keep on my nightstand. I do not stop to think about whether the idea has merit, or if it will fit in to what I am working on at the present time, or who I might need to connect with to make it come together, or anything else. All ideas become tangible once they reveal themselves to first my subconscious, and then my conscious mind.

Thomas Edison had a saying that is apropos at this point in your journey...

"Never go to sleep without a request to your subconscious."

Think of an idea you had in the past that you saw through to fruition. Now think of another idea you dismissed early on. What was the difference? Once you make a study of why you choose specific goals, dismissing some as uninteresting or not relevant and pursuing others that you deem worthwhile and that you finally achieve you will change your life forever. This is an area of psychology that I and others refer to as *mindset* when we discuss it in terms of entrepreneurship.

Here is an example from my own life...

On January 28, 1986 I stood in back of the real estate office where I worked with my fellow realtors, staring at a small, black and white television as the Space Shuttle Challenger had just lifted off from the coast of Cape Canaveral, Florida. In less than two minutes it broke apart and disintegrated over the Atlantic Ocean, killing all seven astronauts aboard. One was Christa McAuliffe, a high school teacher from New Hampshire.

Approximately 17 percent of the U.S. population witnessed the launch on live television broadcast because of the presence of McAuliffe, who would have been the first teacher in space. Media coverage of the accident was extensive; one study reported that 85 percent of Americans surveyed had heard the news within an hour of the accident.

Five minutes later I had the idea to pursue an earlier dream of becoming a classroom teacher. Even though I was almost thirty years old at the time I found out what was needed

to earn a teaching credential, took out a loan to help pay for my expenses, and within a year I was working at a public school on an Emergency Credential as a fifth and sixth grade teacher.

I could have just as easily dismissed that idea and not taken any action in the direction of achieving my goal. But instead I forged ahead with gusto and made it happen.

My personal story around ideals and goals and success began when I was about twelve years old. It was just my mother and I and we had very little in terms of material possessions. Twice before I finished grade school we found ourselves homeless and at eleven I began earning some money with babysitting, mowing lawns with the boy next door, and doing odd jobs around the neighborhood. By this time we had relocated from southern California to south Florida and I was happy to be able to help out.

That summer before I entered junior high school I got the idea that I wanted my mother and I to have a house to live in. I believe this began when there was an advertisement in the Sunday edition of the *Miami Herald* newspaper I cut out one afternoon. Long story short, I ended up mailing a postal money order for \$10 to the address provided and a few weeks later a man showed up at our door asking for me and explaining to my mother it was in regards to the property I had recently purchased near Orlando, several hundred miles to the northwest of where we were living in Miami at the time.

My original idea at the beginning of the summer was to find a way to have a house for my mother and myself, instead of living in run down apartments and feeling like our future was never secure. Of course, I did not understand how real estate and mortgages worked, but I did know the difference between having to share common areas with strangers and living in cramped quarters as opposed to having a bedroom to call my own and a yard where we could have a dog.

A month after that I had made my first payment on a piece of raw land not far from where the "second Disneyland" was going to be built someday. And by the end of the summer when a representative from the real estate company came to talk with me, not knowing I was a minor and unable to legally enter into a contract I had a much better idea of how thoughts become beliefs that turn into actions and then become our reality.

I would love to tell you we built a house on that raw land and that I went to Disney World every day after school, but that did not happen. Instead, a couple my mother knew decided to move back to New Jersey for a year and we were able to rent their house for less than we were paying for a small apartment. They knew we would take good care of it and also look after two stray cats they fed each day. It was a dream come true for my mother and I that helped to turn around our situation almost overnight.

And the land? My mother signed the contract and I kept sending in the postal money orders each month. Almost twenty years later I sold it to someone who wanted it as an investment. The profit from the sale was substantial and I had learned much from this experience.

Turn your ideas into content of all types. Write articles, blog posts, short reports, stories, and more. Record audios and videos where you explain your ideas in greater detail than you might be able to with your writing. Much of the content I create is based at least in part on ideas I have had for years and experiences that have altered my perspective.

The most important lesson from this step is to record all of your thoughts and ideas in a format that may be accessed later. Think about this: for every idea I've had in the past decade I have written a blog post of at least three hundred words. Most of them went no further; some of them became simple products; and the remainder have become online courses, live presentations, outlines for more than twenty live events and over fifty small group Retreats, joint venture products and courses, and bestselling books.

I could have allowed each idea to float away and disappear, or to remain in the recesses of my mind for eternity. By taking action and following through I have earned millions of dollars and created a life and a lifestyle I had only dreamed of in my previous life. You can do this by harnessing the power of your mind and using your ideas as building blocks for your future.

What is your idea right now, as you are reading through this training? Write it down and spend as much time as you need to flesh it out into something that you can expand upon and use as the starting point for something valuable in your inventory of content. It is my hope that as you reading through this training you launch great ideas as to how you will be able to shape your future using the system of content syndication you are learning here.

I often say that for each article, blog post, or social media update I have thought about, crafted, published, and shared with the world based upon my original idea I could have chosen to do something else instead. It's always a choice. By making the time to put my ideas into written form at first, and then later into recorded audio or video, or even a live presentation I have changed my life completely and forever.

Do not ever underestimate the power of a single idea to evolve into something that will be received by others in a way that no other message will be able to do. And the next time you think about abandoning your idea in favor of any other activity, I urge you to sit down for a few minutes to record your thoughts in written or spoken form to come back to as soon as possible.

2) Your Initial, Short Term Goal

As an author and/or an entrepreneur you are setting goals to move you and your business forward, and taking steps on a regular basis to achieve them. Your initial goal may be to grow your list, research whether or not your audience is interested in your topic, or to write enough content to write a new book. You may also wish to sell more of a product you have already created or to explore a niche you are not known for right now.

Craft your message in such a way as to whom you will serve and how you will help them to achieve their goals. It is always about other people.

And remember that with every step you take you are either moving closer to or further away from your goals. Very little in our lives falls into the "neutral" category, even though this may not be obvious to us at the moment it occurs.

This second step is an interim one I believe most people are missing and avoiding. Take your time with your content plan. You have the rest of your life to get it right. Start at the beginning and allow your results to unfold over time. This mindset and attitude will help you to become an overnight success, after many days and nights have passed. Oh, the places you'll go when you see the world and your life as one in which you are an active participant in this world in this way.

3) Your Long Term Goal

Before I get into this step I want to introduce you to a style of writing and speaking that will be extremely helpful as you work towards your goal of syndication optimization. It's referred to as an "advertorial" and the official definition is *a newspaper or magazine advertisement giving information about a product in the style of an editorial or objective journalistic article*. So an advertorial is an advertisement in the form of editorial content. The term "advertorial" is a portmanteau (I just love that word!) of the words "advertisement" and "editorial."

In printed publications, the advertisement is usually written to resemble an objective article and designed to ostensibly look like a legitimate and independent news story. If you have a local magazine in your community you may see articles written by the people and

companies who are advertising that month. The opportunity to write an article in a publication that has wide distribution in the city where you are doing business is a valuable one. The next time you are reading a local magazine take a closer look at the articles to see what I am referring to here. Even though each article is sharing interesting and relevant information, it is also directing you to the people, products, and services offered by the author.

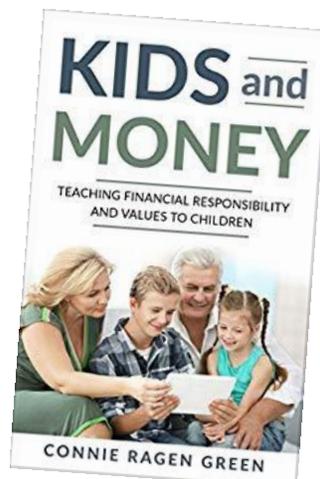
In television, the advertisement is similar to a short infomercial presentation of products or services. These can either be in the form of a television commercial or as a segment on a talk show or variety show. In radio, these can take the form of a radio commercial or a discussion between the announcer and representative. The concept of internet-based advertorials is linked to native advertising.

Native advertising is a type of advertising, mostly online, that matches the form and function of the platform upon which it appears. In many cases it functions like an advertorial, and can manifest as a video, an article, or an editorial.

Now is the time to think further into the future. Here's an example:

I knew that talking to children about money from an early age was important. I did not have any guidance in this area while growing up and by the time I was in college it was evident to me that I was lacking in knowledge and experience in this area. I spent my twenties catching up to my peers who were buying real estate, investing in the stock market, and opening retirement accounts while I was going into debt to buy a car and living in an apartment.

I decided that I would write a book on this topic and include everything I wished I had learned during my formative years. My long term goal was to write and publish this book and take it to bestseller status. It would be a full length (40K words) book and available as a paperback and Kindle (digital version).



[*Kids and Money: Teaching Financial Responsibility and Values to Children*](#) was published in July of 2018 and I am quite proud of what I have achieved and who I have been able to help as a result. Non-profits and other groups continue to contact me about using this book as a part of their curriculum and community outreach programs and individuals are using it to start the conversation around money with the children in their life.

But my goal is to optimize the syndication of my content for maximum results, so I didn't create an outline and begin writing this book once I had the idea and my short and long term goals. Instead, I first wrote a blog post on the topic.

Editor's Note: No matter where you are right now, please set as your goal to create twenty-five to fifty pieces of written content over the next six months. This averages out to one or two pieces each week. This will be your original content and each piece will be approximately five hundred words in length. This is more than enough content to increase your credibility, build your visibility, and grow your profitability for years to come. When you think of syndication optimization in this way, I hope it seems doable for you at any point along the entrepreneurial continuum.

4) Blog Post

Every idea I make the decision to flesh out and follow through with becomes a blog post. This has always been the fastest way to get some feedback on your idea from the community you serve, as well as a way to put your stake in the ground and announce to the world you have skin in the game when it comes time to move forward in a bigger way.

For this topic of kids and money I wrote and published these blog posts:

On May 30th, 2018 I published [*Financial Responsibility for Kids and Adults*](#)

On June 11, 2018 I published [*Financial Stress and Your Children*](#)

I maintain two blogs (for reasons apart from what we are discussing here) and I wanted to write for the separate and overlapping audiences I have there. So I wrote two posts, one for each of my two blogs.

The results were astonishing in that I did not realize so many people in my online community were as interested in this topic as I was. This encouraged me and I got work right away with my outline and daily writing. I had planted my stake in the ground as someone who had opinions and wanted to express my thoughts and ideas on the topic.

Editor's Note: I went back after the book was published and added information about it, along with a cover image to each post. This is always a good idea.

I had just begun one of my "8 Week Author" virtual workshops and decided to use this as my example during that time. Once my outline was complete this book seemed to almost write itself.

