



# Work1099 Training Manual

## Systematic Content

*Daily Sifting Process Companion Manual*

## Daily Sifting Process Companion Manual

### Work1099 Training Manual

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# Introduction

When you followed the starter kit, you created a starting pool of feeds to watch in either WP Newswire or DiggReader. Now, this is where you learn how to go through those feeds each day **lightning-quick**, finding the best posts among them. Combined with effectively doing the Weekly Scaling Process, this means you'll be able to quickly find the top 0.0001-0.0005% high-quality of all content in your market; the diamond-quality posts worthy of being shared with your website visitors, allowing you to profit wildly as a result. Let's get started.

I'll explain this process for both those using WP Newswire and those using DiggReader. Simply follow along below and skip over any sections that don't apply to the software you're using.

After reading this, I recommend you also watch the **Daily Sifting Process Companion Video** to see a live demonstration. As you watch the demonstration, follow along and do it for your own business as well (if you completed the starter kit tasks, then you've already got a starting pool of feeds to work with. If you haven't, go back and complete the *Starter Kit* first).

Now, before we start, if you haven't yet printed the following sheets from this product, do so now (you'll need them for this process):

- Daily Sifting Process Quality Control Checklist
- Daily Sifting Process Map
- Post Selecting Quality Control Checklist

Having these sheets out on your desk will allow you to get the maximum possible benefit from this process.

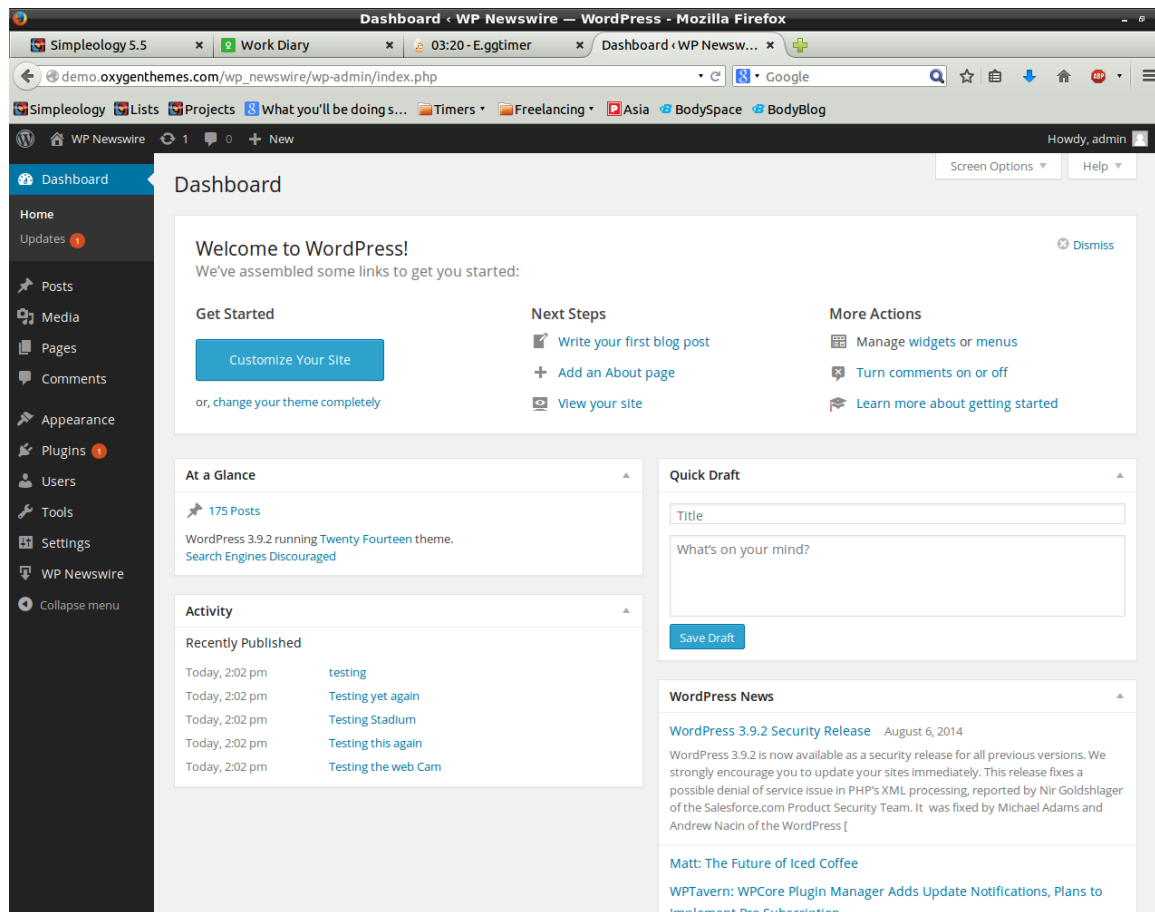
**Step #1: Get to the starting screen in your software of choice**

For WP Newswire...

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### Work1099 Training Manual

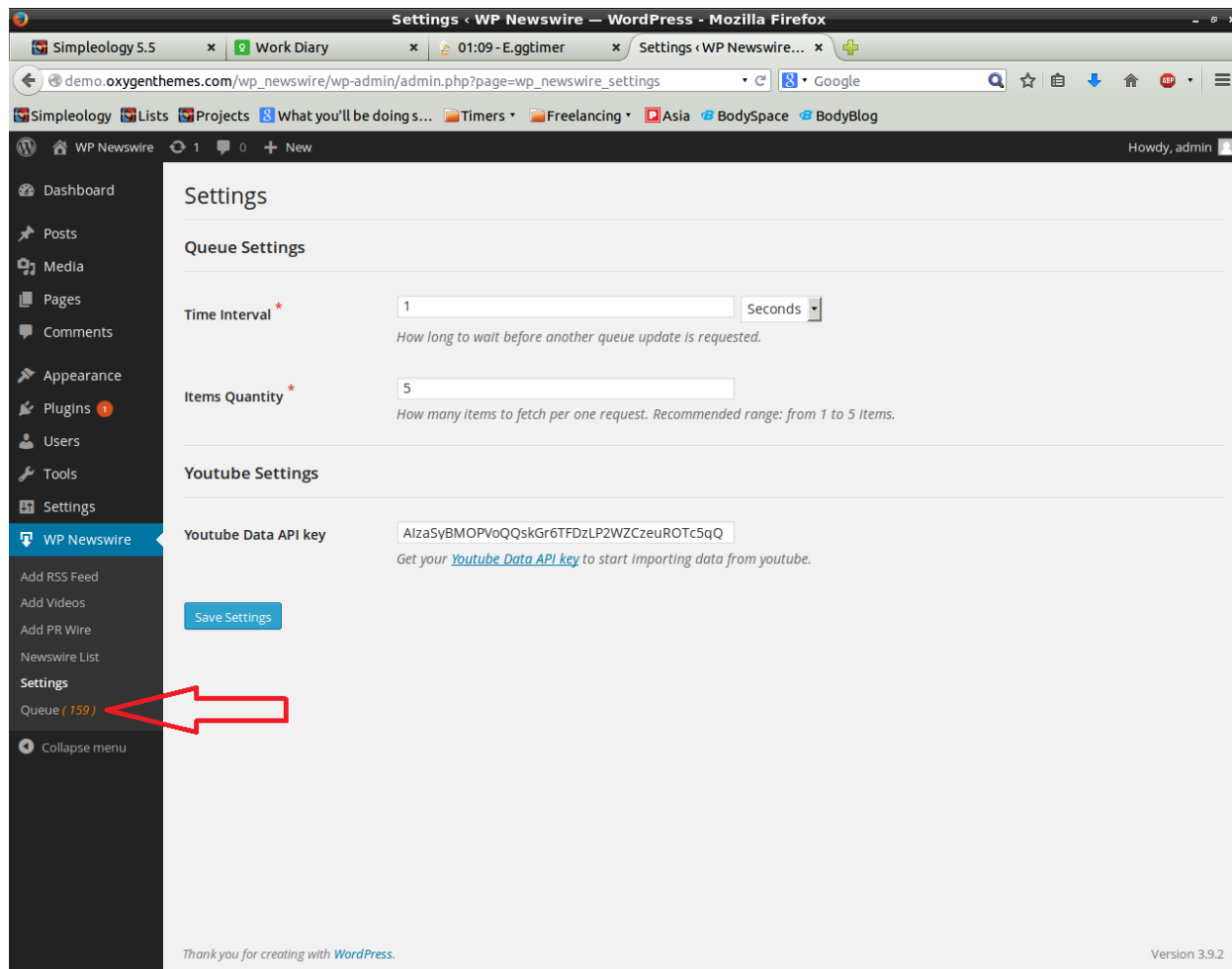
1. Log into your Wordpress blog and go to the WP Newswire link on the left side.



Now, once the next page loads, click “queue” as shown below:

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You should now see a screen that looks like this (except yours will have different items listed in the center):

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Queue Items

Screen Options

All (159) | Pending (159)

Bulk Actions

Apply

All dates

Filter

159 items

«

<

1

>

»

Search Queue Items

<input type="checkbox"/> Title	Date
<input type="checkbox"/> Mesh: Professional WordPress Portfolio Theme (Portfolio) - Pending	2014/08/07 Last Modified
<input type="checkbox"/> Statesman: Professional WordPress Blog Theme (Personal) - Pending	2014/08/07 Last Modified
<input type="checkbox"/> Buntington – Education WP Theme (Education) - Pending	2014/08/07 Last Modified
<input type="checkbox"/> Dramatic New Sites and Expanded Services for Corporate and Personal Events at Newport, Rhode Island's Iconic Waterfront National Landmark Fort Adams - Pending	2014/08/06 Last Modified
<input type="checkbox"/> Guinness International Champions Cup Finals Tickets in Miami, FL Available at Ticket Down - Pending <div> <a href="#">Edit</a> <a href="#">Quick Edit</a> <a href="#">Trash</a> </div>	2014/08/06 Last Modified
<input type="checkbox"/> NASL League-Leader San Antonio Scorpions Aim To Stay Top of Table In The #Fight4Fall - Pending	2014/08/06 Last Modified
<input type="checkbox"/> Mexico vs. Bolivia Tickets at Dick's Sporting Goods Park in Commerce City (Denver), CO Now Available at Ticket Down - Pending	2014/08/06 Last Modified
<input type="checkbox"/> Chinese Automotive Instrument Panel Industry Report 2014-2017 Now Available at ChinaMarketResearchReports.com - Pending	2014/08/06 Last Modified
<input type="checkbox"/> Core Mobile App Landing PSD Theme (Marketing) - Pending	2014/08/06 Last Modified
<input type="checkbox"/> 7 26 2014 JIMMIE V & ME AT SO WEY NAVAL AIR STATION TESTING AGAIN WITH F P V - Pending	2014/08/06 Last Modified
<input type="checkbox"/> TESTING AGAIN, MIGHT NOT WORK! - Pending	2014/08/06

