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# Creating a Content Upgrade Workbook – Part 2

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## HOW CAN I REPURPOSE MY CONTENT

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### DOCUMENT YOUR PROCESS

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Use a spreadsheet or a project management system like Trello.com to help keep track of the content you're creating and using across the web. This will help keep you organized.

Social Media Scheduled

- Facebook
- YouTube
- Pinterest
- Instagram
- LinkedIn
- Other \_\_\_\_\_

Links are added Yes / No

How will you repurpose this content?

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What gaps can be filled?

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Did I get the results I was looking for?

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What worked?

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What didn't?

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# *What Existing Posts Will I Create a Content Upgrade For?*

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## **Top 20 Posts**

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What are my top 20 posts according to my analytics? (Google Analytics, etc)

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2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_



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# *How will I deliver my content?*

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☐ **Landing Page Software**

- Leadpages.net
- Converzly.com
- Instapage.com
- Clickfunnels.com

☐ **Autoresponder Software**

- Aweber.com
- Convertkit.com
- Drip.com (good to use with Leadpages.net)

☐ **File Storage**

You can use your website's storage but it's cheaper to use something like [Amazon S3](#). You can even use Dropbox in some cases although some people report issues with links getting broken easily.

☐ **Amember.com**

This software is really shopping cart software but it's also a cool way to deliver free products and get them into your email marketing funnel.

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# *Short Cut Tips to Creating Effective Content Upgrades*

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## **DON'T FORGET TO:**

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- Combine Other Content
- Change the Format
- Transcribe Video & Audio Content
- Give Them What They Want
- Make It Attractive
- Don't Forget to Create Content for Your List, too

## **DIFFERENT WAYS TO PRESENT YOUR CONTENT UPGRADE**

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- Within the Content - contextual links
- At the Bottom of Posts
- With Pop Ups
- In the Middle of Content
- Not Just the Blog - add them to any page of your website.

## TEST, TRACK & TWEAK EVERYTHING

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What's Your Goal? (Example: 1000 sign ups in 90 days)

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Metrics

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Comparisons

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## THINGS TO TEST

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- Opt-in Copy
  - Graphics
  - Forms
  - Page Placement
  - Colors
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*Trigger Words*

# QUICK-START GUIDE to CONTENT UPGRADES

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## **Analyze the Content You Have Now**

Using Google Analytics determine your top 20 posts. Update the posts that need updating. While you're editing you can determine the right type of lead magnet they'll need.

## **Note the Gaps**

Everyone has content gaps. When you look at the popular content you have you will likely think of new content that you need to use to fill in the gaps. The gap content can either be new blog posts and articles but it might also serve as perfect content upgrade ideas.

## **Determine Types of Content Upgrades You'll Offer**

To get started fast, choose a type of content upgrade like a report, checklist, or something you know how to create so that you can get it done fast. You can also outsource if you want types of content upgrades you don't know how to create yourself such as an infographic.

## **Develop Content Upgrades for Your Best Blog Posts**

Before starting with brand new content, go ahead and use your best post to add content upgrades to first. The reason is that any post that already gets good traffic will show you immediately how well content upgrades work to get more subscribers.

## **Create New Content for the Gaps with Content Upgrades Included**

Since you noted the gaps in your content that's a great place to start with new content creation. But, sometimes a gap in content can also be a great idea for a content upgrade. If it's totally new content always plan from now on to add a content upgrade to each blog post you make. Sometimes the content upgrade can be the same content upgrade that you used on another post with the same type of information.

## **Invest in Landing Page Software**

If you don't have landing page software yet, you really should consider getting it. There are choices in all price ranges. Some to look at are Clickfunnels.com, Instapage.com, Converzly.com, BeaverBuilder.com, and Leadpages.net. Some autoresponders have some form of landing page capabilities but often they're not as robust.



### **Invest in Autoresponder Software**

You probably do have autoresponder software already but ensure that you have the right type that works for you now but also in the future. It's not that easy to switch. For example, read the TOS clearly because some services like MailChimp, for example, do not allow you to do any type of affiliate marketing. Start with a system that has all the bells and whistles that you're going to need in the future that allows for different plan levels so you can expand when needed.

### **Create Autoresponder Content Based on the Content Upgrade**

Don't skip this part because when you get people on your list it's important to provide excellent content to keep them on your list. The more interesting and original the content you offer your list the more likely they'll stick around, open your email messages, and act.

### **IMPLEMENTATION!**

Put everything to work for you and reap the benefits.