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I think you’ll agree with me when I say:

Writing **good content** that people love, link and share is **REALLY** hard.

Hard to get those **creative juices** flowing and get started. Hard to know **what to write about** and the **types of posts** to create. Hard to write **content** better that your competitors. Hard to get **people reading** and **sharing** your content. When it comes to creating content it’s **ALL** hard.

**Or is it?**

It turns out that you can create guaranteed viral content better than your competitors with ease by following a simple system that makes the process effortless.

And in this guide I’m going to show you my best **CONTENT HACKS**

for easily creating viral content better than your competitors that picks up tons of social share and links.

**Are you interested?**

Then keep reading Viral Content Hacks...
WHY YOU NEED GREAT CONTENT

If it isn't obvious enough already why you need great content then here's the deal...

**WITHOUT it, no one will pay attention to anything you do.**

If your contents crap then people don't care what you have to say or offer them.

And why should they?

“Content is King” may be an overused cliché but the fact is it's 100% true.

People will judge you on the quality of the content you put out.

So if it's low quality you're screwed and you're not going to make any money online.

However:

**If it's high quality then you've got a very good chance of making money online.**

That's why you need to be focusing on creating guaranteed viral content.

And the good news?

**It's much easier than you think.**
You'll probably agree with me when I say:

It’s **VERY HARD** to get started with writing content. I mean where do you even start?

How do you even know what should be in the content or what to write about? I repeat...VERY HARD

Or is it not as hard as you think? Well actually no it’s not...

There’s a proven way to easily get started (and finished) writing content quickly and effortlessly EVERY TIME.

Here’s the deal:

**You probably thought that writing content was about being a great writer, right?**

It’s not. You don’t have to be an English professor or Shakespeare to write a quality blog post. What if I told you it didn’t even matter if you were a non native speaker, dyslexic or a bad writer?

Well here’s good news:
IT DOES NOT MATTER

I follow and love blogs from people who are:

- Writing in English even though it’s their second language.
- Dyslexic and struggle to string a sentence together
- Are pretty poor writers who can’t write coherent sentences if their lives depended on it?

But I still love them. WHY?

Because they are real.

They put real character into their posts. They talk from the heart and I can relate with them. So even though it might not be the best written content in the world it connects with me. So now you understand that you’re probably wondering how you actually start writing.

Like this:

To put your ideas into words literally just start writing as you speak. Write down as if you were speaking to a friend. When most people read content online, especially on a blog, they don’t want to read academic style essays or award winning works of literature.

They want to read something that sounds like it’s coming from a REAL person. Not a robot. Not an academic. Not Shakespeare. So just start writing in the way you think and speak. It’s totally natural and will flow easily.

Even Ernest Hemmingway famously said, “The first draft of anything is shit.” So if it turns out a bit rough round the edges you can edit it later. Need a guideline you can follow?

In the next section we cover what the perfect blog post would look like...
THE PERFECT BLOG POST

- **Attention Grabbing Headline** – this is the only thing that 100% of your readers will read so unless it grabs them by the eyes and pulls those in you’re not doing yourself in favours.
- **Opening paragraph** – it should start off by showing you understand their problem (the one you’re about to talk about in the content), then hint that you have a solution for it and finally follow up by telling them EXACTLY what you’re going to show them.

When done right this keeps your audience engaged and reading as they know you’re going to solve their problem.

- **Main points of the article** – then you’ll list out the main points you want to make in the article and show how they solve the problem the reader has. Be sure to use benefit driven headlines to keep them reading.

Throughout the article you should include references, stats, quotes from experts, links to other resources, click to tweets, images and more if you want to create the best possible topic you can.

- **Conclusion** – conclude what you’ve just written about in the article and how it solves their problems.
- **Call to action** – a call to action telling them what to do next, i.e. buy your product. Sign up for your list, comment or share on social media. Your content should always have a higher purpose.

Derek Halpern created a great infographic on this topic here: http://socialtriggers.com/perfect-blog-post/

Use this article outline every time you want to write content and you’ll be able to get started easily, get the content written quickly and the article finished and ready to go.
Types of Content You Can Create

Here’s a definitive list of the different types of content you can create.

These are all PROVEN content types that readers love and drive traffic.

#1 How To’s

What do you use the Internet for?

Occasionally it’s for checking Facebook, E-mails and the latest sports scores. But mostly, it’s to learn something.

Even if that’s what Joe Pesci’s childhood album was called.

In fact, take a look at Google Trends of last year. Most of them are: ‘How To?’ ‘What Is?’, ‘Who Is?’.

If that’s what you use the Internet for, it stands to reason that your audience does too. To be honest the only reason they read your blog is because they want your answers to their questions.

So give them the answers they’re looking for. Pick an aspect of your niche, and creates a step-by-step guide on how they can get better at it.

This is a technique successful blogs use to create powerful connections with their audience. Just like the guys at Copyblogger.

The trick here is to give away some valuable insider knowledge (if there is such a thing) and show you reader how to implement it to themselves.
And this works for any niche too:

- **Cooking**: How To Prepare Summer Squash
- **Alcohol**: How To Brew Your Own Beer
- **Employment**: How To Write A Resume
- **Finance**: How To Save Money In A Bad Economy

If there is something in your niche your audience wants to do, there's a How To blog post to go along with it.

For your newer readers, this is also a great way to establish yourself as an authority with them. If you can show that you do, honestly, know what you're talking about, they're more likely to pay attention to you.

In Short:

**How To’s are the bread and butter of your blog.**

Your readers – and everyone who uses the Internet – are looking for solutions to their problems. Establish yourself as an authority by solving them.

