



Training Manual

Systematic Content

Weekly Scaling Process Companion Manual

Weekly Scaling Process Companion Manual

Free Content Formula

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Introduction

Believe it or not... increasing the quality of the content on your website can **double your business's profitability within the next 3 months, then double it again over the next year.**

Not to mention the long list of other advantages, such as increased conversion rates for every piece of sales copy on your site. High quality content **naturally sells visitors.**

You see, when your visitors love what they're reading, their subconscious opinion of you goes up a notch.

It's a proven fact of sales psychology that the more someone likes you, the more they are likely to click your links (possibly leading to your sales page) ... or click an ad ... or sign up for your newsletter ... or buy your products.

However it is your business makes money, **it pays** when your visitors are more highly engaged.

Plus:

- When someone *loves* their experience on your website, they'll come back again and again. Giving you the chance to not just make one, but *many, sales*. Not to mention, a repeat customer is more likely to freely spread the word about your product or service to friends and family.

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- Better content means lower bounce rates. The lower your bounce rate, the higher you'll naturally rank on search engines. (Forget about "gaming" the search engines...they'll be eager to link to you.)
- Not to mention this game-changer: Being able to make a business **take off** on a smaller upfront investment... or making an existing business more money in less time. Let me explain.

Some of you might be "old pros," and already know the math. Forgive me for a moment if you are, because I need to explain this so everyone's on the same page. This will only take a minute.

If you have higher conversion rates, it costs you less to advertise. A small change in sales strategy (conversion rates) have often made an unprofitable website, wildly profitable overnight.

For example, let's say it costs me \$1 per lead to get a visitor to my website. If my conversion rate is 1%, I'll have to pay \$100 for advertising for every sale I make, because only one in one hundred people buy and I pay \$1 for each. So, unless my product cost over \$100, or I had a back-end strategy to make up for it, I'd be losing money.

But look at this:

Change that conversion rate to 2%, and now it only costs me \$50 for every sale I make. 1 in 50 buy, and they cost me \$1 each. That single percent could be the difference between making a profit or none at all (if the product is higher than \$50 but lower than \$100), or it could be an extra \$50 in your pocket on every sale you make. And that's from just a 1% increase! It could be much more.

This is why having higher conversion rates means it is easier to get any business off the ground... and it means you can do so with a lower upfront investment. Plus, this same thing applies to giving any existing business an overhaul, and significantly increasing your existing profit margins.

Very Important, Little Known Tip: Applying conversion boosting strategies that sales copy writers use to your content, no matter what kind of content it is, can be a **huge boon to your conversion and sales rates.**

For example, let's take the example of someone who writes a blog post. Many people think they want "engagement" from customers, so they encourage people to "leave a comment!" or "like this post!"...

...what they actually want are sales, and you should be asking for them, in every single post you create.

This may go contrary to everything you may have ever been taught, but this is very important, so listen up:

If the content you produce is of high enough quality, if it is "newsworthy," if it gets people interested...then you will not NEED to ask them to leave a comment or like your post.

They will do it naturally.

Instead, take the opportunity at the end of each of your posts to add a "call to action." Tell them what you want them MOST to do at that very moment to make you money – whether it's sign up for your newsletter, buy a product, or e-mail you for a sales consultation.

Adding a call-to-action on EVERY single post you create that directs them to make you money is the **#1 most effective tip** we can give you for maximizing your profit every single piece of content you ever curate or produce.

As you produce more and more content for your website – as you should always be doing – you will gather more data, more visitors, and most importantly – more customers.

With the boon of free tracking software available to you (such as Google Analytics and Statcounter) you will be able to easily see WHICH pieces of content on your website are most effective and are making you the most money.

More views and clicks means you should be producing more of that type or genre of content. It also means you should consider framing your call to action and sales content in a way that appeals to your audience to increase your conversion rates.

This is a **never-ending process** – you always want to continue optimizing your website and your sales flow. Take a look at the “Conversion Process Map” that was included with your Free Content Formula training.

The more effectively your website converts casual visitors into long-term customers, the more money you stand to make.

There are two primary ways to create world class content that sparks an on-going stream of return visitors, repeat buyers, and an ever-growing hoard of website visitors.

In the past, your only option was to learn from the school of “hard knocks.” Which, in practice, was a lot like trying to create diamonds.

Diamonds are formed at least 87 miles beneath the earth’s surface at temperatures in the hundreds of degrees. The process takes 1 billion to 3.3 billion years and then they are only brought close to the surface when a volcanic eruption drags them there.

Rather than attempting that from the comfort of your own home, there’s now a better way available.

Truth is, the internet is **full of diamonds**, and rather than competing to create your own, I’ll show you how to sift for diamonds other people have already created.

You can share these diamonds with your visitors and profit wildly as a result.

As you’ll soon discover, you can find diamonds to share in 10% of the time (or less) of it would take you to create them.

Below, I’ll show you a rapid-studying technique that allows you to find the best places to look for these diamonds in your market; **the top 1% of websites in your target market or target group of keywords.**

Then I’ll show you how to rapidly sift through these sites and select only the top 1-5% of content they produce. When you do that, you find the top

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0.0005% of content in your market; the content that is head and shoulders better than the rest. It's the content that makes people click.

The next step is simple.

Once you find one of these “diamonds,” you simply write a brief snippet of content about it. It doesn't need to be any more than 50 words, but the better the quality of your snippet, the more effective it will be:

- Your opinion
- How it relates to other situations/organizations/news
- Resources related to the content
- A different perspective on the way it was presented
- Future speculations
- Historical context
- Commentary about how it relates to your business
- How you or your business could improve or fix a problem

Simply add your snippet to the beginning of your article, import a quote or a part of the article you're referencing, and then add with your call-to-action.

High-quality, compelling post completed in minutes, and without spending hours of time or hard-earned profits on a big writing staff.

It's that simple; that easy.

This isn't some hocus-pocus theory. This is a content strategy that is already wildly successful for many online businesses (including many of the biggest).

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One recent example is the Huffington Post, which sold to AOL for over \$300 million. There are dozens of other examples – all of them use the same rinse-and-repeat process...

They all follow this system. I'm simply going to show you how to do it in the least time possible and for the least effort possible.

In practice, sifting for these diamonds takes 15 minutes or less per day when using the **rapid-studying techniques** you're learning today (plus, you'll often find multiple diamonds each time you do it). Writing the opinion posts that share the diamonds doesn't take much longer.

This isn't just for start-ups. This can improve the effectiveness of any existing content strategy you have. You can add sharing these diamond-quality posts to your existing content strategy to greatly improve quality and therefore the response from your visitors; more return visitors, more repeat buyers, and more of their friends coming next time too.

Plus, there's another **hidden benefit**. This is *already* something every business should be doing regardless of their content strategy. Many businesses make the mistake of only linking to things when its a product they are offering. **This trains their visitors to avoid their links.**

If you are constantly sharing quality materials, however, **people become accustomed to always clicking your links.** So, when time comes for making a product push, your click-through rates will be considerably higher for having done this beforehand.

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Liberally sprinkle links to diamond-quality content into every post you create. You'll be delighted with the results.

All of this has been boiled down to a simple, step-by-step process. Included in this product, you'll find process maps and checklists that make this *already*-simple process, even simpler. At every step of the way, I'll take you by the hand and show you exactly what to do for **maximum results in minimum time**.

The Starter Kit

Trying to go for perfection right out of the gates tends to soak up a lot more time than is required to get the desired result. This then hamstring your motivation and progress slows. So counter-intuitively, going for perfection leads to coming nowhere near it.

The most important thing you can do in any endeavor is **just get started quickly**, then make improvements to your existing, working system over time. This has a much higher success rate as a guiding philosophy. So, let's get started with that in mind.

