

Profit Pulling Content Creation

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# PROFIT PULLING CONTENT CREATION FOR NEWBIES



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For those who are embarking on their journey to build an online business, there are many moving parts they must consider. One of those is content. Unfortunately, newcomers often mistake the importance of quantity over quality and strategy.

Even just having a quality piece of content is not enough to catapult you to success. You need to be strategic with your content – whether it’s text, video or audio – so that you’re laying the groundwork for growth of profits.

The sad fact is, most marketing courses don’t teach this approach. They just tell people what kinds of content to put up on their site, and how often. There’s no discussion of a deliberate monetary approach, so these individuals will spend countless hours creating content that doesn’t convert, leaving them frustrated after putting forth all that effort.

Each type of content plays an important role in elevating your expertise, branding your business and serving your customers in a way that creates a strong and loyal bond that results in them purchasing products from you and staying subscribed for years to come.

### **Blog Content for Versatility**

Blog content is one of the best things you have going for you in terms of opportunities to build your business. Because you own the domain, and aren’t restricted by what you can do (such as using affiliate links), you have many chances to make money from it.

The content you put on your blog can be anything you want it to be. You can write a blog posts to share a tip or insight with your readers. This causes them to see you as an authority figure in your chosen niche.

You can give them step-by-step instructions on how to do things. There’s no limit to the characters or words you can post here as there are on some sites. You can break it up into a series for your audience, too, making sure they return day after day or stay stickied to your site for a longer time.

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As an affiliate, you can promote as much or as little as you want to. There are no limits, but you may not want your site to be nothing but promotions. You might want to sprinkle value posts into your content as well.

You can highlight people you're networking with on your blog, even if it's not for a commission. So if you have a person whom you'd like to be an affiliate for you in the future – or you simply find someone willing to share good insight with your readers and you want to leverage their expertise, you can do that.

The worst thing you could do with your blog is to either let it sit stagnant with no new content, or to fill it with useless, keyword-laden text that only serves the search engine bots, without doing anything for the average consumer.

When you create a new blog post, make sure you know the clear purpose of the post. Is it to build your list, get them to buy something from you, or showcase someone else? There are many reasons to blog, but by understanding yours before you write a single word of text, you'll have a better grasp of what it takes to achieve those goals.

### **Email Autoresponders to Cater to Your Subscribers**

When someone puts enough faith and trust in you to hand over their name and email information, you need to respect that bond and treat them with respect as you serve their needs.

People don't hand over contact information lightly. They don't want you to spam them or milk them for every penny they have – like those who send out offers from unscrupulous vendors just so they can earn a quick pound.

When you start emailing the list of subscribers you've built, make sure that every email you send is somehow valuable and beneficial to your list. Even if there's nothing more in it than a promotion, you should be asking yourself how it best serves your readers.

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Obviously, it goes without question that the product would be valuable and of good quality. But are they getting a deal on it? Did you arrange for a special coupon? Are you going to go above and beyond and walk them through the use of it?

What solutions does it bring to the table for those who are on your list in accordance with the problems they're experiencing? For example, a good email you might send to a list of beginner marketers is one that gives a quick, simple tip for their business and maybe promotes an inexpensive plugin that helps them with their affiliate marketing blog.

Something that would not serve your beginner marketer audience is to offer them £10,000 guru coaching when they're already struggling to make it online. But some email marketers do *just* that – and because they feel like they can trust the person emailing them, they end up mortgaging their home or maxing out credit cards to afford that advice.

Learn just how much or how little your subscribers want to hear from you. That isn't just about frequency of emails, but also length of content and type of content. You'll hear comments about whether you babble on too long or barely scratch the surface of topics they need help with in emails.

They'll be vocal about when your marketing to tip ratio is off. Whatever you do, never take the advice of those who teach you to "churn and burn" your email list, which means you hit them hard with offer after offer, relentlessly – without ever taking their needs into consideration.

Your content should always serve them well, whether it's a personal experience you had that might help them or a recommendation or a link back to your blog for a step-by-step tutorial that you've password-protected so that only your list gets to see it.

When your subscribers see that you truly care about them and their needs, they will remain loyal to you for years. They'll *want* to support you by purchasing through your links and they will recommend your list to others who come into the same niche.

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## **Social Networking Posts for Networking and Viral Capabilities**

Social networking used to get made fun of because people scoffed at the idea of “sharing pictures of your meal.” But it was those types of personalized posts that had people chatting with one another.

Regardless of niche topics, we are all human, and we have certain things that are relevant to all of us – food being one. You have the ability to create posts that are a mixture of personal bonding and niche marketing on your social media accounts.

