

Copyright © 2021 Kelly McCausey

No portion of this book or accompanying materials or any portions thereof, can be stored in a retrieval system, reproduced or transmitted in any form or by any means – electronic, photographic, mechanical– without written permission from Kelly McCausey.

No portions of the book or accompanying materials may be resold, rented or otherwise distributed, without written permission from Kelly McCausey.

Earnings Disclaimer

Every effort has been made to accurately represent this product and it's potential. Even though this industry offers the possibility to earn money, there is no guarantee that you will earn any money using the techniques and ideas in these materials. Examples in these materials are not to be interpreted as a promise of guarantee of earnings. Earning potential is entirely dependent on the person using the product, ideas and techniques.

Any claims of actual earnings or examples of actual results can be verified upon request. Your level of success in attaining the results claimed in these materials depends on the time you devote to the business, ideas and techniques mentioned, your finances, knowledge and various skills. Since these factors differ according to individuals, we cannot guarantee your success or income level. Nor am I responsible for any of your actions.

Legal Disclaimer

While every attempt has been made to verify information provided in this book. We are not responsible for any errors or omissions. The reader of this book assumes responsibility for the use of these materials and information. I hold no responsibility or liability for your use of this information.

Smart Curation Skills

If you're like me, you want to be THE source for your people.

Assume you are the source.

What about the last year or so are you really proud of?

A few years ago during an open phones session, I invited everyone on my list to call and tell me how they think I'm doing.

I wanted them to tell me the hard things I don't want to face. It's interesting that while I invited critique hoping for negatives, of course I got mostly positives. More than anything else I learned that I have some of the most amazing people in my circle. They are people who are warm, generous, giving, loving and very devoted.

How many of you read Seth Godin's book *Tribes*? The subtitle is *We Need You to Lead Us*. It's so interesting.

One of the thoughts that jumped into my head was that I need to assume that I am the source. I believe that if you'll have it, it can be an epiphany for you too.

Assume You Are The Source.

How many of you held back sharing something this year because you didn't have that attitude?

Did you hold back from recommending something because you assumed your people had already heard about it from someone else?

That may be true, but why should that hold you back?

I've decided I'm going to simply ASSUME I am the source.

I may not be the FIRST person they're going to hear it from but I may be the first person they TRUST that they will hear it from.

The feedback from my community was like taking a big, powerful rubber stamp and stamping "justified", "confirmed" or "authentic" on my role as a business coach.

Person after person said things like:

- I follow you because I trust you.
- I follow you because you're honest.
- I follow you because you tell it like it is.

- I follow you because you will not blow flowers up my butt no matter what.

Trust equals being the source.

Going forward, I'm done holding back.

I'm done saying, "That's cool but I'm sure they've already heard about it."

How about you? Why are you not assuming that you are the source?

Don't make the mistake of setting your eyes on marketplace leaders you consider more successful than you. I did that in the beginning. If they share something – I wouldn't want to share it for fear of seeming like an echo or a copy cat.

If they didn't share something – I wouldn't want to share it for fear that there was some reason they weren't sharing it.

Paying too much attention to what other thought leaders are up to will only get you stuck inside your own head. It makes you doubt yourself.

Shake it off and assume you are the source.

If I see something I think my people need to know, I'm going to tell them. If I see something I find interesting, I'm going to share it. If I try something and it works, I'm going to tell them. I'm not going to hold back.

If you assume you are the source for the people you reach, what are you going to do differently going forward?

And by the 'people you reach' I mean everyone you have the ability to touch and influence. Your mailing list, blog readers, podcast listeners, social media friends and followers – these are the people in your circle of influence.

What are the mindsets that hold you back from telling people about something you've heard of and you think would be helpful to them?

"No one is paying attention. I don't reach enough people."

That's a crazy maker. How many people do you have to reach before you can start reaching out to them?

"I don't like to be viewed as pushy."

If you're recommending something relevant to your market that meets a need or solves a problem - you're not being pushy, you're being helpful.

"I haven't been in business long enough to be the source."

There's truth in that. If you're a newbie, you haven't had a chance to build up relationships and establish trust. Still, I think most let this hold them back longer than it needs to.

We like to work with someone who we perceive as being several steps ahead of us but not so far ahead of us that they can't relate to where we are.

