

Leverage Your Content

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



The End Result?

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

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About The Authors



Susanne Myers (left) has been blogger and online business owner since 2004 and runs quite a few different niche websites and blogs including the popular frugal cooking blog HillbillyHousewife.com



Tracy Roberts (right) has worked with some of the smartest marketers in the business. Through them, she's learned the mindset and methods to make a full-time living online, all the while designing a lifestyle that works for her and her family

Together they run the popular online marketing blog www.PiggyMakesBank.com where they help up and coming bloggers monetize what they love to do – write their blogs.

In this short report they share an innovative way to reuse blog posts in six different ways resulting in more traffic and exposure to your blogs. It's all about leveraging your time and effort and making the most out of all the writing you do.

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Introduction

In this short report we're going to show you how you can leverage blogging and use the same content you are already writing in 6 different ways to grow your blog and 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 we wrote a single word, we sat down and came up with 6 different blog post ideas. Each had to be a good standalone post, but also work as a chapter in this short report.

As you'll discover through the following chapters, we'll start with a few posts (about 5 to 10 of them), and write them in a way that allows us to reuse the content 6 different ways.

- Post them to your blog.
- Break each post into several autoresponder messages.
- Use little tidbits of the posts in social media.
- Create guest blog posts from the content of the original posts.
- Compile the posts 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 blog posts which is where we'll start.

We recommend you read through the entire report. We 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 ideas for blog posts 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 (or over a weekend) and benefit from the extra traffic and exposure for months if not years to come.

Susanne Myers & Tracy Roberts

www.PiggyMakesBank.com

P.S. Find out what we do each day to grow our online income and how you can do the same in 30 minutes per day at <http://piggymakesbank.com/profitable-projects/>

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 Blog Post Ideas

We love to blog and writing on a regular basis helps us get traffic, grow our list and establish us as experts in our fields. Most importantly though, it allows us to do what we love and make a living at the same time. Writing great content takes a lot of time and effort and since we're both busy moms, we like to make sure we get the most out of every single word. That's how the idea for leveraging our blog posts as much as possible came from.

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

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

Start With A General Topic

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

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

The 3 Ways Outline

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

Add a closing sentence or two that transitions into your call to action at the end of the post and you're done.

The 5 Tips Blog Post

Another great type of blog post is a tips post. Again, start with a short introduction and then just write two or three sentences explaining each tip. Don't forget to add some sort

of a closing that encourages readers to check out another post, share a tip of their own as a comment or sign up for your list.

The 7 Ideas Template

Once you get to 7 or more points of your post, 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 blog posts we often close by encouraging my readers to give just two or three of the ideas a try.

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

Don't forget to publish the articles on your blog and let readers know that this is a series you're working on.

Once you have 5 to 10 blog posts 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 guest blog post. Let me give you an example.

Let's say your original blog post was about 3 ways to lose weight and your three points where:

- 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 blog post. 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.

If you like you can do this for all three "ways", creating 3 new autoresponder messages to use for your list of subscribers.

Next, you can take one of the points, for example the walking one and write a 250 to 300 word guest blog post about it including a few tips for effective walking workouts, how to stay motivated and the links. Ask a fellow blogger to post it as a guest blog post, or do a quick Google search for weight loss blogs that accept guest blog posts.

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

How To Break Blog Posts Down Into Several Auto Responder Messages

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

Let's say we wrote a blog post about 5 Ways To Save Money. Our 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 post is written, we 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 we just load the emails to our 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, we might mention that next week, we'll share how to save x amount of dollars on utility bills.

But we're not stopping there ... we can even turn the original blog post 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 we write a series of related articles, each of them broken down into 3 ways to accomplish something, 5 tips or 7 ideas etc. we 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 Content Snippets In Social Media Posts

We don't know about you, but we 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 blogs... if we can manage to add great content on a regular basis and start a conversation with people in our target market.

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

Start with a blog post 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?” It’s a great way to start a conversation with your audience.

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. We find it hard to remember to log in twice a day and post some stuff.

We use a website called Hootsuite to help us manage our social media accounts. It allows us to access all our accounts in one easy to use dashboard. But our favorite feature is the fact that we can schedule posts to go out at certain times. This means that we can take one of the posts we’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 we specify.

How To Write Guest Blog Posts Quickly Using Parts Of Your Original Posts

The hardest part about guest blogging is to come up with good, relevant content on a regular basis. Guest blogging is most effective if you're constantly out there writing for other blogs and getting in front of more people. Unfortunately we don't always have the time to sit down and write those posts with everything else we're doing to grow our blogs.

One thing we've found extremely helpful is to recycle parts of posts we've written for our own blogs. This also makes it easy to send readers to our own blog at the end of the guest post.

Let's go back to the content we've planned in the first chapter of this short report. All posts were created around a main topic and each individual blog post was broken into several different steps, ways, tips or ideas.

Reusing Parts Of Posts As Guest Blog Posts

Start with a post you've already written. Take one point or tip from it. Copy and paste that section into a word document (or whatever you like to use to write your guest blog posts). 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 yourself to the new readers and 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 wrap it up, spend a little time crafting a call to action at the end of your guest post. Invite readers to check out your own blog. You may even want to mention that this is part of a series of posts on your blog and send them there.

Another option is to invite readers to join your list, or to connect with you on social media. Think a bit about how to close your post and how you can get readers to engage more with you and your brand.

Once all the formatting is done, you need to find a place to publish it. Often your best bet is other bloggers in related niches that you already know. Approach them about exchanging guest blog posts.

You can also find groups on Facebook and forums where bloggers interact and exchange ideas and blog posts. You can even do a quick Google search for blogs that accept guest posts. Keep an eye out for quality, high traffic blogs that also have a good social media presence to make the most out of your post.

Now do the same with each of the remaining points or tips from your original post and find new bloggers to share them with. Rinse and repeat with other posts.

How To Compile Short Reports From Blog Posts

You spend a lot of time writing 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 posts 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 or guest posts 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 write 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. We also like to include a link to our website in the footer.

A Title Page For Your Report

Create a title page for your short report. Ours usually includes the title of the report, a related image, our names as the authors and a link to our site.

About The Author

We also like to create a short "about the author" section that showcases our experience in the niche the report is centered around along with links to our 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 we're mentioning autoresponders in one of the articles, we could link to our affiliate link for [Aweber](#) anytime we 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. We 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 blog and your online 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. We're assuming you are already building a list for your blog. 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. If you are using WordPress, you can simply upload it via the Media section within your dashboard. 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.

And yes, you are of course welcome to do all of the above with this short report. 😊

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. We like using Scribd.com to upload our 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 we find the amount of traffic we get from there makes it worth the cost.

Don't forget to share the report regularly with your list, on social media, on your blog and offer them as bonuses to your own products.

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. We 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:

[Profitable Projects](#)

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.

<http://piggymakesbank.com/profitable-projects/>



[PiggyMakesBank.com](#)

This is where we blog about all things blogging and online marketing. Browse through past blog posts and while you're there sign up for regular blog updates so you never miss a thing.

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