Content Leverage System

by Pete Williams
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Introduction

Systems Are Important

What we are going to cover is a System, and having a system is very, very important. Because having a system allows you to leverage your time, leverage your team, and leverage your content.

Systems make things scalable, and if you don’t have scale in your business, it’s most likely because you don’t have systems in place.

Let me repeat that for you: If you don’t have scale in your business, it’s most likely because you don’t have systems in place.

What I mean by that is that you are working ad-hoc - you’re not following a system that helps you grow your business that you can rely on.

Systems allow you to scale your traffic, grow your content (across the web), grow your profits and - the end result - grow your bank balance.

Scaling Content Production

But when it comes to scaling content production, most people don’t think about scaling content production. They think about scaling backlinks, or think about scaling low-level content if they think about scaling content in any form at all, by outsourcing really low-quality articles simply to generate backlinks. But as you are going to learn in
this video, in this system, we keep control of the most important part of the content creation process.

This System

The Content Leverage System helps you leverage your time, use your team more efficiently, let’s your team do the ‘mechanics’, and you put the YOU in the content.

This allows you to scale the content production, as long as you have the system.

In the process, you create the core piece of content. You then use systems and leverage to outsource the mechanics of the contents context creation.

What you see here is the entire process map, and I’m going to walk you through this process step, by step.
The Benefits
This process has a point, and the benefits of this particular system and what you are going to able to take away at the end of this report and implement for your business straight away, is a system that allows you to **syndicate your content across the web**, to **reach your audience across different platforms** and **different modalities**.

You’re going to be able to reach people in a **visual** context, in an **auditory** context, in a **written** context, and a whole bunch of other ways as well, once you implement the system you see here.

You’ll also get to learn how to leverage your core piece of content for use with tools such as **Article Syndicators**, to get **smart syndication** and **backlink diversity** to achieve top ranking in the Search Engines.

PLUS, I’m also going to practice what I preach, and below this video, you’ve got access to a bunch of different formats of this piece of content. So make sure you check them out, once you understand the entire puzzle.
Step 1: Create a Mindmap
The first step is to create a mindmap.

You want to capture your thoughts on the piece of content you are creating.

It might be a report just like this, it might be some training material for your own niche, it might just be an information-based piece of content you are creating to educate or bond with your list.

The way I do this is through creating a mindmap, and the software I use to get my mindmap down is MindNode. That’s my preferred software application. It comes on the Mac, it also has iPhone and iPad options as well (and they sync very, very well). You may have heard other people talk about other tools as well, such as iThoughts HD (on the iPad) or Freemind (which is Mac and PC compatible). It doesn’t really matter what software you use to capture your thoughts.

Mindmap Structure
The reason I use a mindmap is because I can structure the content in a way that works really, really well for Step 2 and Step 3, that we’ll touch on in a moment.

So, when you create your mindmap, you want to put a structure around it. The way I do that is I keep the key topics as branches of the main mindmap, because these will become the slides in the video presentation that will be created further down the system.
And then, the detail you want to go into about that particular topic or branch becomes the sub-branches. In turn, they become the bullet-points of each slide.

So, rather than creating the slide up front, you’re capturing your thoughts in a mindmap.

Quick Tip

I’ve got a Quick Tip for this step, and I’ll have Quick Tips for every step along the way as well.

When you’re creating the mindmap, I really encourage you to create it and arrange all your thoughts in a clockwise direction. This will make sense when we move on to the next step!

Step 2: Record Yourself Talking Through the Mindmap

That next step is to record yourself talking through the mindmap. What you want to do is record an audio track and use the mindmap as your notes - as your guide along the way while you create the content.

What you also what to do is record the screen at the same time. So, you’re capturing the audio version of your mindmap, which becomes the core piece of content, but you’re also recording the screen at the same time. This will make Step 3, which we’ll get to in a minute, a lot easier.
Screen Recording Software
The software I use when I create the screen recordings of my mindmap is Screenflow on the Mac. I’m sure a lot of you are familiar with this piece of software, and it is fantastic! You can also use Camtasia for the PC (there is a Mac as well). Or if you’ve got short little bits of content (5 minutes or less) Jing is a great resource, which is Mac and PC compatible.

