

“DESIGN A CONTENT STRATEGY THAT SUPPORTS YOUR GOALS”



CONTENT MONETIZATION

CHECKLIST

CONVERT THE CONTENT YOUR
AUDIENCE WANTS INTO THE
PROFITS YOUR BUSINESS NEEDS

The Content Monetization Checklist

Copyright © All rights reserved worldwide.

YOUR RIGHTS: This book is restricted to your personal use only. It does not come with any other rights.

LEGAL DISCLAIMER: This book is protected by international copyright law and may not be copied, reproduced, given away, or used to create derivative works without the publisher's expressed permission. The publisher retains full copyrights to this guide.

The author has made every reasonable effort to be as accurate and complete as possible in the creation of this book and to ensure that the information provided is free from errors; however, the author/publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein and does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

Any perceived slights of specific persons, peoples, or organizations are unintentional.

The purpose of this book is to educate and there are no guarantees of income, sales or results implied. The author/publisher cannot therefore not be held accountable for any poor results you may attain when implementing the techniques or when following any guidelines set out for you in this book.

Any product, website, and company name mentioned in this guide are the trademarks or copyright properties of their respective owners. The author/publisher is not associated or affiliated with them in any way.

COMPENSATION DISCLOSURE: Unless otherwise expressly stated, you should assume that the links contained in this book may be affiliate links and either the author/publisher may earn a commission if you click on them and buy the product/service mentioned in this guide. However, the author/publisher disclaim any liability that may result from your involvement with any such websites/products. You should perform due diligence before buying any mentioned products or services.

This constitutes the entire license agreement. Any disputes or terms not discussed in this agreement are at the sole discretion of the publisher.

[Checklist Thirty-Eight – Content Rocket Collection]

The Content Monetization Checklist

What is the purpose of your content?

Before you craft a single word, you need to figure out the answer to this question. Then you need to design a content strategy that supports your goals.

That's exactly what this checklist will help you do.

Let's walk through the steps for monetizing your content...

Step 1: Consider Your Options

In order to make money with your content, you need to pick a monetization strategy.

Here are your main options:

- Sell the content itself.
- Sell your own product.
- Sell your own service.
- Sell consulting or coaching.
- Sell yourself as a speaker.
- Sell an affiliate product.
- Sell an affiliate service.
- Build a mailing list.

One of the most obvious ways to make money with your content is to sell it directly.

You can create a variety of infoproducts such as:

- Reports and ebooks.
- Checklists.
- Worksheets.
- Templates.
- Cheat sheets.
- Swipes.
- Planners.
- Videos.
- Audios.
- Membership sites.

... And similar types of content.

The second very profitable way to monetize your content is by creating preselling content and then selling your own products (or services). Yes, you can use this strategy to be an affiliate and sell other people's offers, but ultimately it will be more profitable to sell your own offers.

Your content can also play a supporting role in your overall monetization strategy by:

- Driving traffic to your website.
- Building relationships with your audience.

Let me give you an example of how to use content at every step of the process:

- You create a free offer (aka "*lead magnet*") such as a valuable report to build your mailing list.
- You upload content to your autoresponder to build a good relationship with your audience and presell an offer.
- You sell a low-cost frontend offer (aka "*tripwire offer*") such as a video to this audience.
- You create a bonus infoproduct to boost conversions on the frontend offer.
- You create content to build relationships and establish your expertise on all your platforms.
- You create content that's specifically designed to drive traffic to your offers, such as content that's optimized for the search engines, guest blogging content, social media content, viral content and more.
- You create content that's designed to presell your offers including emails, blog posts and more.
- You also create a sales funnel full of other offers to sell including a core offer, upsells, backend offers, bonus products and so on.
- You create a webinar to build relationships, drive traffic, and presell an offer.
- You create content for your affiliates to distribute to their audiences.
- You create content in multiple forms to attract a wider audience, including videos, slide-shares, infographics and more.

That's just one example. As you can see, your content strategy (how you create and use content) is integral to your entire monetization strategy

(how your business makes money especially as a direct result of your content).

Next step...

Step 2: Create Content People Want

Whether you're creating an infoproduct to sell, using a free article to presell another piece of content, or anything in between, you need to be sure this piece of content is something that **your audience really wants**.

And the way to determine this is by doing your market research.

