

Social Skimming Strategy

Don Crowther

Thinking

- Much of what people normally think about business is fine
- But when you start thinking in systems and leverage, you can accomplish amazing things



THINKING
OUTSIDE
THE BOX

80/
20

What If You Reversed It?

- Only did the 20% of the work that generates 80% of the results
- And NEVER do the other 80%?

Social Skimming Strategy

- Testing
- Fraction of the work
- Huge proportion of the results!

Social Skimming Strategy

- In it's basic form doesn't require
 - A website
 - Cash
 - Expertise
 - A list
- To create cash!

Key Assumption:

- People want great content about topics they are interested in knowing about

Three Phases

1. Prop
2. Fighter
3. Fleet



Phase 1: Prop



The Core

- Identify something
 - That gets lots of traffic
 - That has a number of products available through affiliate programs

Ideally

- Money making
- Health
- Relationships

Twitter

- Create a Twitter account for that subject
- Start following people associated with that subject
 - Use directories
 - Use keywords

Content Production

- Post about that subject 8-18 times per day

How You Do That

- Find blogs and articles that provide valuable information about your subject
- Tweet a marketing copy tweet (something that motivates them to click) about that post
- Link to that post

What You're Doing

- Curating – identifying the best content and sharing it with people who want to know about that content
- Library example

Your Objective

- Get people to
- Associate you with excellent content on that particular subject
- Trust that whenever they click they'll get something good
- See you as a credible source for info on your topic

Key

- Finding excellent content
- Develop your own systems to do this
- Find curated blogs

Don Crowther's PrivateVIPMembership.com

Resources

- Google News
- Other Google Options

Google Videos

A screenshot of a Google Video search for 'fitness'. The search bar shows 'fitness' and the results are filtered to 'Videos'. The top result is 'Build an Exercise Routine - Get Fit and Stay Fit' from About.com Health. Below it are several YouTube videos, including 'Sexy Body On Fire Workout' and 'Sexy Loner: Fitness & Diet'.

Google Blogs

A screenshot of a Google Blog search for 'fitness'. The search bar shows 'fitness' and the results are filtered to 'Blogs'. The top result is 'Blog homepages for fitness' from Men's Health Magazine. Other results include 'Everyday Fitness' and 'City offers plenty of fitness class options'.

Outsourcing

- Hire an outsourcer to get you 500 great content links

Then Comes Facebook

- Build a Facebook page about that subject
- Post curated content on the subject 1-3 times per day

Pinterest

- Build curated boards about your topic area
- Pointing people at great content on that topic

Net Result

- Build an audience of people who are passionate, or at least interested in your topic area
- Build trust and credibility

Have You Noticed Something?

- You haven't sold anything yet!
- That's on purpose!

Best

- Build trust before you do anything self-serving

Earn The Right

- Once you've generated at least 200 great posts
- Point them at an affiliate offer
- Repeat every 200 posts



Phase 2: Fighter

Add A Blog

- Write and post 1 or more key articles per day on the subject
 - Personality driven – point of view
 - Add advertising (Google AdSense) to monetize the blog
 - As traffic builds, put ads for affiliate products into your ad slots

Add A List

- Incentivized optin box on every page
- Build an autoresponder stream
- Series of posts, most of them pointing at the articles you've already written

Add Video To Your Posts

- Create YouTube videos about your topics
- Embed them on your blog posts
- Mail your list about them too

Get Your Own Product

- Have someone create a product for you
 - Pay them one time
 - You keep everything afterwards



Phase 3: Fleet

Rinse and Repeat

- Do this with 5-50 other categories
 - May choose related topics
 - Or topics that have nothing to do with each other
 - Probably a combination

Literally

- 12-18 months away from a significant income, just doing this!

Key

- Virtually ALL of this can be outsourced
- Better yet, bring the talent in-house

In The End, You've Got

- A steady stream of income
- An audience
- A list
- Relationships with key affiliate partners
- Repeatable knowledge and experience