

7 Content Leverage Tips

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The Power Of Content Leverage...

If you're creating content it makes sense to get the maximum value out of that content.

You want to make sure your content:

- Drives the maximum amount of traffic...hopefully traffic that grows virally.
- Gets attention from people on social media, quality sites and authority sites who can drive huge traffic to you.
- Can be outsourced.
- Helps you make real money.

The following content leverage tips will help you achieve all these goals...

1. Target Real Buyers...

Carefully **target real buyers** when you're choosing a niche and generating traffic in that niche. Real buyers turn traffic into real income for you.

When you do your keyword research look for cues in the keyword that suggest someone is looking to buy something you can sell or promote.

The last thing you want is to get in a niche and attract a pile of traffic from people who have no intention of buying anything.

It's far better to be in a niche filled with people cashed up and ready to buy. Then all you need to do is optimize your content to attract the best buyers.

2. Create Exciting, Quality Content...

Create **quality content** in a way that gets the prospects, customers and **major players** in your niche excited.

You can use:

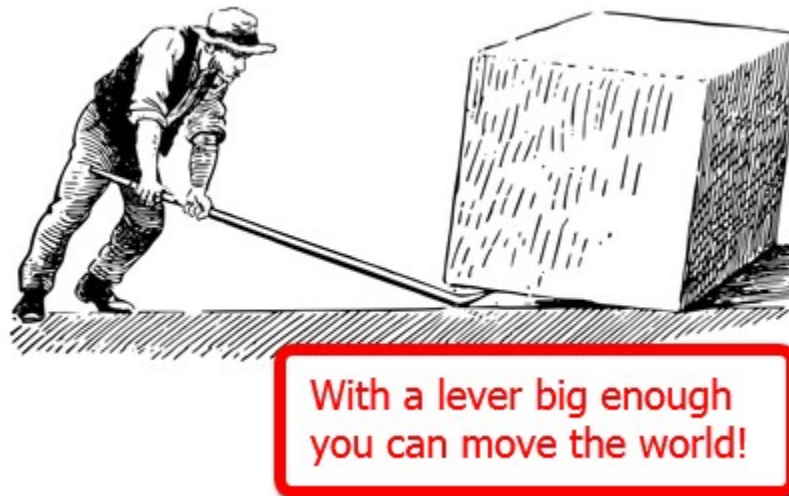
- Infographics.
- Top 10 articles that include positive reviews of the leading sites in your niche.
- An article or video with an interesting twist on regular thinking.

- Your own unique opinion on a topic, article, video etc that's highly popular in your niche right now.
- An online tool that's especially useful.
- Anything that's likely to bring you positive attention. Use your imagination and don't be afraid to get your thinking out-of-the-box to come up with some new ideas.

Remember just one link from an influential website in your niche can create a tidal wave of traffic.

3. Leverage High Quality Channels...

Leverage the power of different **quality channels**.



Higher quality channels where you can post your content or post about your content in various ways include:

- Google+
- Twitter
- LinkedIn
- Pinterest
- Slideshare
- Lifehacker

Sites like these have traffic of their own that you can drive to your site and they also have high credibility with Google meaning backlinks from these sites to your site can improve your Google rankings.

For these reasons posting on these sites can multiply the traffic you get from any content you create.

4. Automate Your Business...

Automate as many processes in **your online business** as you can.

Your time is limited and the more tasks you can automate the more time you have to focus on actions that **build** your income.

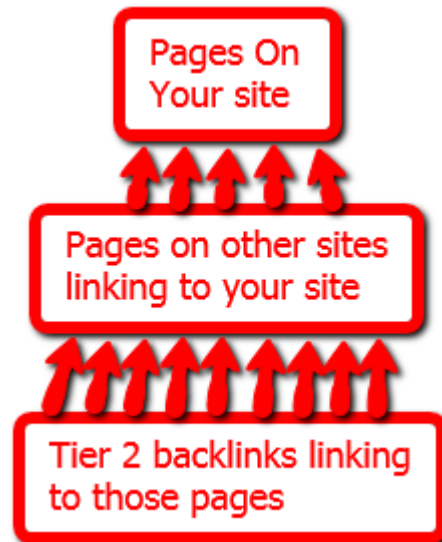
Take some time to think through how you might use:

- Software
- Online and offline tools
- Better organization
- Better planning
- Getting multiple uses from the same content, actions etc.

All to reduce your workload and increase your output and effectiveness.

5. Use LinkClaw To Multiply Your Social Media Backlinks And Traffic...

[LinkClaw](#) is an automated solution that builds “tier 2” social media backlinks to the sites that are linking to you...



This “juices” up your social media backlinks and drives more traffic to the sites that are driving traffic to you.

That means more traffic for you, higher quality social media backlinks and better Google rankings resulting in more search engine traffic.

6. Remember Outsourcing = Personal Freedom...

Once you have a virtual team of good people you can run your business online from your home or your laptop anywhere in the world.

You need to think through every repetitive task you do and ask yourself “Can I outsource this?”

The more you outsource repetitive tasks the more time you'll have to do the things that get massive results and massive profits for your business.

Even if you start now outsourcing simple \$5 tasks that's a great way to learn the ins and outs of the outsourcing process.

 **7. Keep Looking For Opportunities To Multiply Your Results...**

There are always more ways you can get more value from your content.

As soon as you start outsourcing repetitive tasks you can get serious about looking for as many profitable ways as possible to use your content to drive more traffic and sales.

Putting some serious effort into multiplying the results you're getting from content you already create can be a highly profitable endeavor.