Ideally, you’ll have both. They each serve a purpose for you in helping contribute to profits. When you think about a prospective, imagine that they walk up to you with a concrete barrier between the two of you.

Their suspicions are raised before you ever utter a word. They’re skeptical of your intentions. It’s your job to crash through that concrete barrier and let them see that you’re a real person who cares about helping others.

You do that through the use of strategic, helpful social media posts. The personalized posts are what endears them to you. They see your puppy or cat, the Christmas tree you just put decorations on with your family, and the Thanksgiving meal you cooked laid out beautifully on the table.

Some people don’t feel comfortable sharing intimate personal details, like putting pictures of their children or home on their social media, and you don’t have to! There are many ways to put personalized content out without revealing information.

While you want to share and let people get to know you, don’t miss the point of having social media as an integral part of your business strategy. You’re building this as a career, and it’s okay to want to earn profits from a tool like Facebook, YouTube or Pinterest.

Whenever you use social media strategically for profits, you can do it a few different ways. Depending on the rules of the site, you can link directly to your product or that of someone else as an affiliate.

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But remember to warm up your audience with some excitement and presell details so they know what it is they're clicking on – and why. Don't just plaster endless links on your profile pages.

You can also use your social media to give a teaser about an important strategy or tip and then send the reader or viewer back to your blog to get the full story. It's here that they will either see what it is that you want them to purchase or they'll gain value from you and want to be on your list for future lessons.

With social media sites, you can spend time networking with potential affiliates, people who will help you learn the ropes of this business, as well as your customers who you'll be helping with their problems.

If your advice is solid, one of the great things about these sites is that they make it easy for your followers to share your message with *their* network. You'll want to make sure you include a call to action and have your post public so that more people get to see it.

At the very least, if they don't share, but do engage with you, that itself lends credibility to your authority. People will see the Likes and Shares and Comments and enjoy being part of your inner circle.

## **Video Content for Lead Generation and Education**

Video is intimidating for many people, especially if they're new to online marketing. Not only do they feel nervous about positioning themselves as an expert – often without much, if any experience – but they also don't like the idea of putting themselves out there publicly at all.

Your content, even when it's made of video recordings, should still follow the same profit strategy as your text content. You have different things you can talk about on video.

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But it does help that your audience not only gets to learn your message, but also see and hear you (or at least hear you if you're using a screen capture program and using presentation files).

Video content is great for giving your audience a feel for your personality. When you're leading a niche, this is important. Many niche leaders have different styles. For example, one woman may want to follow and listen to a funny Mummy blogger doing videos, while another may want an expert who is serious and no nonsense with their parenting advice.

Make sure your video content isn't too long. Most people don't have an hour to watch a video in one sitting, but they *can* digest a 3-10 minute video easily. With text, they can scan through the content and see what parts they want to read, but video requires them to be tuned in to every second.

If you can pack a bunch of value into a short recording, it will work better than you dragging a video out for 45 minutes with a bunch of fluff and filler just because you think it will appear more valuable.

With video, that will have the opposite effect. Make sure you're utilizing the elements outside the video itself when you put that content up. Strategically, you want to make sure you're branding your URL in the video and adding links whenever necessary – on screen and in the description as well.

With video content, you can build a bond with your audience, share really good lessons that pair well with a motivational and exciting presentation, and explain better and more authentically *why* you think they should listen to your recommendations.

Be sure and send your viewers to your lead magnet page so that you can capture their name and email address and continue marketing to them later. It's easy to let them get away if they're just going through countless YouTube videos, so make sure you include a call to action that helps you capture their information.

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## **Podcasts to Expand Your Message**

Audio is underutilized in online marketing. Some people don't know how to use audio in a podcast – or they think they have to assemble some complex studio-worthy gadgets to be able to put one out.

The opposite is true. All you need is any way to record your voice – even using a smart phone – and you can record, edit and upload your audio file to a site like Anchor.FM where they will share your message and even add it to other sites where podcasts are downloaded.

The best way to strategically use a podcast is to brand yourself in the intro and outro, give great advice, and leave them with a call to action. People often get engrossed in podcast episodes as they take on other tasks – like cleaning, relaxing, or driving.

Before using podcasting continually, map out a schedule of shows you're going to release. Allow people to call in (sites like Anchor allow them to leave you voice messages) and address the questions to show that you're stepping up to help them.

If you're promoting someone else's product as an affiliate, if you want to earn more from it, invite the vendor on your show to discuss it. They can better speak of the benefits and it will let your audience listen in to how you vet a product on their behalf.

Keep in mind that regardless of what media format you're using or where you're using it in your online business, you should always ask yourself if the content is valuable and if it's helping you achieve your goal of earning money, either in the short-term or the long-term.