



Work1099 Training Manual

Systematic Content

Scaling Kit Companion Manual

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Introduction

If you've followed along so far, you've setup an **initial pool of high-quality websites in your niche**. Then, you've used the sifting process to quickly find the best posts on those sites that you can share with your website visitors. That is not the ceiling of the success you'll experience from this process, however. That is just the beginning.

This weekly scaling process will keep improving the results you see each and every week. It's done this way because if I gave you all of this upfront, it would only overwhelm you. By beginning simple then steadily growing **larger and larger over time**, it's manageable for anyone to get big results from Free Content Formula, no matter how little time or money you have to invest.

We are going to do this in many different ways. Each week, simply do this scaling process. When you do, do as much as you have the time and money to invest that week. **I recommend a minimum of 30m per week**. Of course, if you have 1-2 hours, your results can rise even faster.

As a result of this simple 30m per week investment, your pool of website feeds will grow, allowing you to find **more and more diamond-quality content** to raise your profit margins.

Not only that, you'll also be pruning your list of any feeds that aren't up to par. So you find more diamonds but also in less time (since you remove any feeds that aren't a gold-standard themselves).

Do each of the following scaling methods in sequence. Complete the first ones first, before moving onto the next method. This is because these are in a very specific sequence for maximum impact on your business.

Step #1: Expand your Keyword Pool

In general, you'll want to begin with the most specific keywords that most clearly explain what you offer. **These keywords will have a higher % of searchers who are a fit for buying your product.**

The best way to do this is to sign in to Google's Keyword Planner with an Adwords account.

Then work your way outwards towards broader keywords that are still in your market, but might only be loosely associated with your primary markets. These types of keywords can still bring in sales (a lot of them), but it will be a lower conversion rate than the more specific keywords.

This is why it's important to begin with the more specific keywords and work your way out. More specific keywords are more effective keywords.

Each week, **add additional keywords to your current pool of feeds.** This means directly adding them as press release feeds (if you're using WP

Newswire), video feeds, and searching on Google for RSS feeds for each keyword. Do all 3 for each keyword you add.

If you are already doing search engine marketing for an existing business, this may be as simple as **taking your existing pool of keywords and putting them into this new process**. Or it may mean needing to schedule or outsource some additional keyword research in order to discover new keywords.

Needless to say, the better quality your keyword research, and the better you are clear on your marketing positioning and marketing strategy, the better results you'll get from expanding your keyword pool.

This scaling method is something you can continue to do for a long time to come. Only stop once you've covered **all of the most specific keywords** for your product or service, and adding more keywords would mean using very broad keywords that are unlikely to yield enough relevant posts.

Note: Keep track of your keywords used for this process in a spreadsheet! You'll need it later in this process.

Add at least **10 more keywords** before moving onto step 2.

Step #2: Setup Google alerts to automatically discover new feeds

A problem arises when it comes to RSS feeds. For the other methods we did it by keyword specifically, so we are always receiving the latest

content for those keywords over time. For RSS feeds, however, we only got the websites that were on top of Google at that specific point in time. The top sites are constantly changing, however.

This is a simple method for being alerted every time a new site pops up for those keywords on Google. This will allow you to keep expanding and updating your list of RSS feeds for every keyword you use, without having to do more manual searching on Google.

When you create a Google Alert using a free Google account, you can set it to give the output as an RSS feed. **Then, simply add that RSS feed to your existing feeds and you're ready to go.**

Also, Google alerts don't just show you new content on a given keyword for web searches. It also gives you updates for news, books, and so many other areas of Google's network. So, this method will bring you new sites to watch as well as relevant posts and news items to investigate and possibly use. If a site shows up that seems to fit what you're looking for, **find its RSS feed and add it to your pool.**

You can do this an unlimited number of times. There are new websites appearing every day in every market. Head over to [google.com/alerts](https://www.google.com/alerts) to get started, and remember to select RSS feed as the output method.

You'll **create a Google Alert for every keyword in your current keyword pool.** Then, every time you expand your list of keywords in the future (as in step #1 of the scaling process), you'll also create a matching Google alert as well.

Once you've setup Google alerts for 30 keywords, you're ready to move to scaling step #3. So, that means setting up all 20 of your existing keyword pool with Google alerts. Then, adding an additional 10 keywords to your pool and creating Google alerts for those as well.

Step #3: Begin doing a weekly 80/20 analysis on your feeds list

In the beginning, you have relatively few feeds. Plus, over the first couple weeks, you'll keep getting faster and faster at doing the sifting process. So, in the beginning, it will always take you roughly the same amount of time to sift each day.

Later, though, the number of feeds would eventually outgrow your ability to do it any faster, meaning it would start taking you longer and longer each week. **We can prevent that by doing an 80/20 analysis once per week.** Let me explain.

As you do your daily sifting process, you'll notice that some feeds will give you a lot of **diamond-quality content**. For example, sovereignman.com has that quality in its given market, and so does earlytorise.com in its given market.

On the other hand, **some sites will rarely or never give you diamond-quality content**. By pruning away these unproductive feeds each week, you can focus your time only on the most productive and fruitful feeds.

