



Monetize Your Knowledge
Lesson 3: Recruiting Others to Deliver Knowledge

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Budget or No Budget... **There's No Need to Do All** **The Work Yourself**

This week's lesson is all about recruiting others to deliver knowledge to your target market. Some ways are free and some cost some out of pocket cash...and each has its own benefits.

There are so many options that it really doesn't matter what your budget is, having plenty of fresh content for your readers doesn't have to cost a lot or have you working yourself to the bone.

So let's start by talking about working yourself to the bone (I don't recommend it)...

Are You Running a Business or a Life Sentence?

A common approach to online business is to center everything around the business owner. The logic is that all content is created by the owner because they are the expert and their readers expect no less from them. This approach has appeal because you can base your USP on your personality and quickly build up a loyal following, but the long term drawbacks can certainly outweigh those benefits.

Some of Those Drawbacks Are:

- **It is a lot of work for you.** I don't have to tell you that creating all your own original content is a HUGE job. While content creation is part of building your business, you need to have time for planning, strategizing and marketing. If you're writing all day, it's tough to dedicate enough time to these activities.
- **It is a lot of pressure on you personally to always deliver.** If your business is all about you, your readers and your customers rely on you. There is a loyal following and connection, but sometimes the expectations can be too high and your time is sucked up by doling out free advice and answering endless questions. While we're all in a content-based business because we like to help people, we've got to make money and have time for ourselves too.
- **You have no exit strategy.** A business that is centered around one person has no value without that person. What happens if you want to sell the business or if, heaven forbid, something happens and you can't run the business? A lot of people don't plan for an exit strategy or they don't feel they need one, but I'd encourage you to think about:
 - Your business is an asset. Not only for your family right now, but your

family in the future when you're long gone. Even if you don't sell the business, you need to plan for your succession.

- On the other hand, a business you can exit can be sold at any time. If you or your family has a need for extra money, you can sell part or all of your business.
- You can make a ton of cash if you plan your exit well. By building up the business, systematizing it and selling when it's doing well...you have more money to work on new ventures, improve your family's situation or just enjoy yourself.

If you've known me for a while, you know I've evolved the way I approach my business over the years. Where it used to be all about me (and I did reap the benefits of setting myself apart in the market place and building a loyal following), I knew I had to make changes. It was draining to have the business all about me and it was a lot tougher to exit those businesses because of it.

Now I'm not suggesting you should set up an impersonal business with a ton of content just flying out there to see what sticks. **NEVER**. You can still benefit from being the central person in your business...but also effectively leveraging the work of others in delivering knowledge to your target market.

Once You Get Help Delivering Your Knowledge, You Have:

- **The ability to get more leads:** Content is a lead generator and if you optimize and distribute it well, you're going to reach more leads with more content.
- **More time for profit-generating activities:** While content is a great lead-generator, your business needs your attention when it comes to strategy, marketing and sales activities. When you don't spend as much time creating content...you get more time for exactly that.
- **More Variety for Your Readers:** By using content from others, you give your readers a fuller experience that they will appreciate and come back for. Stop worrying about having all eyes on you, create a resource that is the most valuable to your readers.

Let's put our focus into growing your business **AND** building a solid, loyal following instead. Sound good?

Once you have these 4 questions answered, you're ready to use the content of others because you can now ensure their work is fully in line with what your company needs.

How to Get Free Content

Free content opportunities are everywhere. Some take a bit of work – whether it's wading through content to find what you want or finding writers who will work for exposure. But overall, it's worthwhile and a whole lot less work than creating all the content yourself.

Here are some free content options:

- **Reprint Articles:** You've probably heard of and used article directories like EzineArticles.com, LadyPens.com and GoArticles.com. These are websites that readily publish content that you can publish on your own website, as long as you include the author's resource box and link. You often also have to include a link to the article directory as well.

It's easy, ready-made content and doesn't cost you any cash out of pocket. Sometimes it's hard to find quality content in article directories, but if you find something that fits in perfectly with your Company Knowledge and what your readers are looking for, it can be a win-win situation for you and the author.

- **Contact Authors:** There's no need to limit yourself to what's available in article directories. If you find an article that you'd like to publish, contact the author directly. Tell them why you'd like to publish their content (why it's so good and why your readers would love it) and that you would obviously include their resource box and link to their site. Not all authors will agree to let you publish their content, but this is an easier way to go straight to AWESOME content, instead of wading through mediocre stuff in an article directory.
- **Guest Bloggers:** You've likely heard the term "guest blogging" as it's very popular right now. Writers are offering to write ORIGINAL (not reprint stuff) content for blogs in return for the exposure and links back to their website. Guest bloggers may write just one post for you or on ongoing basis, depending what you arrange.

Because the writer is writing original content for you, you have a bit more say about the finished product in the case of guest blogging. Share information on your target market and your company's knowledge and message, so they can write content according to that.

If you don't have a lot of traffic or coveted PageRank, finding guest bloggers can be a challenge, but if you make the right connections, you can find a good source of guest bloggers. You can also sign up for a free account at MyBlogGuest.com

to connect with guest bloggers.

