

Leverage Your Content

How To Make The Most Out Of Every Article You Write and Use It In Six Different Ways to Grow Your Affiliate Business.



The End Result?

More Traffic, A Bigger List and More Money!!!

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About The Author



Susanne Myers has been an affiliate and information marketer since 2004 and runs quite a few different niche websites.

In this short report she shares an innovative way to reuse articles written for article marketing in six different ways resulting in more traffic and exposure to your affiliate niche site. It's all about leveraging your time and effort.

Other Short Reports By Susanne:

- [How To Create Small Info Products For Affiliate Sales](#)
- [Affiliate Shortcut - Traffic](#)
- [Affiliate Shortcut – Content Creation](#)
- [Affiliate Shortcut – Email Marketing](#)
- [How To Find A Hot And Profitable Niche](#)

Susanne is also the author and creator of www.AffiliateNichePacks.com and www.EasyLinkLove.com

Susanne blogs about all things affiliate marketing at www.AffiliateTreasureChest.com



Building an affiliate niche site?

Find out what I do each week to grow my own affiliate business and use my checklists at

www.DailyAffiliateTasks.com

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Introduction

In this short report I'm going to show you how you can leverage your article marketing and use the same content you are already writing in 7 different ways to grow your business. All it takes is a bit of a strategic approach and a little thinking ahead.

Let's take the content of this short report for example. Before I wrote a single word, I sat down and came up with 6 different article topics. Each had to be a good standalone article, but also work as a chapter in this short report.

As you'll discover through the following chapters, we'll start with a few articles (about 5 to 10 of them), and write them in a way that allows us to reuse the content 7 different ways.

- Submit the articles to article directories.
- Break each article into several autoresponder messages.
- Use little tidbits of the articles in social media.
- Create blog posts from the content of the articles.
- Compile the articles into a short report.
- Using the short report in several different ways to grow our online business.

And it all begins with a handful of articles which is where we'll start.

I recommend you read through the entire report. I promise it won't take you more than 15 minutes. That'll give you a good overview of how this works.

Then take out a notebook, or open a word document on your computer and start working on a list of articles for your niche that you can then use in the 6 different ways outlined here.

If you're ambitious, you can get all this done in a day and benefit from the extra traffic and exposure for months if not years to come.

Susanne Myers

www.DailyAffiliateTasks.com

P.S. Find out what I do each day to grow my affiliate niche sites and how you can do the same in 30 minutes per day at www.DailyAffiliateTasks.com

P.P.S. If you're finding this report helpful, you're welcome to share it on your blog, your website, in your newsletter or via Twitter, Facebook and Google+.

How To Generate Article Ideas

Article marketing has gotten a bad rep over the past months, namely after the Google Panda update. Despite that, it's still a great way to drive traffic to your site and position yourself as an expert. I don't know about you, but I set aside some time each week to write and submit several articles.

And it all starts with ideas on what to write about. What I'd like to share with you today is my way of coming up with article ideas that I can use in several different formats. I can compile the articles into a short report; reuse the ideas to create blog posts, split them up into autoresponder messages and the likes.

Here's the easiest way to come up with article ideas that lend themselves to being reused later on in several different ways.

Start With A General Topic

I like to start with a general topic. This article for example is part of a 6 article series on writing articles and reusing the content in 6 different ways. If you start by making a list of articles like that, you can then easily turn them into a short report.

Next, I like to break each individual article into several small points. Here are some templates you can use.

The 3 Ways Outline

For this article, you simply come up with 3 different ways to do something. Write a short introduction on what the article is about, then get right into each way to do things. To create a 400 word article, you want to write about 100 words or two short paragraph describing each way.

Add a closing sentence or two that transitions into your author resource box and you're done.

The 5 Tips Article

Another great article is a tips article. Again, start with a short introduction and then just write two or three sentences explaining each tip. Use the closing words of your article to transition into your bio.

