

EASY TRAFFIC

THEFT

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LET'S GET CURED WITH CURATION

CURATED CONTENT

That seems to be the watchword of the day. Everyone says now ***“Build sites that have curated content!”***

At first, I didn't even know what the hell that was supposed to mean. Until, of course, an “expert” enlightened me.

“Rob, look dude, curated content is when you take someone else's content, you share a bit of with your audience and then comment on it. This produces high quality content and people love it.”

“Oh – so basically curated content is what we have all been doing anyway?” I asked.

“No, no, no, curated is when you take someone else's content”

“Oh, so theft?”

“No, because you quote them and comment on it.”

“Oh, so that’s what a lot of people do anyway...”

I think I frustrated the poor warrior trying to explain it to me. To me, curated content is just giving away good content from another source. I’ve used that WAY before the term “curated” came to be.

But anyway, I have a twist for you.

All of these people are telling you to build curated content sites. That’s great I suppose.

But I’m going to show you the other end of the spectrum, and how to, basically, steal traffic and powerful backlinks (legally and ethically) from these **powerful and high traffic curated sites!**

PRIMARY METHOD

This is the primary method to stealing these links and traffic. I'll give you the basic run down of the steps and then go into some details on what I think is important to pay attention to.

#1 – Find blogs that do daily, weekly, or monthly “link roundups”. I'll explain more about this in a minute.

#2 – Write a really kick-a\$\$ post on your own blog. Again, more in a minute.

#3 – Submit your content for the link roundups.

#4 – Profit!

That's really it. Let me explain in a few details what you do.

“Link Roundups”

Link roundups are, basically, a blog post in which the blog owner finds unique content, videos, etc. and shares it with his audience. They list it as “links to good content” and a lot of the times they also comment on it. This is “curating” according to the definition above.

Here is how you find these blogs.

1. Go to Google.com
2. Use one of these search parameters
 - a. "link roundup" + (your niche)
 - b. "daily link roundup" + (your niche)
 - c. "weekly link roundup" + (your niche)
 - d. "monthly link roundup" + (your niche)
 - e. EXAMPLE: "link roundup" + marketing
 - f. EXAMPLE: "daily link roundup" + dog training
 - g. This is a starting point – there probably are other keywords you can use.
3. Once you find the blogs, look through their previous link lists. What kind of content have they accepted in the past? What content are they missing from this niche that could supplement well?

Take this information and make notes of it. You are going to use it in a minute.

This will provide you with a list of blogs that accept links of useful information on a **regular** basis. (Key word here being "regular")

Now, once you have your list of blogs and some basic info on the topics they have accepted as well as what is "missing" in their content, we need to write up a killer blog post or piece of content ourselves.

Killer Content

Now I could just say “write some good stuff” and leave you at that. But instead, I’m going to give you a nice bonus.

I’ll call this...

“How to Write Kick-A\$\$, Attention Grabbing Content!”

This is going to apply to just about any content you can give. Whether it be blog posts, articles for article sites or syndication, guest blog posting, or even info products.

When I write, I have three main rules. Well, more like “guidelines”... But anyway, I call this the *“Rule of Threes”*:

1. The content must be Entertaining.
2. The content must be able to be read in less than 20 minutes. (Ideally. It depends on the purpose of the content, but I’ll say most content needs to fall in this category, unless you are doing LARGE products)
3. They must feel like the content they are reading solves **one problem really well**. Ideally, they can see themselves doing it because it’s explained well enough and easy enough...gives them the “ah-ha” moment.

Most people who write don't do any of these things. They kinda just "write" and are surprised when it doesn't work out.

Now, if you want an example of what I'm talking about, look at this report.

I attempt, hopefully with some success, to fulfill all three of those things.

Now imagine if I gave this away for FREE on my website. The blog owner gets something cool to give away, and you get a POWERFUL link on a website and some traffic.

And all you did was write ONE post. No guest blogging. No writing and submitting articles. Easy backlink and easy traffic.

The final piece of this pie is getting the blog owner to post your link and comment on it.

This isn't that difficult, however.

Getting Your Stuff Posted

Here is a little template that you can use to help you get your stuff posted on these blogs.

“Hey (Name). I’ve been reading your blog and I noticed you have content (about this) and you may be missing some stuff about (this).

Your link roundup is really cool.

I’ve got something that I think your readers would like. I’ve attached (a link, the PDF, etc.) for you to review.

If you wouldn’t mind posting it on your blog, I would be grateful.

BTW – I’ve already mentioned your blog in a link roundup myself because I knew my people would enjoy it.

Anyway, whatever you do, enjoy and have a great day!”

A simple, to the point message that does a few things.

1. It shows the blog owner you've paid attention to his blog.
2. You've provided the content for him to review without any work on his part.
3. You've already helped him (this is something I recommend you do BEFORE you ask for help. If possible, do something that helps the blog owner out.

It doesn't have to be a link roundup yourself – it could be other things. But show that you have an interest in helping him too!)