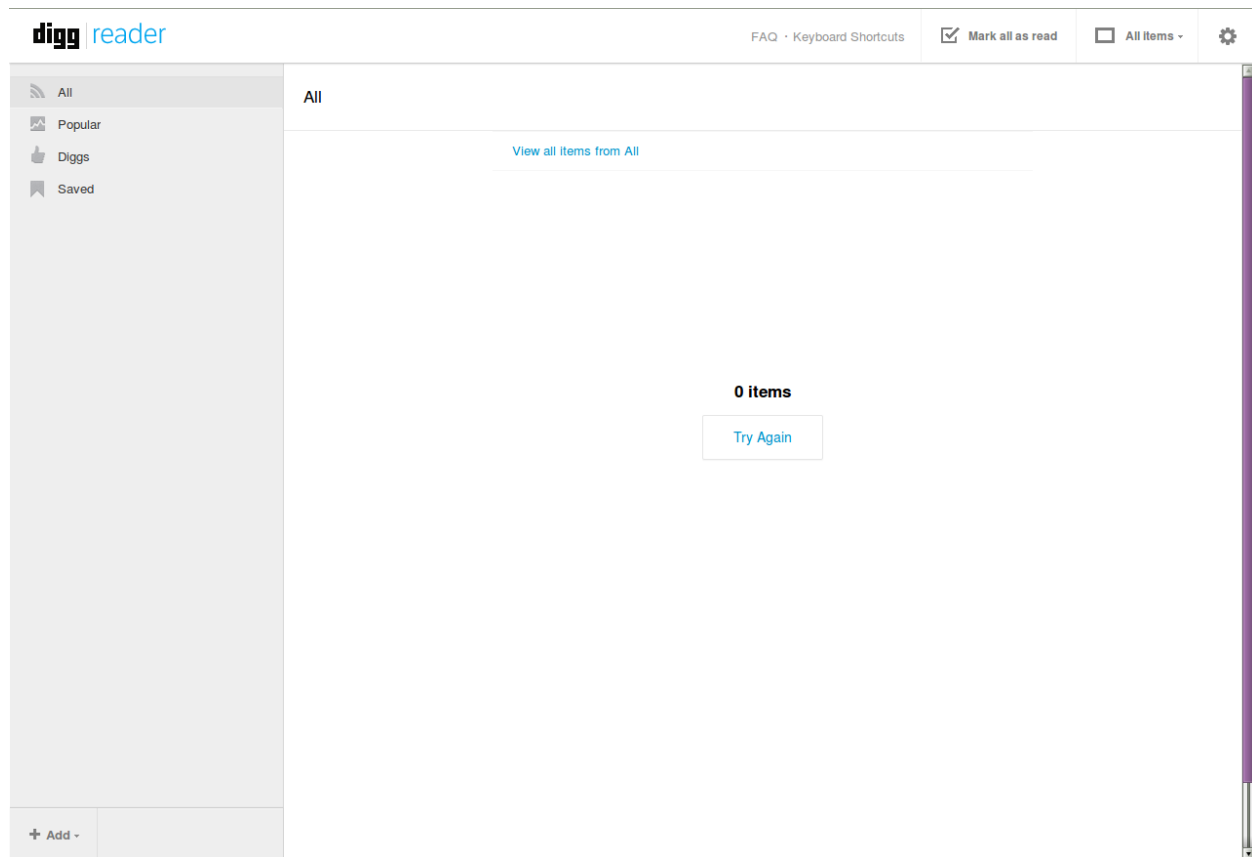
This is the WP Newswire queue. Whenever a post occurs on any of the feeds you added earlier, it will automatically show up on this list. You'll notice more and more new ones added each day, automatically.

### [For DiggReader...](#)

After you first login at [digg.com/reader](http://digg.com/reader), you will see the following screen:

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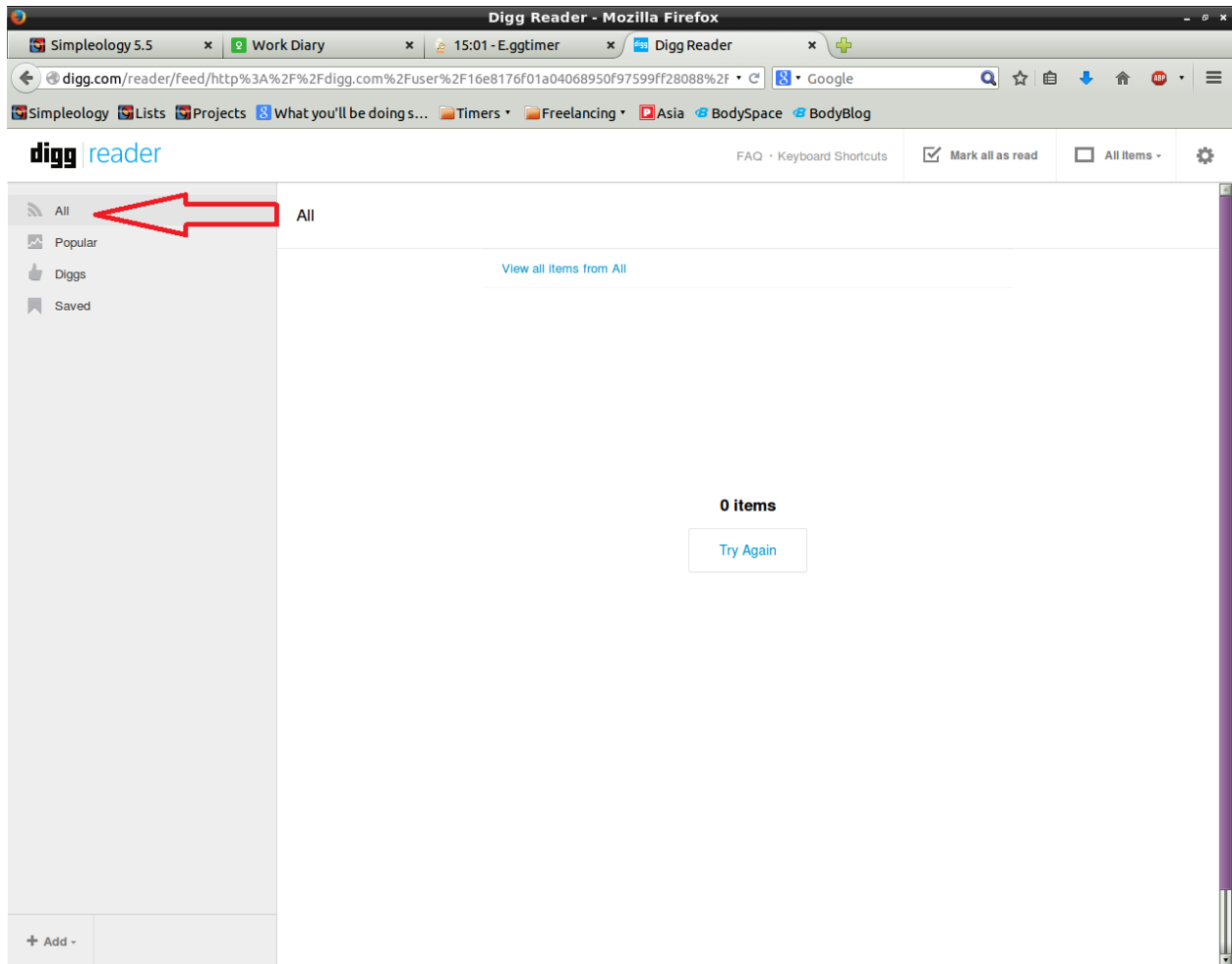


Now, click the “All” folder on the left side:



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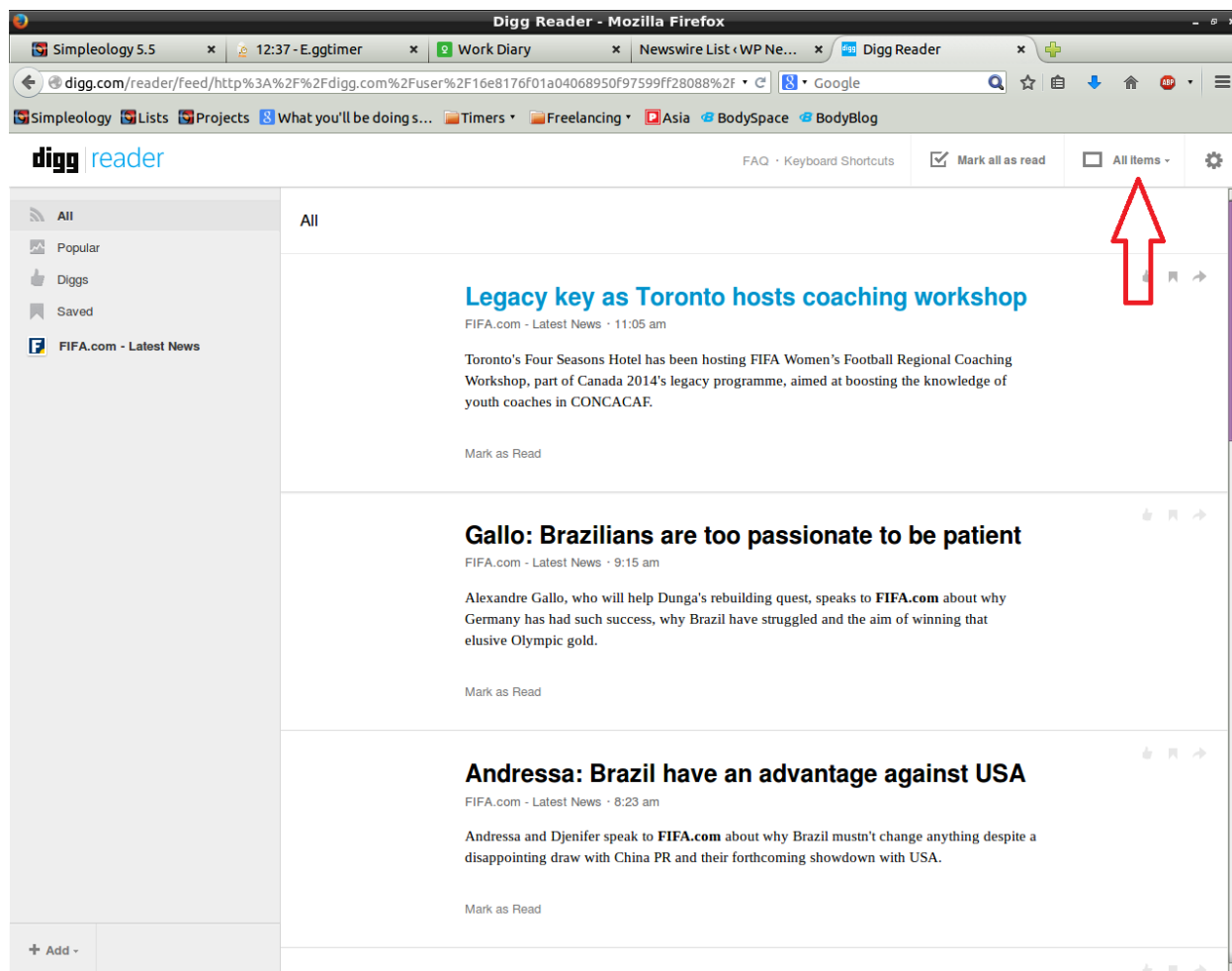
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You should now see a screen like the one below (except yours will have different items listed). Now, click the text “All Items” in the top right corner:

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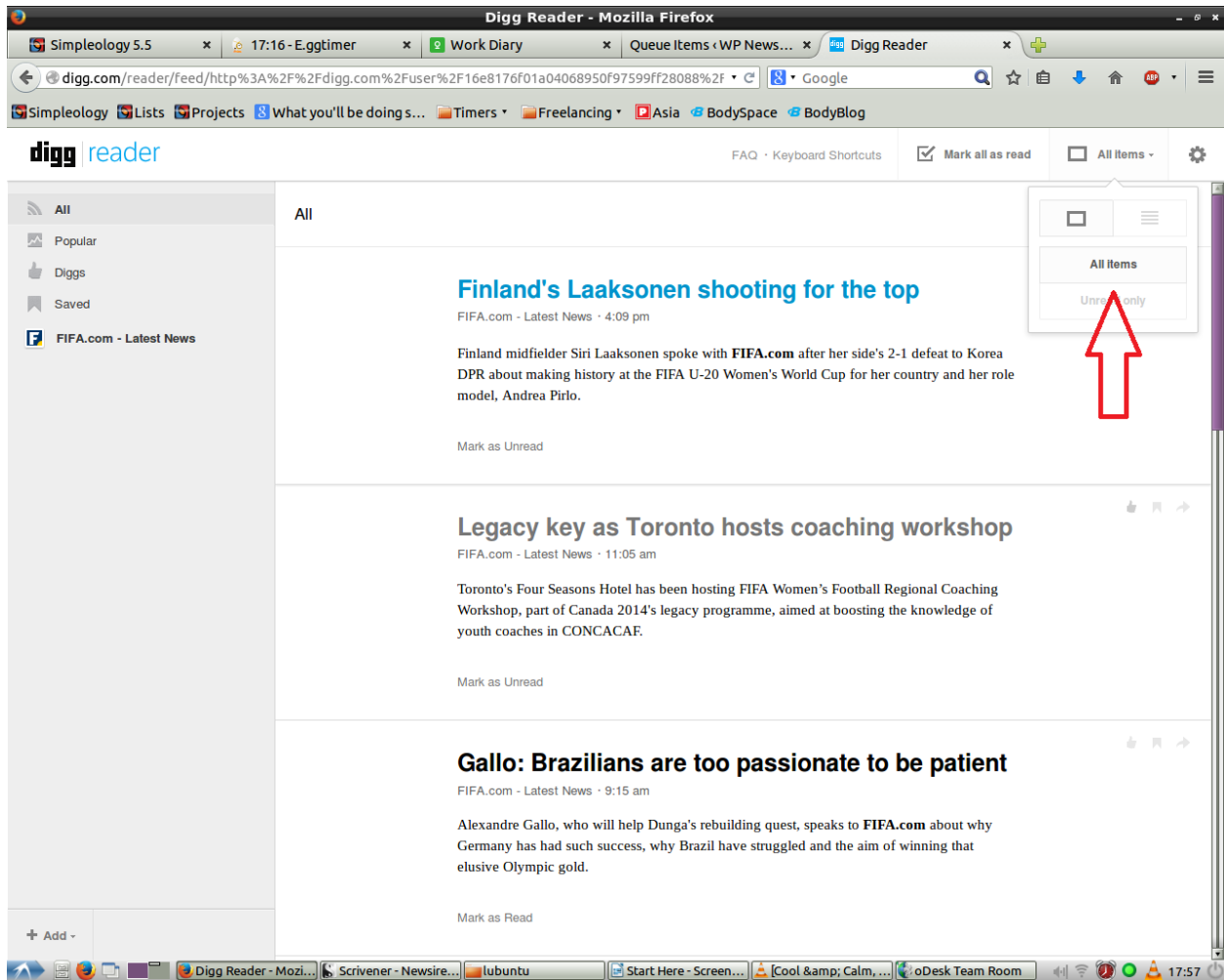
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When you do, you'll see a pop-up menu open like in the screenshot below.

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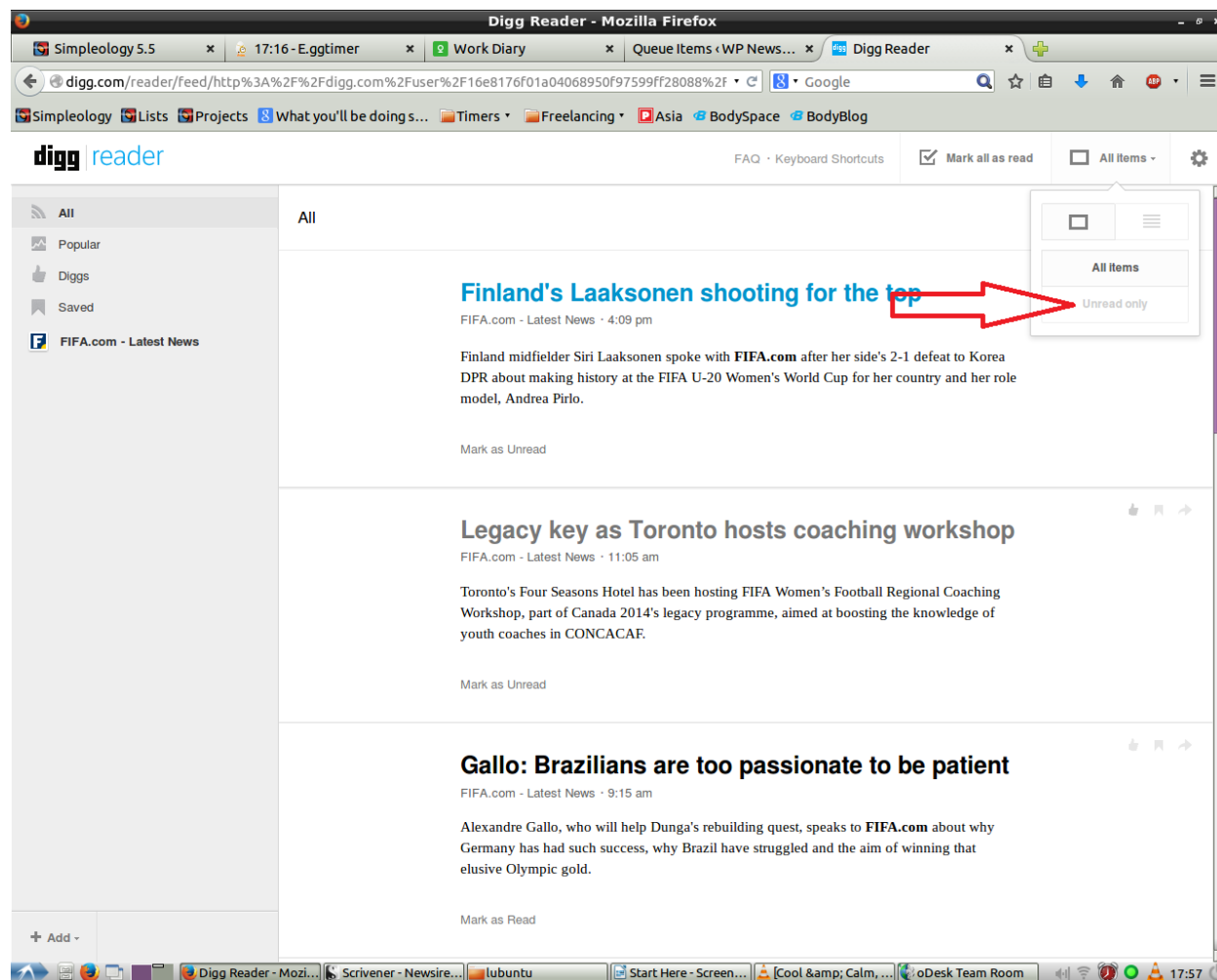
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Now, click “Unread Only” on that pop-up menu.

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This screen is similar to the queue in WP Newswire. All of the feeds you setup before will automatically show up in this one folder each day. And now that you set it to “Unread Only,” you’ll only see posts that you have not read before. This is important to prevent double-handling posts.

## Step #2: Sift Based On Post Title Or Video Title

A poor headline or title often indicates the rest of the post is poor quality as well. Yes, it's true, 1 in 1,000 might be an amazing post that happens to have a poorly written headline. But we can find 90% of the diamonds in your market in 1% of the time it would take to find all of them by using smart short-cuts such as this one. Consider any 1/1000th posts you miss a necessary tax you pay in order to save hundreds of hours per month.

After this first pass, you'll likely have cut your list down to 10% or less of its original length in a few minutes compared to the hours it would take if manually going through websites. Plus, the RSS feed readers only send you NEW posts made, automatically keeping track of what you have and haven't read before. Then, the next steps will wittle this list down even further; each time sweeping away the sub-par and leaving only the best options.

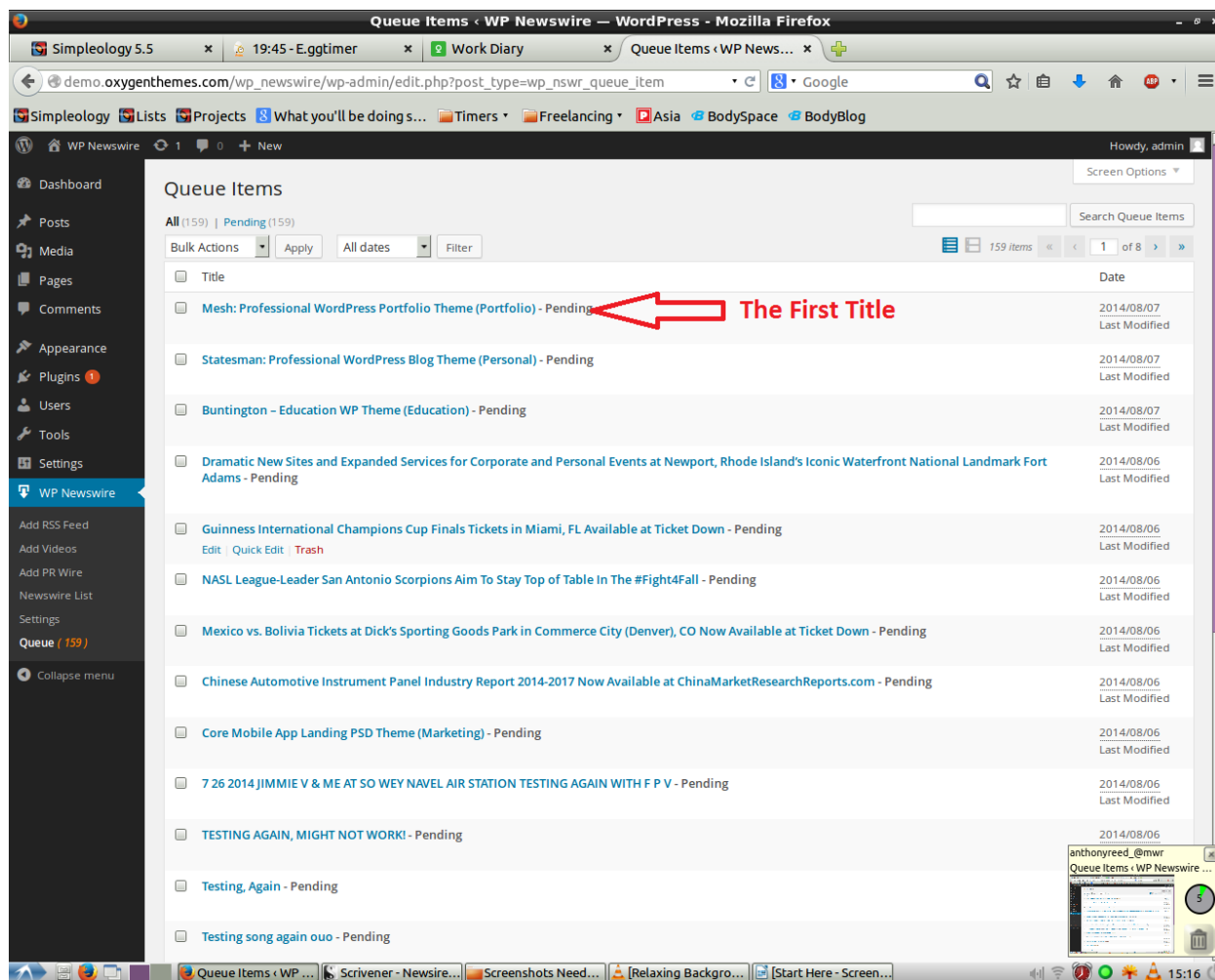
This will take longer the first 2-3 times you do this. After that, it becomes lightning quick. Here's what to do below. But remember: you're looking for the best. Be liberal about slashing away sub-par post titles as you do this process.