Starting out, you're going to quickly setup a starting "pool" of high-quality sources of content (the **top 1% in your market**).

Then, later, in the ***Scaling Kit***, you'll learn how to rapidly scale the effects of this process to heights that may seem unimaginable at first.

So, **don't worry about getting the perfect starting pool of sites**. The scaling kit is so powerful, that even if you make a lot of mistakes, this process will still take off for you right away ... within the first couple weeks.

Step #1: Choose your 10 most important keywords

Later, I'll show you how to add additional keywords to this process for an even greater effect. For starters, however, just start with 10. That way, it's easy to get started and build some momentum.

If you don't yet know the keywords your business uses or will use, there are still options you can use for using this system.

To find them, look under the *Scaling Kit* section of this product. I recommend, however, that you learn your keywords as soon as possible to get the maximum benefit from this system.

It's as simple as using one of the many free keyword tools available (do a Google search) – or you can just “guess” what keywords your customers are using to search for your content, you can easily think up 10 more.

Step #2: Setup your software and familiarize yourself with it

We'll be using software to make this process much faster. All you'll need to do is simply add the “feeds” from the websites you choose to the software, and you'll be able to quickly sort through it all in one place. **This is much faster than *not* using software (manually visiting dozens of websites).** Plus, it allows us to use the rapid-studying techniques you'll learn in a minute that make the process lightning quick.

The two pieces of software I recommend are either WP Newswire or DiggReader. WP Newswire has additional features that will save you *a lot* of time (and money).

Investing in it will pay for itself within the first week alone, easily. It can replace a full-time research staff.

If you'd like to purchase a copy at a significantly reduced price for Free Content Formula members, you can do so here:



[Click Here: WP Newswire Discount Access Link](#)

An alternative is to use the free software *DiggReader*. It won't automate as much of the process for you, but it does the trick. You can find it here:

<http://digg.com/reader>

To setup WP Newswire, simply install the plug-in on your Wordpress site and you're ready to go.

For DiggReader, head over to <http://digg.com/reader> and create an account.

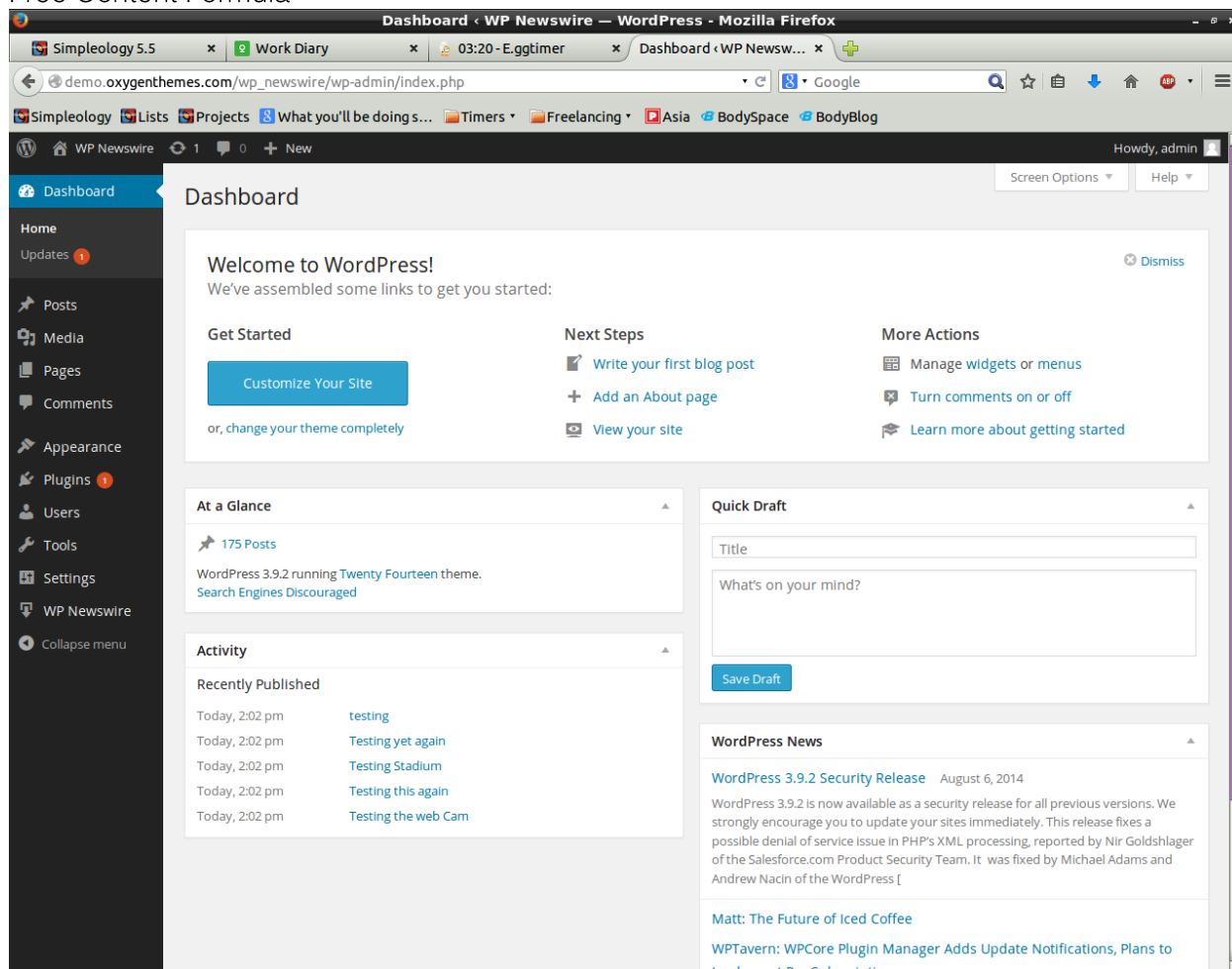
Before we begin adding sites to watch, I'm going to quickly show you how to use these two pieces of software. **Now is a good time to watch the *Starter Kit Companion Video* included with Free Content Formula.**

Adding a Feed to WP Newswire

Once you've installed the plug-in into your Wordpress website, start by clicking "WP Newswire" on the left-hand side.