Tom Ewer is a wonderful example of a newcomer who quickly adopted an attitude of being a source. This 25 year-old came out of nowhere, started a blog called Leaving Work Behind and proceeded to say, "I want to quit my job. I want to be online. I'm going to do this."

With no more experience and preexisting skills than anyone else, he just started doing it. Within a year he quit his job and was 100% self-supporting. He publishes his income reports right on the web for all to see every month.

You can see he went from spending money to making money, consistent growth, just since May 2011. He's a young guy with brief experience but it was packed with action and he realized he could be a source to the people who wanted to do the same.

You too can just make up your mind to be the source.

Realize your target market is actively seeking what you have to share. They need you. They need that person a few steps up the ladder. They need you to solve their problems, present them with solutions and share real life examples.

Go be the source!

So what is Curation anyways?

Curation is assembling and managing a collection.

A curator is someone who oversees and manages the collection.

The word brings up fond movie memories, like the museum curator in The Mummy.

Museum curators might be managing a collection of artifacts collected by archaeologists.

An art curator might be managing a collection of paintings from a certain era or from a certain prolific artist.

A historical archive curator might be managing a collection of items and information from a country or from a certain war.

With the digital information age we have a new wave of digital curators who manage collections of data. When you think about it, we're all digital curators in some way these days.

This report is about a Content Curation Strategy I use to build traffic, boost visibility and create new relationships.

There are some ridiculous curation teachings out there. If you're thinking that curation is some masterful, automated, hands-off way of generating massive amounts of content on your site – you've probably been exposed to some of that nonsense. I've never been interested in any form of content marketing that included the word 'automated'.

Forsaking automation doesn't mean doing everything the hard way – and I'll be sharing some of my best time saving tips with you.

For me, curation is a supplemental content strategy.

My target market is hungry for useful, relevant content.

- They want news.
- They want to hear about the latest tools and trends.
- They want to know what's working and what's not.
- They want to know WHO's rocking it in their world and be introduced to them.
- They want to be 'in the know' and not 'left out'.

Across the board most people feel overwhelmed by the flood of information available to them.

If you will step up to be a resource to them, acting as a filter of sorts to weed out the garbage and let the best info rise to the top, you'll make them feel like they are 'in the loop' and they'll thank you for it.

Remember, I approach curation as a supplemental content strategy – not as a strategy unto itself. I'm not interested in only pointing to what others say and I doubt that would be engaging for others.

I generate unique content for my market. I write blog posts, record podcasts, and publish original learning resources based on my experience with business. My readers respect my curated content because they've grown to respect my overall unique opinions.

My target market is made up of entrepreneurs running online businesses and they're interested in content that helps them work smarter and be more profitable. They love business tactics that lend more flexibility to their day and tend to move away from things that gobble up large amounts of time.

They love user friendly tech, social media time savers and information that helps them better reach and establish relationships with their chosen markets.

That is just the sort of content I'm going to curate on LovePeopleMakeMoney.com.

Note: Curating content is an opportunity to show 'link love' and 'social love' to marketers you admire and want to connect with.

What exactly am I doing to find that content?

I monitor a large number of news sites, blogs, podcasts and social media, keeping an eye out for things that speak to me.

My preference is to subscribe to as many RSS feeds as possible so that I can decide when to pay attention to them. If you're not using RSS to monitor your market/topic – let's get you started now.