#2 **PERSONAL STORIES**

It's true to say that your audience doesn't really care about you. They care about what you can do for them. For example, I love Timothy Ferriss books but I would really struggle to pick him out of a police line up.

**That's just the way it is.**

However, if you have a personal story that relates to the reader – or, even better, emotionally affects them – then you have their attention.

A great example of this comes from Jon Morrow, the owner of Boost Blog Traffic. One of his most viewed, shared and commented on blog posts is, 'On Dying, Mothers and Fighting For Your Ideas'. The post's focus is on why being a blogger is important to the reader. But, it's intertwined with a story of a mother that just would not let him die.

**It relates to the reader. It's emotional. It's powerful.**
The whole business model of Tiny Buddha is based on these stories too. And that’s a site with in excess of 1.5 million people connected to it.

In order to make these posts work – and not have them come across as self-serving bullshit – is to always relate it back to the reader.

Ask yourself the question, “What does the reader gain from this?”. If it’s nothing more than a good anecdote it’s a waste of your time. But, if it’s something powerful, valuable and engaging, you’re onto a winner.

There are two approaches here: the first one, as you’ve just seen, is to pour your heart out onto the page. The second one is about something you’ve achieved that the reader can copy. For example, this post from Robbie Richards is still a personal story – it’s how he grew his mailing list – but it offers insane value to the reader.

Whichever one you choose (that’s your decision to make) always remember to bring it back to the reader and offer lots of value.

In Short:

People are more likely to connect with a person than a business.

Which, as a blogger, plays into your hands. Show your readers your human side and share with them what you’ve been through. Just, always make it relate back to them.

#3 CASE STUDIES

Have you ever tried to teach someone you’re close to, but they just don’t listen? But then, someone else says exactly the same thing and they hang on every word?

This is the blogging version of that.

It’s really easy to illustrate a point you’re trying to make, by showing the reader what someone else has done.

For this, I’m going to direct you to one of my own posts: What Bedroom Marketers Can Learn From Million Dollar Affiliates.
Every post on Nichehacks, in one form or another, teaches the importance of value. How to add it to your reader and how it will make you a lot more money.

But when it's shown to you through what someone else has done, the multi-million dollar company Skyscanner, it just seemed to click.

This is because you, the reader, can what's being said in practice. And you can take your own lessons – not just the ones I pointed out – from it too.

How does this work for you? With this simple formula:

**Successful Person (Or Business) + Your Opinion + Actionable Steps = Blog Post**

Do your research.

Take the time to find people or businesses who are worth profiling. And then write about them. Your audience will love it.

**In Short:**

**Case Studies let you get your point across by using someone else as an example.**

Readers love information that's easy to digest, like this. Create a study that highlights what you want to say, from a familiar company or person, and you're onto a winner.

---

**LIST POSTS**

These are a staple of the Blogosphere. Why?

Because people want to read them. It's an unexplained scientific phenomenon. When your audience see's a list, they want to read it. No if's, but's or questions asked.

Just like you're reading this one right now.

List posts are a great way to 'Trojan Horse' your way into people's minds. You can grab them with a catchy title, and then hit the with a cold hard gut punch of knowledge.

They're also great traffic builders because of how likely they are to get shared.

I like to split list posts up into two sections: the valuable and the viral.
Valuable posts are like this one from QuickSprout, outlining 10 clear and concise points for marketers to pay attention to.

Viral posts are more like the ones you see on Buzzfeed, like this one, that serve no purpose other than to get lots and lots of shares and draw attention to their brand.

This depends on your brand, image and the content of your site. My advice? Get somewhere in-between the two.

Create content that will push buttons, create talk and get shared. But for every ‘viral’ point, be sure to add a valuable one too.

In Short:

**Trojan Horse Thinking.**

Use a list post to grab their attention. Make them click through. Tell them what you really want to say. Or, give them something to share. Either way, you can never have too many list posts.

#5 **RESOURCES AND LINKS**

Resource posts are almost the same as list posts.

They are presented as a list, but contain little content of your own.

Instead they provide real, valuable content from other sources.

These are great if you’re new to a topic and want to share with your readers what you’ve been learning over the past few weeks.

You can also leverage these posts slightly to get the attention of other authorities in your niche. Share and share alike, as they say.

Collecting the content for these types of post is usually pretty easy. You could, realistically, do one or two of these a month and nobody would bat an eyelid.

Try creating a Bookmark folder on your browser for a topic and each blog post, eBook or guide you find that’s worthwhile, stick it in there. In a few days – at the most a few weeks – you’ve got enough content to create a really valuable blog post.

And all you’ve had to do is format it and hit the publish button. Neat, huh?
In Short:

If you’re really struggling for content – or can think of a way to leverage an in style topic – resources are the best way to do it.

Collect content over the month. Add context and personal flair. Bang. You’ve got yourself a valuable blog post.

#6 WAKE UP CALLS

Is there something your audience really slacks on? This is where you give them the kick up the ass they need.

Honestly, call them out. You don’t have to get all Full Metal Jacket about it. But you need to show them the error of their ways.

For example, 7 Reasons You’ll Continue To Fail As A Niche Marketer In 2015 from Jawad Khwan, or the infamous, 20 Ways To Be Just Another Mediocre Blogger Nobody Gives A Crap About by Jon Morrow are total wake up calls.

They take what you’re doing wrong - virtually every day - and give you the words you need to hear to make that change.

These types of posts are great for engagement and value. If your reader walks away thinking, “Damn, I need to take a look at myself”, you’re onto a real prized post.

Take a moment to think about different things your audience may be neglecting right now: their website traffic, their posture, their personal hygiene, their grammar or their job applications. Anything they should be doing, call them out on it.