So, simply walk your way through the mindmap in a clockwise direction, and use your mouse to point to the elements of the mindmap, the branches and sub-branches that you’re talking about at any given time.

Quick Tip
What’s the Quick Tip for Step 2?

If you make a mistake while recording, what you want to do is simply pause, do 3 loud claps, then start again at the beginning of the last sentence or the last main branch of the mindmap. So, rather than having to start all over again, just go back a little bit and try again, and start that section with 3 loud claps.

The reason we do that is that it makes the editing a lot easier - those claps will show up clearly in the audio track of the video.

Step 3: Outsource Video Creation
That brings us to Step 3.

Step 3 is where we start to use leverage. This is where we outsource the video creation. What we want to do here is start using your team and getting that leverage by sending the screen recording and the mindmap to your outsource team.
I do this via Dropbox. I simply ZIP up the Screenflow file and the mindmap and drop them into an already dedicated Dropbox folder that my team monitor.

This allows you to avoid all the mechanics of the video creation: the transitions, the graphics and the fonts. Those sort of things are not really where the value is.

**In this process, you add the value in the content creation, not the contents context.** As important as context is, you should only be worrying about the content, and let your team focus on the contexts. This way ensures that your content reaches your audience in a manner that they want to receive it - in all mediums possible. And we’ll get to that process to show you how you turn this, the video of the mindmap, into a whole range of other mediums as well.

**You Don’t Need to Do the Mechanics**

What we want to do is **not focus on the mechanics**. As I said before, you let your team go off and create the slides and the graphics, based off your original mindmap, that you can get down very, very quickly.

They will go off and make the main branches of your mindmap into individual slides. They’ll then take the sub-branches and make them the bullet-points of the slides themselves. They will do the transitions, they will do the fonts, they will do all that great annotation, and you let your team create the finished video.

What they’ll do is they’ll match the slides that they have created with the audio that you recorded in Step 2. they’ll take the audio part of the
**Screenflow** video and match it to your slides to create a final, high-quality video, just like the one that accompanies this report.

**Video Creation Tools**

The tools that my team use to make this happen are **Slide Creation** software, like Keynote or Powerpoint (most of you will have one of those two options available to you), and the **graphics** they use are not just the clip-art that comes with the software, but are from sites like **PresenterMedia** or **Fotolia**, which are two great resources for really fun, quirky, engaging graphics that your team can use to put in to your slide show.

**Quick Tip**

A really cool Quick Tip for lifting the professionalism of the videos your team output is looking at something like **Fiverr** for professionally recorded intros that have been made using **VideoHive** templates.

**VideoHive** is a great resource for **templates of video introductions** - really fun, high-quality, engaging video introductions that can be tailored to your particular video message or content. **Fiverr** allows you to find very **cheap resources who will customise those templates for you**.

**This Video is Your Core Content**

Remember, Step 3 is all about leveraging the core content which you have created. Normally, when people think about outsourcing -as I mentioned in the introduction - they think they have to outsource the whole process of content creation, they can’t just outsource certain
elements. But to become a Market Leader, or a Market Maker, you have to be the one creating the core content, but you don’t have to be the one creating the context.

**Step 4: Initial Video Publication**

**Manually Upload the Video to YouTube**

Once the video has been created, the system goes to work to syndicate and leverage this content to get it out to the masses.

The first step is to **manually upload the video to YouTube**. It’s the primary source of video viewing on the web, and we all know how good a resource it is.

The first thing I do before I upload to YouTube is I have my team use **Market Samurai**, the original software from the Noble Samurai guys, to do some **keyword research**. What is the main keyword focus for this particular video? What do I want to rank for, not only in the YouTube search results, but also in the Google search results?

As we know, videos are being displayed in the natural search results, and some of the things that we’re going to do in the next steps of this system are going to help with that.

So make sure you **use Market Samurai to optimize your video titles, descriptions and the tags** used when uploading the video.

**Create a Blog Post**

I will also then create a Blog post (using the keywords I found from **Market Samurai**) and **embed the YouTube video into the Blog post**, because that will be the primary location for my list or my niche to view the video. I’m mostly creating content for followers of my niches, and
the blog is the primary source of that traffic, so make sure you embed the video in there.

