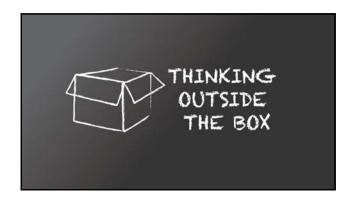
Social Skimming Strategy Don Crowther

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



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





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

PrivateVIPMembership.com

Resources • Google News • Other Google 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

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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 selfserving

Earn The Right

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



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

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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



Rinse and Repeat

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