The 7 Ideas Template

Once you get to 7 or more points of your article, you're basically creating a list of how to do things. List each idea and add just a sentence to explain it a little more. With these articles I often close by encouraging my readers to give just two or three of the ideas a try.

Please keep in mind that the numbers I used in all three of the templates above are arbitrary. Pick whatever number of points works well for you.

Submit the articles to your favorite article directories.

Once you have 5 to 10 articles on the same topic, outlined using one or several of the templates I gave you above, you can then use each point as an autoresponder message and then expand upon the content in a blog post. Let me give you an example.

Let's say your article was about 3 ways to lose weight and your three points were:

- Drink More Water
- Eat Lean meat and veggies
- Go for a 30 minute walk.

You write about 100 words or so for each point of your article. That's enough content to use in an autoresponder message. Just include a little intro and a closing (possibly with an affiliate offer or an invitation to read more about losing weight on your blog) and you're autoresponder message is done.

Next, you can take one of the points, for example the walking one and write a 250 to 300 word blog post about it including a few tips for effective walking workouts, how to stay motivated and the links.

Last but not least, take the series of articles you've written and compile them into a short report.

How To Break Articles Down Into Several Auto Responder Messages

If you write your articles using the templates I mentioned above, it makes it very simple to break them into short autoresponder messages. Here's how I do that.

Let's say I wrote an article about 5 Ways To Save Money. My article outline would be:

- How To Save On Groceries
- How To Save On Utilities
- How To Cut Back On Unnecessary Spending
- How To Save On Gas
- How To Save On Clothing

Once the article is written, I can take each of these points; add a subject line, a one or two sentence introduction and an affiliate offer at the end. It won't take you more than a few minutes per message to do this.

Then I just load the emails to my autoresponder, creating a 5 day sequence on saving money. If you'd like you can also hint at what's coming in the next message, creating anticipation and improving your email open rates. For example, after the first email about saving money on groceries, I might mention that next week, I'll share how to save x amount of dollars on utility bills.

But we're not stopping there ... I can even turn the original article into a short report, add the affiliate offers, create a pdf and add it as another email message to the autoresponder with a link to download the entire series.

Now let's take it a step further. If I write a series of related articles, each of them broken down into 3 ways to accomplish something, 5 tips or 7 ideas etc. I can quickly create a series of 20 to 50 auto responder messages. If you schedule them to go out 7 days apart, and include the additional messages encouraging them to download the free reports you will easily have enough messages to last you for six months to a year. And each one of these messages is monetized with an affiliate offer, or an invitation to come back to your site.

Can you see how spending just a little bit of time thinking outside the box, can help you grow your traffic, your list and thus your affiliate income?

One last quick tip: Encourage your readers in some of these autoresponder messages to invite others to join your list. This will create a viral effect and get increasingly more people on your list.

How To Use Article Snippets In Social Media Posts

I don't know about you, but I struggle a bit at times with social media. They can be quite a time sucker, but at the same time, they are a great source of traffic for our affiliate sites... if we can manage to add great content on a regular basis and start a conversation with people in our target market.

One thing I've started doing recently that's been working very well is to reuse some of the content I've already written as Facebook posts and tweets. Let me explain...

Start with an article that includes 5 to 10 tips on a particular topic. Now take each of these tips and use them as individual Facebook posts or tweets. If needed, you can shorten them up a bit. This is especially important for Twitter.

Create A Series Of Tips

You can also create a series of tips to encourage your friends and followers to consume more of your content. Here's an example:

Quick Tip #1 – Drink more water to lose weight.

Quick Tip #2 – Start dinner with a big salad to consume less calories.

Quick Tip #3 – Do pushups during TV commercials to get more exercise.

Each of these tips could come straight from a 7 Tips for losing weight article. If you have a whole bunch of related tips, create a twitter hash tag for them (i.e. #quickweightlosstips).