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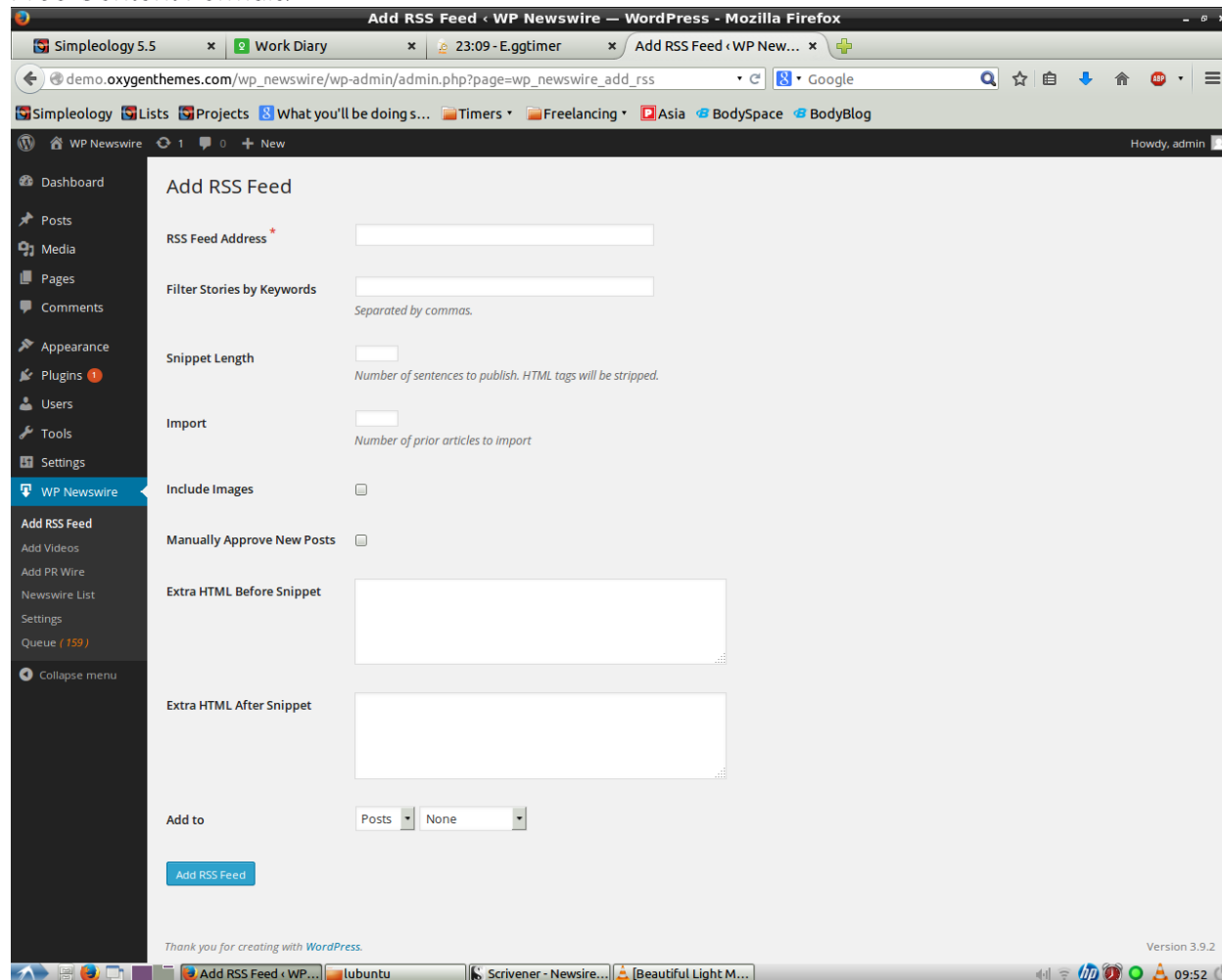


Then, once the next page loads, click “Add RSS Feed” underneath WP Newswire.

You’ll now see a page that looks like this:

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Now, at the top of this page where it says RSS “Feed Address:”, you’ll enter the URL for the site’s RSS feed (don’t worry if you don’t know what that is, yet. We’ll show you how to find them later. Just know this is where you’ll copy and paste it).

You’ll also want to check the box next to “Manually approve posts.” This way, the posts don’t automatically get published live on your site (you’ll want to later edit them and add an intro first). Then, click the button “Add RSS Feed” at the bottom. That’s it.

Now you'll automatically see posts from that RSS feed in your "Queue" each day. More on what that is and how to use it later. Once you get the hang of doing this, adding a new feed will take you less than 60 seconds.

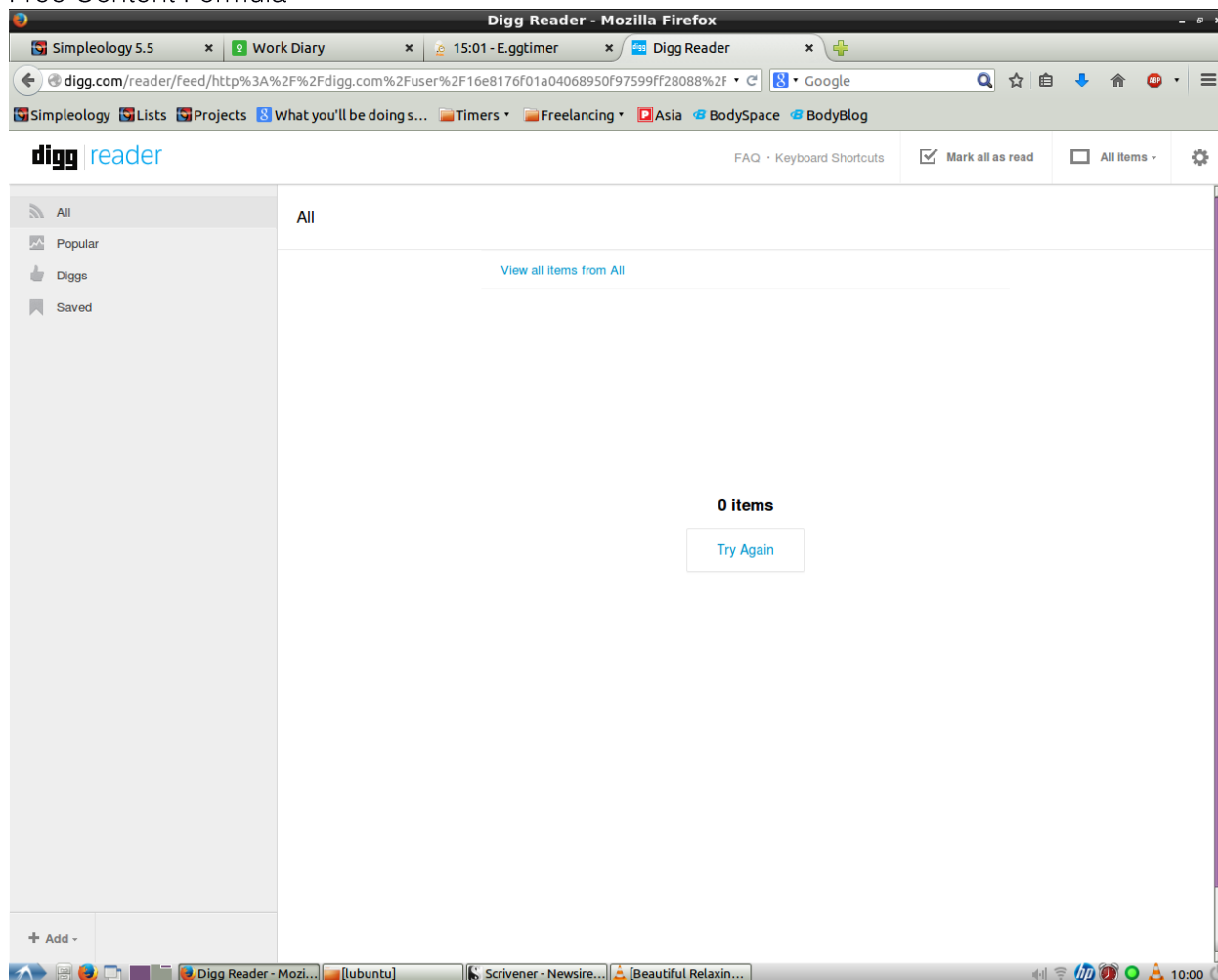
Later, we'll also show you how to use some of these other features you see. For now, all you need to know is this.