Just be sure to give them something actionable to work with to change their behaviour in the future. All rant and no help makes for a pointless post.
In Short:

**Wake up calls strike a nerve.**

They’re where you get down to the real truth behind why your audience isn’t finding success - in whatever niche it is - and you call them out on it. Say, “Hey, stop doing that - it’s killing your chances of...” and then give them some advice they can use to change it. They’ll love you for it.

#7 CHECKLISTS

Everyone wants a magic pill.

That one thing that's going to take them from their crappy situation to new heights.

This is your chance to give it to them.

Checklists work well because they add a tonne of value and share the secrets of your success. They are the step-by-step guide, no nonsense approach of everything needed to achieve success.

They’re different to How To's and Tutorials because they aren't open to interpretation. There is no room to miss a step or try something different.

These are the exact steps you need to take to get from Point A to Point B. If you don’t you die fail.

Your best approach for these is to keep it simple, easy and actionable. The easier the reader can achieve it the more they’re going to thank you for it.

**For example:**

- 16 Points To Create The Perfect Pinterest Profile
- E-mail Campaign Checklist
- Checklists For Brewing Your Own Beer

They’re all simple and easy to do. But to someone who has no idea what to do, it can be truly valuable.
In Short:

**Checklists are the ‘magic pill’ for your readers.**

If you can show them, step by step, how to get from Point A to Point B you'll establish yourself as an authority and see a big boost in traffic. Just remember to keep the topic as easy to achieve as possible.

#8 **PRODUCT REVIEWS**

Product reviews are about as old as writing itself.

In fact I think the first tablet ever written said, “John, these chisels are crap”.

Maybe not.

But people always want to know what a product is like before they buy it. If someone wants to invest ‘X’ amount of dollars in product ‘Y’, then they're more likely to do it if ‘Z’ tells them to (or not to).

Z, of course, being you. Not the boss in Men In Black.

**These posts have some benefit to you as well as the reader:**

- **Free Stuff**: People will give you free access to their product if you write a review for them. If you get good enough following some people will even give you free stuff and pay you affiliate links for it.

- **Great Content**: If the product is really important to your audience, they're going to stop and listen to what you have to say. It's one of those posts you're almost guaranteed to keep their attention for a while.

- **Google Traffic**: SEO is dead (long live SEO!). But these posts are great for attracting some interest on Google. If people are actively looking for a review, and they stumble across your site, you may just gain a new fan in the process.

- **Authority Karma**: Authority Karma – which I may or may not have just made up – is where you get some credit with the authorities in your niche. They've made a product. You help them sell it; they're more likely to help you in the future.

- **Product reviews** sometimes fall into your lap – especially if someone really wants a lot of reviews – but if you're not well known it's better to be proactive.
Try contacting product owners before their launch and offer to help. Then, when you get a few under your belt, that’s when you start to reap the rewards.

In Short:

**Product reviews are great for everyone.**

Your readers. Potential readers. Your network. Other blogs. Search Engines. As long as the product is relatable to your audience you can’t really go wrong.

#9 **OPINION PIECES**

Pick a fight and run with it.

That’s what blogging is at its roots, isn’t it? You started your blog for a reason. You had a fight to pick and you wanted to show people how they could be doing something differently.

Opinion posts are a great way to do just that: show the world your perspective.

You have the platform, so why not?

These posts are designed to cut your audience down the middle. To create discussion. To offend people. To rally people to your side.

To get inside their minds and cut through the noise.

When it comes to writing, you’re pretty scared of offending people, aren’t you? You want everyone to like you, what you say and to picture rainbows and unicorns whenever they think of you.

Well, buddy, that’s not going to happen. If you don’t put yourself on the line and say something that might challenge their beliefs, then you don’t stand a chance of being successful online.

You’ll fade into the background just like everybody else.

Don’t want that? Didn’t think so.

A great example to learn from is James Altucher. Whilst his blogs do contain a lot of value, he writes from the heart. And he’s not afraid to tell you exactly what he’s thinking or you need to hear.

His work leaves a lasting impression on the reader, whether it’s the first
or 100th blog post you’re reading.

On a metric side of things – before I get too flowery – posts like this attract a lot of attention. They’re usually highly: commented on, shared and sought after to read.

Just like this one from Bret Contreras, who calls out another Guru in the fitness industry.

Strike a nerve. People will love it or hate it. Either way it’s great publicity.

In Short:

**Be offensive.**

For the first time in your life, don’t worry about what people are going to think. Say exactly what you mean. It will divide your audience. But it will also attract more of the traffic you deserve.

#10 **INFOGRAPHICS**

As much as I loathe Infographics, blog readers love them. So it’s great (but sometimes costly) way of creating content.

Unless, that is, you go down the root of using someone else's Infographic as your content. That’s not plagiarism – they usually have a link back – and if you’re truly in the depths of writers block despair, this could really save your skin.

**There are Infographics for all niches:**

- Internet Marketing
- Dog Walking
- Meditation
- Better Writing

If it’s a niche you can be pretty sure that there is an Infographic for it.

Embed one into your post. Add a little context. Ask a few questions. All of a sudden you’ve got the makings of a blog post.

I’d save these posts for ‘must use’ situations: low traffic, writers block, short on time etc. But (despite my ingrained hated for them) they are a great addition to your toolbox.
In Short:

**Your readers really love Infographics.**

They don't even care if they're your own. Find one that's of real value, add your opinion and ask some questions. Now, you've got a blog post just waiting to be shared.

#11 **MONTHLY REVIEWS**

These are really big in the Internet Marketing scene right now. But, they have the potential to be big in all niches. And they should be used a lot more widely.

**These split into two categories:**

- Monthly Reviews
- This Month In...

Let me explain.

**Monthly Reviews**

This is what you've achieved this month: followers, subscribers, incomes, goals, targets – anything you have done with measurable success.