Quick Tip

The Quick Tip for Step 4 is to **make sure you use the full address of your Blog post, starting with the http:// at the start of the YouTube video description.**

This will help people who find your video (through the Google search results or the YouTube search results) to be able to click on that link and get to your Blog and join your list and become a subscriber to your business.

Step 5: Video Syndication

Once the video has been uploaded to it’s initial location on YouTube and embedded into your Blog post, we want to **syndicate this video out again**, to make sure we get the largest reach possible for the video through the web.

Distribute Video to Other Services

We want to distribute the video to other services, and there are some great tools to allow you to do this with leverage.

you can obviously get your team to go off and manually upload the video to all the various different video sharing and hosting sites around, but that can take time.

Leverage tools like **HeySpread**, **Traffic Geyser** and/or **Tube Mogul** allow you to do this very quickly.
They are paid services, some of them are very cost-effective and give you huge reach for very little time, which is what leverage is all about.

**Quick Tip**
The Quick Tip for Step 5 is to **have some alternative titles and descriptions ready**, using different keywords that your team found in **Step 4**, when they were using **Market Samurai**.

That way, your video will rank for different keywords, because each different video platform is targeting a different keyword.

**Review**
You can see so far, after the first 5 steps, all you have had to do is **create a mindmap** of your thoughts and then **record the audio of yourself talking through the mindmap** (like I’m doing right now). It’s then all about leveraging your team to get the syndication of the video - that they created for you - out across the web.

**Step 6: Create a Video Podcast**

Once you have your video, another great way to create leverage is to **create a Video Podcast**.

Once you have this step completed initially, it’s simply a case of taking your next video and adding it to the RSS feed, because that’s all a podcast actually is, just an RSS feed.

You can **create your RSS feed** and **submit it to iTunes**, so then all the content that you create for your Blog automatically becomes a podcast in iTunes and gets you a huge range of new visitors and subscribers.

You can also submit that RSS feed to other services as well.
Podcasting Tools

The first tool I recommend you use for creating a podcast, if you don’t already have one, is **PodPress**. It’s a great Wordpress Plugin that automatically creates the RSS feeds for you. It creates the podcast data from your Wordpress posts. So in **Step 5** where you created that Blog post with the video embedded, if you added the video file directly, Podpress would grab all that information and automatically add it to the RSS feed.

The one thing you do need to do, though, is you need to host the files on a server and make the initial iTunes feed submission yourself. You’ll need to host the videos on something like Amazon S3 or your web host for the podcast to work.

Another solution is **PodBean**. It’s a great podcasting service, and they take care of everything for you, from hosting to creating the RSS feed and all that sort of stuff.

Another solution, if you want to be a little more technical and hands-on and have a little bit more control, is using a software package like Feeder on the Mac, and a hosting solution called LibSyn, which is a great podcasting hosting service. It’s a fully manual process, but you have a lot more power, a lot more control, and a lot more flexibility. This is the setup we use for **PreneurCast**, which is a podcast that I publish with **Dom**, who edits all my videos and creates the transcripts (like the one you’re reading right now) [Dom: HI!]
Quick Tip

The Quick Tip for Step 6 is to use **Feedburner to manage the RSS feed**.

**Feedburner** is a service, owned by Google, that gives you a lot of analytics around your RSS feeds. It can tell you how many people are actually subscribed to your RSS feed, how many people downloaded each individual episode of your podcast, where they are in the world, and all the analytical data you’d want to know so you can get an understanding of your audience for the podcast.

**Step 7: Create an Audio Podcast**

Once we’ve got a Video Podcast, what we want to do is start hitting the different modalities.

**Steps 3, 4 and 5** are all about creating the video content, which is at the top of the tree when it comes to content creation, because everything else that you see from now on comes off that original video.

**Extract the Audio from the Video**

What we want to do is **rip the audio from the video**, which, realistically, is just the sound track from the Screenflow video you recorded in **Step 2**, and **turn that into an MP3 file**.

Once you get the audio from that original video as an **MP3 file**, it can become a download that’s **embedded in your Blog post**. It can also be an MP3 file in an **audio version of a podcast**.
So we can **create a separate RSS Podcast feed for the audio** version of the content. We can syndicate that feed through iTunes and all the other podcast platforms, and we’ll get some great distribution for the audio file.