Adding a Feed to DiggReader

For DiggReader, go to digg.com/reader and log in using the account you setup earlier. You'll see a screen like the one below:

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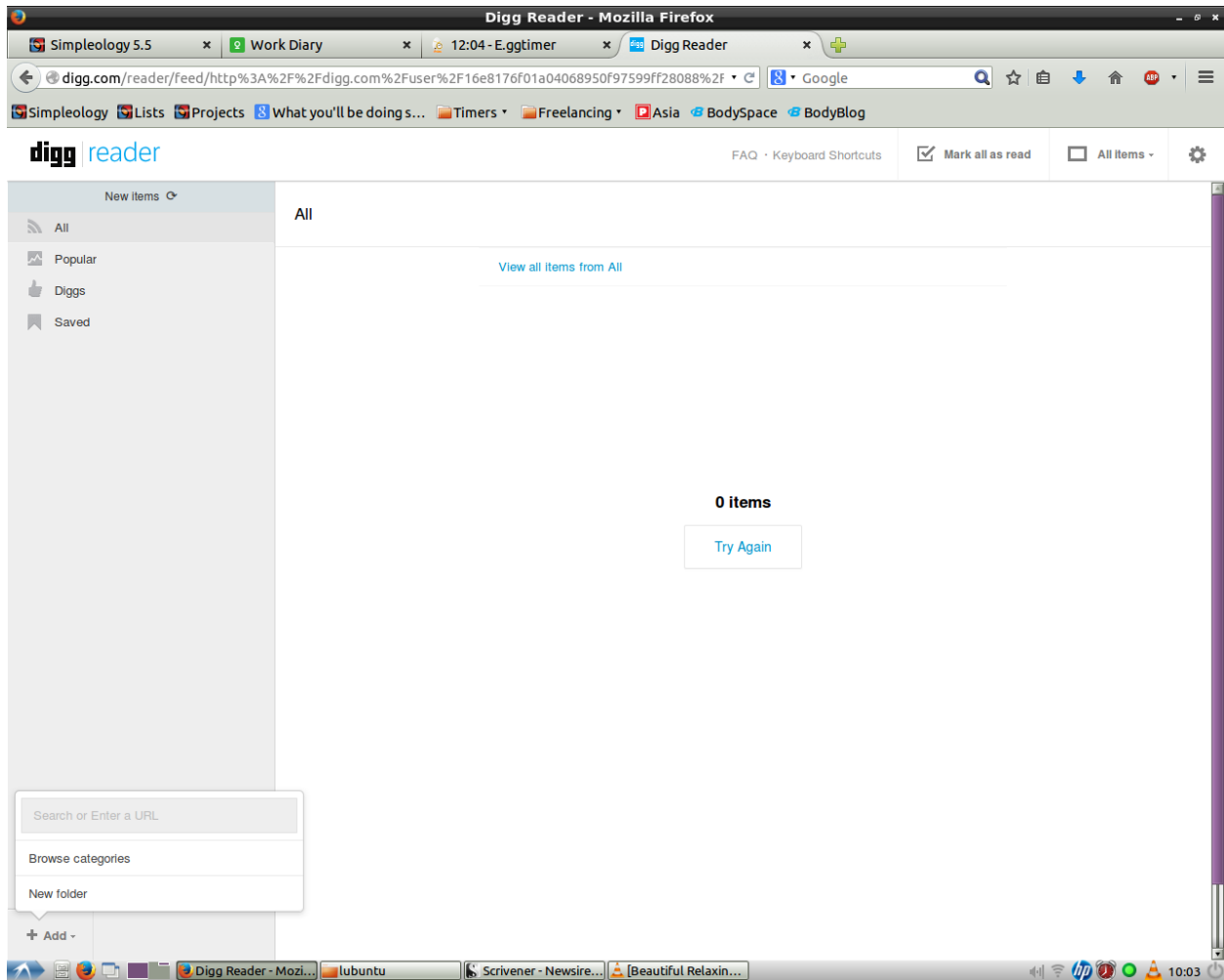
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In DiggReader, you'll add a feed by clicking the "Add +" button shown in the screenshot below.

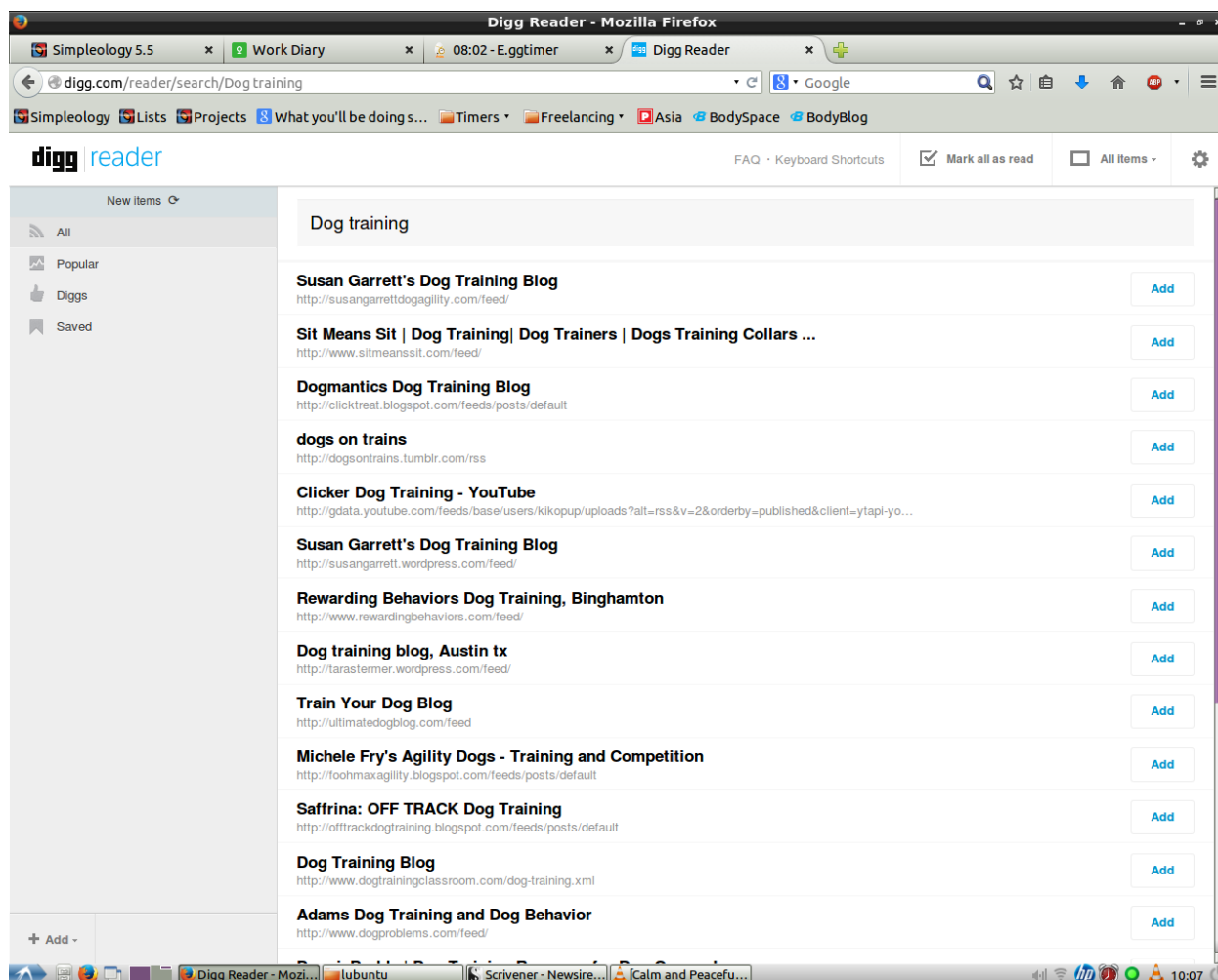


Once you click that button, a small box opens above it. Then simply type the feed URL into that box then press the enter key on your keyboard (if you don't know what a feed URL is yet, don't worry. We'll cover that in detail later).

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Then, it will take you to a screen similar to the one below:



Find the feed you want to subscribe to on this list and click “add” to the right of it.

Now, after clicking “Add,” all items on the feed you added, will show up in DiggReader each day.