Editor's Note: This is also the time to make sure you have a growing presence on social media. Begin with the "Big Three" of Facebook, Twitter, and LinkedIn and move beyond those sites to others a few months later. I have included links to all of my social media profiles at the end of this training.

5) Curation/PLR/Guest Post(s)

After you write an original blog post based on your idea and your goals, you may wish to publish additional posts to create additional content on your topic that will be published on a site you own and control.

Your blog is your "*home on the internet*" and you want to be closely associated with the topics that will bring you business. My focus is almost always around growing my business and increasing my credibility, visibility, and potential for profitability.

Curation is the process of searching online to find who else has knowledge on the topic at hand and has published content where they share their experience, knowledge, and expertise. Once I find two or three blog posts or a book that makes even one relevant point I take a short excerpt (one to two hundred words is typical and acceptable) from it and include it in a new post.

You must always give full attribution to the original author and a link back to the specific site you have curated from. This is an excellent way to build relationships with people you might not have come across in any other way.

PLR is private label rights content you may use in any way you choose. I use and recommend PLR content from a variety of providers and have created a page where you may see who I prefer at <https://hugeprofitstinylist.com/free-plr/>.

I believe private label rights content is so popular in part because it allows for us to have a starting point instead of staring at a blank page. Also, the writers hired to create PLR are highly educated and willing to do extensive research before they start writing. My writing is not of this quality and I do very little research for my own blog posts, in comparison.

Guest posts are those written by people who are knowledgeable in the area you are interested in and with whom you have built a relationship over time. Most people do not even think of offering to write a post for someone else's blog and are excited when you ask them. Others are more reluctant to accept if they feel they are not truly an expert in that area.

Guest posts may be reciprocal or not. The advantage to the writer is exposure to the other person's audience and readers; the advantage to the recipient is additional content for their site, written by someone who is knowledgeable.

Another perspective on guest posts is your ability to share other people's posts through an affiliate link. This serves the dual purpose of providing you with additional content to share to your community, as well as giving you the opportunity to earn income when someone clicks through and makes a purchase.

This is a post from [Susanne Myers and Tracy Roberts from Piggy Makes Bank](#) that is an example of what I am talking about here:



Here is a post I made on Twitter where I am recommending an article that allows me to share [10 free PLR articles from Alice Seba](#).



Connie Ragen Green @ConnieGreen · 4m

"How to Repurpose Articles into Highly Engaging Social Media Content" Details and Free 10-pack of Articles... Ready-to-Brand, Monetize & Publish at publishforprosperity.com/content/aff/go...



I also share content from people I know and am an affiliate for to recommend something they share regularly. One of these people is Cathy Demers. She has a weekly training she calls the [Business Success Cafe](#) and I have been a guest three times during the past four years or so. Every week she shares the details about the upcoming guest on social media and I do so as well, through my affiliate link. Here is a recent share on Twitter:



Connie Ragen Green @ConnieGreen · Sep 5

LinkedIn has become the "hangout" for B2B professionals, C-Level Executives and other serious business players. Join [@CathyDemers](#) and [@theEstieRand](#) to learn how to use it for maximum sales! Free 20 minute training at [ConnieLoves.me /BusinessSucces...](https://ConnieLoves.me/BusinessSucces...)



I then copy/paste the exact same information to my LinkedIn page and on Facebook.

6) Content Upgrade

I didn't fully understand the value of adding a content upgrade to my blog posts until I began doing it regularly. I have been using PLR content for these upgrades and do not require my readers to opt in to receive the short reports I am putting together.

Here is an example of a content upgrade added to a post:

[*Blogging to Find Your Voice and Reach Your Audience*](#)

This post was [syndicated to Medium here](#).

I also syndicated the [same post to LinkedIn Articles](#). If you look at the stats, those are the views from people not connected with me on LinkedIn and searching for content for a variety of reasons. Internally, I have over 28K first level connections to date and the numbers there are much higher.

Keep in mind this post was written and published in September of 2018, loosely based on some private label rights content I own the rights to use. Also, I did acquire a new client from Australia after he viewed this article and reached out to me.

Your content upgrade can be anything that will add value and enhance the experience of your visitor, prospect, customer, or client. It must be relevant to the core content you are sharing and allow for expansion of thought, supplemental learning, and further engagement with you and/or your products, courses, services, and other offerings. These might include, but are not limited to:

- ✚ Checklists
- ✚ Short Reports
- ✚ Tips or Cheat Sheets
- ✚ E-courses
- ✚ Workbooks
- ✚ Social Media Images
- ✚ Case Studies
- ✚ Planners
- ✚ Email or Sales Copy Swipes
- ✚ Infographics
- ✚ Templates
- ✚ Worksheets
- ✚ Reviews
- ✚ Audio recordings - share your thoughts!
- ✚ Videos - be ready for your close up...or simply share your screen

I do not consider another one of my articles or blog posts to be a content upgrade based on what I am describing here, but this can be a personal choice.

Your content upgrade can be used as a list building strategy, where the prospect would need to enter their name and email address on another page in order to receive the download via email. You may also want to use what I call the "good will" method of allowing prospects to simply click on the link within your content and be taken directly to their download. This method has been effective for me in that many people seem to feel obligated to opt in to your list, or even to make a purchase once you have given them something of value to download at no cost or obligation.

Experiment with offering content upgrades in a variety of ways and let me know which is working best for you. There is no correct or "right" way to do anything when it comes to marketing and results will also vary due to a variety of circumstances that could be beyond your control. Keep a positive outlook and imagine the best results based on what you are doing on a regular basis.

7) Content Funnel

Here is where optimizing your content syndication gets more interesting. You have most likely heard a lot about the importance of using funnels in your business and may even have a few of these in place already.

Your funnel begins with one piece of content.

That is correct. You create an audio recording, a video series, or a short report and offer it as a free giveaway on a site or a page (these are referred to as squeeze pages, landing pages, shy "yes" pages, and several other terms, but they are all the same or at least very similar) that you have set up for this purpose. Or, you offer it as a paid product to your visitors. It's your choice and is based on your original idea from step #1 here.

If you need to, take a few minutes now to work in reverse back through the six steps that preceded this one. That would look like this...

- ✚ Content Upgrade - you have created something of value that further educates and engages your prospect, while increasing your credibility
- ✚ Curation/PLR/Guest Posts - this is additional content that builds your visibility
- ✚ Blog Post - this could be your visitor's first introduction to you
- ✚ Your Long Term Goal - what will your business look like in three years?
- ✚ Your Initial, Short Term Goal - what do you want right now?
- ✚ Your Original Idea(s) - what is the message you intend on sharing with the world?

When you work backwards the next step is the previous step. This allows your brain to reorder the steps in a way that is illogical and more creative. Each time I do this I see the need to make a change in what I am doing in my business.

Now let's look at the funnel process and how yours might be set up.

Let's say your original idea is to help Baby Boomers/seniors to navigate the online world and to make some extra money by doing something they love, or at least enjoy very much.

The short term goal is to set up a blog and website that will serve as "command central" for your business. You will write one blog post, create an "About" page, create a free giveaway in report format, and add an opt in form to build your list.

The long term goal is to create information products, write a short book, and to use affiliate marketing for credibility, visibility, and ongoing profitability.

Your blog posts begin to come together and you are finding your voice to communicate with your target audience.

You reach out to others online to find someone to write a guest post for your blog. You will reciprocate by writing a post for that person's blog

You search for your topic on Google and find a post you will curate into your next blog post.

You use some PLR (private label rights) content you already own and create a new blog post with it.

You create a checklist where you share the beginning steps for your prospect to move forward with their goals. ****Remember, it's always about them, not about you.****

The final step is to find three highly relevant affiliate products to recommend to your prospects. You can only earn money when someone makes a purchase from or through you. I began this way because I did not have my own product until I had been online for a full year. One of these three products may also be a free product, as long as it leads to paid products right away.

Editor's Note: The only alternative to creating this "***content funnel***" system is to use paid advertising, which I do not recommend if you are not already earning significant, steady income. Even then, you will benefit from building a list because you want to create raving fans that will purchase from you on multiple occasions instead of having to connect with new prospects over and over again.

Please choose products from vendors who are using an affiliate platform that cookies leads in for future sales. This would include [Nanacast](#) (my affiliate program does this and you

may become my affiliate at AffiliateLinksandTools.com), InfusionSoft, aMember, and several more. This would exclude platforms such as Warrior Plus, Zaxaa, JV Zoo, Amazon (unless someone purchases additional products set up as "upsells" before leaving the site) and several more where each sale you make ends your affiliate connection with the vendor's current or future products.

Now it is time to set up your list and start building it so you will have people who will come through your funnel. We'll discuss this in greater detail in Step 8. For now, focus on writing short - three to four paragraphs and three to four hundred words is best - email messages you will add to your autoresponder service.

I've had people in my Mentor program over the years that believe me on this and take the time to set up their first ten messages carefully. The results are amazing and incredible to them and exactly what was to be expected by me. They make sales and earn money while they are creating their first products and courses.

The average person (who is that, anyway?) who follows through with this proven strategy can expect to earn approximately three dollars per subscriber per month, and this is without having your own product and only recommending three products from different vendors. Note that these products must be relevant to the topic you are focusing on in your business.

8) Your List

You must begin building your list from the first day you are in business or you will have regrets forever. This is the primary way to communicate with your prospects, customers, clients, and students on a regular basis.

Every so often someone will begin ranting about the inadequacies of email, and may even proclaim email to be archaic and nearly dead. They typically do this through an email message, proving once again that email is the preferred communication of most adults in the world, for both business and personal use.

Your funnel begins when someone sees or hears you sharing a message that resonates with them personally. They may have the thought that you are reading their mind with the message you are sharing. This happened to me recently when I was thinking about Pinterest and how I had not grown a following there as I had on the other social media platforms. Within an hour I saw that three people I know who were each recommending a

new Pinterest training that was exactly what I was looking for. If I hadn't known better I would have thought they were reading my mind!

You are going to set up your autoresponder account (I use [Aweber](#) and highly recommend them for new and intermediate online entrepreneurs) with a series of messages that will comprise a simple funnel. My motto is to always "Keep it Simple!" and this is no exception.

In the first message, which prospects receive when they initially view your content and opt in to your list will welcome them to your community and provide them with a link to your free giveaway. This can be anything you would create or have created using PLR as a content upgrade.

I want to make it clear at this point that everything in your funnel must be related to and relevant for your topic, or at least to the topic of your funnel. For example, if you are reaching out to the target audience of baby boomers/seniors who wish to learn more about navigating the online world and earning some money by doing something they enjoy, you do not want to create and set up a funnel around podcasting, writing a book, or using CPA methods in affiliate marketing. Instead, your funnel must be related to newbies online and how to get started using social media and blogging to build a following. Do you see the point I am making here?