Plus, this doesn't just save you a lot of time, it also improves the quality of the pool of feeds you sort through. After doing this process for several weeks, and 80/20ing your pool each week, you'll have only the highest quality feeds in your list.

Meaning you find **more diamond-quality content** every single day, and week. As well as even higher quality content as you discover the most valuable websites in your market as a result of doing this process.

The effects of this process keep improving the longer you do it. Now, that's powerful.

Simply ask yourself each week:

#1: Which 20% of feeds are producing none or very few diamond-quality posts each week?

#2: Which 20% of keywords used are producing none or very few diamond-quality posts each week?

Prune any and all offenders from your lists.

A quick side-note: take note of the trend that is now emerging. You are continually expanding your pool by adding keywords for press releases and videos, and by adding more RSS feeds. Plus, even more content from Google alerts whether posts or even more feeds to add. Then you prune away the sub-par feeds each week.

You may have noticed this is the same thing as the sifting process you do each day. Except you are doing it at a different level in the system.

Keep this in mind when choosing new sites or keywords. **They do not need to be perfect.** See adding them as a test; it isn't permanent. Relax, knowing that if it doesn't work out, you'll simply prune it from your lists.

Step #4: Add broad-topic sites

Large websites such as CNN.com and others contain a broad range of topics. Not all of which will be relevant for your business. So few posts in fact that **it's usually not worth adding their entire RSS feed.**

If you could whittle it down to only seeing the few that are, you could make use of these sites, however. Which is great, because posts from known media hubs or large companies tends to carry a lot more weight in the eyes of consumers.

This is another place where WP Newswire shines. If you recall, under the "Add RSS Feeds" tab, there is an option for **keyword filtering**. Take the time now to add 10 of these huge, broad-topic sites to your feeds.

Remember to filter for only your keywords, however, to avoid getting a flood of stuff you don't want. Start by adding major media sites that share wide ranges of news such as CNN.com and others.

If you're using DiggReader, skip this step.

Step #5: Expand into social media sharing

This same process applies to **your social media strategy** as well. For example, you can use a business-only twitter account to subscribe to all the biggest players in your market. When they share something good, re-tweet it to your own followers.

They'll be glad you shared their post, and your viewers will be glad that you did as well.

This simple strategy could be the starting platform for a new business's social media strategy, or it could enrich and enhance an existing social media strategy.

The first three to start with would be **Facebook, YouTube and Twitter**. You could begin by finding the social media accounts for all of the best feeds you're following right now. For example, if you're following earlytorise.com's RSS feed and found that they produce very high quality stuff consistently, try following their social media accounts and seeing if

that produces even more for you to share. Do so far all your highest performing feeds you're currently following.

Because Twitter and Facebook already organize things into a feed, you can use it to very quickly sift through posts as well.

Keep in mind, yes, you have done Youtube videos already. However, that was by keyword. Now, you would be doing it by specific user channels.

Here's how to follow a Youtube user using an RSS feed:

In the URL below, replace the word <user>, including the < > brackets, with the username of the person you want to follow.

<https://gdata.youtube.com/feeds/api/users/<user>/uploads>

Then, paste that URL into DiggReader or into WP Newswire under "Add RSS Feeds." **You'll automatically receive all of their video uploads via RSS.**

To convert Facebook and Twitter into RSS you can use the software Zapier.com. It is a paid solution, however, if you're ready to invest it saves you a lot of time over manually using Twitter and Facebook. Plus, has other interesting automation features such as automatically Facebook-posting everything you tweet, and automatically tweeting everything you post.

Step #6: Track what's working on your site, then look for more of it

Setup Google Analytics or a similar piece of software on your website. Then, each week, take note of the most successful posts. Both the most successful life-time (since they were posted), as well as which posts have been popular recently. Use this knowledge in one of the following two ways:

1. Take note of the **topics** these posts cover and look for more like them when you are sifting each day.
2. Consider **setting up additional keywords** or **feeds** specifically for trying to hunt down more posts like them. Use your creativity and ingenuity for working out how to best zero-in on similar posts.

Where might similar posts be lurking on the internet?

How can you find them?

Step #7: Expand into overlapping markets

Once you've scaled this far, you'll start getting diminishing returns from the other scaling methods. For example, there are many keywords in any market, however, after months of expansion, you may start to run out of relevant ones.

The next step is to look for overlapping markets. For example, if you are selling a product on self-development and have a similar content strategy

on your website. Now, you might consider what else self-development-minded people want, and where they spend their time.

I can tell you from experience it's not just the self-development books and tapes. **They also tend to be interested in Success and making more money.** So, you could expand into keywords and feeds covering those topics and slip it right into your existing content strategy.

The magic question is: **“What else might my readers be interested in?”**

You can apply this to any of the other scaling methods above. Once you're scaling into business opportunity or online business stuff for just keywords, you might suddenly realize you can for social media, for Youtube users and everything else I mentioned above as well.

Then rinse and repeat. And remember:

Never stop scaling.