**This Month In...**

Like Matt Woodward does every month on his blog:

This is where you can do a round up (more on those in the next section) of all your content for the past month. Or, what's been going on in your niche.

Think of these as somewhere between resources, link posts and 'get out of jail free cards'.

They're also quite useful to direct people to your content, or worthwhile content, they might not have seen just yet. Definitely one for the Online Magazine owners.
In Short:

Put your money where your mouth is.

Or show your readers you really are invested in your topic. Whichever fits your brand. But always go the extra mile to add value. If you can do that this is one less blog post a month to worry about.

#12 ROUND UPS

Ahh, Round Ups.

These go down a treat with readers. Why?

Because readers are looking for that magic pill and well presented information.

Basically these are the TL; DR (Too Long; Didn’t Read) of your Niche’s daily or weekly life.

For example, if you look at Business Insider’s twitter feed each morning, you’ll see a tweet like this:


What more could you want?

For your readers on the go – or if you’re in a fast moving niche, like Business or Sales – they can be a great resource for your readers. They also add a tonne of value if done right.

Before creating one, think about these points:

What does my audience need to know today?

Has someone else said it better?

Does this just fill a space, or does it add value?

That last one is critical. If it’s a blog post for the sake of a blog post it’s time to bin it. Posts like that are see through. But, if you can add value with it, go ahead.

If you feel like you’re clutching at straws though, don’t bother.

Tony Gentilcore, the second fitness guy on our list, does this perfectly. Each week he has a segment called, Stuff To Read Whilst You’re Pretending To Work. Where he ‘rounds up’ the best blog posts in his niche of that week.
And it's definitely a fan favourite.

Do this right and you're onto a winner. Do it wrong and it could be what drags your blog down. Only you can decide which happens though.

In Short:

**These really are extra mile posts for your blog.**

They let your reader connect with what you're doing instantly. They're a great source of value for more than just the reader too. They're a great opportunity to connect with other bloggers.

#13 **PODCAST TRANSCRIPTS**

Your audience is split into three categories: listeners, readers and doers.

Take any large group of people and they're split exactly the same way. Some will love your podcast and listen religiously. Other either doesn't want to or can't find the time to.

Podcast transcripts are a great way of bridging that gap.

You are essentially turning your Podcast episode into a blog post. Double the content, double the fun, right?

This is great because you've already got the content. You just need to get someone to transcribe it. Which can be cheap and easy with forums like Elance around. Or you could do it yourself for free.

However, pick your words carefully here. If you were to write:

[David]: No, John, people don't like eating spinach. That's the biggest problem in the health food industry.

[John]: Haha, no, David. People do like spinach, just not the people you talk to.

For the whole thing it would be hard to read, full stop. A lot of what is said doesn’t translate to the page as is. And you're going to bore your reader to death.

My advice here then, would be to just highlight the show notes.

Those main, gut punch, topics that were discussed and how they impact the reader. Highlight them, address them and show their clear benefit to the reader.
You could bring a 30-minute podcast down to 500 words if you really felt you wanted to keep it brief. Which, depending on who is on your show, could be a really good idea.

In Short:

Not everybody wants (or has time) to sit and listen to your podcast.

Some of your audience may not even be able to. Take the key points you made and turn them into a really valuable blog post. Your more on the fly audience members will thank you for it.

#14 INTERVIEWS

Interviews are perfect for giving some of the sexy insider information to your readers.

You can pick the brain of an authority in your niche. Drive the point home with take on things. And get some of that Authority Karma I mentioned before.

In all seriousness, Interviews, if done right, can be a brilliant way of getting traffic and attracting new interest. Like in the world of print, lots of people buy an issue of a magazine because there is an interview with someone.

You can create these interviews in any format. Video. Podcast. Transcripts. As long as the interviewee is happy for you to do so.

Getting these interviews isn’t as hard as you might think either. It just takes a little: research, patience and being extra nice to their personal assistant. It also helps if they have a product or service they want to plug.

They almost always do.

Keep these points in mind when you’re actually interviewing:

- **Plan:** know what you’re going to ask before you’ve even asked it. Getting in touch to find out if there is anything they’d like you to touch on is also worthwhile.
- **Don’t Be A Robot:** You should have a list of questions. But they
don't all need to be asked in that order or that sequence. Instead go with the flow of the conversation and always ask a follow up question to an interesting answer.

■ Have Specific Take Away's: What in it for the reader? Because they're definitely not just here to listen (or read about) you having a nice chat with your buddy.

If you can nail all three of these points, you've got a winning formula for a good interview post.

Now all you've got to do is go out and find the right person

In Short:

**Interviews can add lots of value to your reader.**

They can expand your audience. And they can help you connect with other bloggers too. Help someone sell a product and you're going to be in their good books forever. Mostly, though, you'll be able to add a whole new perspective to your audience.

#15 **VIDEOS**

Earlier I touched on the fact that all of your audience is engaged differently.

So, if you're good in front of the camera, or find something interesting to share, than you can reach a new section.

It also doesn't hurt to be able to connect with people on a massive search engine either, does it?

The beauty of this medium is it's really easy to embed them into your blog posts. In the same way you saw with Infographics earlier.

You can also save a lot of time: you could create, upload and post a five minute video in less time than it takes you to write 500 words.

Add a little context to the writing around it – especially if a video from elsewhere – and put your own personal touches. Then you've got a winning blog post in record time.

Again, much like I said to you in Interviews, be sure to have a specific take away from your video. It's not always easy for people to watch videos from start to finish (thanks Vine and your 6 second videos), so get to the point right away.
In Short:

Play to your more visual learners.