You’re now ready to add feeds to add feeds to the software of your choice. Let’s move onto finding the sites you’ll use to dramatically improve the effectiveness of your new or existing content strategy.

Step #3: Find RSS Feeds Related To Your 10 Keywords

The most important thing about doing this is finding diamond-quality content that also fits with your business’s marketing message.

For example, if you’re in a specific sub-market of a larger market, other websites within that sub-market are the place to start your search, because they are more likely to contain content that is relevant to your audience. If your website is about natural migraine remedies, websites about prescription remedies are less likely to yield content that fits your marketing.

So, simply start by searching on Google for the top keywords your business is already using or will be using. Gladly, Google’s search algorithm already puts the sites you want to watch right at the top of their search results. So, **you’ll go through the sites on the first 1-2 pages and look for any that have RSS feeds you can follow.** Then, add those RSS feeds to your software of choice.

Note: With WP Newswire, you should not need to use RSS feeds – you should be able to enter the address of any website and automatically

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import the content. However, this feature has not been tested on every website, so we recommend using RSS feeds if there appear to be any problems with importing the content.

For a detailed demonstration of this entire process, **watch the Starter Kit Companion Video included with this product.** In it, we take you through doing this process live on-screen.

If your business is already using a lot of keywords, don't feel compelled to do this for all of them right out of the gates. Simply start with a handful of the most important ones and gradually do this process over time, as your schedule allows.

And don't be shy about including competitors' websites in the list. Not only will doing so allow you to keep an eye on them for market research, but also linking to others' websites very often can lead to a joint-venture agreement.

Plus, if they are producing diamond-quality content that fits your niche, **you're still getting the content you need.**

Once you've done this process for at least 10 of your business's keywords, you're ready for the next step.

Step #4: Find Video Feeds Related To Your 10 Keywords

The popularity of video has exploded in recent years. Plus, often, consumers see videos as having a higher value than text alone. Also, many website visitors even prefer video over reading, and there are video

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feeds you can subscribe to in order to quickly and easily discover diamond-quality video content to share on your website.

If you decided to invest in WP Newswire, this is one place where it will pay off, because you can only access YouTube RSS feeds using Google's API. So, for WP Newswire all you'll need to do is enter your keywords into the plug-in and away you go.

This process will still fully work for DiggReader. It just requires extra time to build the links before you add them to DiggReader.

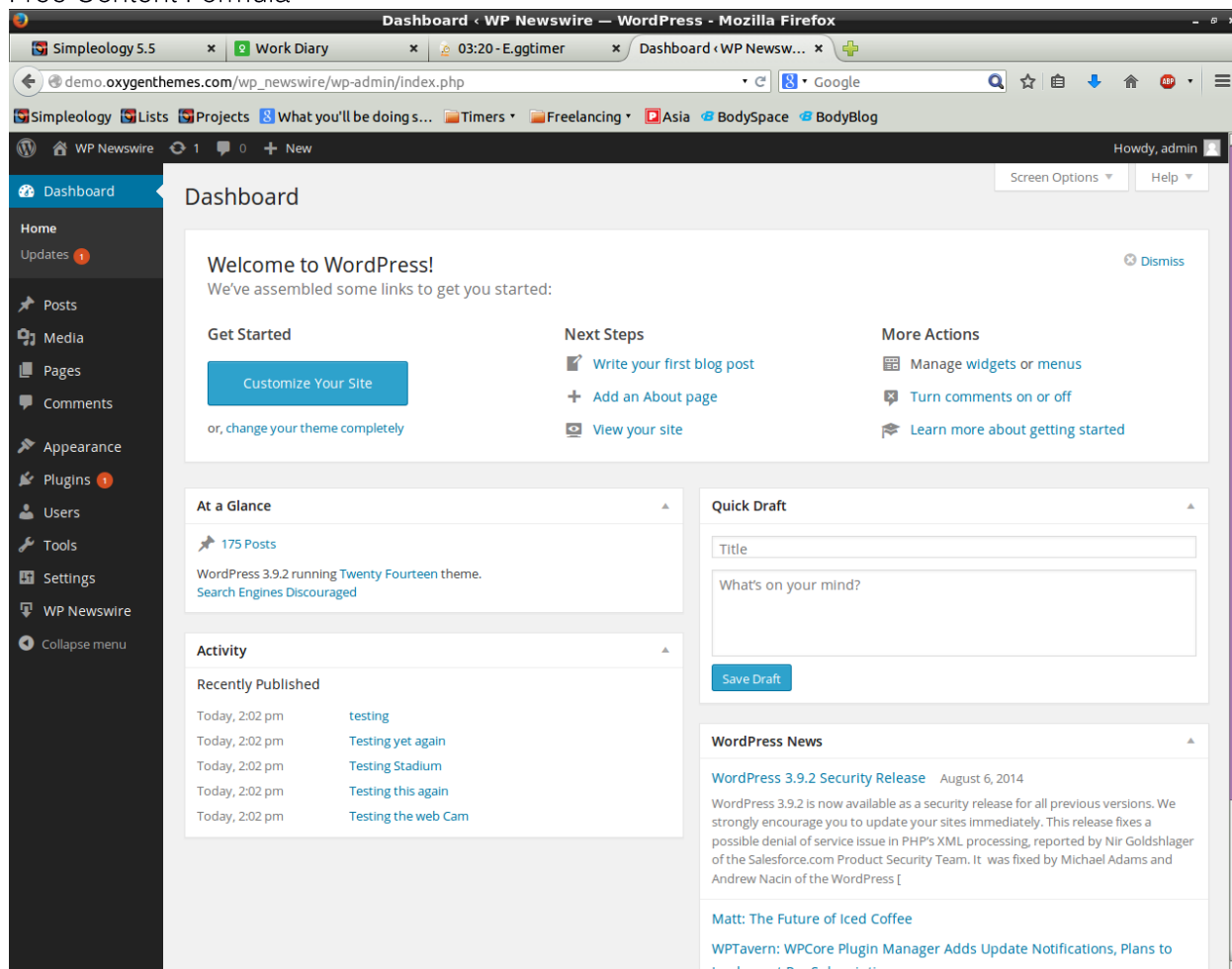
I'll show you how to do this for both pieces of software below.

Setting up video feeds in WP Newswire

Go to the WP Newswire menu by clicking the "WP Newswire" button from inside your Wordpress dashboard.

