



# **Content Expansion: How To Maximize Your Content**

## **Growth Everywhere Bonus**

Use this bonus guide to walk you through content expansion and maximize traffic and leads!

# 1

## Pushing Your Content

Content promotion is perhaps even MORE important than the content itself, but no one really talks about how to do it effectively.

So, assuming you have created truly epic content, it's time to turn your attention to all the platforms that are available for you to repurpose it:

- Apple iTunes
- Stitcher
- YouTube
- Facebook
- Guest Posts on Other Sites
- Soundcloud
- Medium
- LinkedIn
- Twitter

And don't forget these visual platforms which can be great for infographics:

- Pinterest
- Instagram
- Periscope

If you want a fast pass to contribute to sites like Forbes, Huffington Post or Fast Company, check out:

- [Young Entrepreneur's Council](#)

# 2

## Getting On Bigger Publications

### Here's how to get on bigger publications:

- Build a Publication Target List – the goal is to go where your audience is hanging out. Buzzsumo is a great tool for uncovering the content that is getting a lot of shares in your niche.
- Figure Out What Your Unique Angle Is – be unique and people will be more receptive

### Here's how to find publication editors/writers:

- Keep in mind that the Managing Editor is usually the decision maker
- Do a Google search for 'managing editor [publication]'
- Do the same search on LinkedIn
- Use the tool E-mail Hunter to reach out to them
- Do a Google search for their Twitter handle and reach out to them
- Research the individual to figure out what types of topics they're interested in. Google '[name] [publication] articles' to see what your target editor/writer has written recently.

### Come up with a list of headlines:

- Prepare a list of 5 ideas per category
- Make sure they're GREAT headlines! If you don't know how, check out these resources:
  - [10 Sure-Fire Headline Formulas That Work](#)
  - [How To Write Magnetic Headlines](#)
  - [10 Awesome Headlines That Drive Traffic and Attract Readers](#)

## Craft an e-mail template:

### Example 1:

*Hi [name],*

*Big fan of your work. Especially liked this [article link] where you talked about [subject].*

*My name is [your name] and I'd like to write on [topic] for [your company]. I've written for [insert your similar publication links] and I think my writing would resonate with your audience.*

*I've prepared a few ideas just for you.*

*[headline 1]*

*[headline 2]*

*[headline 3]*

*[headline 4]*

*[headline 5]*

*Thoughts?*

*Sincerely,  
[your name]*

### Example 2:

*Hi [name],*

*Just wanted to let you know that we mentioned you in a piece we wrote here: [link] 😊*

*Let me know what you think!*

*Sincerely,  
[your name]*

## **Rinse and Repeat:**

Keep doing this and I guarantee you'll gain traction! You'll get a few ignores/rejections, but the key is to keep pushing. Brain Dean from Backlinko says that he gets an 11% conversion rate on content promotion e-mails.

## **One last note:**

- [SEMrush](#) is our tool of choice when it comes to exploring what ads sites are running or organic keywords a site is ranking for.
- If you're producing a good volume of content it can get overwhelming [MeetEdgar](#) allows you to schedule content so you can forget about it and move on.

# 3

## What To Do After

Now that you've spent your valuable time creating exceptional content, get more mileage out of it by repurposing it. Here's how.

### Content Expansion:

- Look through your Analytics to find your top 10 performing posts in the past year and decide which ones you can convert into a SlideShare, video or e-book.
- Search Google for key terms related to your piece and add them to your current content to make it even more epic.
- After you've made the original piece MORE epic, think about how you can repurpose it. Remember the Derek Halpern rule: 20% you're your time creating the post and 80% of your time promoting it.

### Surveying Your Audience:

- Use tools like SurveyMonkey to get a pulse on your audience: ask them to rate your specific piece of content or ask what topics they'd like to see.

### Additional Resources:

- [The Ultimate Content Promotion Checklist](#) – Simple and interactive content promotion checklist
- [Advanced SEO Campaign Blueprint](#) – Content and SEO go hand in hand.
- [How Nick Eubanks Built a Site Up To 100,000 Visitors Per Month](#) – Self-explanatory!