You can find guest bloggers by asking directly. You can also set up a “Guest Bloggers” page on your site, telling your visitors what you are looking for and how to submit an original post for consideration.

- **Public Domain:** There is also plenty of content in the public domain that you may be able to use. Public domain content is content that is not subject to copyright law which means you can publish it or create derivative works from it. A derivative work means something created by one or more other works. For example, it might be a translation, a written story made into a video, revisions of a work, etc.

Some sources of public domain are U.S. government content publications, works whose copyright has expired or works where copyright has not been claimed.

There are some legal ins and outs of this, so you may want to get legal advice before proceeding, but here are some resources you might want to check out:

- PublicDomainWorks.net: A searchable database of public domain works.
 - [Project Gutenberg](http://ProjectGutenberg.org) (Gutenberg.org): A searchable database of public domain books. You can also browse by certain categories, top 100 and by language.
- **Creative Commons License:** Websites like Wikipedia allow you to use their content according to the “Creative Commons License”. This means you can use the text, edit it, etc. as long as you give credit to the source. You also must release the content you create as a result under the Creative Commons License as well.

You can find more information at:

http://en.wikipedia.org/wiki/Wikipedia:Text_of_Creative_Commons_Attribution-ShareAlike_3.0_Unported_License

- **Ask Your Readers Questions:** A relatively easy way to get some content on your website is to ask your readers a question. Pick a hot topic and create a blog post asking for their opinion. Send your question out to your mailing list, social media contacts and ask others to spread the word, so you can get a good discussion going.
- **Forums/Message Boards:** A message board community takes considerable effort to build, but if you’ve got one...you know it can be a great source of visitor created content.
- **Interviews:** Find an expert or someone your market wants to hear from. It might be one of your successful clients/customers or simply someone with an interesting

- opinion or perspective on your topic. Email the questions, conduct a recorded interview or whatever works for you and your interviewee.
- **Ask the Experts:** For regular content, you might send out a weekly, biweekly or monthly question to a panel of experts. Take their answers and publish. Voila! Ready-made content for you on the topic of your choosing.
 - **YouTube Videos:** Just like reprints, you can publish other people's videos on your site. And unlike reprint articles where you must publish a byline...all you have to do is copy-and-paste the code from YouTube and put it on your site.
 - **Affiliate Program Content:** Many affiliate programs provide pre-made content like articles, videos and reports that you can publish. The content is self-promotional, but you get to include your affiliate link and may earn some commissions by publishing it.

How to Pay for Content

Now, it may seem that if you can get free content, why bother for paid, right? Well, there are obvious benefits to paid content. In many cases you have more control over the finished product, how you monetize it and who gets credit for the work. You can also reuse and repurpose the content at anytime.

- **Ghostwriter:** A ghostwriter is someone you hire that writes to your specific requirements and doesn't put their name on the content as the author. You can credit authorship of the content to your name, a pen name or simply publish it without an author.

You have complete control over topics, angle and the message. We can help you with your ghostwriting at <http://allcustomcontent.com>

- **Staff Writer:** A staff writer is someone you hire to publish under their own name and with a byline. They can write to your specifications, but are likely to have more freedom to express their opinions and voice...which means you can provide a richer experience for your readers.

A staff writer may be less expensive than a ghostwriter, in some cases. If a writer is looking for exposure for their business, they might write for a smaller amount of pay and a byline. A staff writer is likely to be more motivated to write than an unpaid guest blogger.

To find a staff writer, approach a blogger or content writer in your market and ask if they would be interested in writing for you. Many bloggers are putting out GREAT content, but aren't getting paid for it, so you might just have the perfect opportunity for them.

- **Private Label Rights (PLR) Content:** PLR is pre-written content on specific topics that you can purchase, edit and monetize how you see fit. It's cheaper than hiring a writer because licenses to use the content are also sold to other businesses.

The nice thing about PLR is that when you're ready to publish content, you can go buy it and get your project finished. You don't have to wait for a writer to complete the writing...it's already done.

You can find quality PLR at the following sources:

[DIYplr](#) – Of course, this is our site. We make step-by-step illustrated tutorials, practical tools, checklists and templates that you can turn into blog posts, information products or whatever you'd like.

[All Private Label Content](#) – This is a site I co-own with Mila Sidman. We have articles, reports and autoresponder series on a variety of topics.

[Easy PLR](#) – Owned by Nicole Dean, they've also got a fresh supply of quality PLR content on a variety of topics.

[Special Report Club](#) – This is a great site for marketing-related content. Owned by Melissa Ingold, the focus is on reports to sell with packages that include sales pages and promotional materials.

In Short, You've Got Options

There's no need to rush out and try to get content from all these sources, hire a bunch of ghostwriters and staff writers. Without a plan, you'll surely falter.

Instead, take it one step at a time and make a content plan. If you plan to publish X number of posts per month, figure out how you'll get them. If you want to create an ebook, make a plan for where the content pieces will come from.

Always keep in mind:

- Your Company's Knowledge
- Your Monetization Method

...before you do anything.

And speaking of Monetization Methods, our Monetization Modules will be released in one week and will give you the tools to create your content monetization plan.