If you're using WP Newswire...

Start by examining the first title on the list. Screenshot below for example:

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### Work1099 Training Manual

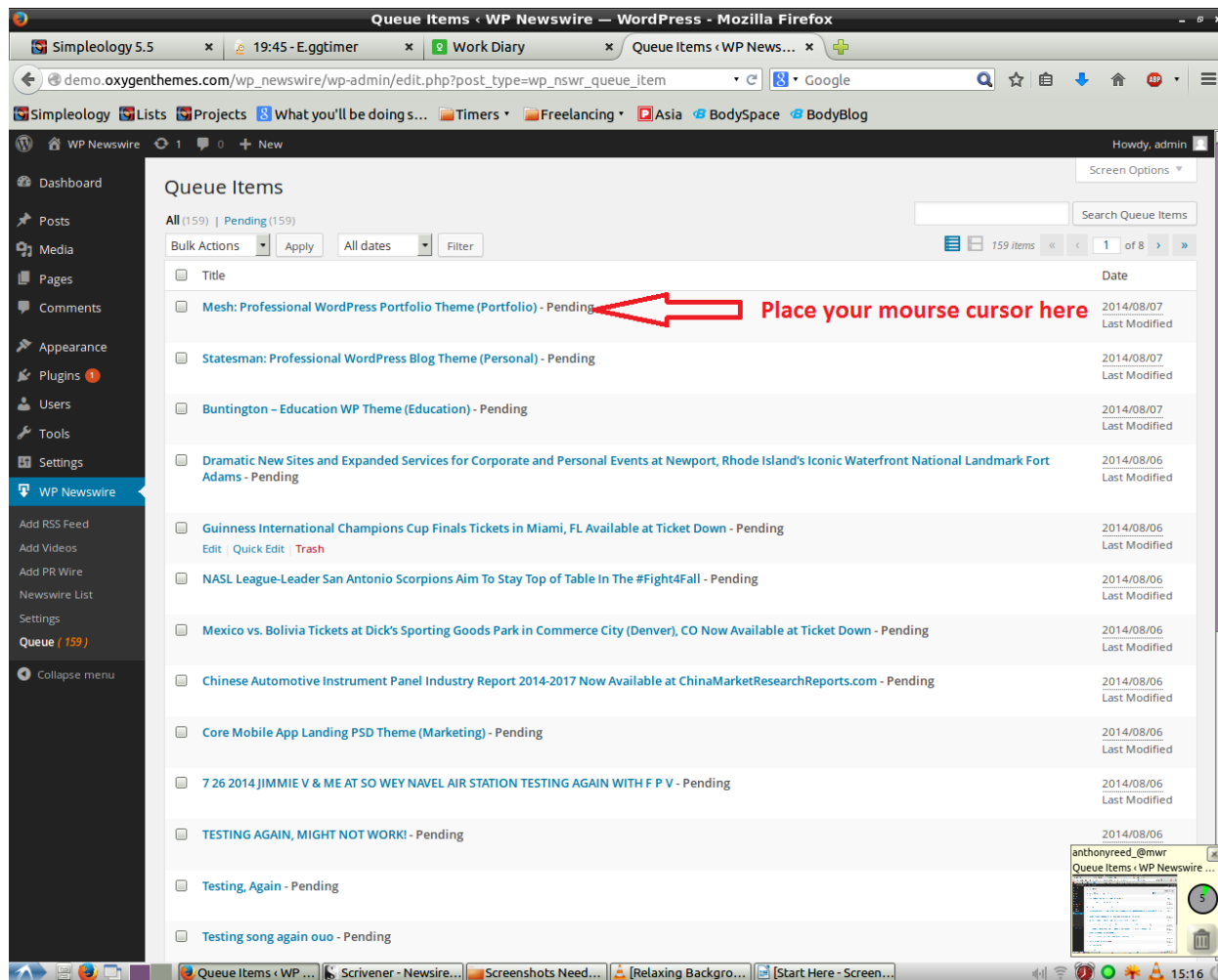


Read the Post Selection Quality Control Checklist that you printed out and follow along. If this first post title does not mean any of those criteria, delete it.

You can delete a post in WP Newswire by first hovering over the post title with your mouse:

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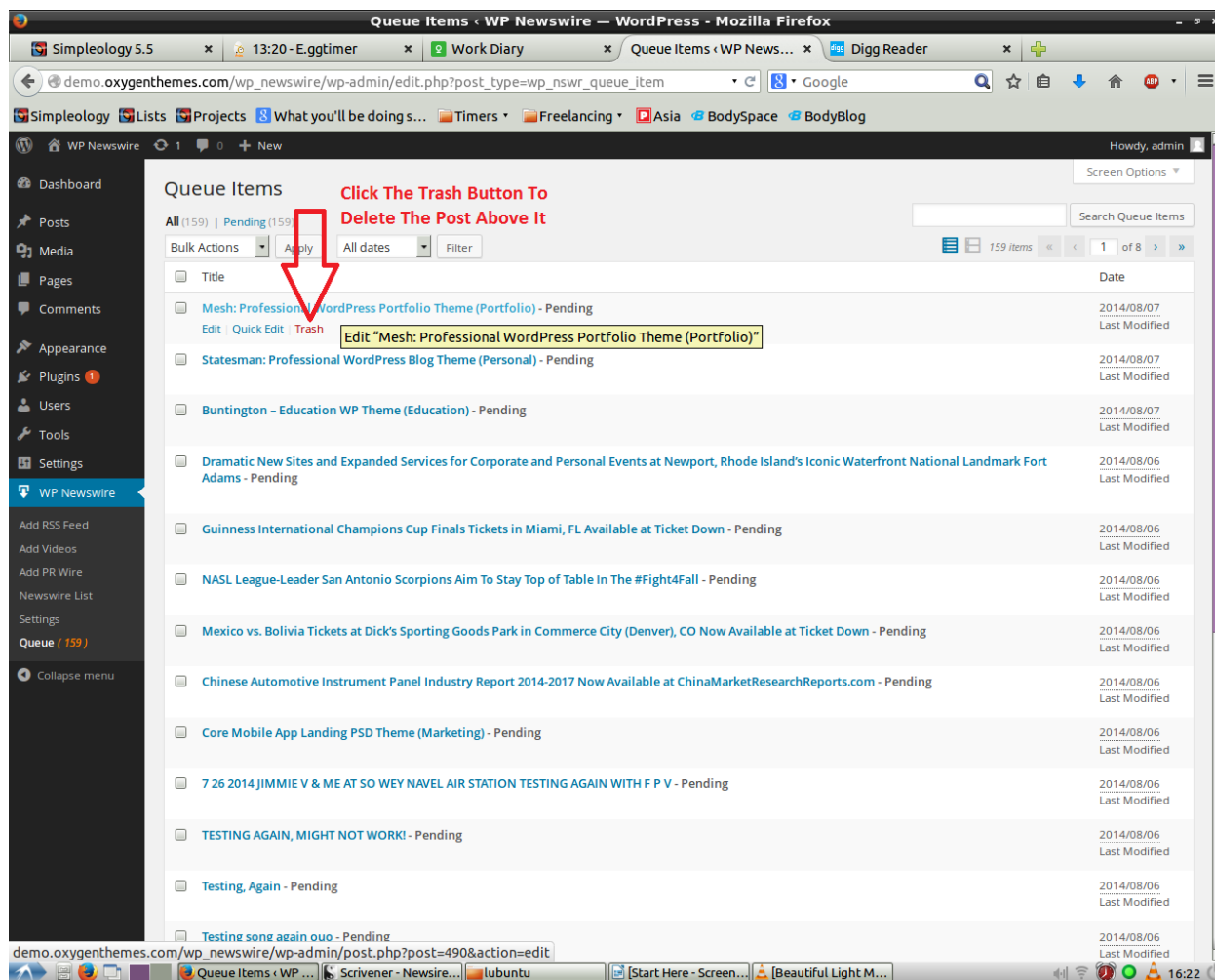
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Then, a menu pops up like shown below. Then, simply click “Trash” on that menu.

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Now, repeat this process for all items on the list. For any items that you meet the criteria on the checklist, simply leave them on this list for now to keep them, then move on to evaluating the post title below it.

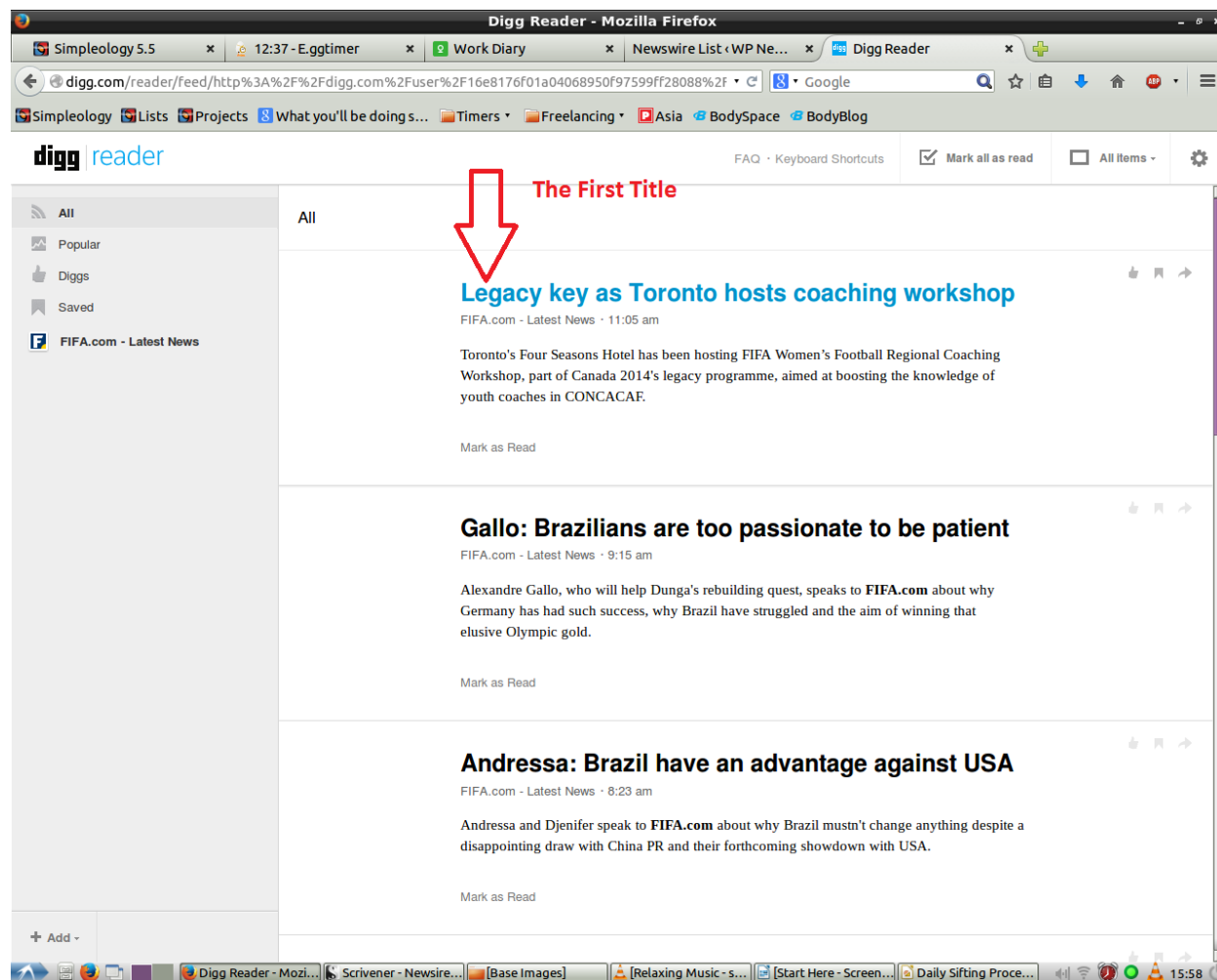
[If you're using Digg Reader...](#)

