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How To Make More Money By Leveraging Your Existing Content - Part 2

Welcome to another edition of Michael Rasmussen's Internet Marketing Success Newsletter. This is the second half of a two-part series that will feature ten unique ways to make more money with your existing content.

Hopefully you had a chance to read part one of this newsletter first, but if you didn't, that's okay. This issue stands on it's own, but you really should get your hands on the first part, so you get a complete education.

It's important to get as much mileage as you can out of your existing content. There's no point in creating it, and then only doing one or two things with the body of work. You can make so much more money by creating new delivery systems for your content, as these two issues will demonstrate.

Let's pick up where part one left off.

Tactic #6 - Create A Viral eBook

One thing I like to do with my content is create viral eBooks that grow my list for me automatically. If you've got some premium quality information that you're willing to give away (like in the example of Rich Schefren's Manifesto or Mike Filsaime's 'Death of Internet Marketing' report), then you can create a flood of traffic very quickly.

The key here is the same as I said before... value. If your content hits home with the reader, they'll be glad to pass it around, but if your content is lousy, then they're not going to pass it around just because you ask them to.

1

And by the way, you can't leave that last part out either. If you want people to pass your viral eBook around, then you *do* need to ask them to do it, just like you have to ask them to 'buy now' in your sales letters. One thing is for sure, if you don't ask, then people will rarely act on their own.

Tactic #7 - Create An Autoresponder Series

This is another one of those tactics that's best left in the hands of a professional writer or editor. Find someone who knows about creating autoresponder messages (again, on www.elance.com), send them your eBook, and ask them to create a 5 or 7 part autoresponder series based on the content.

The autoresponder messages should be like giving people a small sample of food. They only get one bite, and if they want the entire meal, they need to buy the product. Your writer should understand how this works, and have an understanding of how to make people curious enough to act. This is one area where you don't want to go cheap. Hire the *right* person for the job, not the *cheapest* person for the job.

Granted, you can certainly do it yourself, but it's best to put your attention on marketing your site, and leave the writing and editing to the pros.

Tactic #8 - Turn Your Content Into A Forum Post

Here's an easy way to get your name out there, while simultaneously contributing to the community of your target market. What you do is hire an editor to pluck out little chunks of content from your product for you to use in your forum posts. Make sure that the edited versions you receive are very succinct, and to the point.

2

Let's say you've got an eBook on copywriting. You could create a post that says, "Hey everyone, what are some of the most important things you've learned about copywriting that have stuck with you over the years?" Then, let everyone contribute their content, and you just chime in a few times, and copy and paste the little snippets that your editor handed you.

This is a very effective technique for getting your name out there, and it also builds good will by creating a discussion thread that will add value to peoples' lives.

Tactic #9 - Turn Your Product Into A PLR Offer

This is one of the easiest ways to make some extra cash from your product. If you've already sold a lot of copies to your own readers, and you're ready to move on to your next project, try offering your readers the private label resale rights to your product.

Let's say your eBook sells for \$27. You could charge \$97 for the private label rights (or more if you plan on limiting the amount you sell). I know a guy who sells his PLR content for \$997, and gets it. Why? Because he is only willing to sell 20 copies, and that's it. And this isn't in the Internet marketing niche. It's in a niche where high-quality PLR content is hard to come by.

Tactic #10 - Turn Your Content Into Videos

Here's a relatively new tactic that's making it's way into the spotlight. Websites like YouTube.com and Myspace.com are exploding in popularity, and that means opportunity for people like you and I.

There are a number of ways you can make videos, and I'll just touch on them briefly here.

Screen Capture Videos

I like to make these using Microsoft PowerPoint and Camtasia Studio. Essentially you're just doing a PowerPoint presentation, and recording it into a flash video format. My program Email Promos Exposed (www.EmailPromosExposed.com) uses this technology. If you haven't picked up your copy of that yet, what are you waiting for? The product is free, and contains more value than most 200-dollar courses.

Live Videos

This is simply where you can do a presentation by speaking into the camera yourself. The end result is a video of you just talking to the reader. Now granted, this takes some practice to make it look like you're not just reading off the screen. If you want to learn more about how to make these little talking head videos, just do a Google search for "tube traffic", and you'll find several sites offering my new TubeTraffic ebook.

You can upload those live videos onto websites like YouTube or Myspace, and if it's valuable, people will send the link to their friends, and you will start to get viral exposure. Give this method a shot. You might never go back to writing articles again, once you get comfortable making these short, content-packed videos.

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In Conclusion

Who knew there were so many ways to leverage your content? Remember, the key here is to provide value to your readers, no matter what form you decide to present your content in.

I hope these two issues have made a difference for you. If you happened to read this issue first, you can download part one by clicking here.

<http://www.MichaelRasmussen.com/newsletters/ims19.pdf>

Good luck building your business, and as always... if you know anyone who you think would benefit from this premium newsletter, please pass it along to them, but then also ask them to sign up for a free subscription themselves. They can do that here:

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