The second message can be one in which you share a link to one of your blog posts on a relevant topic. Even if this is where they signed up for your list initially, it's an excellent way of reminding them more about who you are and what you have to offer.

Your third message will include a link to a relevant affiliate product. You will explain what the product is, who created it, and why you believe it will be an excellent product for them. Perhaps it would be the Pinterest product I mentioned earlier. In my first email message about this I said...

Subject line: I thought about it and there it was

This morning I woke up thinking about two things - the fact that we didn't catch any fish yesterday and my dream of sea bass and asparagus for dinner was just that, a dream...and my dream of using Pinterest to promote my blog posts, affiliate offers, books, and products.

While the fish dinner dream evaporated into thin air, the Pinterest one did not. Within an hour I read three emails from people who were recommending a brand new product from someone I did not know. Her name is Julie Coffman and her training is:

"Quick and Easy Pins for Publishers"

<http://ConnieLoves.me/QuickandEasyPins>

Please don't let the "*for publishers*" part of the title confuse you. I wrote to Julie on Warrior Plus and she tracked me down on Facebook. She and I have been going back and forth so she can answer my questions. I told her I've had an account on Pinterest for years but haven't done anything with it for ages. Julie assured me that her training is simple to use - it is! - and we may use her ideas to promote any of the products, courses, services, or books we'd like to sell more of. This one is a winner I highly recommend.

The writing is conversational in nature and void of what I refer to as "ten gallon words" and lofty, abstract concepts. Keep in simple and more people will relate to you. It's a turn off when I read an email message where the person seems to be trying to impress me with their ideas and vocabulary. I have a college education but my business is not part of the corporate world or academia.

My recommendation is to write ten email messages and queue them up in your autoresponder service to go out every other day. Three weeks later your prospect will have received all ten messages and by then they have been encouraged to subscribe to your main site so they will remain on your primary list. Let's look at the steps involved here:

- ✚ Choose your niche - not too narrow and not too broad
- ✚ Set up a squeeze or landing page where prospects may join your list. For this step you will need a domain name (.com is best) and a hosting service (I continue to recommend ConnieLoves.me/A2Hosting for a variety of excellent reasons.)
- ✚ Sign up for an autoresponder account (I continue to recommend [Aweber](https://aweber.com) for this.)
- ✚ If you want/need some graphics for your site take a look at Fiverr.com to find someone to help you. I have used freelancers on this site for graphics, book covers, book formatting, website set up, and more over the past seven or eight years.
- ✚ Create a short giveaway that is written, audio (mp3), or video (mp4) that is exactly what you have promised them on the page where they opted in to receive it. Keep the title the same on both places and keep your promise.

Your first email messages:

- ✚ Email 1: Welcome them to your community. Remind them what they signed up to receive. Deliver your free giveaway once again, including the link to the download. This is your opportunity to keep your promise and build trust and credibility. Tell them one thing about you (I live in two different cities in southern California; I used to be a classroom teacher; I've written more than twenty books) so you begin to be memorable to them.
- ✚ Email 2: Welcome them once again. Ask if they have gone through your giveaway (use the title here) and if they have any questions. Tell them something else about you, this time in relation to your topic. For example, to stick with the niche and

target audience of baby boomers/seniors who wish to learn more about navigating the online world and earning some money by doing something they enjoy you may want to share how you came to serve this community.

(When I was six months from retirement with the Gas Company I decided to start a part-time business I could set up on the internet. That's when I realized I had no idea where to begin. I spent almost a year learning as much as I could and it was during this time I decided to start helping people just like me to get started with an online business. That was three years ago and I love what I do each day and the people I connect with.)

Introduce affiliate products or services that makes sense, such as hosting or an autoresponder service. These should one that you are using and benefitting from, based on my goal of only recommending what I love.

- ✚ Email 3: Jump in to your topic as though you've been doing this for years. It always bothers me to read emails from people who have been online for a year and are apologizing for being "new" to their niche topic or to marketing online. As a former classroom teacher I observed a hundred over twenty years begin the morning as the "new kid" only to find they had a best friend and knew exactly what, to do in most cases by recess or lunch.
- ✚ Talk about the value of what you are recommending and be sure to include a couple of free resources as well. Write conversationally and ask them to hit "reply" to ask or answer a question and to tell you more about themselves.

Think of your content funnel as an ongoing conversation with your prospect, where you are simply taking up where you left off when they once again encounter your messages. Even though they may not recall exactly what you shared earlier, their minds will be open to joining you on this journey or discovery as each piece of content is revealed to them over time.

I hope this section is helpful to you as you navigate your way through the steps. Reach out to me if there is anything I need to clarify, add, or change to make your experience more complete.

9) Social Media (Where My Syndication Begins)

I continue to have a love/hate relationship with social media. It attempts to steal my time; people attempt to draw me in with their updates and comments; and sometimes it makes me feel like I am naked at the mall on the Saturday before Christmas.

Early on, over ten years ago now I made the conscious decision to limit my time on all social media sites combined to no more than fifteen minutes a day. My motto is:

"Get in, get out, and get back to work!"

This has resulted in an almost completely positive experience that allows me the best of both worlds; I have time to work on my projects and live my life away from the computer while also having the ability to connect with tens of thousands of people I would not be able to know otherwise. I'll speak more about these connections and how they have enriched my life and grown my business over the past decade.

You must make your own decision on this. Make a list of pros and cons for you. I want access to everyone possible while also being more private. You may see this in a completely different way and I respect your choices.

I syndicate my content on Facebook, Twitter, and LinkedIn seven days a week. This takes just a few minutes a day. I also have two virtual assistants who help me with this part of my business and they are each paid for up to ten hours a month for this service. You can most definitely do this yourself in less than two hours each week during your first year online and that is sufficient until your business grows much bigger than it probably is today.

Here is an example of how I syndicated a blog post recently. The original post is at:

[The Impossible Goal of Perfection](#)

and it looks like this:

Impossible Goal of Perfection

SEPTEMBER 1 BY CONNIE RAGEN GREEN — LEAVE A COMMENT



The Impossible Goal of Perfection

Tweet

Every week I have calls with people who are caught up with the impossible goal of perfection. Many have waited for years to start their online businesses because they wanted everything to be done right, with no mistakes or flaws before they shared it with the world.

"Right" is code for "perfect" and it doesn't exist in our world.

As a classroom teacher I had children of all ages who were frozen in the quest for perfection. When their work could not live up to this impossible standard they'd break into tears or act out or shut down. I had to calmly and gently explain to them why perfection was not our goal, but excellence was a worthy one.

I called it the beauty of imperfection. Years later John Legend would call it "*perfect imperfections*" in his popular song "All of Me."

The idea for this post came from a mentoring call I had with one of my clients. That call encouraged me to write about this topic in my daily emails and on the third day I turned those email messages into a full blog post by adding more of my thoughts on this topic. I knew my visitors and regular readers at my blog would be served with this information.

The next step is Twitter, where all of my syndication begins...



Connie Ragen Green @ConnieGreen · 8m

"The Impossible Goal of Perfection" Whatever you are working on for your business, ship it now and make it a little more excellent next week. I promise you it will all work out. Because of the... hugeprofitstinylist.com/impossible-goal-of-perfection #perfection #goals #excellence



I think of these content syndication tweets as having four parts:

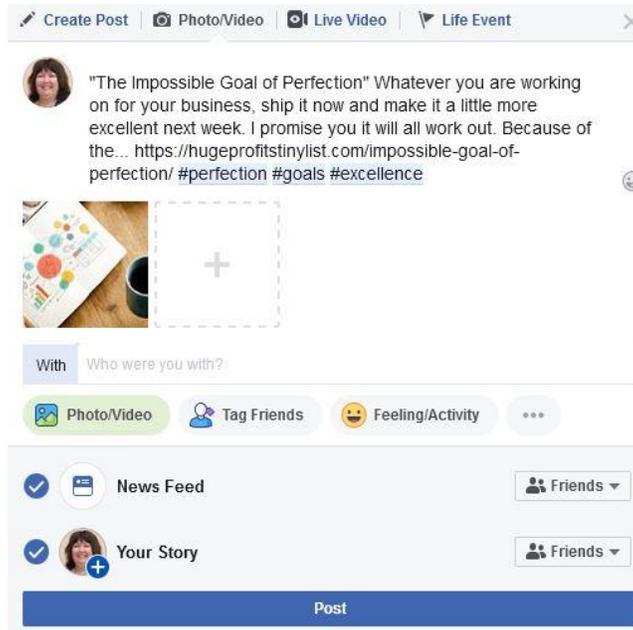
- ✚ The title of the post - "The Impossible Goal of Perfection"
- ✚ A short excerpt from the post - "...Whatever you are working on for your business, ship it now and make it a little more excellent next week. I promise you it will all work out. Because of the..." NOTE: I always add a "cliffhanger" at the end of the excerpt I pull, in hopes of enticing the viewer to click through and read the entire blog post. *Because of the...* does not exist in my post.
- ✚ The image I used in the post - posts and social media updates attract more engagement when a visual (image, video, infographic) is included.
- ✚ The perma-link (permanent link) to the post - this anchors your original content so it may always be accessed by viewers, now and for years to come.

I then copy/paste that tweet on my LinkedIn personal page...



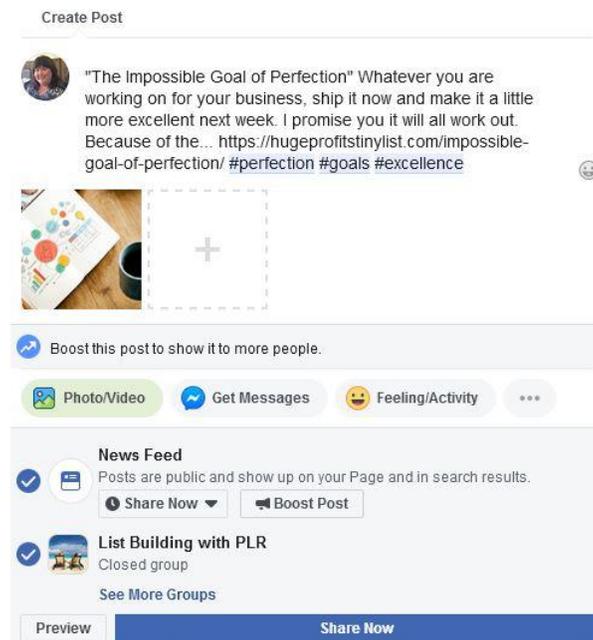
The only change here is that LinkedIn has turned my original perma-link into a link with their branding and optimization. That's a win-win because I want people to have easy access to everything I have created and syndicated on LinkedIn over the years.

The next step is my personal Facebook page...