Create (or find) a video of value and you can increase your traffic tenfold. This is a place most bloggers dare not go. If you’re brave enough an abundance of traffic awaits.

#16 GUEST BLOGS

You’ve definitely heard a lot about the benefits of you guest posting. But probably never heard the benefits of having people guest post for you.

Which is a shame because there are plenty:

- Connect with a new audience
- You don’t need to create content
- Fresh perspective
- Networking opportunities
- More free time for other areas

There are not actually many reasons you shouldn’t look for guest posts. There is only one downside however...

Some guest posters suck. And I mean they suck. Whatever they think makes good content is nails-on-a-chalkboard for the rest of us. Sorry if you’re one of those people, but it’s true. Go buy a copy of Elements Of Style.

For you as the blogger that means one thing: you can’t let your standards drop.

Be thorough and don’t just throw up any old content because it's going to save you time. If it's not right send it back. The writer can either edit it or come back at you from a new angle.

But if it’s not good enough it doesn’t go on the site.

As a Freelance Blogger, you can probably tell, this is a pet peeve of mine. Set your standards high, or hire someone who knows what the hell they’re doing.

That being said, there are a lot of great guest posters who will want to be on your site, they’re the ones you really want to spend your time on
In Short:

**Guest Blogs are a great way to free your time.**
Add some new ideas to your blog. And connect with other bloggers audiences. But, remember this: do not lower your standards. Bad content is worse than no content.

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**#17 BLOG SERIES**

Occasionally you're going to hit a goldmine.

You'll have an idea that is just so good you can’t fit it all into one blog post. Moments like these are heaven. All you have to do is make them tie seamlessly together.

These are great for solving the bigger problems of your readers. If there is a pressing issue that everyone struggles with, this is the medium to do it.

You can take a big, overwhelming, topic and break it down into easy, digestible chunks.

This takes a lot of the pressure off the reader – and you as the writer – and makes things much easier to manage. You can also cut back on post length if you feel the need to, so you can go a little longer.

Beware though. Too many of these types of posts can be a little confusing for your current (and new) readers to get their bearings. So use them sparingly and spread them out across the year.

I also like the idea of having a Monthly Challenge. Where you have 30 smaller blog posts, all with an actionable tip, that carry on into the next day.

If it goes down well you might have just created a new product.

In Short:

**If you know your niche you’re going to have ideas that can’t be contained to a single post.**

Use that to your advantage and turn it into a series. If they’re valuable and actionable your audience will love them. Use them sparingly throughout the year though; so you don’t confuse your new audience.
Breaking News

Stop the press! This just happened. And you need to hear about it. Or your blog will implode, the world will end and Phil Collin’s will be #1 in the charts again.

...Caught your attention, huh?

I figured 4,100 words in you probably needed a little of a boost to wake you up.

Breaking News can do the same thing for your blog too. If something of true importance just happened in your niche, it’s worth letting your audience know all about it.

You don’t have to be first. But you’ll probably be a first to your readers anyway.

This can take many forms:

- Changes to your (or another) site
- A major announcement from a big player
- A new book that changes everything
- A death, birth or celebrity occurrence (if it fits your niche)
- Anything that’s new and noteworthy

If you can find something that’s on the pulse of what your readers want to know about you’re going to see a big spike in: comments, views and shares.

Some of these posts will flop – and that’s okay, trust me – but when you do get the right one it’ll take on a life of its own.

In Short:

Got news that important to your audience? Use it.

Be the first person to tell them. You’ll catch their attention. Get shared. Extend your reach. Just make sure it is news, yeah?
**TOPICAL POSTS**

These are a bit like breaking news stories. Only you play on current events to get people to read content you want to write.

Instead of reporting on the news, you let the news (or current happenings) drive traffic for you.

It doesn’t have to be just news. It can be: holidays, events, moments, conferences and concerts. Anything your reader will care about or that helps you make your point.

Jeff Goins used Christmas Eve. Fast Company used Lady Gaga. Chris Hadfield used NASA.

You can use anything, anybody and events from all across time to illustrate what you’re trying to say. But, the more topical it is, the more likely people are to read and share it.

In Short:

**Create a post that is on the pulse.**

Think: holidays, news, changes, celebrity happenings. If someone can relate to the headline they’re more likely to click it. Use current affairs to help you make your point and your post might just go viral too.

**‘EPIC’ GUIDES**

This is something I admire Stuart for. And a lesson lots of bloggers stand to learn from.

These posts are list posts, resources, checklists tutorials and opinion pieces all rolled into one lovely blog post Burrito.

These are guides where you put everything on the page. There is no thinking, ‘I don’t want to give away too much’ or ‘I just don’t have the time to create that post’.

You just sit down and write everything you know about the reader’s problem and how to help them. Take anything you’d normally say, times it by 10 and give away as much information as possible.

These posts can be anywhere from 1,000 to 10,000 words in length. And you’re giving all the information away for free.
Now, I can already feel you looking at the screen thinking, “James, you’re insane, I’m not doing that”.

And I can totally understand why. But your blog is built on value. It’s all about answering the question: What’s in it for me? Because that’s what your reader is asking when they read each post.

Epic Guides can do just that.

They help you establish yourself as an authority pretty quickly. When they see that you’re able to walk the walk, as well as talk the talk, they’ll stick around for a lot longer.

My question to you then, is: are you willing to put it all on the page?

If you want a blog that’s successful. Drives traffic. And has an audience of loyal readers. Then, you better be.