A lot of people like to consume content in an audio format. I do a lot of running and cycling, and I listen to a lot of content in audio format. Even if it’s a video, if it doesn’t need to have accompanying visuals, I’ll often rip the audio out and put it on my iPod to listen to it while I’m driving to work or running or whatever it might be.

So why not try and give easy access to your content to your listeners and subscribers in the modalities they want to receive it?

**Quick Tip**
The Quick Tip for **Step 7** is similar to the Quick Tip we spoke about in **Step 3**, the video creation step. This is going to Fiverr and **getting someone to professionally create an audio intro and outro** - a ‘top and tail’ - that makes your podcast sound professional. Through Fiverr, you can get these done for $5 or $10 and it really increases the professionalism of your podcast.

**Step 8: Transcription**

The next step in the content leverage system is to **turn the video or audio file into a transcription, putting it in written format for people who like to consume content in that modality**.

The good thing with Step 8 is **it can happen as soon as Step 2 is complete**, because we’re going to outsource the transcription based on the original audio you recorded while walking through the mindmap.
Transcription Outsourcing Options
There are plenty of places out there to get transcriptions done. Obviously, you might have a general outsourcer who is on your staff who can do that for you, but also look at services like Fiverr, you can get transcriptions done very, very cost effectively through there. CastingWords is a great service that uses Amazon Turk to create good value, cost-effective transcriptions.

Add Transcription to Blog Post
Once you have got the transcription, take that back to the blog post you created in Step 4 and add that below the video, allowing people who came to your blog to read the content on the blog as well.

This also helps search engine optimization because it has now got the content and the words of that video in a format that is spider-able by Google bots.

There are some great Wordpress plugins (if that is what you are using to host your blog) that allow you to have a show/hide Javascript function that will actually hide the transcription from the viewer, but will allow people to have a Show button and then the transcription will appear. It’s still searchable by Google, completely white hat, but it makes it a little bit more user friendly.

Quick Tip
A killer tip for Step 8 is to take the transcription back to YouTube and the video you uploaded in Step 4, and add the full transcription as Closed Captioning or as a transcription for the video or as a description of the video.

You can actually do all three of these things: you can add the transcription in a number of ways to YouTube videos that a lot of people do not know about, this will help again rank your YouTube video
in your YouTube search results and the in the Google SERPS, because it allows Google to easily see what the content is about. It allows them to ‘read’ the audio, plus it helps you reach a huge range of other people who like Closed Captioning on YouTube. It is a very small feature that people don’t know about that can be very killer.

**Step 9: Create a PDF Booklet**

Once you have that transcription, what we want to do is use that for whole range of other content syndication methods. And in Step 9 we are going to take that transcription and create a PDF booklet out of it.

You can create the PDF booklet from the transcription, format it nicely, embed the slides and screenshots from the video template that your team created in Step 3 when you outsourced the context creation (they created that slideshow for you, remember? You take the screenshots of that and embed it into the PDF document with the transcriptions).

Once you have that PDF you can syndicate it online using sources and platforms like Scribd, which is a PDF version of YouTube. It is a platform online where you can publish PDF documents that are searchable and findable in the same way YouTube is for video.

Another thing you can also do is create a podcast feed of just PDF’s. You can do that and submit that to various podcast and RSS syndicators and places online that will actually grab that feed and syndicate the PDF’s out.

You can embed links into the PDF’s as well, where you reference products or affiliate products or other web pages. You can make them
clickable inside the PDF document, **which makes easier for viewers and readers to get back to your main pages or opt-in in pages.**

**Quick Tip**

The Quick Tip for **Step, 9** and to speed up this process, is get your team - when they create the video template in **Step 3** - to **export the slides as pictures**, because you can drop them straight into the transcribed text (in a Word document, for example - or a Pages document) and then **Print to PDF** and you have your file done very very quickly. Rather than taking screen shots of video and all that messy stuff I have seen people do so often.

At the **PowerPoint** or **Keynote** stage, just export the slides as images (JPEG or PNG images) and you can drop them straight into your document and print straight to PDF or save that document as a PDF document and there you go!

You may want to **go to Fiverr and get a nice cover page created** if you want to get that sort of crazy with your professionalism, but you can easily get lots done by using that quick tip.

**Recap**

As you are probably starting to see the syndication elements of this content leverage system are **creating a huge range of unique pieces of content hitting different user consumption realities and creating a wide area of diversity**.