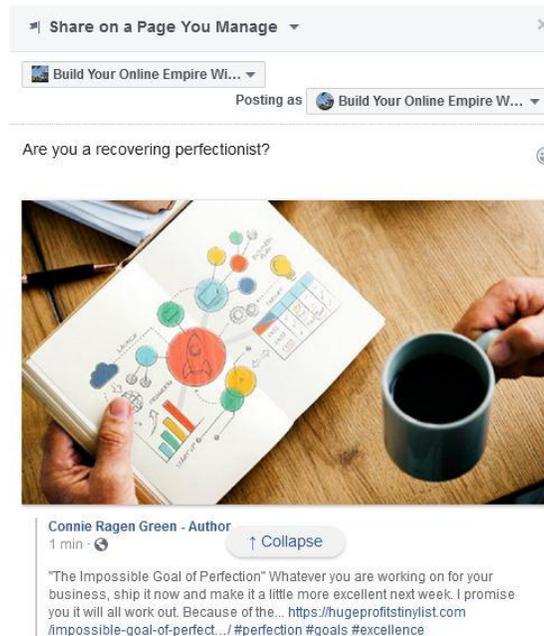
Again, this is a copy/paste and this is a screen shot from right before I clicked on "post" to take it live. Facebook also allows me to share this to my "Story" where my friends and acquaintances are more likely to be attracted and engaged.

Now it's time to share this post to one of my pages...



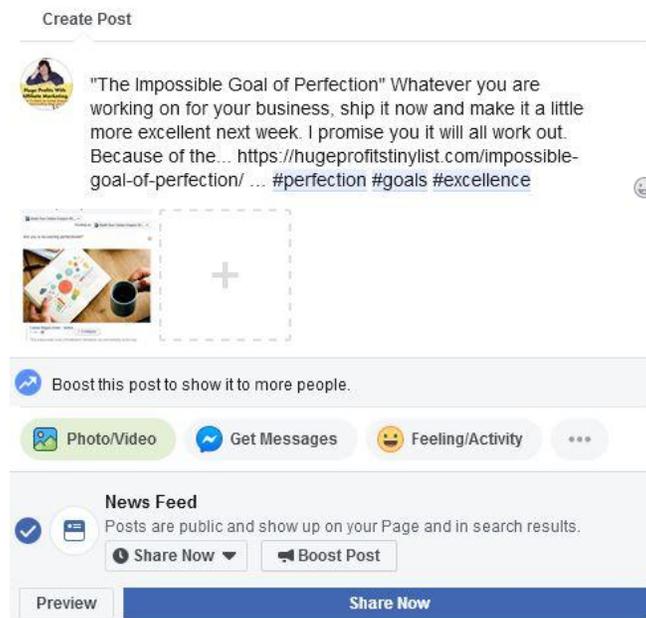
This is my [Connie Ragen Green - Author](#) page where I am sharing content two or three times each week.

I then share the update to another of my business pages...



I add a comment before sharing it to [Build Your Online Empire with Connie Ragen Green](#)

Next, I share an update for this post on my [Huge Profits with Affiliate Marketing](#) page.



This all took me less than ten minutes to accomplish and I feel like I covered a lot of ground and made progress with my syndication of this post.

Remember, you will do this over and over again for years to come.

10) Articles - LinkedIn Pulse and Medium

I have enjoyed great success with syndicating my writing to LinkedIn and to Medium. Each of these is free to use and will get your content in front of more people who are interested in your topic than any other sites I am using right now. These two sites must be considered as optimal methods for syndicating your content.

Whereas LinkedIn is mostly an internal syndication channel for those on LinkedIn (I have almost twenty-eight thousand first level connections and would love to connect with you if we aren't already), Medium is more about getting strangers to read your content

Start a free account, make one or two posts and then join as a paid member. As of this writing the cost of membership is five dollars per month or fifty dollars per year. You will also be paid for your writing based on the number of reads, comments, applause, and passage highlights you receive, so it can easily pay for itself within two months of being a member. This is the least expensive way to drive targeted traffic to your sites and the only paid site I am including as a resource within this training.

There are also groups, or publications as they are commonly referred to within the Medium community. I participate in several of them, meaning they will further syndicate my writing to their audience for greater exposure. The idea here is that it is better to become a featured author for a publication with a list of forty thousand readers than it is to be another writer for a publication with over a million readers. The goal is to stand out from the crowd and this is possible on Medium.

Some of these Groups/Publications within Medium include The Startup - Noteworthy: the Journal Blog - Good Audience - and Reputation Management. You may search through all of them at <https://medium.com/me/publications>.

Medium and LinkedIn Articles (Pulse) are excellent for organic traffic, list building, visibility, and the opportunity to explore a variety niches and stretch your creativity before fully committing to a new avenue with a website and product.

This is an article I posted originally to my blog at <https://hugeprofitstinylist.com/medium-its-just-right/> and then [syndicated to Medium](#) where I share my history, experiences, and thoughts on this site...

Medium: It's Not Very Small, Yet Not Too Big. Medium...It's Just Right

Sometimes the very thing that changes your life begins with something so small you won't be able to trace it back to a definitive source or a particular point in time. I do not recall how, when, or where I first heard about Medium.

In doing my research for this project I went back through all of my stories published on Medium (368 to date) and ended up on the page for the first story I ever published there. To my amazement this was on May 19, 2009. This is the first story I published on Medium on that day:

Online Forums — The Place To Connect With Others



Connie Ragen Green
May 19, 2009 · 2 min read

There are thousands of forums, both free and paid, where people in your niche are hanging out. The first forum I ever visited was the Warrior Forum, and I could not understand what they were talking about. In fact, this experience was so intimidating for me that it was a year before I joined another forum and learned more about how this all works. Now I cannot live without the benefits I receive from the forums I am a part of and the people I am connected with.

The easiest way to find a free forum for your niche is to search on Google. This is particularly good for areas that are extremely specific, technical, or those meant for people who all fall into a certain category. Other forums are

This article was originally [published on my other blog](#) on May 19, 2009. Later that same day it was [published on Medium](#). I no longer syndicate my blog posts immediately to Medium, or to any other site, for that matter. I was so sure it had been much later, 2016 perhaps, when I signed up for my free account there. You can see from this image there is no graphic included just after the title, and I didn't do a good job of introducing the topic. Also, my call to action is completely out of alignment because I am asking someone who is probably reading me for the first time to take a leap into a program with me that costs almost ten thousand dollars a year. Here it is:

My recommendation is to try this out for six months and see how it affects your online business. Belonging to the right forums is the closest you will get to being involved in a Mastermind, without having to invest that kind of money. If you are ready for a Mastermind, check out my [Online Marketing Incubator](#) and come aboard.

But even as a free member at that time I enjoyed exposure to a wider audience than with both of my blogs and all of my social media platforms combined. Why? Medium was already starting to blow up (that's a good thing, in case you aren't familiar with that term) and everyone who joined came along for the ride of our life in terms of increased visibility, added credibility, and potential for profitability.

It would be almost a year before I next added an article to here, in March of 2010. Then again in 2011, when I published two articles. In April and November of 2012 I posted one article in each of those months, and then there was a lapse until 2015, when I posted three articles a few months apart. During 2016 I see that I published sixty-articles, much better written and some with images. I was starting to get it!

How could so many years have passed between the time I originally signed up and when I finally understood and appreciated the value of paid membership? That occurred in April of 2018 and that's when I approached the next level of visibility as an author, publisher, and entrepreneur. My audience grew and I began to experiment with writing on topics that were away from my core business of authorship and online entrepreneurship.

Beginning in April of 2018 the articles I posted first to one of my blogs and then to Medium were a cut above what I had been writing and publishing before that time. Certainly it wasn't because of the paltry sum of five dollars a month I was now investing, or the hope of a big payday each month as part of Medium's paywall arrangement. But no matter what the reason I was now spending a little more time and making even more effort with my writing.

Writing is the most valuable skill I have and my goal is to improve not only my writing but also my syndication of this writing 1% each day. That's what thought leader Brian Tracy tells us; make your goal one percent improvement a day, every day and great success will be yours.

Take a look at all of [my published books here](#).



This article was originally published on my site at <https://hugeprofitstinylist.com/medium-its-just-right/>.

I'm author, publisher, and entrepreneur Connie Ragen Green and would love to connect with you. If you're new to the world of online entrepreneurship please check out my training on how to sell yourself at [Sell Yourself and Your Stuff](#) and learn how to gain an unfair advantage when it comes to building a lucrative online business.

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You will notice that I include a link back to my blog where the article was originally published. This is for the purpose of making it clear that I want Google and the other search engines to know that I prefer to be indexed on my sites for my content, rather than on those of a third party.

Also, I include some information about myself and a "call to action" (CTA) at the end. This is highly effective for list building and adds to my credibility on my topic.

Some Points to Remember...

Having the goal of syndicating everything you write will get into the habit of daily writing. The reason this will be the case is that you will want to have as much content as possible to share with the people who most resonate with it.

A site you may find helpful is 750Words.com. I started my free 30 day trial during April of 2018 and enjoy writing at least seven hundred fifty words each morning to begin my work day. It's five dollars a month after the free trial and this site keeps me focused on my goals. I have written three full length books and much more during this time and love tracking my progress.

I have found with both Medium and LinkedIn Pulse that the optimum length of my submissions are somewhere between 750 and 1500 words. I use keywords in my titles and have a call to action at the end.

On Medium I encourage applause, comments, and highlights. On LinkedIn my goal is to encourage my connections to share my posts.

My follow strategy for Medium is to read articles written by others and to then take a look at who applauded, commented, and highlighted those articles. Those are the people I follow, with preference give to those whose profile images have a green circle around them. This denotes membership, and paid members are always going to be more interactive and collaborative because they have some skin in the game.

Connect with me on [Medium](#) and [LinkedIn](#) to observe what I am doing on a regular basis there.

11) Article/Blog Post Series and Short Reports

Articles and Blog Post Series - This is a two part step of this syndication optimization process. The first part involves articles/posts on your own sites. The second part is when someone comes to you and wants to share your content on their site.

Short Reports - I refer to these as "Focus Guides" and have a very specific way to create them. I teach a strategy called a "Topic Matrix" where you first take your overall, general topic - mine is online marketing - and break it down into ten sub-topics. Some of these for me are affiliate marketing, local business marketing, and information product creation.

Within each of your sub-topics you will write ten articles of at least five hundred words each. As you write them, post them to your blog. When you have written ten articles/posts on one of your sub-topics, add them to a word processing document where you include a short introduction, a summary and conclusion at the end, and a resource page and an "About the Author" page at the end.

Here is one of my [Focus Guides, on the sub-topic of affiliate marketing](#):

Focus Guide: Affiliate Marketing for New Entrepreneurs



I now have more than twenty of these Focus Guides and they continue to work for me 24/7/365 to market and syndicate my content everywhere.