4. You actually ask for the link. A lot of people are afraid to come out and actually ask.

Now, not every blog owner will bother. But the better crafted offer and message will increase your chances.

You may have to hit up a few blogs before you get a “yes”. But this is SO simple, it only takes a few minutes to do, and a single “yes” on a powerful blog can make a huge difference in your entire traffic and SEO campaign.

Why You Should Do This

There are a lot of reasons why this works and why you should do it.

Here are my top reasons:

1. Easier than guest blogging. Guest blogging could require you to write more – this you just write one or two posts and get them promoted.
2. Networking – When these blogs run them, and you link to them, you form a partnership. You can leverage this down the road.
3. Solid SEO links – these links are very valuable.
4. Do once, work pays for itself over and over again. You write the post, spend the rest of the time getting that post promoted.
5. Because of #4, you'll actually work LESS than you would on other methods.
6. Obvious direct traffic.

Now, there is one minor draw back. When compared to traditional guest posting, the traffic isn't going to be AS excited/rabid as it is normally.

This is simply because they have to click a link to read your stuff. As a guest post, you are in an **honored** position.

Don't let that stop you, however. While it may not be as "powerful" as guest blogging, this is an extremely viable alternative for those who may not want to guest blog.

You still get authority and trust passed along to you by being listed in the link roundup and you get traffic/seo benefits.

I do have another twist that involves guest blogging in a moment. But first, I have another idea for you...

NO WEBSITE METHOD

Don't have a website? Don't want to bother setting one up?

Ok – I have a solution for you ;)

This is REALLY easy and has only one problem compared to the main method, but since it's easier to do, it works itself out. I'll explain that in a moment.

If you don't have a website and you don't want to build one, you can still do this and get massive traffic.

In fact, you could use this technique to build a mighty email list pretty fast.

Here it is:

-Instead of doing a blog post, you instead either write an ebook or modify a PLR ebook, following the suggestions I give you in the writing section.

-You then get an aweber account. **Aweber allows you to self host an opt in page.**

- They host the opt-in page and you attach the ebook to the email follow up.

Now, this method will cost, I believe, 19 dollars a month. However, you avoid the hassles of building a website and hosting it.

With this email list, you can now promote affiliate offers if you wish. (You can also put affiliate links in the book)

Now, the biggest drawback with this method is you will have a slightly harder time getting blog owners to post it. The content needs to be pretty darn good.

This just means you contact more blog owners to increase your chances.

Anyway, with this list in hand, you can take some of that income and hire someone for 20 to 40 dollars to build you a basic website.

This is just one idea for you – if you don't have a website and are like me, HTML illiterate.

Third Method

This method is just a combination of guest blogging AND link roundups.

Here is what you do:

1. Find the link roundups like before.
2. Instead of writing up a blog post or doing an ebook of some kind, you actually link to a guest blog post that you've done already.
3. Profit!

“Why would you want to do this...” You may ask.

There are a couple of reasons. The biggest reason I call the “Double Punch”. Instead of gaining authority from just the link roundup, you also gain the authority of the guest blog post.

So the user sees your link, goes and reads your guest blog post, and then he or she goes to your site!

By the time they land on the site, they are like...

*“Dang, this guy was recommended to me from my favorite blogger. Then I see he is a guest blogger for this other popular guy. **He must be worth following!**”*

Not only that, if you have a particularly stubborn blogger who won't post your guest post, you could add this in as persuasion.

“Look Mr. Blogger. I'm not only going to promote this myself, but I also plan on getting Mr. Other Blogger over there to promote it too. This means he'll send people to your site, which will increase your following.”

Stacking the value like this can help motivate.

There is a third reason you may want to do this, especially if your site is just starting out and you are weak in the rankings.

Getting a link back to your guest blog post increases your chance of having that post ranked higher in Google.

Which in turn, gives you valuable links back to your site, and before you know it, you've formed a small but powerful link network, all centered on your content!

So as you can see, there are plenty of advantages of doing it this way.

The biggest disadvantage is you are trusting your content on someone else's site for long term traffic and rankings. That is ok when you are starting out, but I would recommend that you eventually build up your own links to your own site.

OTHER TWISTS

Besides these three methods, there are, I'm sure, other ways to increase the power of this method.

One I can think of immediately can do two things: Help you get bloggers on board, and increase the ranking power of your links.

If you own any software, Sick Marketing, SENukeX, Magic Submitter, or whatever, you can tell the blogger that you are also going to promote his blog as a way of saying thank you and to boost your links power.

This will help persuade him to follow through.

There are many, many ways to make this work, just do some thinking outside the box!

As you can see, curation (while not being anything new), can get you powerful links and traffic.

Plus – with the special way of doing it, you wouldn't even need a website.

Thanks again for purchasing and be sure to check out my other products!

[InstaProducts](#)

Gain the secrets of producing quick hit products that will put money directly in your paypal account!

[Rob's Free Deal of the Day!](#)

Want a free special? Each day I'm going to have something new to give away. So click the link above to see if there is something new to grab!

(Note: As of this writing I'm still setting the above up – so it may show the same deal for a while.)