Feedly.com: <http://feedly.com>

Finding RSS Feeds

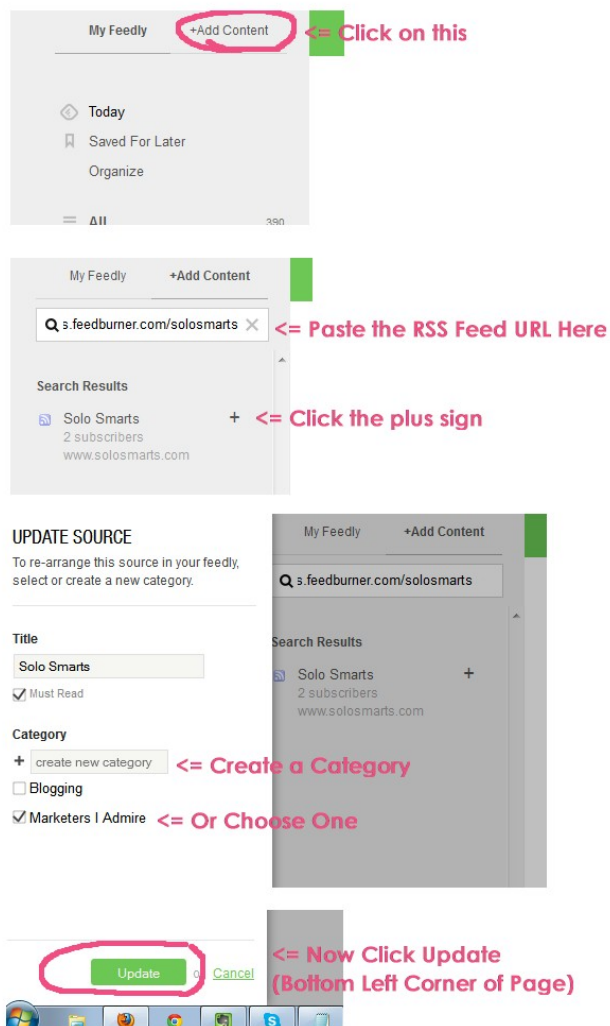
If you're new to a niche, don't worry about having a lot of feeds to monitor at first. Just start with the sites you know about and have found useful in the past. In the next section (Strategy #2) I'm going to share how I have been able to widen my circle of attention over time without wasting time and getting overwhelmed.

Not all sites make their RSS Feed obvious but most sites are equipped with one.

You can test adding '/feed' to the domain name (<http://www.domain.com/feed> for example). If it's a Wordpress site it will probably work.

If it doesn't – you're forced to decide whether you want to keep up with the site so much that you're willing to subscribe to their mailing list. If I can't subscribe by RSS – I will look for them on Social Media. *(Anything to avoid subscribing to another mailing list!)*

Now pop over to Feedly and add the RSS Feed like so:



A message will appear on the screen telling you that it has been updated.

Time Saver: Use Categories at Feedly to Sort Content

Click on 'Organize' and create some categories that make the most sense to you. Now sort the feeds you're following into those categories.

It's an investment of time now that will save you hours in the long run.

My Feedly +Add Content

From Google Reader to the Feedly Cloud: [Summary of the last 100 days](#)

Organize

60 sources

Organize your feedly to your liking: remove the categories and websites you are not interested in and search for new ones. Feedly offers live, 2-way sync with Google Reader - all the changes you perform here will be reflected in Google Reader.

BLOGGING

- Reviewz N Tips 7 ✎ ✕
- Blogelina 10 ✎ ✕
- The Blog Herald 21 ✎ ✕
- TentBlogger 30 ✎ ✕
- Leaving Work 9 ✎ ✕
- 6 more sources

MARKETERS I ADMIRE

- Ray Edwards 19 ✎ ✕
- Seth's Blog 30 ✎ ✕
- Michael Hyatt's 24 ✎ ✕
- ClickNewz! 9 ✎ ✕
- Paul Evans I 3 ✎ ✕
- 2 more sources

OTHERS

- Affiliate 12 ✎ ✕
- The Future of 11 ✎ ✕
- SteamFeed 58 ✎ ✕
- Marketing 10 ✎ ✕
- Social Media 25 ✎ ✕
- Solo Smarts 2 ✎ ✕
- Successful 3 ✎ ✕
- Value of Simple 6 ✎ ✕
- Traffic 9 ✎ ✕
- Word Impressed 6 ✎ ✕
- SylvianeNuccio.cc 4 ✎ ✕
- Tech Based 2 ✎ ✕
- Enchanting 4 ✎ ✕
- Make Money 6 ✎ ✕
- Social Media 4 ✎ ✕
- PR In Your 3 ✎ ✕

NEW CATEGORY

Drag and drop a source here to create a new category

Create categories that make the most sense to you and sort the RSS Feeds you want to follow into them.