And yes, I share this one and all of my Focus Guides regularly, beginning on Twitter:



Another benefit of writing regularly using this topic matrix strategy is that once you have written ten articles of at least five hundred words for all ten of your subtopics you will have approximately fifty thousand words of original writing. This is more than enough for a full length book on your topic and a way to position yourself as an expert.

Other entrepreneurs, authors, and marketers will come to you and ask if they may publish your content on their sites. This is a win-win in that you will get massive exposure from them sharing your work with their audience while they have more content and are more likely to be seen as an authority site by Google and the other search engines.

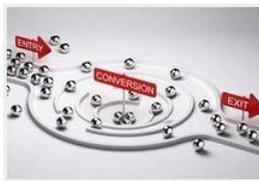
Entrepreneur [Cathy Demers](#) has done this with my content.



Author Archives: Connie Green

Connie Green

5 Essential Elements For a High Converting Landing Page



When you want a visitor to your site to do a specific action, you build a landing page. Its sole purpose is to either have people sign-up for your email list or to make a purchase from you. Nothing more, nothing less. Here are the 5 essential elements for a high converting landing page. Be [...]

You may also ask others if they will consider doing this for you. Begin by building the relationship with them, becoming their affiliate, if possible and also sharing what they are doing with your community.

Editor's Note: Think back to what I shared with you in Step 3 (**Your Long Term Goal**):

No matter where you are right now, please set as your goal to create twenty-five to fifty pieces of written content over the next several months. This will be your original content and each piece will be approximately five hundred words in length. This is more than enough content to increase your credibility, build your visibility, and grow your profitability for years to come. When you think of syndication optimization in this way, I hope it seems doable for you at any point along the entrepreneurial continuum.

12) Telling a Story

Storytelling was around long before anyone thought about sharing or recommending resources. Telling stories also predates marketing. Stories came in the form of what is known as "oral storytelling"...

Oral storytelling is an ancient and intimate tradition between the storyteller and their audience. The storyteller and the listeners are physically close, often seated together in a circular fashion. Through the telling of the story people become psychically close, developing a connection to one another through the communal experience. The storyteller reveals, and thus shares, him/her self through his/her telling and the listeners reveal and share themselves through their reception of the story. The intimacy and connection is deepened by the flexibility of oral storytelling which allows the tale to be molded according to the needs of the audience and/or the location or environment of the telling. Listeners also experience the urgency of a creative process taking place in their presence and they experience the empowerment of being a part of that creative process. Storytelling creates a personal bond with the teller and the audience.

My long time friend Ann Buxie has been hosting *Tales By The Sea*, a storytelling concert series for adults in Malibu, since 1995. This eight-week session includes instruction on how to craft a personal story, how to respond to prompts and discuss the elements of a story. Over the years I have attended many of her classes.

While I was still working as a classroom teacher I took students to her storytelling concerts. Many of my students had never seen the Pacific Ocean even though they lived less than thirty miles away. We would go on a Saturday, spending a couple of hours at the beach, then having lunch at a restaurant on the pier, and finally making our way to hear a teller share a story. It was a magical time for all of us and it never failed that one or two of the kids would fall asleep in the car as we wended our way through the canyons back into the San Fernando Valley where we lived.

Storytelling is as old as time. Egyptian hieroglyphs were the formal writing system used in Ancient Egypt. The word hieroglyph comes from the Greek adjective *hieroglyphikos*, a compound of *hierós* (sacred) and *glýphō* (I carve, I engrave), so it literally means to carve or engrave sacred words and meanings. Hieroglyphs combined logographic, syllabic and alphabetic elements, with a total of some 1,000 distinct characters. Cursive hieroglyphs were used for religious literature on papyrus and wood.

My goal is to tell my story while I am sharing content. I think of this as a thread pulling information along the way so that it is not so obvious where the story of my life leaves off and my business begins. This is comfortable for me. Here is an example:



This is a photo of one of the tiny libraries within an art sculpture in downtown Santa Barbara, one of the two cities where I live. I retweeted this one after the Library Journal in New York City posted the original tweet.

Here is a tweet from the Santa Clarita, California (my other city) Arts Commission about the Sidewalk Poetry Project. I submitted a poem but it was not chosen. I support this group:



Sometimes I make the original post about something from one of my cities and others then share it with their following and community. Intertwined worlds make sense when you are doing business on the internet and serving a global community.

Let's break storytelling down into more concrete terms. I believe that we must tell our story every day with what we share with the world. Even though your story is changing over time as you grow and learn, you are still the same person with the same interests and ideas around specific topics.

My Story: I was born in the San Fernando Valley area north of Los Angeles and raised by a single mother after my parents divorced when I was three years old. We struggled financially while I was growing up and my mother taught me that education was the key to getting out of poverty.

I graduated from UCLA and went on to law school, but after a year and a half I decided that career was not right for me. I went into real estate as a broker and residential appraiser. Inspired by the first "teacher in space" Christa McAuliffe I became a teacher at age thirty.

For twenty years I worked simultaneously as a classroom teacher and in real estate. During that time I survived cancer and had a serious work injury when I fell at school. By the time I was in my mid forties I longed for a career and lifestyle where I could work from home and earn more money in fewer hours than I had been able to do previously. I was fifty years old when I resigned from teaching, gave away my best real estate clients, and started my online business in 2006.

Editor's Note: If you do not share your story with your community, they will create one that makes sense for them. Imagine someone on your list who has just made a purchase of one of your products or courses and is explaining how this came to be with a friend or family member. What story will they tell?

My Story as a Twitter feed:

In addition to sharing my blog posts, other writing (including my books, short reports, and audios/videos), my products, affiliate products, and details about my business in general, I have also grown my following by sharing items of interest around what I love and is part of my lifestyle. These topics include, in no particular order:

- ✚ Marketing of all types
- ✚ Animals - zoos, aquariums, rescue organizations
- ✚ Environmental issues
- ✚ People/Publications I follow
- ✚ Health issues
- ✚ Santa Clarita, California; Santa Barbara, California; Finland
- ✚ Children - books, education, libraries - @Edutopia
- ✚ The Arts - symphony, orchestra, plays, films
- ✚ Yankees baseball

- ✚ Entrepreneurship
- ✚ Authorship
- ✚ Space/Astronomy
- ✚ "Out of the box" thinking

At any given time I am marketing my own products, as well as those of others through an affiliate link. Here is a recent one where I am recommending a product called "[Daily Content Profits](#)":



There are some Twitter accounts I have followed and shared for over a decade; others I find by doing a search for a hash tag, such as #astronomy or #films or #Finland to find the information I wish to share.

If you take a look at my Twitter feed at any given time and scroll down through my most recent thirty or so tweets you will see how I include the above topics in what I am sharing. Remember that all tweets are indexed by the search engines and catalogued by groups having an interest in this type of thing.

Think of each social media update as a snippet of who you are, what you have to offer others, and why they will be compelled to connect with you. Add a "call to action" (CTA) at the end of each update and the right people will respond.

Recently I shared a story with my online community about a boy in one of the two cities where I live who needed some financial help with his upcoming Eagle Scout project. I began with a Facebook post where I asked my followers for help with this:

 **Connie Ragen Green**
September 17 at 7:33 AM · 🌐

I have a personal request today. A young man in my community has been going through some challenges with health and depression. This Saturday I will be helping him with his Eagle Scout project and he is short of funds. The family is stretched thin with medical expenses. If you feel so inclined, please donate \$5 - no more - to his fund. I want him to know what it's like to have people who don't know you believe in you. Kyle is a wonderful young man with a bright future, once he can make it through this tough time. Thank you in advance.



GOFUNDME.COM
Click here to support Boy Scout Project - Help the Animals in Newhall organized by Kyle Bair

My update tells the story and asks for donations. At this time Kyle had less than a hundred dollars donated and time was getting short. Within 72 hours he had met his goal of \$1400 and even surpassed it over the next two days, raising \$1410 in all. The extra money went to creating signs with information about the animals that was on the park's wish list.

Boy Scout Project - Help the Animals in Newhall



\$1,410 raised of \$1,200 goal

55 donors 138 shares 55 followers

Donate now

The day after we completed the project I posted photos showing the people involved and what had been done...



Connie Ragen Green added 20 new photos to the album:
Kyle's Eagle Scout Project.
September 21 at 12:22 PM · 🌐

Kyle is a leader and soon to be honored as an Eagle Scout!



The following day I wrote an article about all of this and published it on Medium.

Taller Than Anyone Thought He Could Be



Connie Ragen Green
Sep 23 · 7 min read ★

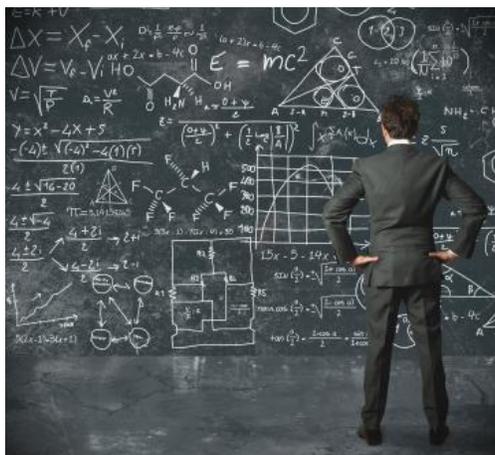


Click on any of the photos and you'll be taken to the original page/post/update.

13) Back/Cross Links and SEO (search engine optimization)

I have been fascinated with search engine optimization (SEO) strategies since first coming online in 2006. The idea of being able to drive massive amounts of targeted traffic to our content posted on the internet without buying paid traffic and advertisements sounded too good to be true, and it works!

Learn a little about SEO every week, implement what you are learning, and your business will grow faster than that of those who have chosen to leave this part of doing business online to those they consider to be smarter and more technical.



There is a saying that goes something like "Know your numbers or you will have no numbers to know."

Now this does not mean you have to become a mathematician or get a degree in finance or even hire a CFO - Chief Financial Officer for your business. I started with only a CPA I met with twice a year, finally hired a bookkeeper who keeps everything in order monthly, and in 2016 I hired a CFO on a part-time basis.

But while your finances are an excellent place to begin, the numbers I'm talking about here have to do more with the keywords and phrases you are using to attract prospects into your community.

