

DANGER: you might get addicted and won't be able to stop;
just look at me creating this mind map...
Someone: stop the madness!

5. Rinse and repeat

1. Find your strength

What content is the easiest for you to produce?
What are your weaknesses (outsource or skip those)

YOUR Content Leverage System



2. Start each post with:

Mind map?
Outline?
Audio?
Just write the whole post?

4. Syndication

Make a list of places to syndicate to
Create full profiles on each site
Start with submitting to YouTube and Slideshare
Include YT and SS links into other syndicated content
Thus you build links to your site, plus YT and SS

YT and SS presentations might rank on their own = more search engine traffic for you

3. What is the next logical step?
(depends on your starting point)

PowerPoint/Keynote presentation

1. Create a simple template
2. Copy and paste your outline/mindmap
3. Record yourself talking through your presentation
4. Now you have a
Slideshare presentation
PDF
video
Images