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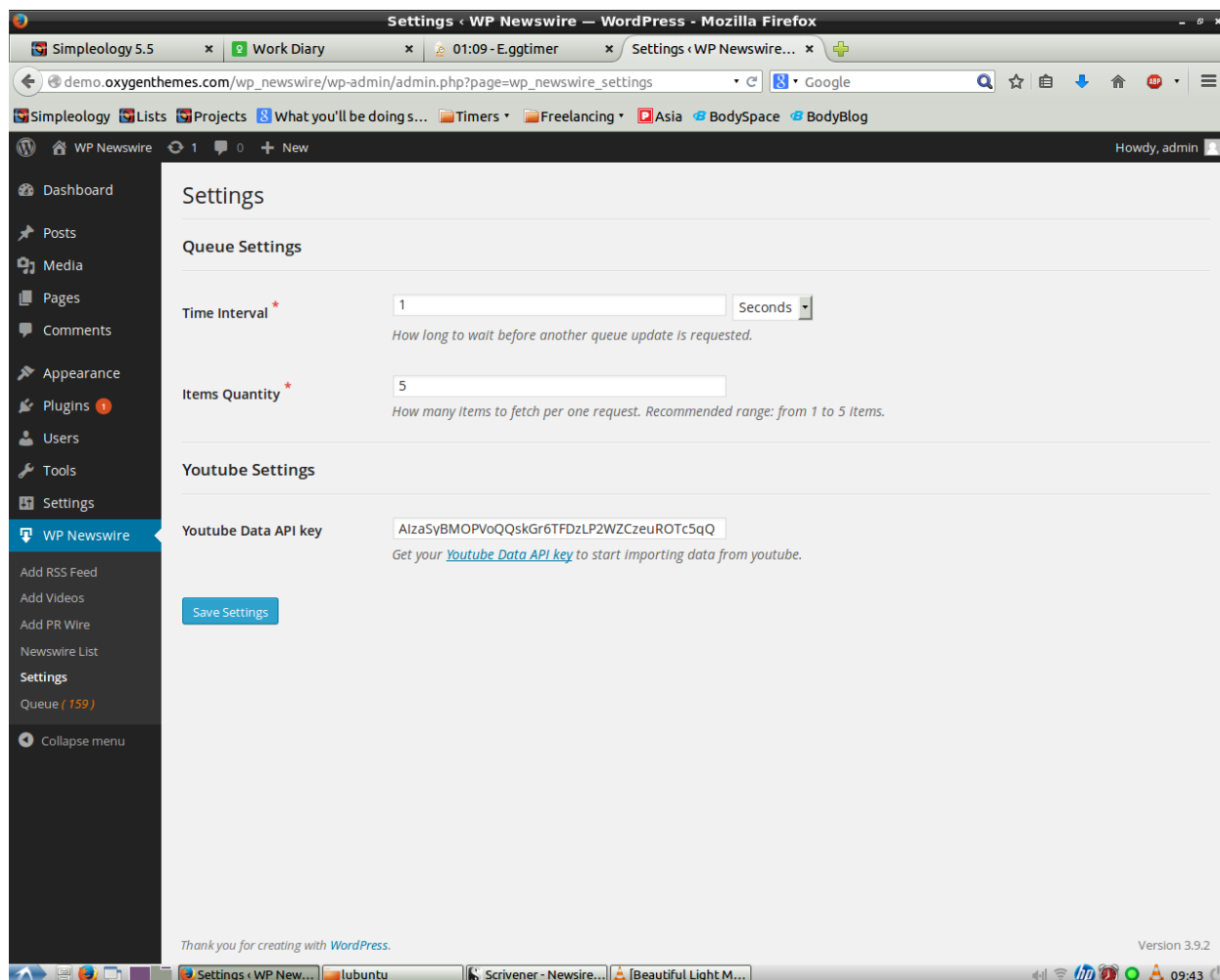
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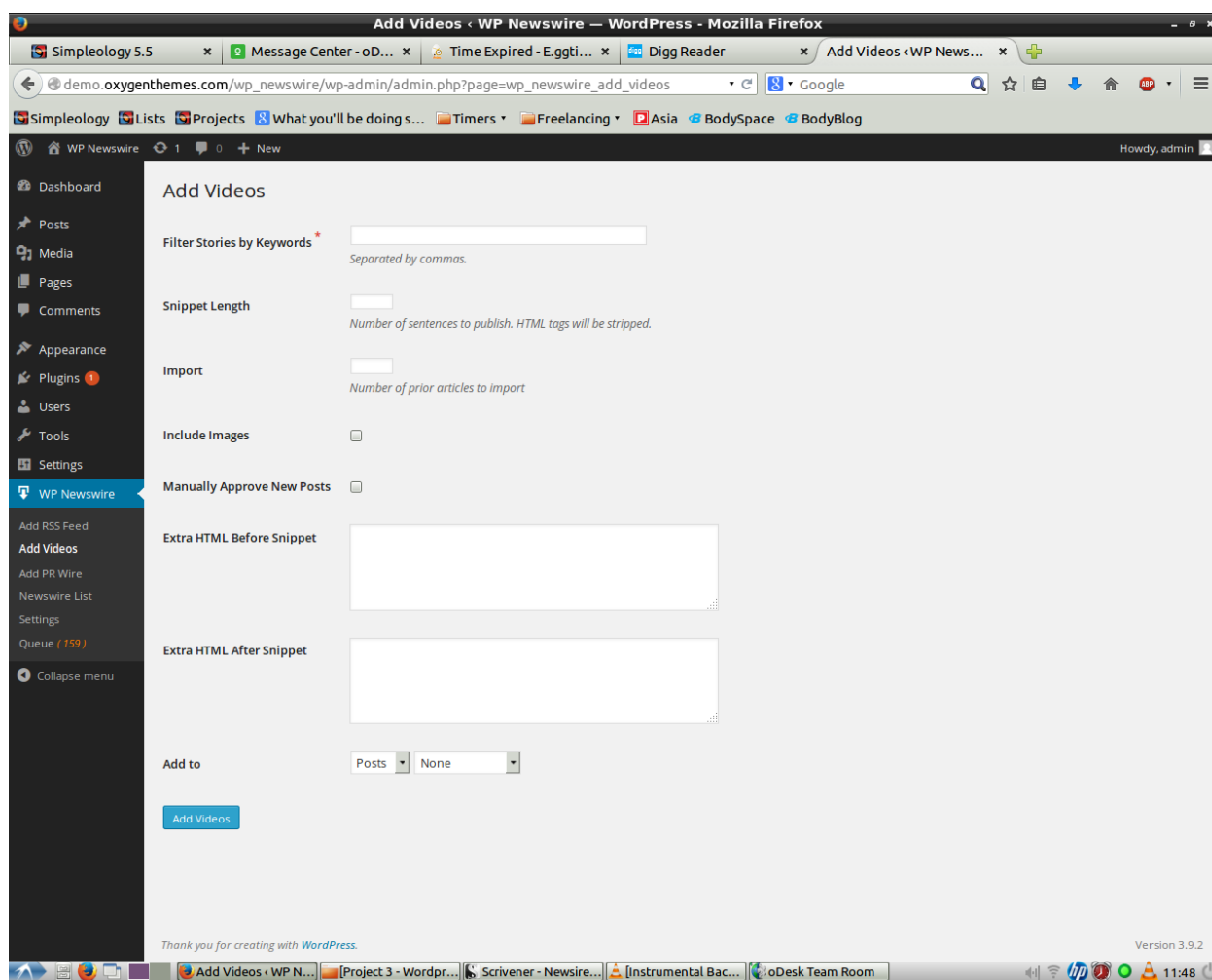
Now, click “Add Videos” as shown in the list in the sidebar below:



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You'll come to a screen that looks like this:



Now, enter your keywords into the box next to “Filters Stories by Keywords”. Place a comma between each keyword. For example: natural headache relief, natural headache cures, headache relief

Then, check the box next to “Manually Approve New Posts”.

Now, click the blue “Add Videos” button at the bottom of the screen.

All YouTube videos matching your keywords will now automatically show up in your queue each day (more on how to use them from there is coming up). No need to go out to YouTube manually; this is a huge time-saver.

Setting up videos using DiggReader

YouTube RSS feeds can only be accessed using Google’s API. So, in order to add them to DiggReader, we’ll need to construct the feed URLs ourselves. Here’s how.

Start with this URL below:

<http://gdata.youtube.com/feeds/api/videos?orderby=updated&vq=KEYWORD>

Now, replace the word “KEYWORD” with your first keyword. Then, replace all spaces in your keyword with %20. This is a URL code that represents a space. If your keyword is a single word, you won’t need to add %20 at all.

Here’s an example for the keyword dog training collars:

<http://gdata.youtube.com/feeds/api/videos?orderby=updated&vq=dog%20training%20collars>

(notice the use of %20 for each space)

Now, copy and paste the URL you've created into DiggReader and add it as a feed (using the instructions shown earlier for how to do so).