When I was starting out in 2006 I was serving people who wanted to write, publish, and market an eBook on their topic in order to reach their prospects and be seen as an authority. I made a list of about thirty keywords and used them over and over again. These included:

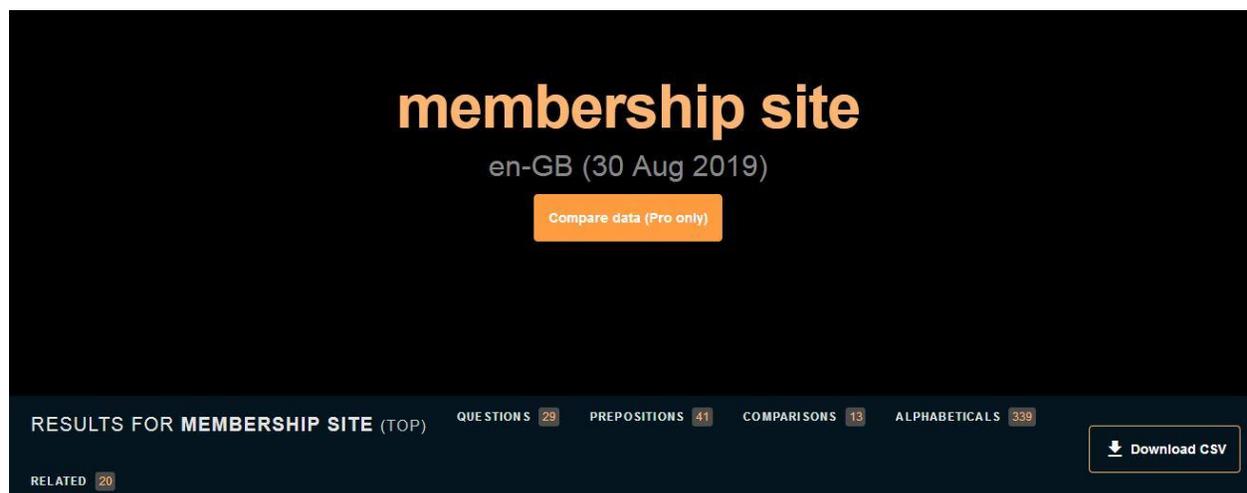
- ✚ write an eBook
- ✚ how to write an eBook

- ✚ *writing eBooks*
- ✚ *how many words in an eBook*
- ✚ *help writing an eBook*
- ✚ *eBook writing*
- ✚ *publish an eBook*
- ✚ *market an eBook*
- ✚ *eBooks on real estate*
- ✚ *eBooks on appraisal*
- ✚ *eBooks on blogging*
- ✚ *sell your eBooks*

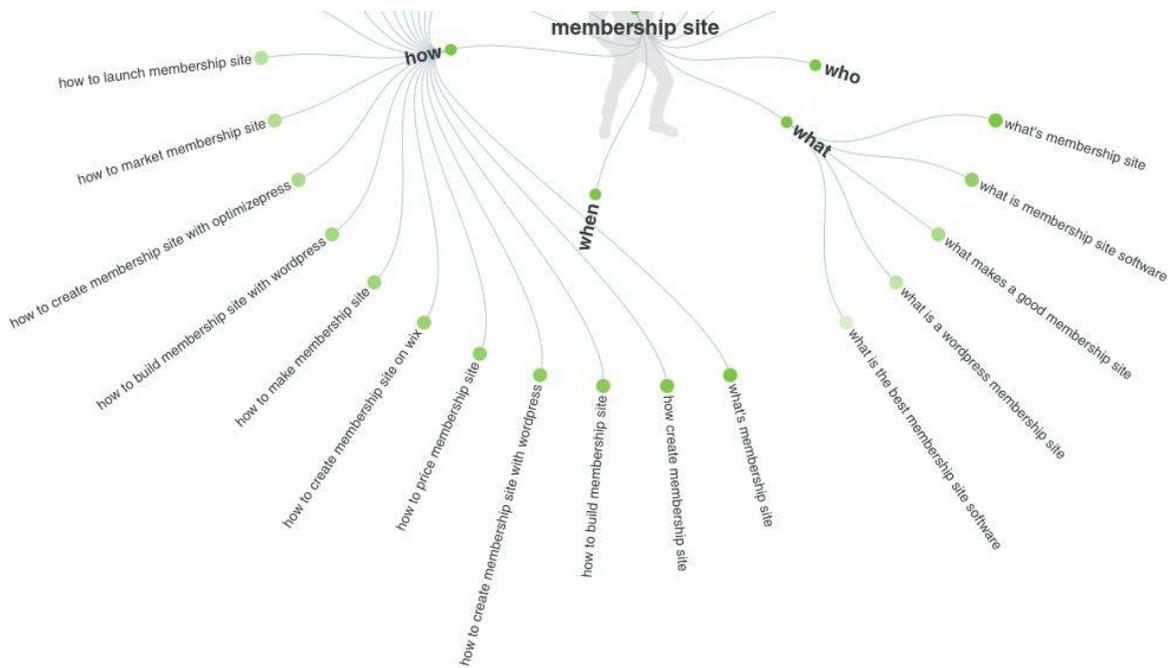
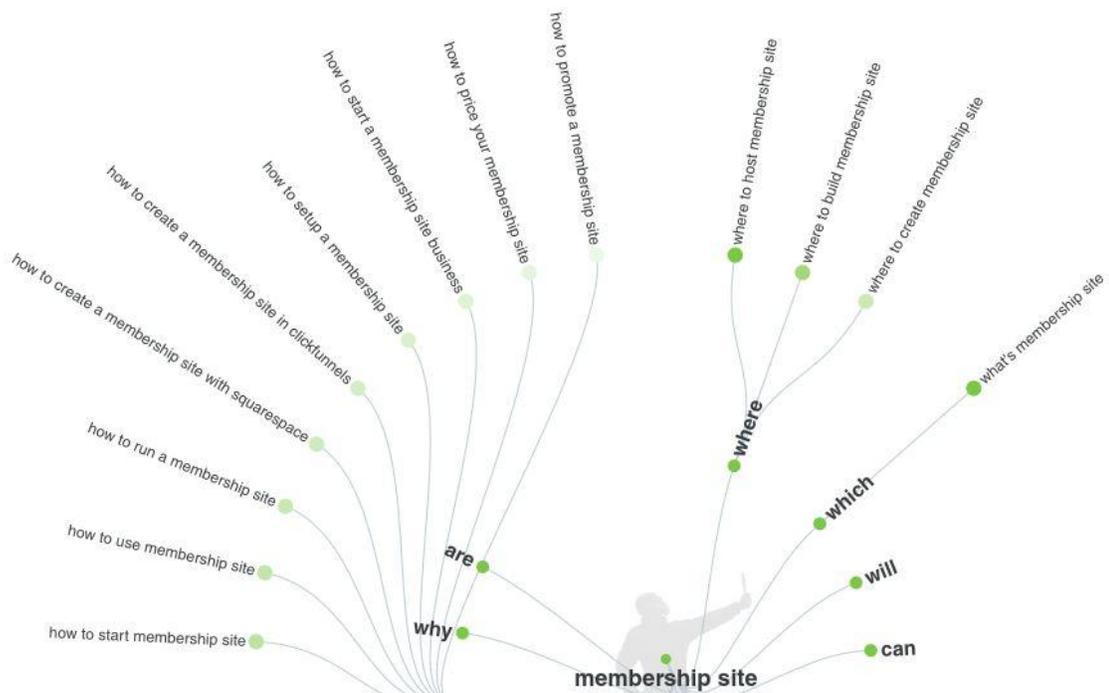
This was a tedious process and until I learned about Google AdWords I wasn't sure how many people were searching regularly for those phrases and my others ones. These days there are more tools to help you quickly come up with the most searched for keywords.

This is a site you will want to explore further. It's called [Answer the Public](#) and allows you to do a couple of searches for a keyword phrase you are interested in at no cost.

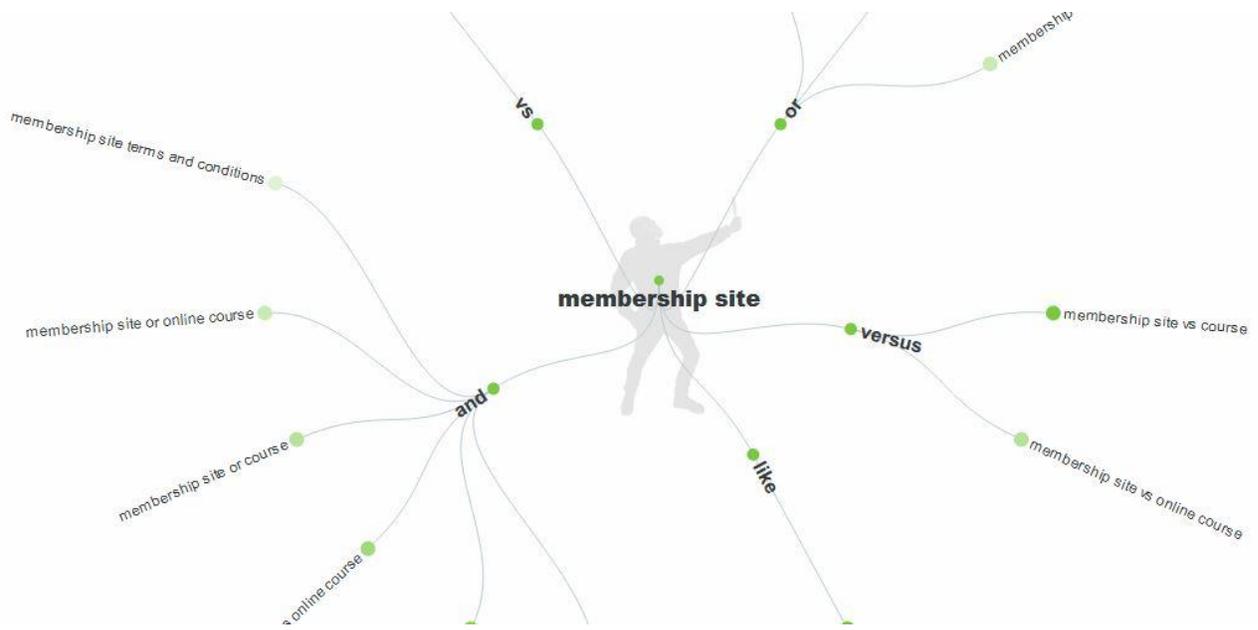
This was a search I did for the term "membership site" while I was doing some research to see if I would create a new training and Focus Guide on this specific topic.



The first results included a scatter map of what people are searching for using the "who, what, where, when, why, and how" questions they ask.



This shows the comparisons that are drawn between membership site and other terms.



This one is based on prepositions...



These are the same results in list format...