We are starting to get a huge syndication of this one piece of core content that you created very very quickly, generating a lot of back links back to your blog or YouTube video because in the
descriptions of your podcast episodes you can put links in the PDF documents as I have just mentioned you have got links.

In the various videos that have been syndicated across the web using HeySpread and Traffic Geyser and stuff like that, the descriptions have links back to your original blog post to help that rank for the main keyword that your team found in step four using Market Samurai initially to work out what this video should be targeting from a keyword perspective.

**Step 10: Create an Article ‘By You’**

Once you have got Step 9 done and the PDF has been syndicated, we want to create an article ‘by you’.

What you want to do is **turn the transcription into a stand alone article by you**. Just as if you were going to sit down at the very start of this entire process and write a blog post or an article that you want to get syndicated.

Normally, writing can take a lot of time. What we have done is we have tried to fast track this by mindmapping your thoughts, recording the audio through that and then we have come full circle and got that transcribed and edited up by a person on your team who has probably better English (particularly with me) to create an article that is coherent and spelled correctly.

**Submit the Article to eZineArticles**

Once we take that article - that has all the ‘ums’ and ‘ahs’ taken out of it and been, how shall I say, brought down to the core element - take away all the fluff and make it very focused, then we can **take that article and submit it to eZineArticles**.
Send Article Out as an Email Newsletter
You can also make it a newsletter in your auto-responders and you can get some article syndication that way.

Spin the Article Using Article Spinner
What we want to do is also take that original article that has been written by you and **spin that article using an Article Spinner**.

What this will do is give you links back to your blog post or your original video.

Remember, **articles by Market Leaders are great**; they **engage readers** and they **sell the content to the site owners** who approve your article for publication on their web sites or article directories based on you being the author.

Quick Tip
The quick tip for Step 10 is to **include the YouTube video in the spin you create with the Article Spinner**.

This will actually help that YouTube video to get embedded on various blog posts throughout the Article Syndication network, and the more times the video is embedded across the web the more votes that video kind of gets in the YouTube algorithm which helps that rank in YouTube and also in Google.

Smart Syndication
The article spinning companies tell us that **the best length of articles that are going to be submitted for spinning is 300 words**.
So what you can do is **break up your long video transcript into shorter articles** as well. This will give you what Davey J refers to as “more entries in the search engine lottery”.

Rather than take this one long video and creating one article by you, why not break that article up into four or five parts 300 words long for Smart Syndication.

This means **one article per branch of your mindmap**.

So maybe you have got five or six branches - in this particular video I am doing for you now there are about thirteen or fourteen branches. Each of those could be a separate three hundred-word article.

You can see now how everything is starting to stem and grow off the original mind map.

**Recap**

Once you have create your **master piece of content**, the mindmap and the Screenflow video which, using your teams leverage, can be broken down into 300 word, high-quality articles that can be spun by the Article Spinner into multiple versions, you’re getting massive Smart Syndication power as well as no duplicate content issues. You are not ripping other people off from a copyscape perspective by potentially having bad quality writers that you have outsourced who just scrape content and audio from the web and rewrite it and sell it to you.
This is all about writing articles or having articles produced for Article Syndication that are unique to your core piece of content that you created in Step 1 of this process.

**Step 11: Create a Review Article**

Once you have done Step 10 and had that original transcription turned into an article by you and syndicated smartly through Article Spinning and Syndication, what we can do in Step 11 is have that transcription turned into a Review Article as well.

You can turn that transcription into a stand-alone review article about your video or about you. Kind of like a press release or when someone else has consumed your content you created in the video file on YouTube or on your blog post and have written their thoughts, their take, their review, their summary if you will of that original piece of high quality content.

And again you take that review article and spin it using an Article Spinning Service to get links to your blog post and original YouTube video.

**Quick Tip**

Again, just like the quick tip in Step 10, you want to include the YouTube video in the spin, or maybe some images from the PDFs that were initially created as well, just like people taking actual screenshots and saying things like “in this element of the video x,y,z spoke about A.B:C”. You do this sort of stuff when you are doing your own review videos on your Blog and quite often you will do screenshots and embed them into your review article.
Review Articles
Review articles are a great way to help you syndicate articles to the site owners because the site owners who are previewing your articles for publication on their web site and their article directories prefer third party review style articles on their sites.

