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Quick Content Secrets
How to Quickly Create Content and
Develop A Trail of Frenzied Followers

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Introduction

You are here because you want to create content.

You may be struggling.

You may be frustrated.

You may not know where to start.

You may hate to write.

You may think you don't have time to write.

You – are NOT alone.

Some of the best people in internet marketing and information products share your thoughts.

Here's what some of them have said:

Terry Dean:

"Writing a book is a miserable, time consuming experience."

Joel Christopher:

"I can't write anything, squat."

Shawn Casey:

"Writing is to me a lot of work. I feel like I'm just giving blood. It's torture for me."

Stu McLaren:

"Writing new content is sometimes painful, sometimes difficult, often times time consuming."

What they also know is the value of content:

Terry Dean:

"You have to have content."

Stu McLaren:

"You need to have content."

Alex Mandossian:

"Content develops rapport like the Pied Piper of Hamlin"

"It's a magic flute."

What each of them has done is to find a way to create content that works for them.

And isn't that what you want? A way to create content that works for you?

Perhaps you are looking for even more. A way to create content so that not only is it no longer miserable, tortuous, difficult, and frustrating but also, dare we say, fun. Read on to find out how to quickly and easily create content and in the process, have some fun.

Motivation

Whether you are already motivated to create your own content or still need just a little more push, consider what is already happening.

In 2003, 55% of American households had home internet access. More than triple the rate in 1997.

That number increased to 66 percent in January of 2005.

According to the Associated Press that number is now 73%.

According to Harvard Business Review, research has shown that it is 6 to 7 times more expensive to gain a customer than to retain a customer.

Bain and Company says that repeat customers spend 67% more than first time customers.

Approximately 33% of people have clicked on an email and made an immediate purchase according to DoubleClick's Sixth Annual Consumer Email Study.

DoubleClick's Study also stated that 78% of people have made a purchase as a result of an email marketing campaign.

The study also found that 59% of people have redeemed an email coupon in a store.

So, let me get this straight. 73% of American households have internet access. It is cheaper to retain a repeat customer and they spend 67% more. And they buy through email campaigns.

Now, isn't that motivation to create a website with content that draws, offer content to subscribers, and use content to create products to sell?

Marketer after marketer will tell you they invested 2 weeks, some even more, to create an information product. They created content that promoted and marketed that product. And that product returned them a six-figure income.

Even if it took six weeks to create that content, was the return worth it?

Content is King

Content is king on the internet. The internet was created as a means to share information. It is still why people use the internet – to find out information. And, information is content – so, content is king.

On the internet there is free information available and there is paid information available. The value of your site, of your product, of whatever you offer is in the information.

This is unlike a hard product whose value is determined by the cost to create or manufacture the product. For example, say you sell bicycles. The selling price is primarily determined by how much it costs to make that bike (plus overhead costs including shipping).

With information, or content, the selling price is determined by how valuable the information is, especially to the person seeking the information. The value is not determined by how much it costs to put together that information.

For example, a marketer once sent an email that said he had a link to a very valuable resource. He stated that this was a free resource but requested a few

dollars to share this information. If this is a resource you were interested in and believe it would be valuable to know this resource, would it not be worth the few dollars to know this information versus the time it would take you to find the information on your own?

There are membership sites which charge a monthly fee simply to be informed of new resources available on the internet. There are many members to different sites such as these. The value to the members is the time savings. Even though most of the information provided is available for free, the value is much higher due to the time savings of not having to find the information on your own.

What is the average cost of a college education today? What are they giving you in exchange for your dollars? Information. Content.

Be the college of your topic or niche. Give your "students" (your visitors, your subscribers and your customers) valuable information and charge them accordingly.

There are many ways to "charge" your visitors. This is called monetizing your content. With any website or blog (short for web log) you can have paid advertising. With good content you can earn money from advertising even with

free content. Websites, blogs, newsletters, ezines (electronic magazines), press releases and free reports can all be used to generate traffic, a following, and a subscriber base.

You can promote products containing additional content, your own or other's products, to your visitors, subscribers and customers. Ebooks, courses, teleseminars and public speaking all have a value that is based on the level of information provided.

By the inherent nature of the internet, a website should provide the visitor information. The website could be one page, multiple pages, up to hundreds or thousands of pages. A one page website could be one page of information, one article, several articles or even a sales letter.

But, it should provide the visitor some information. Additional information can be provided in exchange for the visitor subscribing to your newsletter. Even more information can be available to those willing to make a purchase.

In order to promote your website, you will want to provide information that interests the reader and makes them want to know more. This can be done with

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articles, press releases and free reports all of which should contain informative or entertaining content.

Attaining a search engine listing is done by having information on your website that is deemed interesting and relevant to your topic or niche by the search engine spiders.

Once a visitor has been to your site, you want them to return. After your site is listed in a search engine you want to continue to attract the search engine spiders and encourage them to visit often. Fresh content will give visitors a reason to return to your site, keep the spiders reviewing your site and increase your search engine ranking resulting in even more visitors.

Whether writing a blog, a newsletter, an ezine or even for your website, you want to provide quality content in a way people enjoy so as to develop a following. People will start out as visitors or prospects, then become subscribers and customers, and if they like you they will tell others about your website, blog, newsletter or ezine.

Encourage people to share your free information. Give them a means to do so.

When other people begin promoting you, then you have a viral effect going.

This is a good virus to have since it means that people are spreading your

information on to many others. This will increase your visitors (traffic) and

following.

The better your content, the more valuable your content is in many ways.

Thank You

Thank you for requesting your three free chapters of Quick Content Secrets.

The complete copy of Quick Content Secrets contains don't-miss information on creating content quickly and easily.

The book has received great reviews from several well-known internet marketers. We are very excited and appreciative of their kudos.

Get your copy of the entire Quick Content Secrets by visiting:

http://www.QuickContentSecrets.com/landing.html

Thanks again.

Resources

The internet changes at a very fast pace. Rather than including a resource page that will become outdated, the resource page has been set up as a web page at:

http://www.QuickContentSecrets.com/resources

Please visit often as this page is frequently updated when new resources are located or when new resources become available.

http://wwwQuickContentSecrets.com/resources