	A	B	C	D	E	F	G	H	I
1	membership site - en	Suggestions - Created: 30-08-2019							
2	Modifier 1	Modifier	Suggestion						
3	questions where		where to host membership site						
4	questions where		where to build membership site						
5	questions where		where to create membership site						
6	questions which		what's membership site						
7	questions what		what's membership site						
8	questions what		what is membership site software						
9	questions what		what makes a good membership site						
10	questions what		what is a wordpress membership site						
11	questions what		what is the best membership site software						
12	questions how		what's membership site						
13	questions how		how create membership site						
14	questions how		how to build membership site						
15	questions how		how to create membership site with wordpress						
16	questions how		how to price membership site						
17	questions how		how to create membership site on wix						
18	questions how		how to make membership site						
19	questions how		how to build membership site with wordpress						
20	questions how		how to create membership site with optimizepress						
21	questions how		how to market membership site						
22	questions how		how to launch membership site						
23	questions how		how to start membership site						

These are related terms...

	A	B	C	D	E	F	G
475	alphabetical	a	aa membership site				
476	alphabetical	a	aweber membership site				
477	alphabetical	a	afl membership site				
478	related		membership site platforms				
479	related		membership site wordpress				
480	related		membership site ideas				
481	related		membership site academy				
482	related		membership site examples				
483	related		membership site squarespace				
484	related		membership site wix				
485	related		membership site clickfunnels				
486	related		membership site terms and conditions				
487	related		membership site on kajabi				
488	related		membership site models				
489	related		membership site vs online course				
490	related		membership site template				
491	related		membership site plugin				
492	related		membership site shopify				
493	related		membership site design				
494	related		membership site names				
495	related		membership site builders				
496	related		membership site wordpress theme				
497	related		membership site with divi				

This site is incredibly valuable in that it will save you time when you are starting out in your current, or a new niche. Compared to how I did keyword research when I began in 2006, this site catapults you into the twenty-first century in the blink of an eye.

I was used to sitting in front of my computer for hours on end, trying to think of any keyword phrase someone might type in to one of the search engines - Alta Vista and Lycos were more popular back then than Yahoo! or Google - if they were looking for information on my topic. When I came upon a new word or phrase I would add it to the list I kept on my chalk board in my home office.

Another SEO strategy I employ is to create hidden pages on my blogs and other sites that are filled with keyword rich, relevant content. Private label rights (PLR) content works well for this purpose.

When I link to another piece of content within my content I prefer to use anchor text to build that "back link" back to the original content. Here is an example of this strategy. Let's say I wish to share an article/post I have written on the topic of using [SEO to improve your website](#). By highlighting and linking to the article within this document with the words *SEO to improve your website* I have announced to Google and the other search engines what I would like that post to be ranked for. This is fun when you get used to doing this regularly.

17 SEO Tips to Improve Your Site

🕒 SEPTEMBER 10, 2019 BY 👤 CONNIE RAGEN GREEN 💬 LEAVE A COMMENT (EDIT)



17 SEO TIPS TO HELP IMPROVE SEO ON YOUR SITE

 Tweet

It should be obvious at this point that SEO (search engine optimization) is imperative for any business owner who wishes to get more targeted traffic and build their business, plus provide excellence to their customers.

Remember, good SEO is all about improving the content on the internet, not stifling you. Search engines just want to send their audience to high-quality, relevant, honest content. This is why I thought it would be helpful to you to learn about 17 SEO tips improve your site.

Now let's start learning about SEO and how you can use it - starting today.

Over time your articles and posts will ascend in the search engine rankings and one day everyone looking for what you have to offer is able to find you simply by doing a search for

your keywords. I am oversimplifying this strategy to some extent, but it is a magical process as it unfolds. Here is what that post looks like:

14) Multi-Media

Not everyone prefers to read the content they wish to consume on any given topic. Personally, I like to read content while listening to the audio recording of the exact content. During my years as a classroom teacher I had students who would move their finger along the text while listening to the story being read to them on the audio version and I could not understand the appeal of this particular learning style until I tried it myself. Back then I was taught about learning modalities and learning styles and it was quite an education in human behavior and response.

Here are the 7 types of learning styles:

- Visual (Spatial)
- Aural (Auditory-Musical)
- Verbal (Linguistic)
- Physical (Kinesthetic)
- Logical (Mathematical)
- Social (Interpersonal)
- Solitary (Intrapersonal)

Each learner's personality can be described in a generalized manner...

Visual learners have good spatial sense and sense of direction; can easily visualize objects, plans, and outcomes; enjoy coloring, drawing, and doodling; have good color balance; and are good at using maps.

A visual learner in a writing class may process the information better by seeing a movie clip of how a film adapts the literature it was based on, instead of listening to the literature being read aloud. You are a visual learner if you prefer pictures, images, and mind maps to help you process information.

Aural learners classify those who respond primarily to sound. It is not surprising that most musicians are aural learners. This is a learning style that isn't often addressed in many schools because it can be hard to teach outside of a music class. These are also individuals within this classification who respond best to things such as binaural beats.

For example, a song that helps you remember the alphabetical order of all the states is a way to tap into aural learning styles. You are an aural learner if you prefer learning through rhythms or tend to use clever rhymes to remember something.

During the two years I taught Kindergarten I noticed something interesting in terms of learning styles. The first time was in the 1997-98 school year and almost all of the children presented as visual learners and I geared my reading lessons towards this style of learning. By the time I taught Kindergarten again during the 2003-04 school year I discovered that the overwhelming majority of my students were aural learners and modified my reading lessons accordingly.

The administration at the school I was teaching at during this time was not interested in my findings and would not discuss this at any of the meetings we had throughout the year and the other four Kindergarten teachers showed no interest when I brought it up individually with them. It was no surprise to me that my students ranked higher on the California state tests at the end of the year than any of the other classes. This topic is an important one!

Verbal learners are typically those that go into public speaking, writing, journalism, and debating. They express themselves in both written and spoken word; enjoy reading and writing; like tongue twisters and rhymes; and tend to have a large vocabulary and enjoy learning new words. They are good at remembering trivia, lyrics, verses and other verbal information. I am more of a verbal learner, most of the time.

Reading definitions of a word aloud or writing them down a few times, are ways for verbal learners to process information. You are a verbal learner if you need to read content aloud to learn something or prefer to have someone speak the information to you so you can process it.

Physical learners are extremely animated and always need to be moving. They learn best by going through the motions of what they are learning.

Physical learners notice and appreciate the physical world around them, such as textures; enjoy sports and exercise along with outdoor activities and working with their hands; tend to use and pick up on body language; like making models or doing jigsaw puzzles.

For example, if you are a physical learner and something is bothering you, or you are trying to wrap your mind around a concept, you would rather go for a run or a walk than to sit down and figure it all out.

You are a physical learner you don't learn something until you do it, and need to draw out your own diagrams or role play to learn new information. You may also be constantly in motion and speak with your hands.

Logical thinkers end up being engineers, mathematicians, or pursuing the sciences. This is because they have a very unique way of learning. They are the individuals who want to understand the reason behind content or skills and tend to enjoy games like chess and doing brainteasers.

Logical learners classify and group information together to better understand it; perform complex calculations; create procedures for future use, after coming up with a solution to a problem; plan agendas and itineraries and even rank and number them. You are a logical learner if you can learn something only when you understand the bigger picture, along with the logic, reasoning and systems behind that concept.

Social learners are natural group workers and were the students who looked forward to group assignments at school. For students, these are the individuals that seem to be involved in every extracurricular activity. For adults, they are the individuals that like to be engaged with others, work on teams, and ask their peers for feedback in order to learn.

Social learners prefer to socialize after work or class; enjoy playing group and team sports; bounce ideas off of others and to work through issues in a group; listen well; and are often trusted by others for their advice. You are a social learner if you prefer to work with other people and find you learn best in groups.

Solitary learners are individuals who simply prefer to learn on their own and keep to themselves. In most situations, this is a learning style for socially introverted people much of the time. There are some people who are extroverts in social situations but prefer to be alone when they are trying to learn. They also tend to be concerned with goals and outcomes.

Solitary learners spend time on self-analysis; prefer to relax or travel away from crowds; think independently; journal, write, and record personal thoughts and events as a way to improve.

For example, someone who reads self-help books to develop a deeper understanding of themselves is often a solitary learner. You are a solitary learner if you need to sit alone and study by yourself in order to retain information.

Taking into account the diverse group of learners in the population, it is important for you to tailor your teaching to at least two, if not three of the groups. This is the secret to creating products, courses, and programs people will love so you may create raving, super fans over time.

I went through training on something called Project Based Learning (PDL) while I was a teacher to help me better deal with my students and keep them engaged and learning. I now use this with my higher level mentor programs. This strategy keeps everyone moving

forward and feeling like they are building relationships while they are accomplishing their goals as authors and entrepreneurs.

How then, specifically will this information help you in your quest to optimize your content syndication? I thought you'd never ask!

For each piece of content you share, ask yourself which of the learning styles you are covering. Typically you will attract people who fall into the area of visual learning as their preferred learning style. Although this is the most common, it leaves out the majority of people who are in one or more of the other categories. Here are some ideas for you to become more inclusive with your content...

Record an audio of you reading your content and interspersing your own comments throughout the reading.

Record a screen share video of you showing the written content on your computer while reading and discussing what you have written.

Discuss the theory of what you are sharing with your community as a whole, while also giving some real world examples of this in practice.

Create a workbook, cheat sheet, checklist, slide presentation, or other type of content upgrade and then share it with your audience. Ask them to print it out and to follow along with you as you read it. You may wish to record a short video of you sitting or standing in a scenic location, indoors or outside where you read to them while holding a copy in your hands.

Ask your community to make a journal entry about the content you have created and email it to you; promise to respond to each person personally after they complete this activity.

When presenting in person, create short activities where people can get involved and learn using the style or styles they are most comfortable with on that day. This will make your presentation more effective and the interactivity will lead to more sales and raving, super fans.

These are just a few ideas; I'm sure you can come up with many more over time.

15) Product Bonuses

Everyone loves a bonus; no one loves a bonus that has nothing to do with the original product or course they purchased. Get into the habit of using your existing content to

create bonuses for your own products, as well as those of the affiliate products you promote and recommend. I'll share some examples with you here:

When I recommend other people's courses, products, and trainings on affiliate marketing, I tend to offer my webinar replays, written units, and audio recordings from my Really Simple Affiliate Marketing online course. These work well to introduce people to my work.

If you are just starting out, think about putting together two short trainings on your topic based on the content you already have; one would be more general to your overall topic and the other would be more specific to the niche audience you serve.

When I recommend someone else's coaching program I tend to offer a thirty minute call with them as a bonus. This gives me the opportunity to connect personally with someone who may have been on my list for years and find out how I may better serve them going forward. While a coaching or mentoring call is not directly a piece of content, you may wish to write about the experience as a blog post or to ask their permission in advance to see if you may record it and share the link with others who would benefit from having access to the session.

16) Connecting with Others

One piece of this syndication optimization strategy that is crucial to your success is connecting with others. This does not come naturally to me, even after all these years, but once I realized how important it is to success in life and business I found a way to incorporate it into my daily life.