Logout
Powered by the feedly cloud
Version 16.0.531

When I visit Feedly's home page I'm going to see the most recent content published to my feeds since my last visit. It looks like this:

My Feedly +Add Content

From Google Reader to the Feedly Cloud: [Summary of the last 100 days](#)

Today

18 featured articles

BLOGGING

Five Lessons from Tim Ferriss to Write a Superior Blog Post
Anyone can write a blog post, but fewer can create something that truly connects with readers. Tim Ferriss, a three-time New York Times Best-Selling author, has been captivating readers since 2007. From "How to Lose 20 lbs."
70♥ The Blog Herald / by Mike Stenger / 4d

Lost Your Blogging Groove? Kickstart it with this 2 for 1 Deal on ProBlogger eBooks
Can you believe that it's almost the middle of 2013 already? If you're anything like me you started out this year with big dreams and intentions to deliver on some significant goals with your blog. However along the way to reaching
68♥ ProBlogger Blog Tips / by Darren Rowse / 2d

Social Media: What's it Good For?
Does social media drive sales? I've been asked this question quite a few times lately from business owners trying to get their head around how to use social media in their online marketing mix. Many of them tell me that they don't
56♥ ProBlogger Blog Tips / by Darren Rowse / 3d

YOUR ORDER

Price: \$29.99 Price: FREE

31 DAYS TO BUILD A BETTER first week of blogging

71% Social 24% Email 5% Blog Post

Kelly McCauley Logout
Powered by the feedly cloud
Version 16.0.531

I follow a LOT of feeds so there is usually a LOT to review. When I'm in curation mode, I jump past this home page to one of my category pages, which look like this:

The screenshot shows the Feedly web application. On the left is a sidebar with navigation options: 'Today', 'Saved For Later', 'Organize', 'All' (390 items), 'Blogging' (111 items), 'Marketers I Admire' (99 items, highlighted), 'Uncategorized' (182 items), 'Index', 'Recently Read', 'Preferences', 'Themes', 'Feedly Blog', and 'Help'. At the bottom of the sidebar, it says 'Kelly McCausey Logout', 'Powered by the feedly cloud', and 'Version 16.0.531'. The main content area has a green header bar that says 'From Google Reader to the Feedly Cloud: [Summary of the last 100 days](#)'. Below this is the section 'Marketers I Admire' with '99 unread articles (served in 1039ms)'. A list of articles follows, each with a bookmark icon, the source, the title, and a snippet. The articles include titles like 'Who decides what you're going to read next?', 'How to Have a Four Day Work Week', 'Your call is very important to us', '7 "Tricks" to Improve Your Writing Overnight', 'Q3 Challenge: Download The Free Report!', 'Rule Your Results #1 : Control Your Time', 'How I Stay on Top of Email in 33 Minutes a Day', 'Respect and love', 'Written More Than Read', 'Let's Get Sticky Together', '#067: My Biggest Business Mistakes and What You Can Learn From Them', 'You don't have to like new art, but it helps to understand it', '#060: How Do Busy Leaders Find Time for Social Media', '10 Ways to Quick Profit', '5 Effective Ways to Get More Email Subscribers', and 'Different or remarkable?'. The 'Marketers I Admire' tag is highlighted in the sidebar.

Now I quickly scan the latest headlines and review only what I find relevant.

I click on and preview any item of content without leaving Feedly.

I also tag items of content to set them apart for later review or action. I'm using a tag for 'curate'. When I spot an item I believe I'm going to want to share with my people, I tag it and quickly move on with my review process.

Marketers I Admire

95 unread articles (served in 473ms)

This screenshot shows a preview of an article from 'Seth's Blog' titled 'Your call is very important to us'. The article is by Michael Hyatt, as indicated by the byline 'Michael Hyatt's Blog by Ray Edwards / 10h // keep unread // preview'. The article title is '7 "Tricks" to Improve Your Writing Overnight'. Below the title are social media sharing icons (Google+, Twitter, LinkedIn, Facebook, StumbleUpon, Email, Print) and a '+TAG' button. A dropdown menu is open from the '+TAG' button, showing the word 'curate' selected. Below the dropdown is a 'Create tag' button. The article text begins with 'I am on sabbatical for the next few weeks...' and mentions a guest blogger. The preview ends with the sentence 'No matter how bad (or good) your writing is today, it's possible to improve it overnight.'

This way I can complete my sweep, gather all of the tidbits I desire and not be distracted.

(Outsourcing tip: If you have a VA helping you with your curation strategy, imagine how simple it would be for you to scan and review the feeds – tagging the items you’d like to be curated. Just set up a schedule of having your VA pop in to check for these tagged items to act on.)

How often do I do this?

It depends on my overall schedule but I generally review my feeds once or twice a week.

I want you to notice a few things.