**In Short:**

*Share everything you know to solve someone’s problems.*

Go above and beyond the call of duty. Put all your knowledge on the page. You won’t lose custom for it. Instead you’ll gain a lot more loyal fans. Which is the aim of the game, right?
You've learned the dirty little secret of blog writing.
The one that bloggers – and Freelance Bloggers – don't want you to know. That all good blog’s are made up of these posts.
The ones your readers love. The ones that get bookmarked. The ones that get linked to for years to come. The ones that make you stand out.
They can all be found in this post.
You now never have an excuse of coming up with content again.
So now you know 20 of the most popular post types that work.
Cool, right?

But:
You're no doubt wondering how to come up with actual topic ideas?
Easy...

See what’s worked in the past in your niche and create something similar but BETTER.
Probably sounds harder than it is.
But here's the crazy thing:
It’s easy when you follow the viral content strategies we share further on in this report.

These 20 content types cannot fail.
They are tried and tested proven content types that people LOVE.
Create a content schedule calendar and make sure you're covering all these different content types regularly.
You've now got hundreds of ideas for Viral Content.
One of the easiest ways to make viral content is to...

**SEE** what’s already **popular**, and **do** something **similar**.

Eliminate the guess work of whether your post will be popular or not.

**First you have to find the best sites in your niche that have all the good content.**

You might already know them but don’t worry if not.

**Here’s how to find them...**

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**FIND POPULAR SITES**

What if I told you that you could create the best content in your niche every single time and guarantee hundreds of social shares and links?

**REALLY...**

It’s simple:

You’re going to work out what the already most shared and linked content is

And then create something bigger and better.

This is much easier that in sounds...

All you have to do is go to a popular site(s) in your niche.
Don't know what those are yet?
No problem:

**METHOD 01 CHECK BLOGS IN ON BLOG AGGREGATORS**

Check out blogs in your niche on blog aggregators like [alltop.com](http://alltop.com), technorati blog search.

These sites allow the best of the best blogs to be listed on their site so you can usually count on their content being top notch.

**METHOD 02 GOOGLE THEM OUT**

Or [Google](https://www.google.com) “best NICHE blogs” or “best NICHE websites”

i.e. in the weight loss niche “best weight loss blogs”

**METHOD 03 USE BUZZSUMO.COM**

- Go to Buzzsumo.com and login / register.
- Search for your niche or keywords in the box
- You’ll be shown the top content in your niche based on your search term.

You now should have a list of popular blogs in your niche filled with great content.

Eliminate any sites like [Forbes](http://www.forbes.com), [Huffington Post](http://www.huffingtonpost.com), [CNN](http://www.cnn.com) etc that are obvious news or big authority sites not related to your niche.

So now you know the popular blogs, what’s next?
You then need to find out what the most popular content is.

You can look at this based on links, social shares or comments depending on what you hope to achieve.

**FINDING POPULAR BLOGS**

Using the 3 methods above you can find the most popular blogs in your niche.

**This is where you’ll find the best content that people love.**

Now we know the popular blogs it’s time to find the best, viral, content...
HOW TO FIND THE MOST SHARED CONTENT

Now you know the most popular blogs you want to find out which content is viral so you can create something similar (easier than it sounds).

FINDING the most popular content is easy.

**METHOD 01 CHECK THE BLOGS FOR GOOD CONTENT**

Then you can simply browse the site to find out their most shared articles - many blogs will have an area in the sidebar which lists “most popular content”.

**METHOD 02 USE QUICKSPROUT.COM TO FIND POPULAR CONTENT**

Go to Quicksprout.com and you’ll see their website analysis tool.

Enter in a popular website from your niche and hit ‘search’

Then when it’s loaded click on ‘social media analysis’

Scroll down to the area that says ‘page level results’

This will show you the highest shared pages on the website on social media.

Pick out posts with several hundred social shares so you know you’re picking a sure fire winner.

You can then visit them to see exactly what the page is about.
Use OpenSiteExplorer to Find Content With Lots of Links

To find content with a lot of links...

Go to ...

http://moz.com/researchtools/ose

Enter the URL of a popular site in your niche.

Hit ‘search’.

Let the page load then click on the ‘top pages’ tab

It will bring up the highest linked to pages on the site

Pay close attention to the ‘linking root domains’ column

This shows you how many unique sites have linked to the particular piece of content.

Anything with over 100 linking root domains is an epic piece of linkbait content that you’ll want to improve on.

So now you have a note of content that is heavily shared and linked to you need to create something bigger and better on the same topic.

We already know people love to share and link to this so we’re going to create something similar just better for guaranteed links and shares.
USE BUZZSUMO.COM TO FIND CONTENT WITH LOTS OF SHARES

Go to BuzzSumo.com and log in

Enter the sites you found above into the search bar (or simply use keywords related to your site / niche) one by one.

Choose “in the past 6 months” from the left hand side and specify a language if you want only specific countries.

You can choose to show what types of content you prefer such as articles, infographics, videos and so on.

I usually stick with all. Hit search. The most popular articles from the site you choose (or the niche if you entered a keyword) will pop up.

These are the viral articles.
HOW TO FIND MOST SHARED CONTENT

SUMMARY

You should now have a list of popular blogs in your niche as well as a list of the most viral content.

**Armed with this information you know what content types people in your niche love and will share and link to.**

Knowing this means you know what type of content to create for near guaranteed viral appeal.
If you're thinking “how can I possibly create something bigger and better?” Here’s how...

**SEE** if there’s anything the original content didn’t include.

Check the comments and look for common questions - these are obviously unanswered in the original content.

**OR**

If the content is a list type post (usually popular) i.e. “21 ways to promote a blog post”

Then you're going to create a post that shows “31 ways to promote a blog post”

I did this exact thing here: [http://nichehacks.com/promote-blog-posts-blog-traffic/](http://nichehacks.com/promote-blog-posts-blog-traffic/)

You can literally Google “ways to promote a blog post” or whatever your article idea is and compile all the different ideas you find into a post.

