

Your 5 - 10 Minute Content Promotion Checklist

Blog Post (on your blog)

- OPTION #1: Post Entire article with graphics
- OPTION #2: Post in 3 "Chunks" if 3-Part Article

Facebook:

- Title + first sentence or two + CTA + link to full article on your blog (with graphic)
- Unless the entire post is right there on FB then CTA + Link and invitation to your offer
- Optional: Do paid Promote Post on Facebook (\$5-10)

LinkedIn Publishing

- Entire Article with graphic for each sub-heading + CTA + link
- Basic Updates (OR)
- "Pulse" (Blog)

LinkedIn Update

- 1) Title + first sentence or two + CTA + link to LI Publishing (with graphic)
- 2) Title + first sentence or two + CTA + link (with graphic)

Twitter

- Post Title + Link (with graphic)

Google+

- Post Title + Link (with graphic)

Send email to your list

- Title + First paragraph + CTA to read the rest of the article -- OR --
- First: Invite to blog and "join the discussion"
- Second: Invite to FB or LI Publishing and "join the discussion"

Relevant Threads on Forums

- Answer questions + Give link for more information

Your Email "Signature"

- Your personal email
- Your professional email

Convert to an "info-graphic"

- Post to Pinterest
- Post to Instagram

OTHER Promo Strategies

- Use The PowerPoint Outputs From CCW and Post to Share on Slideshare.com
- Convert To A Video / Post To YouTube
- Embed video on your own blog and optimize for SEO
- Add To Your Affiliate Toolbox
- Guest Blog Posts
- Auto-Responders - Create "Drip" Content

REMEMBER: CP + MR = S

Consistent Promotion + Measured Results = Success