Here is a concrete example of how this type of networking can be used to grow your business. I wrote it up in a blog post at <https://connieragengreen.com/find-affiliates-through-networking/> and wish to share the full article with you here...

How to Find Affiliates Through Networking



How to Find Affiliates through Networking

I first met Laura West in early August of 2014 while speaking at a large marketing event in Atlanta. The event was NAMS – Novice to Advanced Marketing Systems – and it was held twice a year between 2011 and 2016.

Laura was very quiet and I recognized her to be a fellow introvert. She is a coach and also a fine artist. When we met she told me she was going to create a drawing based on my keynote speech that evening. I was speechless, as no one had ever done anything like that for me. I thanked her and asked her what she needed from me. She said as long as she has the title of my talk she would take it from there. My talk was called “Don’t Over Think It: It’s Just Sunglasses” and based on a real life experience I had earlier in the year.

The drawing came out more beautiful than I could have imagined. After showing it off to as many of the four hundred participants as I possibly could I carefully rolled it up so I could bring it home with me on the plane. I still have it and consider it one of my most joyous treasures.



After returning home I emailed Laura to thank her again and also posted a photo of the drawing on social media.

As happens with many relationships that form at live events, this one slipped away. It was not my intention to allow this to happen and I take full responsibility for letting my connection with Laura to slip away. Life happens, you get caught up with other things in your personal and professional life and the next thing you know years have passed.

Other than being Facebook friends, Laura and I had no ongoing relationship of any kind.

Fast forward to August of 2018, almost exactly four years from when we first met. I was in Atlanta again, this time at Kelly McCausey's event. And who do you think was in the room when I arrived early on the first day to get my things set up?

Yes, it was Laura West!

By this point in my life I had learned the importance of making new connections and building on previous ones. Laura and I talked for a few minutes and I promised her I would stay in better touch from now on.

On the morning of the second day at the event Laura approached me. We talked for a minute and then she told me about a new course she would be teaching during September. It was called the "[Fun and Fabulous Follow Up](#)" 30 Day Challenge and was set to begin three weeks after the event ended.

She handed me a flier that described what the course was about, in great detail and with a bulleted list of the benefits of joining. She gave me a few minutes to read it through and when our eyes met again she took a half step forward and changed the tone of her voice. It

was quite intense and I was listening. And then she did something I had only experienced a few times before in my lifetime.

Laura asked me to join the course and to consider recommending it to my community.

She had completely disarmed me and by that point I was more than ready to say Yes! I signed up by the end of that day and gave her my completed form that was attached to the flier she had handed me that morning. You can find affiliates through networking.

Remember that Laura is an introvert. She is also very soft spoken. But when she leaned in to speak just to me and to ask me to join her course and recommend it to others it was as if she and I were the only two people in the world.

My guess is that she'd practiced and refined what she would say before she approached me.

My results? They were nothing short of fabulous and it was definitely fun. Laura showed me how to create a new daily success habit that totally changed me and my business! I don't even give it much thought most days now. I have my list of people I want to connect with and I make it happen.

It just takes a few minutes to reach out to someone, and if that leads to a sales conversation or one that will culminate in something we both consider to be worthwhile that is worth the additional investment of time. This has all but eliminated any anxiety around reaching out to people I don't know and my income continues to increase. I have learned that you can find affiliates through networking regularly.

Check out Laura's course at <http://ConnieLoves.me/FabFollowup>

If you're not ready for the course, connect with Laura by downloading her *"Daily Action Planner"* at no cost at <http://ConnieLoves.me/DailyActionPlanner>

I want you to do what Laura did with me; find the people who would benefit from your product or course and ask them to sign up, and to then recommend it to their community as your affiliate. This will be life changing and you will improve each time you do it. The relationships you build will be life changing in many ways.

Imagine if you reached out to four people a day, five days a week. If just ten percent of them said yes, you would have two new affiliates each week that would send their people to you to learn what you are specializing in on the internet. At the end of one year you would have a hundred active affiliates!

~ ~ ~

This story is an example of the power of networking as a way to connect with others. I suggest making a list of the people you would like to get to know better and then reaching out to them in a way that shows you respect their knowledge and skills within their field of expertise.

17) Rinse and Repeat, Forever

As we come to the end of your Syndication Optimization training I want to celebrate you for coming aboard this training. I have found that most people will skim through the trainings I create, and many never open them and get started. Yes, this is true and why you will become a great success if you follow through with the tasks and activities people like me are sharing with you.

The even better news is that what you have learned here works best when you go through the same steps, forever. It's the "rinse and repeat" strategy made famous in marketing long ago.

Think about the impact of repeating a process you have done that was effective, like brushing your teeth or washing your hair. It was so effective you have repeated it daily throughout your lifetime. You did as you were told and it worked out.

One of the most powerful marketing "do what you are told messages" of all time was the introduction of the word "repeat" in the shampooing directions. Previously the bottle included the directions to:

1. Lather
2. Rinse

Then a genius marketer added the third direction. Now the bottle directs you to:

1. Lather
2. Rinse
3. Repeat

The consumption of shampoo doubled, at least in North America. Soon Europe and Asia followed suit and their numbers doubled as well.

Alka-Seltzer was running television commercials showing an individual suffering from an upset stomach, dropping a single tablet into a glass of water.

Plop. Fizz.

Herta Herzog-Massing, a famed marketer who influenced the advertising theory of Uses & Gratification (why and how people use media to address their needs), suggested that Alka-Seltzer change the commercials to show an individual dropping two tablets into a glass of water.

Plop. Plop. Fizz. Fizz. Oh, what a relief it is! Surely you remember this slogan as a jingle. It's at <https://www.youtube.com/watch?v=iENQXIQ8wH0>

The sales of Alka-Seltzer doubled as a result. This jingle was written in 1953 by ad man Paul Margulies but did not hit the airwaves until 1975. This is a tribute to the power of visual advertising, so keep that in mind with your own syndication.

What if you embrace this "rinse and repeat" strategy with your marketing? By sharing your content not once, not even twice, but endlessly you have the potential to reach more people than you ever thought possible. Do not ever think you are over sharing; we all need to hear and see content repeatedly before we take action.

We are all creative thinkers and individuals and this is an example of why doing as we are told at certain times makes perfect sense. I was told to share my content forever back when I had very little to share and questioned the relevance of this strategy to growing my business exponentially. But I followed my mentor's advice and it has paid off handsomely over the past decade.

I'm sure I have shared my original ideas multiple times, and over time they evolve into messages with even greater impact because I have evolved into a more powerful writer and marketer as my experience grows.

Go back through your notes. Reread this training guide. Think about how you will position yourself for great things to occur in your personal and professional life. All of this is possible with the "syndication optimization" concept. This isn't theory; everything I have shared with you works, and works well. Here is the flowchart once again for your convenience:

Your Idea => Your Initial Goal ==> Your Long Term Goal ==> Blog Post => Curation/PLR/Guest Post => Content Upgrade => Content Funnel ==> Your List => Social Media => Articles (LinkedIn Pulse and Medium) => Article/Post Series => Telling a Story ==> Back/Cross Links and SEO => Multi-Media => Product Bonus => Connecting with Others => Rinse and Repeat, Forever

Resources

My [Online Marketing Incubator Mentoring program](#) is at:

(<http://TheOnlineMarketingIncubator.com>) - Work with me personally, as well as with my current students and mentees. These programs include the opportunity to speak and present at one of my live events, as well as an invitation to be a part of one of the Retreats I host several times a year in Santa Barbara, California.

Hosting: <http://ConnieLoves.me/A2Hosting> - easy to navigate, c-panel hosting for everything you need to set up technically for your online business at a fair price.

Autoresponder service - <http://ConnieLoves.me/Aweber> - the most popular and easy to use system for staying connected to your subscribers at a fair price.

Membership Site Plugin - I have this installed on more than forty of my sites and I know the creators personally, as I was in a Mastermind with them for several years while they were creating and perfecting Wishlist Member - <http://ConnieLoves.me/Wishlist>

Affiliate Program and Shopping Cart - <http://ConnieLoves.me/Nanacast>

How to Market for Small Business (<http://HowtoMarketforSmallBusiness.com>) - a training course I teach and present along with small business and offline marketing expert Ron Tester, this is an excellent way to start earning income quickly while honing your skills as an online marketer.

My "Really Simple" series of online training courses continue to be one of the best investments you will make into your business. Email me to discuss the course that would best suit your needs at this time.

Subscribe at no charge to my award winning podcasts on iTunes. Details at: <http://PodcastShowNotes.com> or check them out individually at:

Praestabilis: Excellence in Marketing - <http://ConnieLoves.me/Praestabilis>

Trainings I recommend for learning how to get started right away with selling physical products on Amazon and other e-commerce sites are from two people I continue to learn from personally:

Jim Cockrum has been selling physical products and teaching others how to do it for over ten years now, longer than anyone else teaching this business model - <http://ConnieLoves.me/PAC>

My very best recommendations for PLR (Private Label Rights) content:

Alice Seba: <http://ConnieLoves.me/AliceFree>

Alice Seba: <http://ConnieLoves.me/AliceDIY>

Ronnie Nijmeh: <http://ConnieLoves.me/SelfHelpPLR>

Ronnie Nijmeh: <http://ConnieLoves.me/TasteofRonnie>

Nicole Dean and Melissa Ingold: <http://CoachingStickyGlue.com>

Sue Fleckenstein - <http://connieloves.me/SuePLR>

Even more at <https://hugeprofitstinylist.com/free-plr/>

Visit my two main blogs to see what else I am up to at any given time. They're at:

<http://HugeProfitsTinyList.com> and <http://ConnieRagenGreen.com>

Listen to my most recent audio training at: <http://AskConnieAnything.com>

Connect with me on social media...

Twitter - <https://twitter.com/ConnieGreen>

LinkedIn - <https://www.linkedin.com/in/connieragengreen/>

Facebook - <https://www.facebook.com/ConnieRagenGreen>

Facebook Author Page - <https://www.facebook.com/ConnieRagenGreenAuthor/>

Pinterest - <https://www.pinterest.com/conniergreen/>

Instagram - <https://www.instagram.com/ConnieRagenGreen/>

YouTube channel - <https://www.youtube.com/ConnieRagenGreen>

Praestabilis: Excellence in Marketing podcast - ConnieLoves.me/Praestabilis

Amazon Shop: <https://www.amazon.com/shop/conniegreen>

Affiliate Disclaimer: Many of my recommendations are provided through an affiliate link. This means that I personally use each product, course, or training I recommend and that it has received my "Green Seal of Approval". At no time will you ever pay more, and many times I have negotiated a special pricing so that you receive additional benefits through my link at no additional cost.

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.



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