Specifically:

- Are people already buying similar content on this same topic on ClickBank, Amazon, or your competitors' sites and similar?
- Are people asking questions related to this topic on sites like Quora?
- Are people talking about this topic on social media?
- Are there popular videos on this topic on YouTube?
- Are there courses on this topic on Udemy?
- Are people posting presentations on this topic on SlideShare.net?
- Are people looking for information about this topic? (Check a keyword tool like WordTracker.com.)
- Are marketers advertising products related to this topic?
- Are people interested in this topic on other platforms like blogs?

Next...

Step 3: Develop Your Content

If you're creating an infoproduct that you plan to sell, then follow these tips:

- **Share unique ideas.** Your goal is to create something on a topic that your audience wants, yet it should be BETTER than the similar products on the market. This means sharing info your audience can't find anywhere else.
- **Create a "stepping stone" product.** Your product should be a solid solution all on its own. However, it should also naturally lead to another product in your sales funnel.

For example, if the product teaches people how to set up and plant an organic garden, you might promote another product that teaches people how to recognize and treat or avoid common plant diseases.

If you're creating content that you're using to presell offers, then follow these tips:

- Create content that's useful, yet incomplete. This should be high-quality content that helps readers enough for free that they want to get more help from you by buying your paid offers. Study the guide "[Freemium Secrets](#)" and learn how to master this strategy.
- Insert a compelling call to action. Tell people what to do and give them **a good reason to take this step** so that they really do make progress toward their objectives and get great results.
- Create a series. You can boost your conversion rates by creating a series of related content.

For example, you might create a five-part autoresponder series called "Five Proven Ways To Save Money While Traveling." Each email shares one of these "ways," and then it promotes a related paid offer at the end (such as a budget-friendly travel guide).

If you're creating content to establish your expertise and/or build relationships with your audience:

- Share some of your best content for free. This impresses readers and gets them interested in your paid info products. **Really INVEST in your audience** and help them make progress and get results.
- Publish unique tips and advice. The way to **stand out** from your competitors is by offering something useful that no one else is offering.
- Give away **really good** content that others are selling. Again, when people see the level of quality you're giving away for free, they're going to be more likely to purchase your paid offers too.

Now, let's wrap this up...

Conclusion

As you can see, there are a lot of ways that content is critical to your monetization strategy. You can sell the content directly, plus you can use content to drive traffic, build relationships and presell offers.

Be sure to refer back to this checklist to cover all your bases.

One final thing to help you with your freemium content

...

When You Use Content To Get More Subscribers, Site Visitors And Sales *You're Going To Need Plenty Of It...*

Here's The Ultimate Collection Of Content Creation Checklists For Getting Things Done Fast!

"With a whopping 50 checklists covering 250 pages of actionable tasks, you'll go from content rookie to content rocketeer."

Grow Your List. Grow Your Traffic. Grow Your Income.
Steps And Strategies To Grow Your Brand And Business With Content.

Do you know what increases productivity and profitability?

Systems.

Duplicatable, repeatable processes that streamline and simplify getting from where you are to where you want to be.

Everyone from pro athletes to surgeons to kindergarten teachers to auto mechanics to fry cooks all have them, use them and succeed by them.

All things being equal, the better the system, the better the success.

For you as a business owner that now knows my Freemium Secret, perhaps the most important system you can develop and use is your content creation system.

Why is this one so critical?

Because everything you do depends upon creating good content.

Content is at the center of your email marketing, traffic generation, product development, marketing, branding, conversion, list-building, authority-building, relationship-building, partnerships, credibility, social media

presence, revenue generation and everything else that you do to generate benefit for your audience and profit for your business.

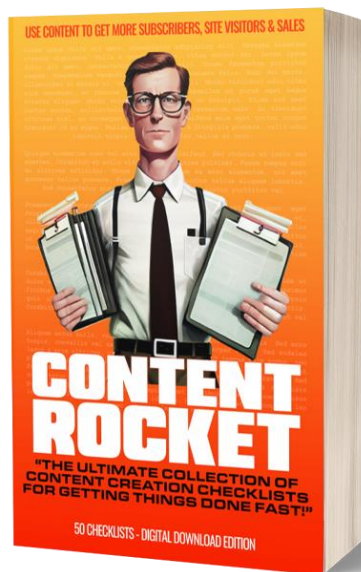
Not only is it important that you have a good system in place for creating content because your income and influence depend upon it, but also because you need to get a lot of things done through content.