Now, repeat this process for each keyword. Construct the URL, then add it to DiggReader.

In the Scaling Kit, you'll learn even more ways to take advantage of YouTube Videos. For now, doing this with 10 keywords is enough to get you started on the right foot.

Step #5: Find Press Releases Related To Your 10 Keywords

Top copywriters know that one of the most powerful types of content is news. Doug D'anna (one of the best copywriters in the world) pointed out that amongst the most successful advertising packages he's written, at least 70% of them were based on the concept of providing news. If it works for advertising packages pulling in hundreds of millions of dollars per year, it can work for you too.

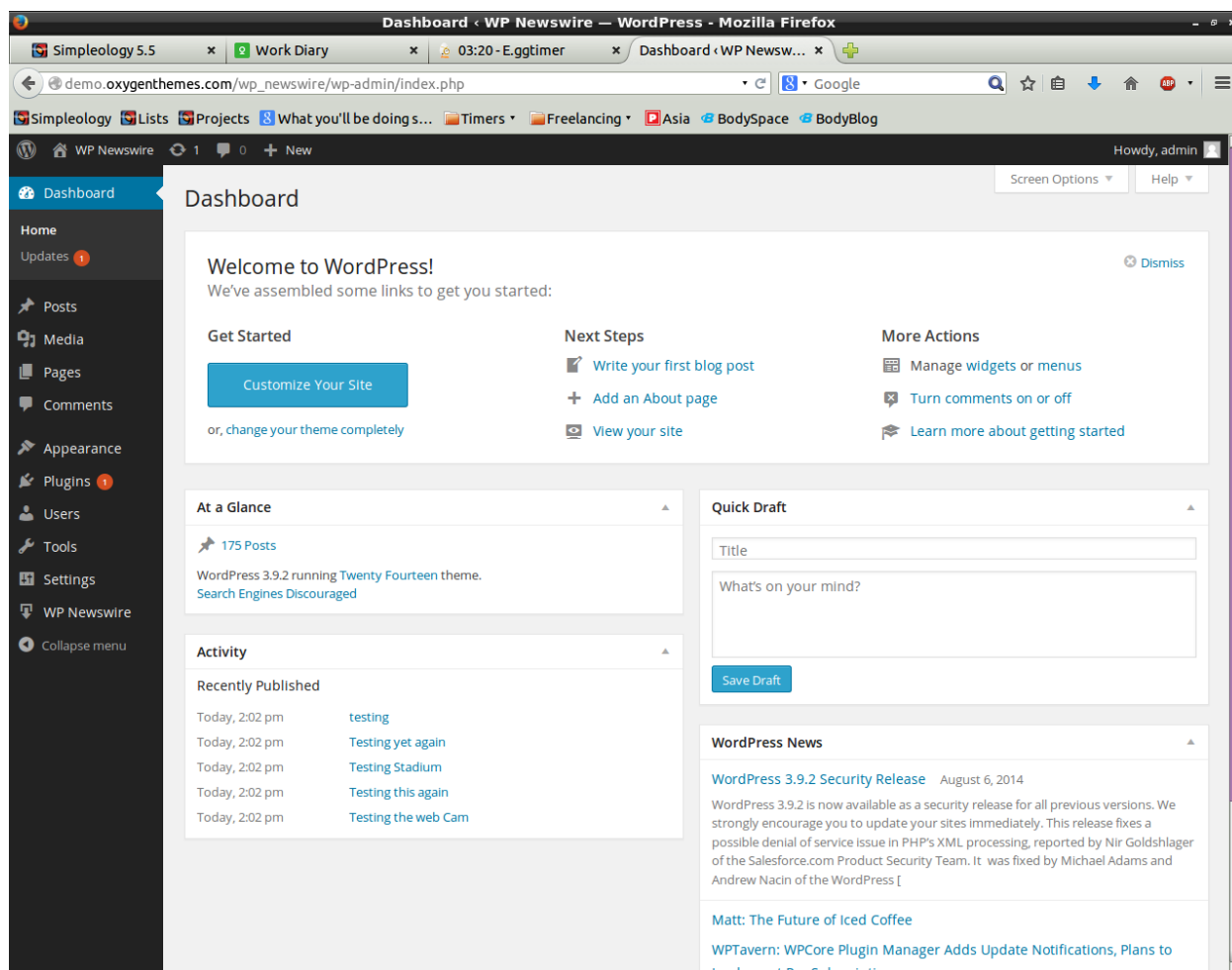
A great way to find news to share is to look through press releases. This tactic is something even large newspapers, magazines and international journalists use to find content.

How to setup receiving press releases in WP Newswire

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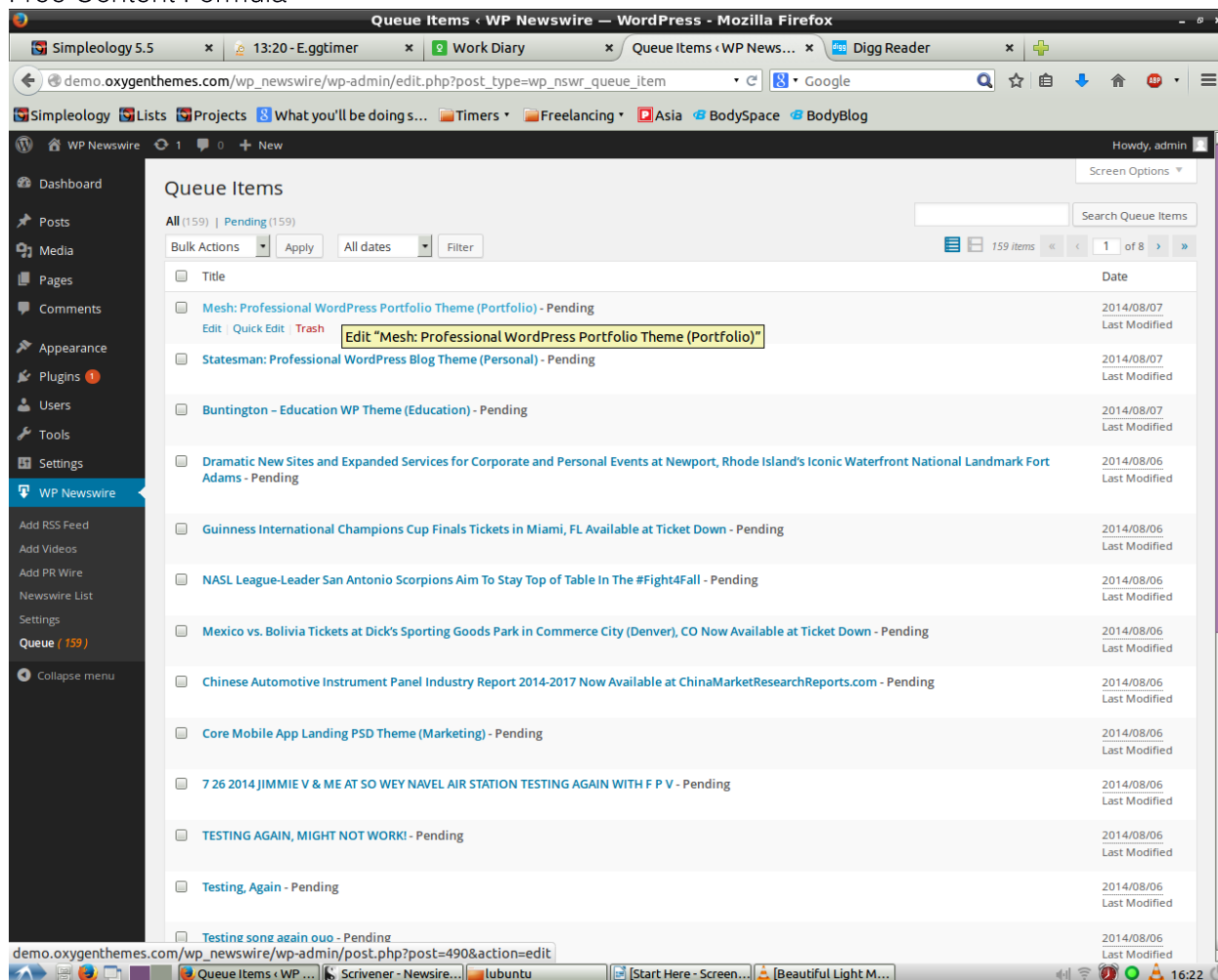
Go to the WP Newswire menu by clicking the “WP Newswire” button from inside your Wordpress dashboard.