And we are trying to hit all of the angles here to make sure you are going to get smart syndication and the most amount of approval for your particular piece of content possible through the Article Syndication network, so they are going to give you the most amount of link diversity.

Wrap Up
And that brings us to the end of the eleven step Content Leverage System, which is aimed to leverage your time, leverage your team and leverage your content; To syndicate your content across the web to reach your audiences across different platforms and different modalities, effectively giving your content the widest reach possible.

It is also designed to help you leverage your core piece of content for use with tools like Article Syndication to get Smart Syndication and backlink diversity to achieve top rankings in the search engines.
So, to quickly recap what we covered in the system:

**Step 1**: The first thing you want to do is **create a mindmap of your thoughts** and capture them into a software program like **mindnode**.

**Step 2**: We then want to **record ourselves talking our way through the mindmap** using software like **Screenflow** or **Camtasia**. This will create the foundation for the piece of content we are then going to syndicate through this system.

**Step 3**: We then moved onto step three, where we start using our team to leverage the core piece of content that we created, by creating the video slides and matching those slides with the audio review you recorded in Step 2 to create a high quality video that you can use to syndicate across the web in **Step 4 and 5**.

**Step 4 and 5**: In Step 4 and 5 we took that video file and uploaded it to **YouTube** and did some research in **Market Samurai** to target the right **keywords** for that video and then also syndicated that video across
different platforms targeting different keywords using tools like HeySpread, Traffic Geyser or Tube Mogul.

**Step 6:** We also took that video file and created a podcast to actually get reached through the iTunes store and their podcast directory.

**Step 7:** We then started to turn that original piece of content into a different modality with the audio style piece of content and got syndication again through the iTunes podcast store or via MP3 download files. So you can put it on your blog post, you can tweet out, you can also syndicate across various other forms in Step 7.

**Step 8:** In Step 8 we had a transcription team take the original audio file from the video we recorded as we walked and talked our way through the mindmap to create a written format of the content. We took that and put it back onto our blog post. We also actually used it in the YouTube video for Closed Captioning and description.

**Step 9:** In Step 9 we created a PDF booklet out of that transcription with images and screenshots from the video to make very real PDF document we could syndicate across the web as well.

**Step 10:** In Step 10 we started using the power of article marketing through Article Spinning and Syndication. We took that transcription and created an article by you that was of high quality that will actually help the syndication and approval process of the Article Spinners’ network.

**Step 11:** We also created a review article from that original piece of content to give a different feel to the content you were sharing and a different avenue, different platform, different type of content we could syndicate through Article Syndication as well.

Using this Content Leverage System with Article Spinning and Syndication you can get huge syndication and leverage that piece of

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content for smart syndication and backlink diversity, and also to reach the audience for your content across different platforms.

**Getting Ninja**

**Create a Press Release**
If you want to get really ‘ninja’ with this system you can take it to the next level and start doing stuff like **press releases about the content** to get more backlinks.

**Sell The Content**
Or, if it is a high quality piece of content you actually want to sell, you can use this process as well.

You still record the video of you talking through a mindmap, you still have your team create all of the reports and videos and the audio formats, then you can sell that content rather than syndicate for free.

You can take that content, those different modalities of content, and sell them through **CD Baby** for iTunes distribution; you can go to **Amazon Kindle** for PDF file; you can go to **Amazon’s CreateSpace** system and take that and sell it in a printed format.

Also **Kunaki** is a great service for selling physical audio and DVD options.

Some people have done this even with free content, and allowed people to purchase - for 99 cents - the PDF report if they want to, or purchase the CD version, via Kunaki, of the files you have linked to in your blog post.

There are a whole lot of other ways you can take this and leverage it even further, but I hope you have enjoy this video guys. I hope you have really seen how you can take this blueprint and implement it in your business to get more leverage out of your time and more leverage out of your actual content.
That is what it’s all about: it’s about having a system that lets you to leverage your time your team and your content to make things more scalable.

**Other Versions of This Report**

On the page where you downloaded this report should be the different modalities available to you, so you will be able to download the audio version and get the video version as well, and you will have full understanding of how this system can work.

I look forward to your feedback and I hope you enjoyed it.

Until the next time I am **Pete Williams**.