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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Where's All of Our Content**

**By Chris Haslego**

Where's All of Our Content?

Chris Haslego

Zeus Online Marketing

[www.zeus-online-marketing.com](http://www.zeus-online-marketing.com)

How many websites have you been to in the last week that sold products, but offer absolutely no other reason to visit? Considering that everyone involved in internet marketing knows that it often times takes between five and eight "contact sessions" to make a sale to a customer, why aren't more people giving the customers a reason to come back? The answer is relatively simple: it takes time, effort, and commitment.

Simply having a newsletter that your visitors can sign-up for just doesn't help if you don't have content on your site to tell them about. Now, it's inevitable that some of you are saying, "I sell wind chimes on my site, what kind of content could I possibly have?" Good question! Ask yourself what topics people who buy wind chimes might be interested in. Most of them may be interested in home exterior tips, learning about the history of the wind chime (such as how it came to be), or maybe content on some of the best locations for wind chimes outside the home. No matter what you're selling, there is content that your visitors will find useful!

So, content is a great way to keep your customers coming back. But, remember, it takes time, effort, and commitment. However, it doesn't mean that you have to sit down and write a five page article with groundbreaking information every week (although, that would just fine). It could be something as simple as passing along solutions to one customer's problem to other customers. For example, if sell software and you've helped a customer make a "tweak" that fits their business better, post a short article on your site and tell your other customers how this made the product better. Start a knowledge base of content for your site, you might be surprised how quickly you'll compile little tidbits that can really add up to quality content.

Finally, and this one is big, use your content to get your reciprocal links. Now this "external" content may have to be little different than your "internal" content. For external content, the content we spoke of previously for software "tweaks" may not be as helpful as a general article on how the software helps customers in their business. I absolutely love getting reciprocal link requests that that a good article attached to them. I don't mind giving these people great exposure on my sites because they've added more than just a link to my web site, but they've added value to my web site. We've all heard it before,

"Content is king".....it just doesn't have to as hard to develop as you think and the rewards can be outstanding.

## **10 Profitable Ways To Recycle Your Content**

**By Larry Dotson**

1. Repackage your web site content in to different products to sell. You could create speeches, audio books, classes, and video tapes with your content.
2. Divide your content up and use it for promotional articles. You could submit them to other web sites or ezines for publicity. Just add your resource box.
3. Allow people to link to your web site's content. This is a fast way to get hundreds of people linking to your web site.
4. Add to your content and create an ebook to sell. You don't want to sell your free content, but if you add to it you can. It's an extra profit stream.
5. Compile it into a free ebook. You could submit it to free ebook directories. Use it as a bonus for when people subscribe to your e-zine.
6. Use your free content as a lead in product for your fee based content or private site. Just allow them the option of up grading to the paid version.
7. Place it on follow-up autoresponders from your web site. This is a great way to remind people to come back and revisit your web site.
8. Create a free bonus out of your content for your main product. When you add new content, remove the old content and create a bonus product with it.
9. Use the content to create a press release. This works well if you need extra information for your press release announcement.
10. Trade content with other web sites. It will give you the chance to get new content and promote your web site at the same time. ----

As a bonus, Bob

Osgoodby publishes the free weekly "Your Business" Newsletter – visit his web site to subscribe and place a FREE Ad!

10 Profitable Ways To Recycle Your Content  
Content Is Still King!

Copying Content – Still Valuable, or A Thing of The Past?

Learn to be Content

"Write Some Articles!"

Home Vegetable Garden

Palmistry

Dream Psychology

Affiliate Marketing PLR Kit

Self Improvement PLR Kit



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