Start by examining the first title on the list. Screenshot below for example:



## Daily Sifting Process Companion Manual

### Work1099 Training Manual

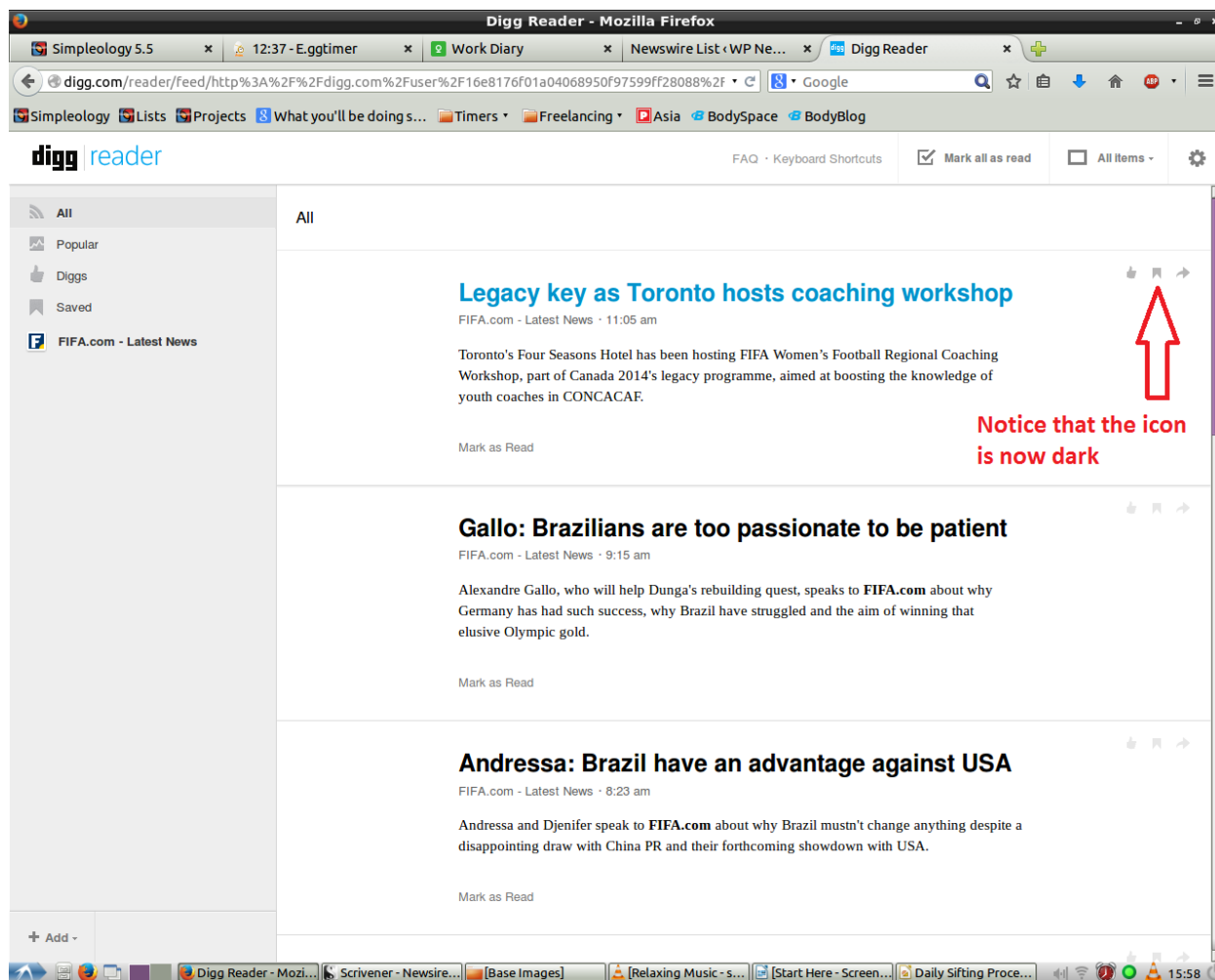


Then, read the Post Selecting Quality Control Checklist that you printed out and do as it says. If this first post title does not mean any of those criteria, just leave it.

If, on the other hand, the post title passes your criteria, add it to your saved folder by clicking the button as shown below:

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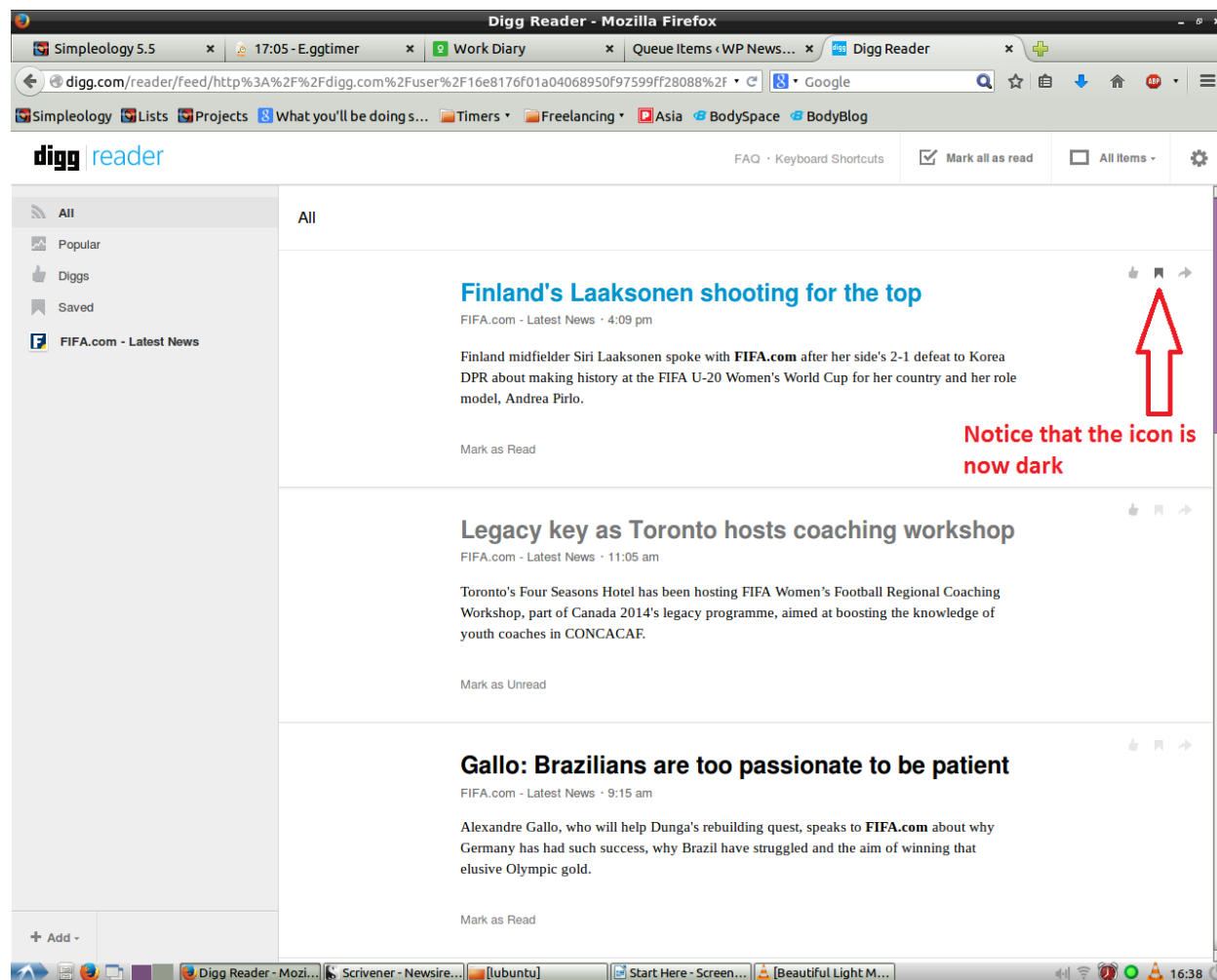
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The Icon for the saved folder will darken once it's been added to the folder as shown below:

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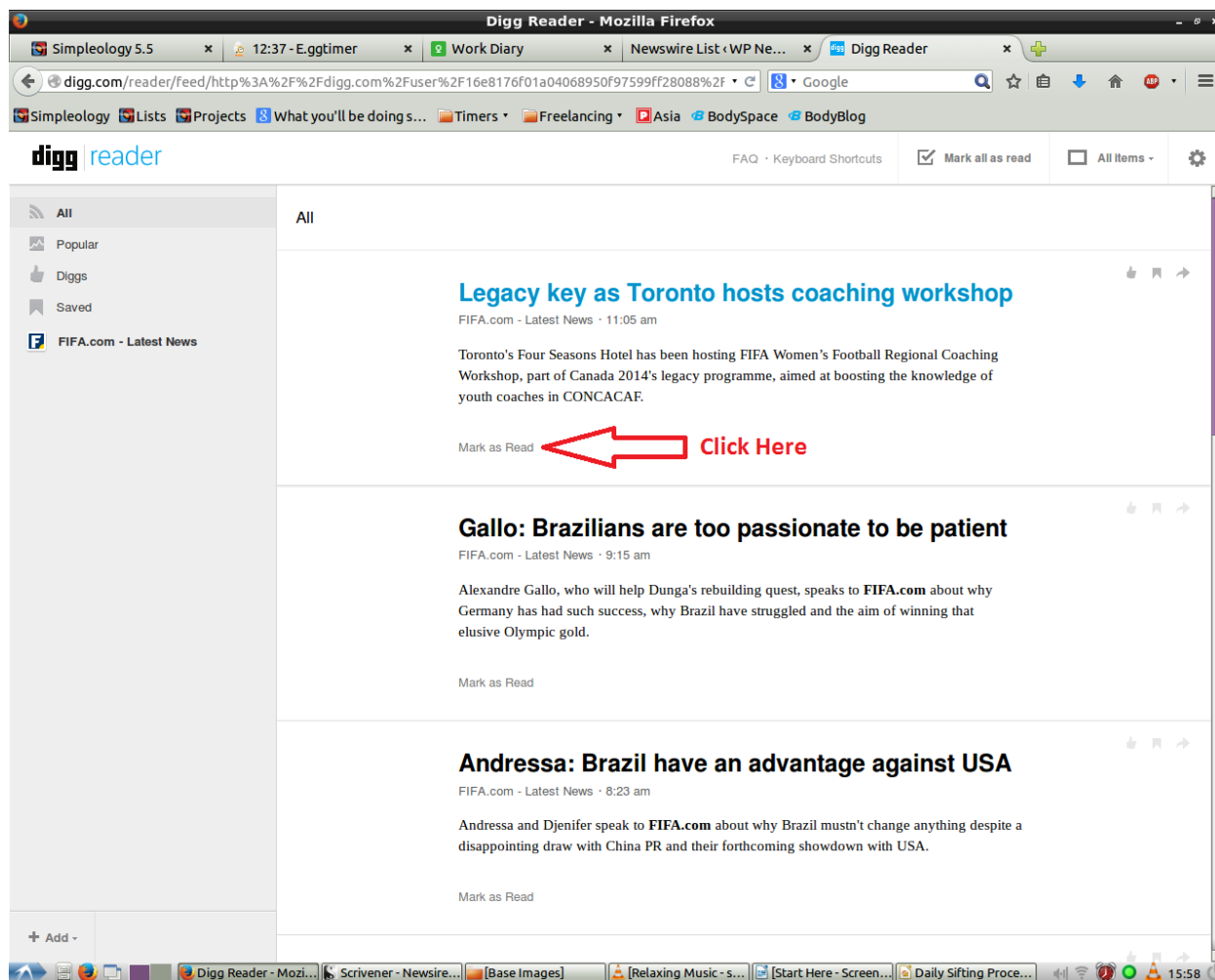


Any posts you add to your saved folder can be found there later when we do the later steps. Any items not added to it won't be saved.