Make It Interactive By Asking Questions

Another great idea is to take some of these tips and turn them into questions. "Drink more water to lose weight" becomes "Does drinking more water help you eat less?"

Another option is to take the overall theme of your series of tips and toward the end of it ask your readers for their favorite way to do something. Going back to the weight loss example we could simply post on Facebook or tweet: "What's your best weight loss tip".

And since we're all about reusing content, you can take the replies you're getting to write future articles, blog posts etc.

Another option for Facebook is to take a few of the tips and create a poll from them. This gives your friends another way to interact with you and give you feedback on what works best for them.

Now that you have all this extra content that you can use on social media sites, you have to get it out there somehow. I find it hard to remember to log in twice a day and post some stuff.

I use a website called Hootsuite to help me manage my social media accounts. It allows me to access all my accounts in one easy to use dashboard. But my favorite feature is the fact that I can schedule posts to go out at certain times. This means that I can take one of the articles I've written, grab 5 tips from it, rewrite them into short tweets or Facebook posts and add them all at once. The software will then make them live at whatever date and time I specify.

How To Write Blog Posts Quickly Using Parts Of Your Articles

The hardest part about blogging to me is to come up with good, relevant content on a regular basis. A blog only works when you update it several times per week. Unfortunately we don't always have the time to sit down and write those posts with everything else we're doing to grow our affiliate sites.

One thing I've found extremely helpful is to recycle parts of articles I've written into blog posts. Let's go back to the articles we've planned in the first chapter of this short report. All articles were created around a main topic and each individual article was broken into several different steps, ways, tips or ideas.

Reusing Parts Of Articles As Blog Posts

Start with an article you've already written. Take one point or tip from it. Copy and paste that section into your blogging software as a new post. You now have a good starting point to work from. You have your topic, your main idea and probably about 100 words or so of content already written.

Editing The Content To Make It Work

The next step is to edit it a bit. Write a compelling title for your post. Introduce your reader to the concept you're going to share, then transition into the content that's already there.

A Few Tips For Formatting And Monetizing

Last but not least, it's a good idea to do a bit of formatting on your blog post. Adding an image will help, as will breaking the content into small paragraphs that are easy to read.

If needed include some sub headings and break up content with a list, some bolding etc.

Before you hit publish, think about what you are trying to accomplish with this blog post. Is it to make your blog more interactive? Then ask your readers to comment at the end of the post.

Do you want to build your list? Send them to a closely related optin page and offer a bonus report if they sign up for your list.

Is there an affiliate product you could promote? Recommend it within your blog post and again at the end of your post. I like to do this in a P.S. Point out the main benefit, mention the money back guarantee or remind your readers if there is some sort of element of scarcity (i.e. only 200 will be sold, price goes up on Tuesday etc.).

Once all the formatting is done, just push the publish button and you're done.

Now do the same with each of the remaining points or tips from your article and schedule your blog posts to go out in the coming days. Rinse and repeat with other articles.

How To Compile Short Reports From Articles and Blog Posts

You spend a lot of time writing articles and blog posts and you're sharing a lot of good content. Why not get some extra mileage from the time and effort you've already spent and turn them into short reports.

Compiling The Content

If you've come up with 5 to 10 articles related to a central topic from the beginning this becomes very easy. If you didn't, spend some time to look through the archive of your blog and through any articles you've written and find a few that go well together.

Paste the articles into one document. You can use Microsoft Word for this or the Text Document from Open Office.

A Little More Content To Tie It All Together

If needed wrote some transitional paragraphs to move smoothly from one article to the next. Each article or blog post will be a chapter in your short report.

Add a short introduction explaining the overall concept or topic of the report.

Simple Formatting Tips

Next it's time to do a little formatting. Turn the titles of your articles into headings. Use this to insert a table of content. Create a footer with page numbers and copy right information. I also like to include a link to my website in the footer.

A Title Page For Your Report

Create a title page for your short report. Mine usually includes the title of the report, a related image, my name as the author and a link to my site.