**OR**

If the content is badly designed and not laid out nicely. Then create something similar but with better formatting, more white space, easier to navigate, more images. You've now got a highly share-able and linkable piece of content.

Or simply make it more awesome. By adding in extra resources, quotes from experts, screenshots, data and stats to back up the points, click to
Viral Content Hacks by Stuart Walker  |  © NicheHacks.com

You now know how easy it is to create better content than your competitors.

I bet you never knew it was that easy though, right?

Follow this strategy and you’ve instantly got content with HUGE viral potential.

But it won’t go viral on its own.

You need to get out there and promote it...
How do you find these people who will share your content?

**FIND OUT WHO SHARED ON SOCIAL MEDIA**

Go to Buzzsumo.com

Enter in the URL of the original article which went viral.

Click on “view sharers”.

BuzzSumo will show you everyone who shared this post on Twitter (you’ll need an upgraded pro account to see them all)

On the right hand side you’ll see “Followers”

This shows how many followers each person has on Twitter.

The more followers they have the more chance of getting traffic when they retweet.

Sort by followers and exclude anyone with less than 5,000 followers.

Anyone with less than this even if they re-tweet won’t have it seen by enough people to make it worthwhile.

Click on “export” to export it to a spreadsheet. Then save to a spreadsheet and filter the list by “Reply ratio”

Delete anyone with less than 50% reply ratio. This number is the percentage of times they reply to tweets. Anything less than 50%
chances of them seeing and re-tweeting your post is low.

Save that spreadsheet for later.

**METHOD 02**

**FIND OUT MORE PEOPLE WHO SHARED ON SOCIAL MEDIA**

Go to Topsy.com

Enter the URL of a viral post into the search box.

Choose your language from the left hand side.

Hit enter. You’ll be shown a list of social media users who shared it.

You can click on “influential only” and you’ll be given a smaller list of influencers who shared it.

Again take a note of their name, @Twitter and website. Add to your original spreadsheet.

Filter out any duplicates.
FINDING OUT WHO LINKED TO THE CONTENT

Go to
http://moz.com/researchtools/ose

Enter the URL of the viral content you found into Moz.

Click “linking domains” and it will bring up a list of sites who have linked to that specific page.

Any domains with ‘DA’ over 50 are good domains to attempt to get links from. With a free account you are limited to what you can see so will need a pro account to get all the information.

Take a note of all these domains and the page they linked from (click the domain it’s self and it will bring up the page the link is on) in a spreadsheet and save for later. You should now have a list of people who linked and shared this content.

Why is this good to know? Well if they linked to similar content and you’ve just created something similar but even better....don’t you think they might link to your content too?

The chances of them magically finding it and then linking to it is slim so we’re going to do some manual outreach to show them our content.
This is quite a slow and boring process so if you can outsource it to someone on Fiverr.com or Upwork (formerly Odesk) then do.

You're going to send emails and Tweets to people to let know about your new content.

**START WITH TWEETS**

These are quick and easy ways to get re-tweets and floods of traffic.

Just work your way through your list tweeting the influencers from your spreadsheet with a simple tweet like the following:

“Hey @Twitterusername, I’ve just created a great article on “TOPIC OF ARTICLE HERE” would you be interested in seeing it?”

If they respond saying yes then reply with...

“Here’s the article – LINK – if you like it please re-tweet it to your audience, thanks”

Be sure to keep a record in your spreadsheet of who you’ve contacted and if they replied or not (give them 72hrs as after that they aren't likely to).
Anyone who replies you leave it at that.
Anyone who doesn't you follow up with an email (emails are more likely to be read that Tweets which are easily ignored)
You took a note of their website URL in the research stage so you'll be able to find their email from there.
Here's the email template I send...

“Hey Name,

Just browsing your blog and loved your LATEST / MOST POPULAR POST ON XYX, particularly the point about POINT YOU LOVED HERE.

Whilst I was browsing your site I noticed you'd also linked to NAME OF VIRAL CONTENT POST on your page PAGE THEY LINKED TO.

I love that post too. So much in fact I set out to improve on it. I think I did a pretty good job as well.

If you'd like to check out my post it's here...

>> LINK TO YOUR POST

If you think I did a good job, feel free to link to it or share on social media with your audience.

To make it easy I've included a

“ClicktoTweet link below just click it and it will share on Twitter...

ClicktoTweet link here.

Thanks for your time and keep up the good work,

YOUR NAME”

Note: ClicktoTweet.com lets you automatically create Tweetable links that can be posted onto websites or into emails and Tweeted with 1 click.

You'll be surprised at the number of links and shares you can pick up doing this.

With my 31 Ways To Promote A Blog Post content using this exact method I picked up over 300 social shares in the first week of publishing on a blog that was brand new.

It takes a little bit of work to create the content and do the manual research but the results are mind blowing.
If you're thinking that this sounds a bit boring and time consuming.
Well I've good news:
You can automate the process somewhat using a Chrome Extension called Yet Another Mail Merge
And then follow this awesome guide...
So what are you waiting for go create the best content in your niche and guarantee yourself hundreds of social shares and links.

**HOW TO FIND VIRAL CONTENT AND IMPROVE IT**

So know you know how to find the best content in your niche 
AND

Create something even better time and time.

Guaranteed viral content.

Pretty cool, huh?
And you also know the exact process to get the links and shares you need to make your content popular.
So go do it...
There may be time when you can’t find any good viral content to improve on or just want to create something different.

Here's how to come up with blog titles and other content ideas...
First download the spreadsheet here that you can use to do this task..

#1 CREATE A MASTER SPREADSHEET

In Microsoft Excel or Google Docs, create a master spreadsheet for blog topics.