In DiggReader, after evaluating a post, you'll want to click "Mark as read" whether you save it or not as shown below:

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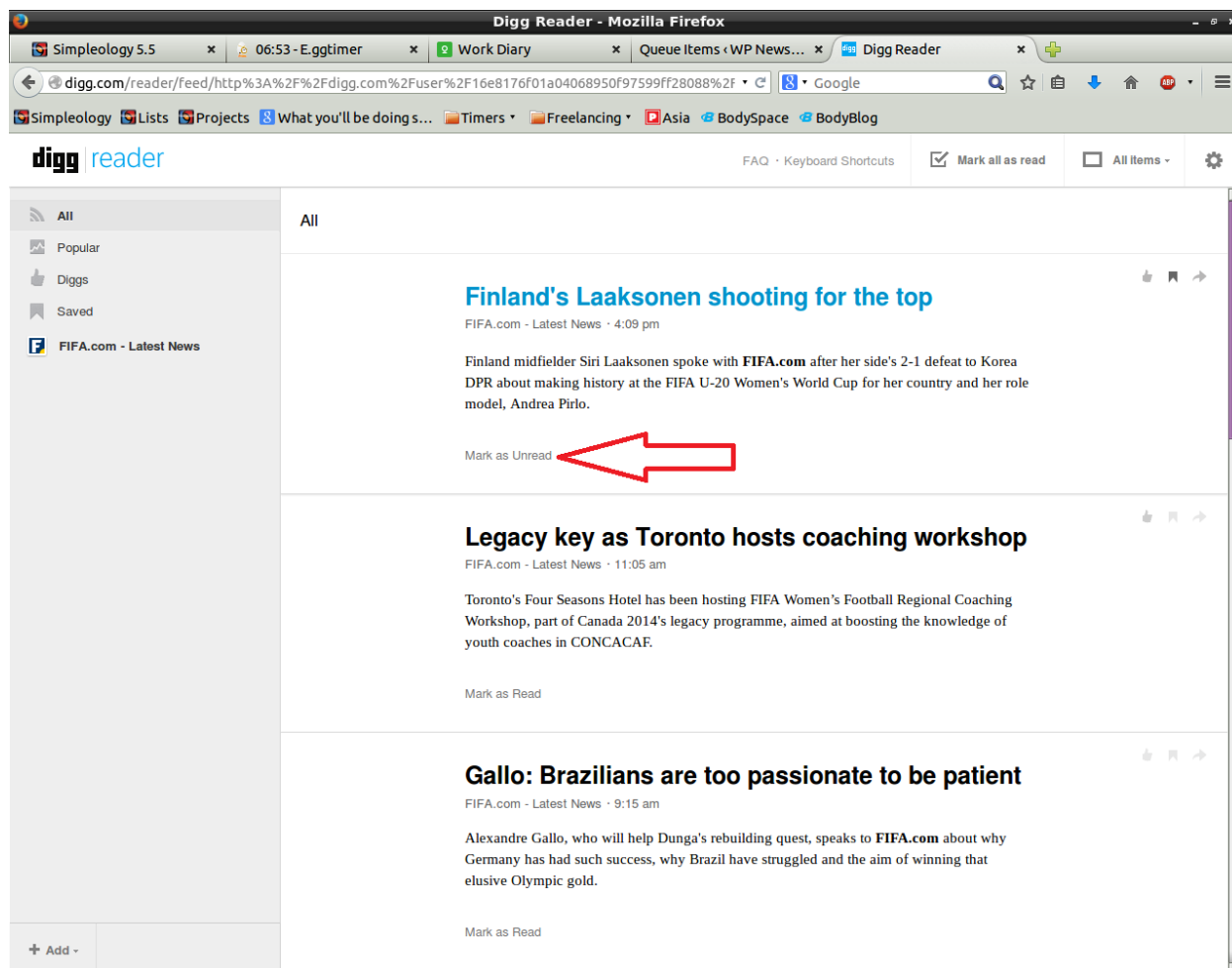
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Then, afterward, it should say “Mark as Unread” instead as shown below:

## Daily Sifting Process Companion Manual

### Work1099 Training Manual



By doing so, you'll know which posts you have and have not evaluated. When you do this process again tomorrow, you'll click the **"Unread Only"** option as shown before. With that option enabled, you'll not see any of the posts you've marked as read.

Now, repeat this process for all items on this list right now. Starting with the second title, the third, and so on, until you've gone through everything in the "All" folder under DiggReader. Reminder: make sure you chose the "Unread Only" option as mentioned earlier in step 1 to prevent double-handling posts.

### Step #3: Sift Based On Abstract Or First 1-2 Paragraphs

Now, you'll whittle the remaining items down yet again, leaving only 10% or less of the items leftover from before. **That leaves you with the top 1% best content from your feeds today.**

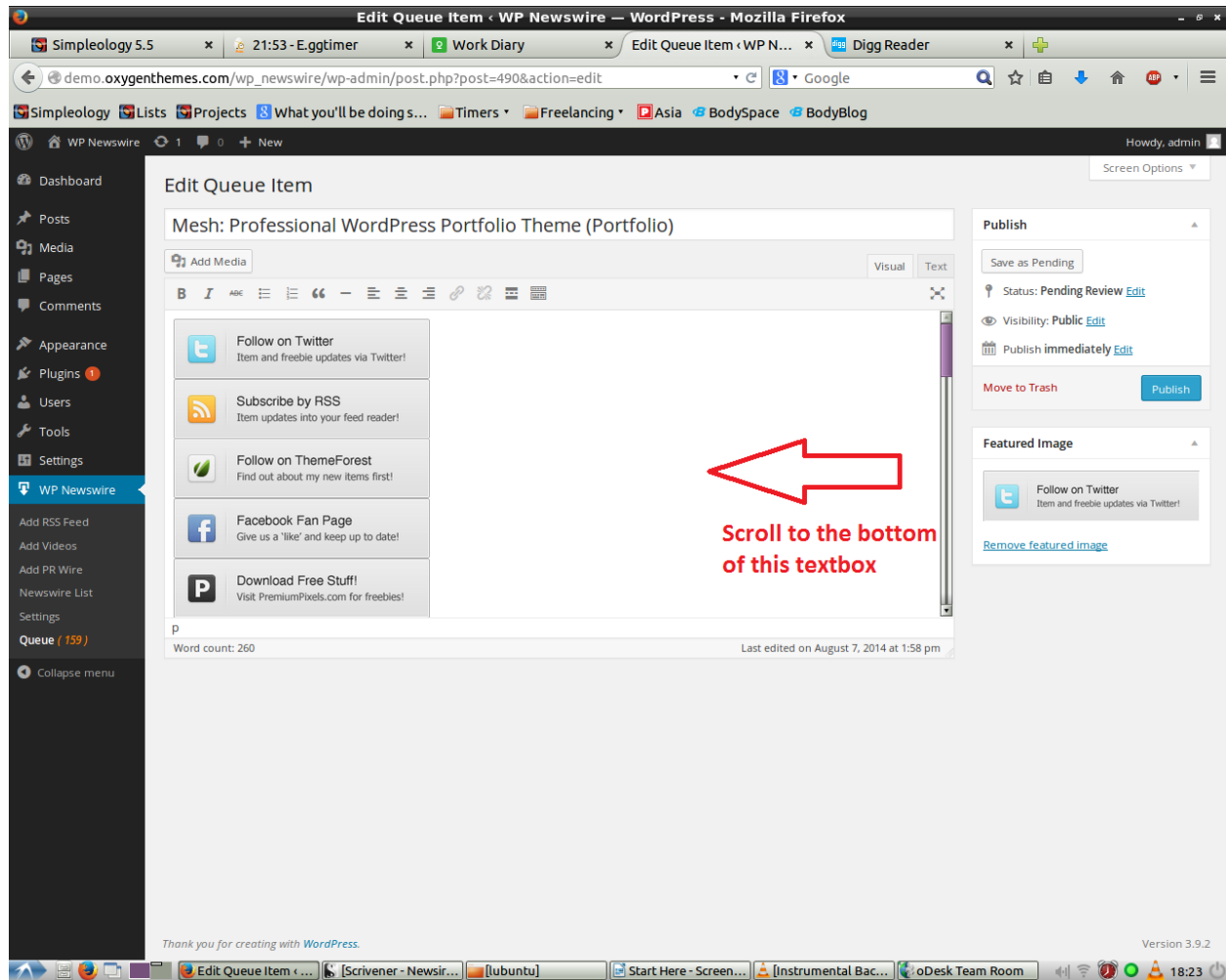
This time, you'll use a similar short-cut as before. You'll evaluate the abstract or the first 1-2 paragraphs depending on the software you're using, 30-60 seconds if it's a video. Again, this may miss a few good posts by doing this, but it allows us to find 90% of the diamond-quality content in 1% of the time it would take us to find all of them by reading every post in full.

If you're using WP Newswire...

Click the title of the first item on top of your queue. It will load a screen similar to below. The text shown in the editor box will vary.