Now, click “Add PR Wire” as shown below:

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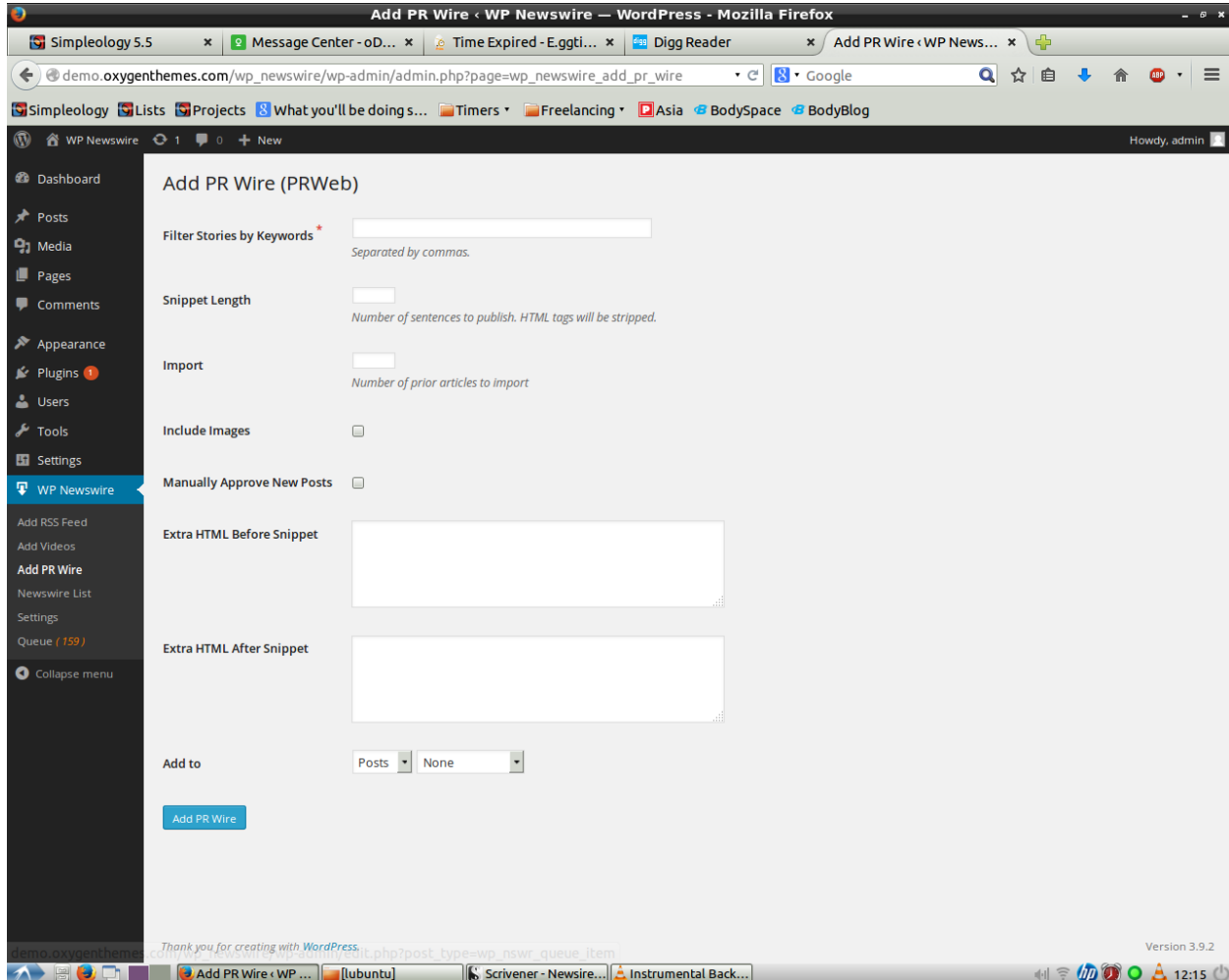
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You'll come to a screen that looks like this:

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Now, enter your keywords into the box next to “Filters Stories by Keywords”. Place a comma between each keyword. For example: natural headache relief, natural headache cures, headache relief

Then, check the box next to “Manually Approve New Posts”.

Now, click the blue “Add PR Wire” button at the bottom of the screen.

All press releases from PRWeb.com (the Internet’s largest press release database) matching your keywords will now automatically show up in your queue each day (more on how to use them from there is coming up). No need to go out to any websites manually; this is a huge time-saver.

How to setup receiving press releases in DiggReader

This system for rapidly finding diamond-quality content requires using software to short-cut the process. If you were to go out to all of these sites manually, every day, it would take you at least 10 times longer.

DiggReader does not offer an efficient way to watch press release feeds. So, it’s best that you manually check for new press releases if you’re using DiggReader. But don’t worry.

When you begin *Scaling Kit* included in this product, you’ll learn additional ways to expand your content strategy without using press releases, if you decide it’s not worth it to include press releases in your content strategy.

If you decide to upgrade to WP Newswire, simply follow the instructions above for setting it up with your keywords.

Step #6: Do your first Daily Sifting Process

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Up next, I'm going to show you how to, each day, quickly sift through all feeds in your software and find only the diamonds-quality content you can share to greatly improve the content on your website, scoring more return visitors and repeat-buyers. In practice, doing so will only take 15 minutes per day.

To get started, open the *Daily Sifting Process Kit* included in this product, and begin reading the *Daily Sifting Process Companion Manual* right now.

Step #7: If you don't have one, create a content schedule

It's important to, on a regular basis, take the diamond-quality content you discovered and turn it into posts you can use on your website. If you already have an existing content strategy for your website, you can simply include these into it as outbound links; improving the quality of the content and training your visitors to *always* click your links.

If you want to maximize impact, I highly recommend you follow a daily content production schedule.

Whether you have an existing content strategy or not, you can quickly turn these diamond-quality posts you found into content. Simply, write a title for the new post. Then write a brief opening that shares your opinions about the topics discussed in the item you'll link to, or share your opinions about the item itself. Then, simply source the link to the original content.

High-quality, unique content completed in 2 to 4 minutes – a fraction of the time it would take to write from scratch.

Use your Content Schedule to schedule which days each week you'll make posts to your website. Again, we recommend daily for maximum visitor retention, higher conversion rates, and better SEO.

Step #8: Do your first Weekly Scaling Process

Each week, you'll follow this system to improve the results you get from this system even further. Once you begin this process, you'll see for yourself how quickly this system can scale, getting you more and more results in less time.

To get started, open the *Scaling Kit* section of this product and begin reading the *Scaling Kit Companion Manual* right now.

Related Resources

- If you decide you want to save more time while doing this process, upgrade to WP Newswire. It saves you time (and time is money) and it pays for itself in time saved over the course of a single week alone. Plus, as you use the scaling system, the time saved each week will only continue to grow.

You get a discounted copy as part of your Free Content Formula purchase right here:



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