With so many moving parts, being efficient is essential. You want to get maximum results from minimum effort... *and I'm about to help you with that.*

There Are Many Different Pieces For Large-Scale Content Creation. The Good News Is, You Don't Have To Figure Out Any Of Them On Your Own.

Introducing: **Content Rocket**

250-Page PDF Available For Immediate Download



Let's make sure we're on the same page about something.

I call these 50 resources “checklists,” but they're really mini blueprints. They are “no fluff, no filler” systems that are “easy to understand, easy to use” no matter what niche you're in and no matter what kind of content you need to create.

Each checklist gives you an overview of the steps you need to take, plus offers up plenty of tips, ideas, insights, examples, templates, dos and don'ts, and more to make all of your content creation faster, easier and better.

We'll cover everything from generating ideas to market research to fine-tuning and formatting – and everything in between.

The goal is simple: to increase the productivity and profitability of the content you create to serve your audience.

Specifically, here are the fifty checklists included in *Content Rocket*...

- **The Ultimate Checklist** gives you an overview of everything you need to do to create high-quality, highly effective content to grow your business.
- **The Goal-Setting Checklist** helps you decide how to use your content in the most profitable way.
- **The Topic Generation Checklist** helps you quickly and easily generate dozens, if not hundreds, of topic ideas your audience is sure to love.
- **The Brainstorming Checklist** shows you how to expand your creativity to brainstorm topic ideas, content angles and more.
- **The Idea Starters Checklist** helps you generate dozens or even hundreds of content angles and ideas for ANY topic and ANY niche.
- **The Talking Points Checklist** shows you what to include in every piece of content you create so you always have something helpful to share.
- **The Knowledge and Experience Checklist** shows you how to maximize your knowledge and experiences to create unique, highly effective content.
- **The Research Checklist** shows you how to do great research for any piece of content so your audience grows to trust what you say.
- **The “Know Your Audience” Checklist** shows you how to get deep insights into your audience so you can create content they want that really resonates with them.
- **The Surveying Your Audience Checklist** is all about the RIGHT way to survey your audience while avoiding skewed and biased answers.
- **The Titling Checklist** delivers a surefire process to help you create attention-getting content titles that stand out and get clicks.
- **The Outlining Checklist** helps you create a logical order for your content to make it more useful for your audience (which makes them happy).

- **The Organizing Checklist** goes a step beyond outlining to help you organize your content in a way that makes it faster and easier to write.
- **The Writing Checklist** provides tips and tricks for making the writing process itself faster, easier and better.
- **The Opening Checklist** helps you get your readers' attention immediately and builds anticipation so they keep reading.
- **The Closing Checklist** provides instruction for closing your content, including encouraging readers to click on your links or take your other desired action.
- **The Transitions Checklist** helps you create content that flows smoothly from beginning to end so that your audience doesn't get "stuck" anywhere.
- **The Revision Checklist** shows you how to turn your first draft into a high-quality piece of content that makes you look and sound like a pro.
- **The Say More Checklist** helps you decide when you need to expand on parts of your content to make it more useful to your audience.
- **The Say Less Checklist** helps you determine when to cut portions of your content to make it more focused and fluff-free.
- **The Simplify Complex Processes Checklist** shows you how to better help your audience with how-to processes (which, in turn, helps establish your expertise).
- **The Readability Checklist** helps you create content that's so easy to read that your users are more likely to stay glued to the page right until the very end.
- **The Fine-Tuning Checklist** reveals how to do those final tweaks on your content draft to create something your audience truly will benefit from.
- **The Graphical Enhancement Checklist** shows you how to provide extra value to your readers (and increase effectiveness) with a variety of graphics.
- **The Formatting Checklist** shows you how to format your finished content so that it looks professional and is easy to read.