About The Author

I also like to create a short "about the author" section that showcases my experience in the niche the report is centered around along with links to my niche site, blog and other related short reports.

Monetization

Last but not least, it's time to monetize the report. You can do this in several different ways.

Include Affiliate Links In The Content: Read through the content in each chapter of your report and find a few affiliate products you could promote. For example, if I'm mentioning autoresponders in one of the articles, I could link to my affiliate link for Aweber anytime I use the word "autoresponder".

Include Image and Text Ads: Toward the end of each chapter, or where it makes sense within the content, add an advertisement. I find it helps to include an image along with some text and a strong call to action.

Create A Resources Page: The easiest option is to create a resources page at the end of your report that includes links and brief one or two sentence descriptions for each affiliate offer.

As you can see, it's pretty quick and easy to recycle several of your articles and blog posts into a short report. You can then use that short report to build your list and get more traffic.

In the next chapter, we'll talk a little bit more about how you can grow your affiliate income with these short reports.

How To Grow Your Online Business With Short Reports

Now that you have compiled several articles into a short report, edited and formatted it, it's time to put it to work. In this section I'll quickly outline how you can use said report to grow your affiliate marketing business. That means we're going to get more traffic, build our list and make more sales. Let's dive right in.

Use The Report To Build Your List

Before you do anything else with your short report, use it to grow your list faster. I'm assuming you are already building a list for your niche. Get more people to sign up by offering your report as a bonus for signing up. This is also called an "ethical bribe".

Upload the pdf to your server and link to it from your autoresponder welcome email. Then edit your optin form to let your readers know what they'll get when they sign up.

Using Viral Components For More Traffic And Sales

Short reports can travel far and wide across the "interwebs" getting your name and your website in front of a lot of people. Creating a viral report is very simple. In the footer text and in the introduction, you can simply tell your readers that they are welcome to share the report with family and friends.

If you want to go a step further, you can include some tips on how to share the report. You can let them know that they are welcome to give it away on their blog, tweet about it, share it on Facebook etc.

You could even create a simple optin template and allow others to use the report as an ethical bribe to grow their own list.

Getting Traffic To Your Site Via PDF Sharing Sites

Another way to leverage short reports is to submit them to pdf or document sharing sites and ebook directories. I like using Scribd.com to upload my short reports. Another option is to submit it to Free-Ebooks.net. There's a small charge to publish your report on their site, but I find the amount of traffic I get from there makes it worth the cost.

Leveraging Other People's Efforts By Giving It Away As A Bonus

Last but not least, let's talk about how you can leverage other people's success by offering them your free report as a bonus for their newsletter, membership site or product.

The process is very simple. Find a few sites in your niche that either have a big newsletter or a product of some sort that is selling well. I find it works best to focus on people with information products that can be downloaded. Clickbank is a great place for finding them.

Email the product owner with a link to your short report and let them know that they are welcome to use the report as an extra bonus for their customers. If the report is well written, gives good information and fits with whatever the product might be there's no reason for the product owner not to share it with his customers. In fact it adds more value for them and you get more free exposure.

Quick Tip – Don't feel like you can only use your short report for one of these strategies. Instead leverage the time and effort you've put into creating it by doing all of the above and anything else you may come up with.

Recommended Resources:

[DailyAffiliateTasks.com](http://www.DailyAffiliateTasks.com)

Find out what I do each day to grow my affiliate income. Each week we'll focus on a different strategy and I'll include simple daily tasks you can accomplish in about 30 minutes.

www.DailyAffiliateTasks.com



[Affiliate Shortcut – Content Creation](http://www.affiliatenichepacks.com/reports/content)

Fast content creation for all your affiliate niche sites made easy with these shortcuts. In this short report I discuss a few more strategies to leverage all the writing you're already doing. If you've enjoyed this free report, you're going to love this affiliate shortcut report.

www.affiliatenichepacks.com/reports/content

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