## Daily Sifting Process Companion Manual

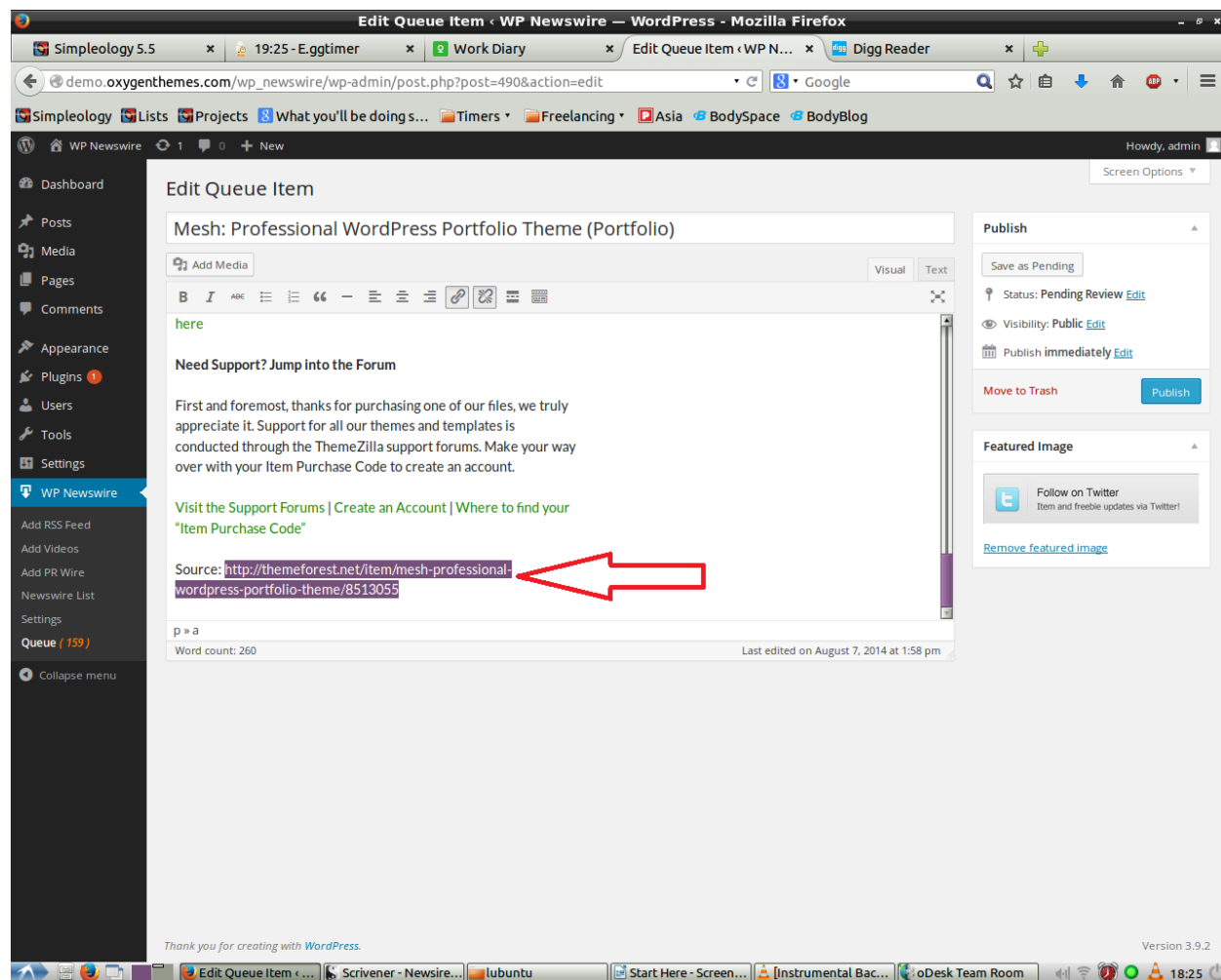
### Work1099 Training Manual



Now, scroll down to the bottom of the editing window and look for the word “Source:”. Then, highlight the URL after that word. Example:

## Daily Sifting Process Companion Manual

### Work1099 Training Manual



Open a new tab in your browser or a new browser window, then copy and paste the link after the word “source:” into the URL bar of your new window or tab and press enter. This will take you to the main article or video.

Now, simply read the first 1-2 paragraphs or watch the first 30-60 seconds if it’s a video. Use the **Post Selection Quality Control Checklist** you printed out to guide your decision.



If it's a dud, go back to the queue in WP Newswire and delete the post (the way I showed you earlier in this manual).

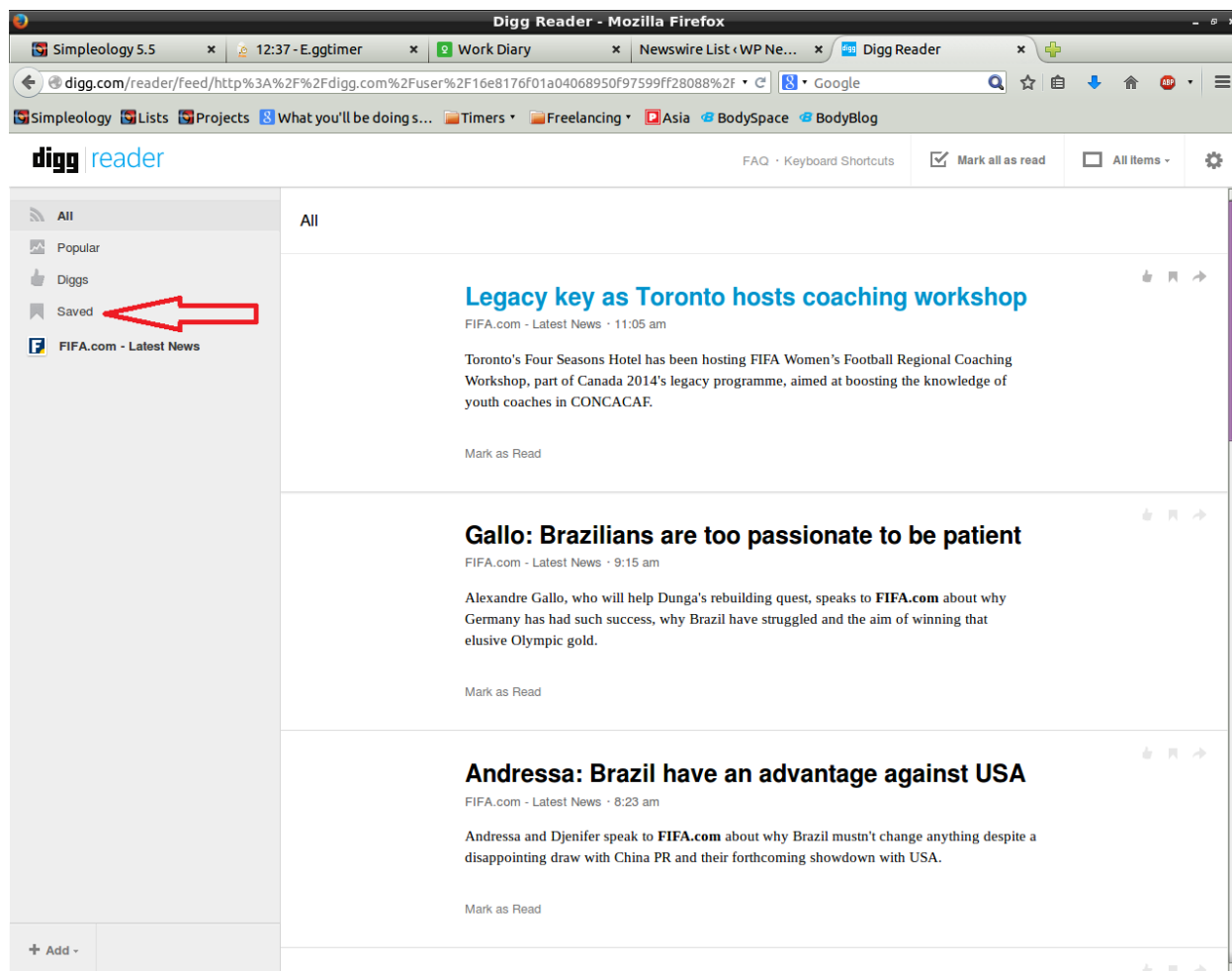
If it's a keeper, simply leave it in your queue for now, and move on to evaluating the next item in the queue the same way. Repeat this process until you've done it for all the remaining items in your queue.

If you're using DiggReader...

Start by navigating to the folder where we saved all the posts from step 2. Click the saved folder as shown below:

## Daily Sifting Process Companion Manual

### Work1099 Training Manual



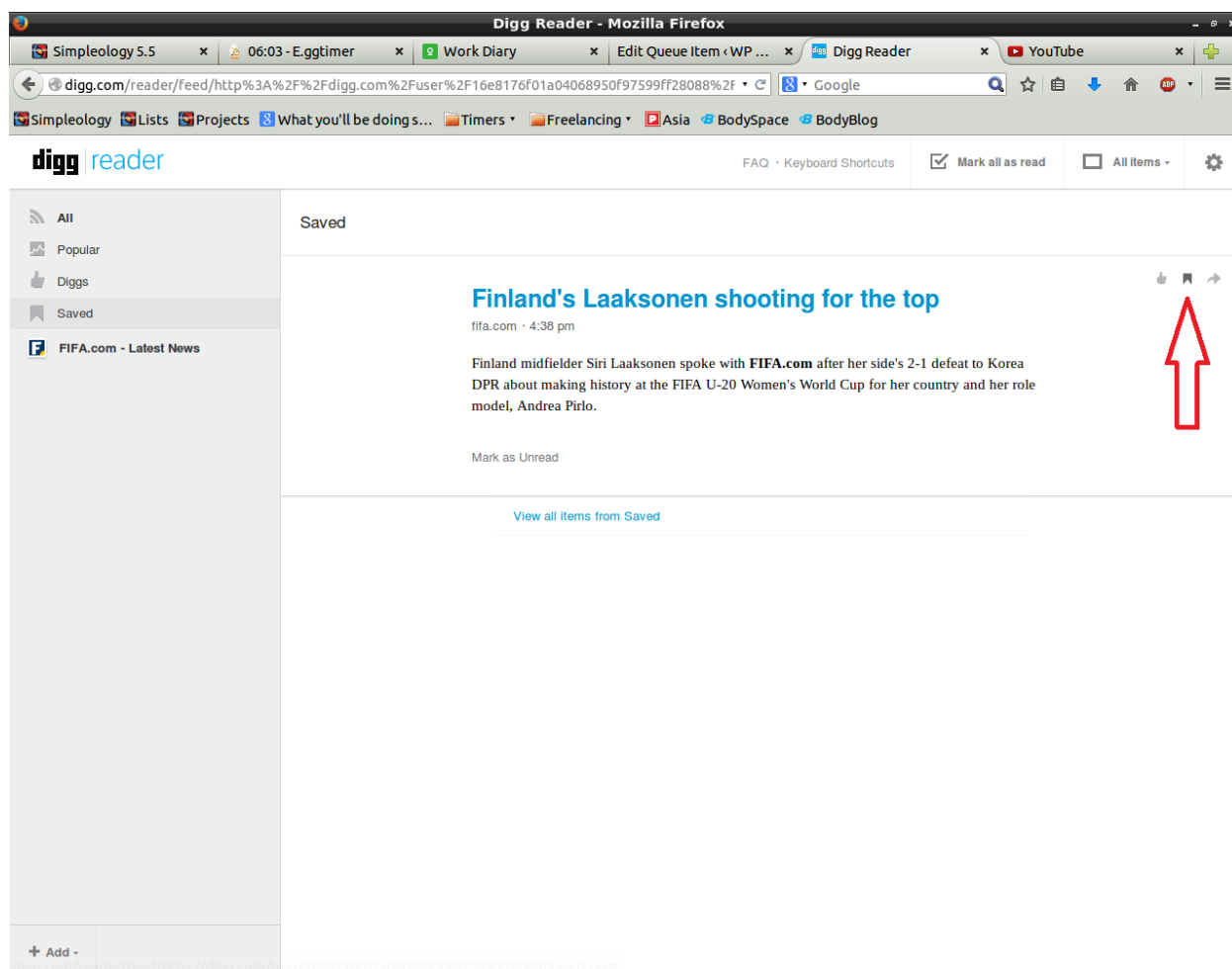
Now, click the title of the first post at the top, to open it. It will open the post in a new tab or window.

Now, simply read the first 1-2 paragraphs or watch the first 30-60 seconds if it's a video. Use that Post Selection Quality Control Checklist you printed out to guide your decision.

If it's a dud, go back to DiggReader and remove it from your saved folder. You can do so by clicking the small flag icon to the right of the post title. Example:

## Daily Sifting Process Companion Manual

### Work1099 Training Manual



If it's a keeper, simply leave it in your saved folder for now and move onto evaluating the next item below it on the list. Repeat this process until you've done it for all the remaining items in your saved folder.

## Step #4: Sift Based On The Entire Post Or Video

Now, do the same as in step 3, but watch the entire video or read the entire post. Feel free to **skim or speed-read**, or, for long videos, you can watch it at a faster speed by doing the following.

Download the free software YouTube Video Downloader and VLC Media Player. Use YouTube Video Downloader to download the video to your hard drive, then open it in VLC Media Player. Inside VLC, go to the “Playback” tab at the top, then click “Speed.” When the new box opens, click “Faster.” This allows you to watch it at 1.5x, 2x, 3x or even faster. This saves a lot of time when it comes to watching a long video.

While watching it, have that Post Selecting Quality Control Checklist out on your desk and keep its criteria in mind. If at any point, you realize the post is a dud, just stop watching and remove it from your queue (if using WP Newswire) or saved folder (if using DiggReader). Instructions for how to do so were given earlier in the manual.