- I spot a person or blog I find interesting and want to keep tabs on. In just a minute I have them added and categorized on Feedly. Done and out of mind.
- I don’t have to run around visiting all of the sites – the content now comes to me and I’m checking it out on my schedule.
- The review process is quick and painless.

In addition to the RSS feeds I’m following there’s this tried and true method:

Google Alerts – <http://www.google.com/alerts>

You can create alerts for any keyword phrase, name or topic you’d like to and you’ll receive emails on the schedule you choose with the latest content published.

Two other sources of expert content to pay attention to is:

YouTube – <http://www.youtube.com> (Lots of expert content there.)

iTunes - <http://www.apple.com/itunes/> (Podcasts!)

Yes! A huge part of my effort to stay in the know is fed by the podcasts I listen to. I’m always learning about someone new when they’re featured on a podcast.

Now let’s look at the Act of Curating on my site.

Most of the time I’m following a simple content sharing strategy.

1. Create a brief post on my blog, writing a brief original introduction that tells my reader why I’m sharing the info.
2. Sometimes I pull a meaty text quote from the item and insert it into my curation post.

3. I link back to the original source so that they can go explore it in full for themselves if they wish. *(Have this link open in a new window.)*

I don't always quote something from the item I want to link to – if it's not necessary to the sharing I'll simply tell me readers why I think they'd like to check it out.

Curated posts can be simple, brief and to the point. There's no need to write long introductions or explanations in most cases.

Kelly's Curation Rules

- You may safely quote anything from one sentence to one small paragraph of content. Anything more than 100 words is too much to take and re-use.
- Do mention the blogger or the blog brand name within your curation.
- Always link back to the original source of the content. Use good keyword phrases in the link anchor text when possible. This link should be 'dofollow' of course.
- Take care in using images from their content. I've found that using one image that links back to their content is widely acceptable. You may wish to request permission if you're in any doubt. Do not take multiple/all of the images – just like their written content, our goal is to provide only a taste.

Tip: If you can, do leave a thoughtful comment on the content before you link to it. It is OK to say 'I'm going to share this with my people!' at the end of your useful comment, but please don't say "I'm going to share this on my blog at Blahblahblah.com" *(That's spammy/rude.)*

If you think about it, most of us are curating already.

You find an interesting post featuring a new useful WordPress plugin and post a link to Facebook, saying 'Hey, cool new time saving plugin!' and a few people like it and share it and even comment on it, saying 'Thanks for the find!'

By the end of the day, that post has drifted down the river of social media and it's gone. Those who appreciated the find may or may not later remember that it was you who offered them the connection.

With just a little more effort – I can take that find and turn it into fresh content and traffic for my site.

I find that interesting post featuring a new useful WordPress plugin, grab a small quote, start a post on my site, add my own thoughts as to why an entrepreneur will want to know about it and click publish.

Now I post the link to the curated content on MY site to social media. I get the same likes, shares and thanks – but each person that clicks through to check it out has been exposed to MY brand along the way. While they're on my site, they can't help but notice I have other great content for them and maybe they subscribe to my list to stay in touch.

How often do I curate?

Since I'm trying to make curation a big part of my content strategy, being successful in my mind involves a steady flow of new news. That said, I don't want you to get caught up in the idea that you have to curate a certain number of items every day or every week.

You can start curating anytime and share only what really jumps out at you without shouldering any minimum publishing goals.

I've found there are weeks when I could curate dozens of items and other weeks where I find very little of interest to share. While this frustrated me at first - I realized I can just go with it.

If you shoot for a minimum number of curated items each week and try to hold yourself to it, you may end up lowering the bar for what you consider useful and interesting.

What we can do is be purposeful in seeking out new news sources to monitor. I do explore to widen my attention span now and then, seeking out new neighborhoods and people.

Have you thought about Audio Curation?

A podcast that features interviews around a certain topic or niche can certainly be thought of as a form of curation. You are intentionally seeking people who can speak intelligently or entertainingly on your niche topic and presenting the interviews together in one place.

But Why? WHY do all of this?

I see curating useful news and resources as another chance to touch my market and make an impact on them.

Because I am bringing them back to my site and exposing them to my brand, I'm reminding them about me and all that I have to offer – and I have a LOT to offer!

There you have it...

Everyone can do this.

It's not complicated.

It doesn't require fancy tech.

When done smartly, it doesn't even have to take up a lot of time.

It can be largely outsourced too.

Are you excited to get started?