- **The Recycling/Repurposing Checklist** helps you speed up content creation by showing you how to repurpose your existing content.
- **The Using PLR Checklist** provides another way to speed up content creation by licensing other people's content.
- **The Engagement Checklist** offers ideas and insights for creating content that engages your readers right in the beginning... and keeps them interested right until the end.
- **The Personality Checklist** shows you how to inject your unique personality into your content, which in turn makes it easier to build great relationships with your audience.
- **The Authority/Influencer Checklist** gives you a list of ways to establish yourself as a niche authority so that when you talk, people listen.
- **The Adding Value Checklist** shows you simple ways to increase the perceived and real value of any piece of content to better secure and serve your audience.
- **The Assignments/CTA Checklist** shows you how to make your courses and similar content more useful by providing assignments at the end of each lesson that help your audience get results.
- **The Evergreen Checklist** is all about making your content "timeless" so that your autoresponder emails, blog posts and other content are effective for months or years to come.
- **The Uniqueness Checklist** shows you clever ways to create fresh, unique content – even if you're writing about an "old" topic.
- **The Storytelling Checklist** shares tips and tactics for effectively using storytelling to capture your readers' attention and make them want to learn more.
- **The Shareworthy Checklist** shows you how to create content that your audience will be excited to share with their friends.
- **The Preselling Checklist** delivers a revenue generating strategy crafting free content to convert prospects into paying customers.
- **The Content Monetization Checklist** shows you a variety of ways to turn content that brings benefit to your audience into content that brings profit to your business. *[THIS IS THE CHECKLIST YOU NOW HAVE]*

- **The Content Marketing Checklist** shows you how to get your content in front of as many targeted visitors as possible to grow your subscribers, site visitors and sales.
- **The Content Syndication Checklist** gives you a step-by-step tutorial for making the most of every piece of content through syndication.
- **The Guest Blogging Checklist** gives you another strategy for getting your content published on other high-quality websites.
- **The SEO Checklist** gives you instructions for optimizing your content so that it becomes more visible in Google and other search engines.
- **The Social Media Content Checklist** offer steps, tips and hacks for creating content that gets likes, comments and shares on social media.
- **The Selling PLR Checklist** offers another way to make money with your content by selling private labeling licensing.
- **The Productivity Checklist** shows you how to get more writing done in less time with productivity ideas and insights that are proven to work.
- **The Shortcuts Checklist** speeds up your content creation and gives you another way to get more writing done in less time.
- **The Outsourcing Checklist** shows you how to free up your time by hiring freelancers to create your content for you (or do your research and outlining for content you write yourself).
- **The Calendar Planning Checklist** gives you a strategy for planning an effective, profitable content calendar throughout the coming months.
- **The Overcoming Mistakes Checklist** shows you how to overcome and learn from your mistakes, both big and small so that you get the best results.
- **The Improvement Checklist** shows you how to become a better, more effective writer by up leveling your content creation.

“Content Rocket” is a completely new, never-before-released set of our mini-blueprints that include only our best field-tested ideas that come from more than 20 years of personal experience creating content (*and teaching others to do the same*).

50 Checklists. 270+ Pages. 1 Immediate Download.

Just so I'm completely clear:

These aren't in-depth guides that provide detailed instructions (you've just read everything you need to know about using premium quality free content in the checklist you're reading now)... and if you apply what you've learned then your business will grow fast!

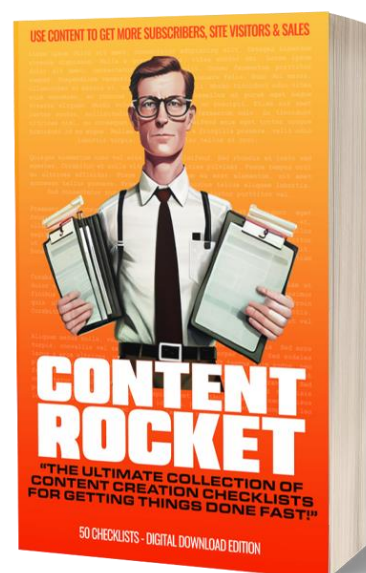
But I don't want you to be **held up by the process of creating content...** *(It's the roadblock that derails many marketer's best laid plans) :-)*

So Content Rocket's checklist collection is simply a **must-have resource** for you if you want to learn how to create content that generates benefit for your audience and profit for your business...

... faster, easier and better than before.

If you're after a boost in productivity and profitability, then this set of checklists is for you. It hand-delivers **only the best and most important** "start to finish" steps and strategies and ideas and insights to help you with all your content-creation needs.

If you're interested in **increasing your productivity and profitability** (and who isn't?) while serving your audience well with your content, then Content Rocket is going to be a resource you turn to over and over again.



Secure your copy now:

[**CLICK HERE TO DOWNLOAD CONTENT ROCKET**](#)