If you're deadlines are tight you could skip this step, because if a post made it this far in the sifting process, **it's probably of good quality**. If you have the time, however, this is a crucial step in separating the above average from the magnificent.

## Step #5: Sift Based On Performance Metrics

At this point, any posts left in either your queue (if using WP Newswire) or your saved folder (if using DiggReader) are likely to be high quality because, after sifting 3 times, you'll only have 0.01% or less of the content you started with; having removed all those that were sub-par.

There's one last step to choosing the truly best posts for your website.

**The best posts are those that have already proven themselves elsewhere on the internet.** So, for each post left on your list, open it on its website again, then look at the number of comments it has received.

Not all types of websites have the ability for people to leave a comment. In those cases, you'll have to skip this step.

Any post that has a high number of comments has already proven itself popular on this other website. So, **it's likely to be a hit on your site as well.**

Now, do the same thing looking at the number of views the post or video has received. View count isn't as reliable of an indicator as number of comments, but if it has an astronomical number of views, that's a **good indicator as well.**

The higher these numbers, the better this post is likely to perform when shared on your website.

If the post has few views and no comments, it's not necessarily a total dud, but it hasn't proven itself yet.

**If you found already have enough diamond-quality posts for your content schedule this week, toss out any posts that haven't proven themselves elsewhere (low views, low number of comments).**

If you still need more posts, keep these unproven posts around for now. If you don't find any proven posts by the time you write your next post to your site, go ahead and use one of these.

### **Step #6: Save the winners for later**

If you've invested in WP Newswire, you can simply save the winning content as a draft in Wordpress. If you're using DiggReader, you'll want to save the link to it somewhere safe on your computer; perhaps in a text file.

You'll want to do this for all items on your queue (if using WP Newswire) or your saved folder (if using DiggReader) until it's empty, because when you do this process again tomorrow, you need those empty so you aren't double-handling the posts from today.

Here's how to empty your list from today:

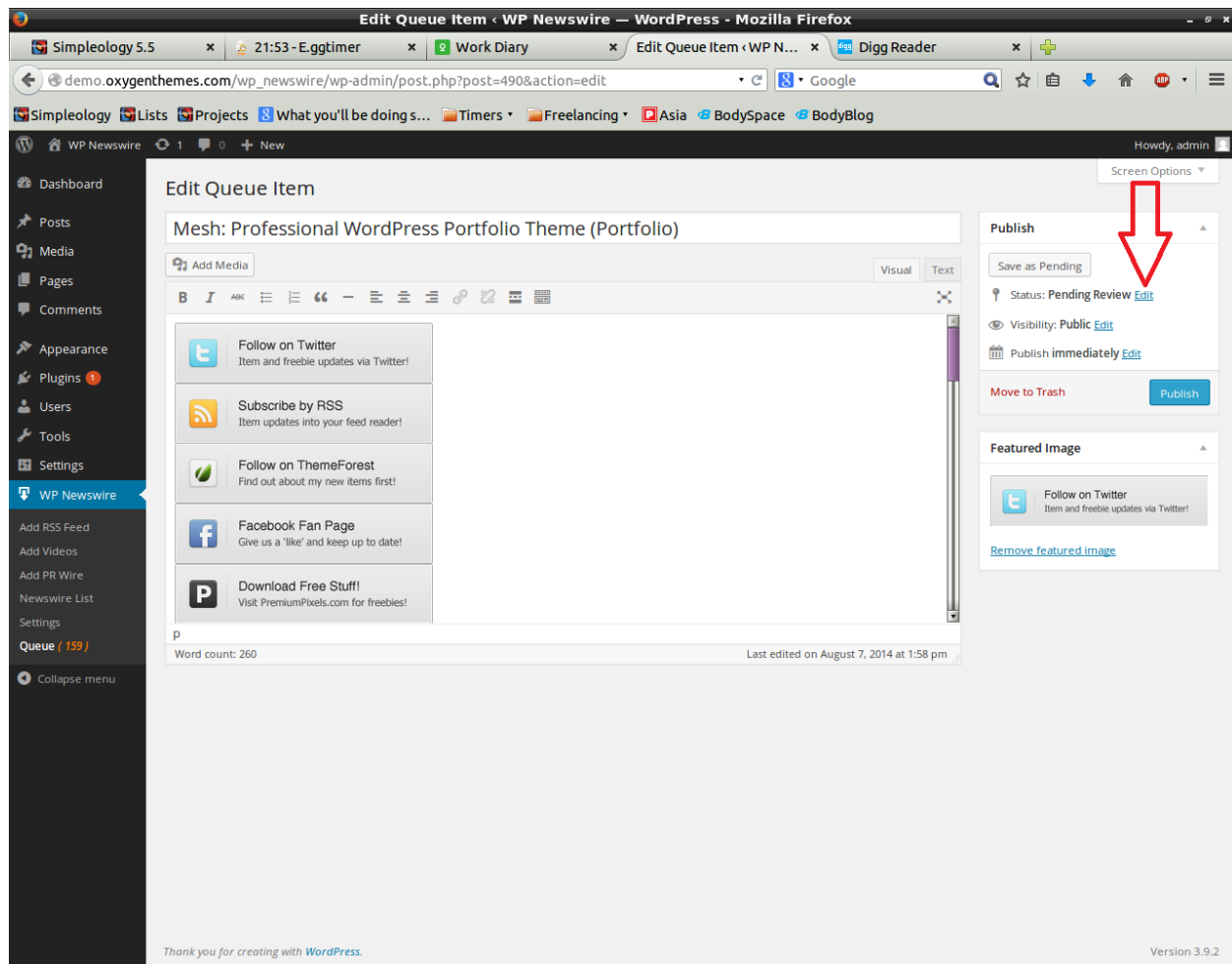
### If using WP Newswire...

The following process will show you how to save all items in your queue as a draft. It will still be in your queue, but will say “draft” to the right of it. This way, tomorrow when you do this process again, you’ll simply ignore any saved as drafts while sifting. Here’s how to do it.

Start at your queue screen. Then click the title of a post you want to save as a draft. Once there, click the edit button to the right of the words “Status: Pending Review”. Example:

## Daily Sifting Process Companion Manual

### Work1099 Training Manual

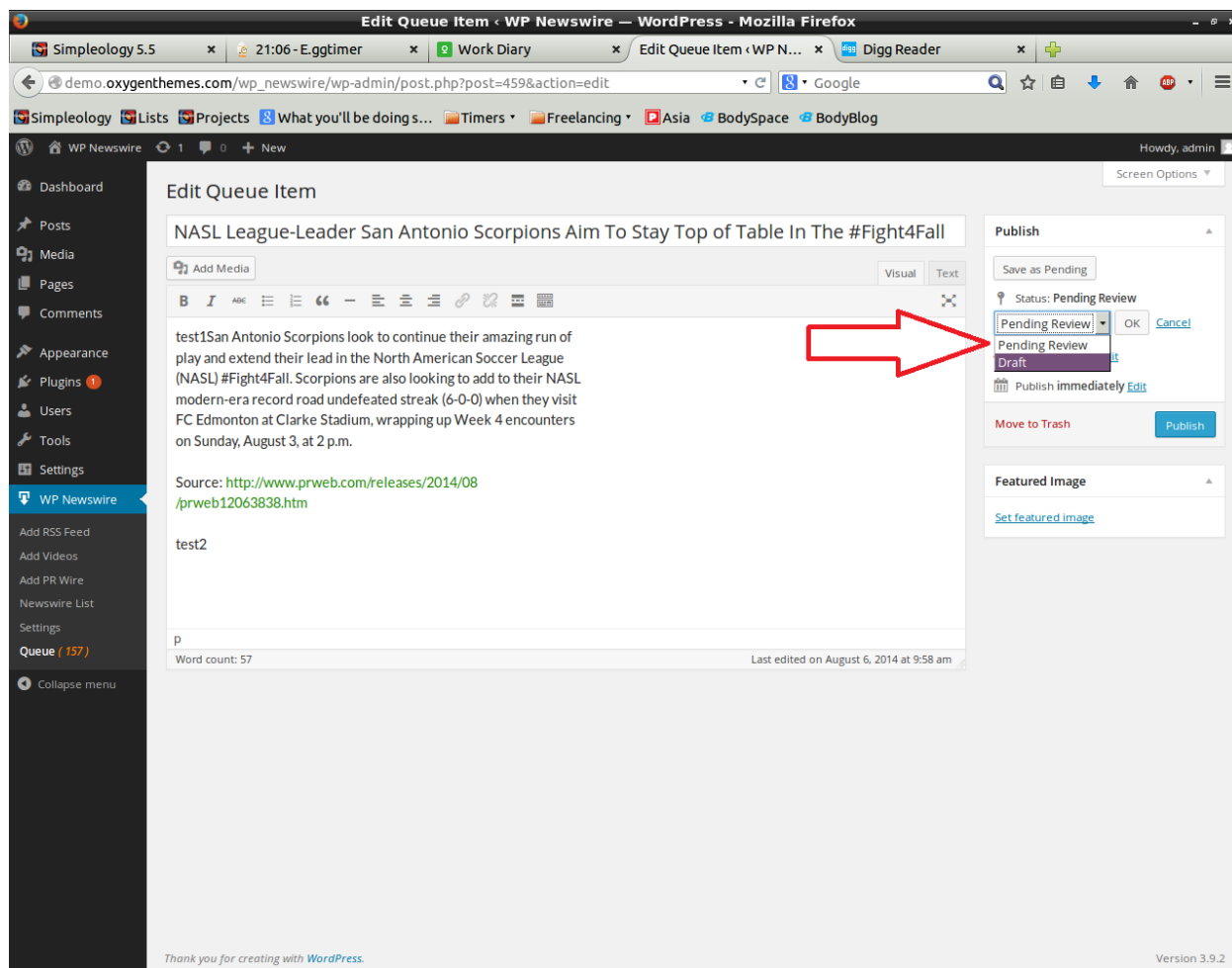


Once you click it, a drop-down menu will open. On this drop-down menu click the box that says “Pending Review”, then click Draft beneath it. Then click “Ok” to the right. Example below:



## Daily Sifting Process Companion Manual

### Work1099 Training Manual



Repeat this for all posts left in your queue that you will save.

If you're ready for the post to go live immediately, you can simply make your changes and click the "Publish" button instead.

### [If using DiggReader...](#)

If using DiggReader, you'll want to find somewhere safe to store all of the links to the posts you ended with from doing this today. A good spot might be a text file on your computer. Here's how to get the URL for the posts.

Right click the title of a post in your saved folder. Then select “Copy Link Location” from the pop-up menu. This has put the link in your clipboard. Now, you can paste it into a text file to save it to your computer. Then, click the flag icon to the right of the title to remove it from your saved folder (as shown earlier in this manual). Repeat this for every item left over in your saved folder from sorting today.

### **Step #7: Turn Your Saved Posts Into Content**

Whenever it’s time for you to post a new piece of content to your site, simply start with one of the diamond-quality posts you saved from before. You’ll often have many to choose from each week.

Start by writing an opening to the post that shares your opinion about the topic covered in the post you will link to, or your opinion about the item you’ll link to itself. Then, share the link. Simple and effective.

## Your Next Action Steps:

- This process is designed to be done on a daily basis. By doing so, you'll be continually processing your queue or saved folder, and every time you need content for your site, you'll have a list of options available to choose from. But not just any options, the highest quality content in your market at your disposal.

Right now, schedule doing this each day in the calendar software of your choice. Preferably, one that supports recurring tasks such as Google Calendar. That way, it automatically shows up each day.

- Do the process every time it is scheduled to be done. Preferably in the evening when you're winding down for the day.