The spreadsheet will have an individual sheet for your final titles plus each of the six tools that we will use to generate topic ideas.

You can get a copy of the spreadsheet I use by clicking on this link and using the options under the File menu to make a copy to your own Google Drive or download it to your computer.
#2 START WITH GOOGLE ADWORDS KEYWORD PLANNER

In your master spreadsheet, create a sheet called GAKP.

This sheet should have three columns: Keywords, Search Volume, and Your Custom Titles.

Using Google AdWords Keyword Planner you will enter your niche topic keyword.

This free tool will give you hundreds of related keywords for the topic you enter, plus the search volumes for each.

Use the spreadsheet I linked to above the search results to download all of the keyword ideas into a CSV file or save them to your Google Drive.

When you open the file, delete the currency column and copy the content in the keyword and search volume columns.

Paste the content into your master spreadsheet in the GAKP sheet.

Sort the Search Volume column in descending order, so the most searched keyword phrases are at the top of the list.

Now, start your way down the list and try to come up with some good blog post topics for the most relevant keyword ideas.

As you come up with blog post topics, keep in mind your goals: growing your email list and selling affiliate or information products.

Think of blog topics that could be expanded into a free, downloadable
list or ebook and those that could easily include affiliate products to sell.

Don’t stress if you don’t come up with a lot of blog topic ideas at this stage.

Just run through the list of keywords, jot down topics as they come to you, and then move on to the next step.

### Keyword Planner 2014-12-26 at 10:55:36

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**#3 MOVE ON TO UBERSUGGEST**

In your master spreadsheet, create a sheet called UberSuggest.

This sheet should have two columns: Keywords and Your Custom Titles.

Using UberSuggest, you will enter your niche topic keyword.

This free tool will give you keyword ideas based on the suggestions that Google offers when people start typing in a keyword into search.

But instead of having to type in your keyword plus each letter of the alphabet, UberSuggest does the work for you.

Copy all of the suggestions that UberSuggest gives you and paste them into your master spreadsheet.

*Use the Paste Special > Text (Excel spreadsheet) or Paste values only (Google spreadsheet) instead of CTRL+V to keep a clean format in your master spreadsheet.*

Ignore the headers for each section (shuffleboard +, shuffleboard + a, etc.) and try to come up with some good blog post topics for the most relevant keyword ideas.

Again, keep in mind your goals of growing an email list and selling affiliate products when coming up with topics, and don't stress if you don't come up with a lot.

We’ve still got a few more tools to go to help inspire ideas.

**#4 ENTER YOUR NICHE KEYWORDS INTO THE HUBSPOT BLOG GENERATOR**

In your master spreadsheet, create a sheet called HubSpot.

This sheet should have two columns: Suggested Titles and Your Custom Titles.

Using HubSpot’s Blog Topic Generator, you will enter your niche topic keyword.

This free tool will give you actual blog titles that you can use for your blog posts.

Copy all the five suggestions that HubSpot gives you and paste them into your master spreadsheet.
Use the Paste Special > Text (Excel spreadsheet) or Paste values only (Google spreadsheet) instead of CTRL+V to keep a clean format in your master spreadsheet.

Then delete the numbers 1 through 5 from the topics.

You can click Try Again and re-run the tool to get more blog titles using your keyword.

You can also enter some more related keywords discovered by the Google AdWords Keyword Planner to get more specific titles.

After you run the tool a few times, you'll get the option to download more blog topic ideas after you submit a lead form to HubSpot.

They will then send you a spreadsheet that you can enter your keywords into to get even more titles.

After you enter your keywords into the 3 terms you would like to write about boxes as Noun 1, Noun 2, and Noun 3, copy the finalized titles and paste them into your master spreadsheet.

Use the Paste Special > Text (Excel spreadsheet) or Paste values only (Google spreadsheet) instead of CTRL+V to keep a clean format in your master spreadsheet.

While you do have actual blog titles to work with, you will not want to use them exactly as is.

For starters, HubSpot tends to generate titles that are a little more business focused, so not all will apply to all topics.

Plus, you don’t want to have the same blog post titles as someone else who used this tool.

So go down the list, pick out the ones you want to write about, and modify the titles.

Also think of ways to incorporate some of the related keywords discovered by the Google AdWords Keyword Planner to get more specific titles.


In your master spreadsheet, create a sheet called Content Forest.

This sheet should have two columns: Suggested Titles and Your Custom Titles.

Using Content Forest’s Ideator, you will enter your niche topic keyword.

This free tool will give you actual blog titles that you can use for your blog posts.

It doesn't work with all keywords, including shuffleboard, so we used billiards instead for this example.

If it doesn't work with your niche, move on to the next tool.

Highlight the titles and copy them, then paste them into your master spreadsheet.

*Use the Paste Special > Text (Excel spreadsheet) or Paste values only (Google spreadsheet) instead of CTRL+V to keep a clean format in your master spreadsheet.*

Because these are actual titles that have been used in published blog posts, you will not want to use them exactly as they are.

Instead, go down the list and customize the ones you would want to write about.

If you didn’t get titles related to your niche, modify them for your niche keyword.
#6 ENTER YOUR NICHE KEYWORDS INTO THE SERPSTAT KEYWORD SUGGESTION TOOL

In your master spreadsheet, create a sheet called SerpStat.

This sheet should have two columns: Suggested Titles and Your Custom Titles.

Using SerpStat’s Keyword Suggestion Tool, you will enter your niche topic keyword.

This free tool will give similar keyword ideas as provided by UberSuggest earlier.

But it also has an option to reveal only questions related to your niche keyword.

You will need to use the Authorize for Export button at the top right of the search results to copy all of the ideas this tool generates.

Once you enter your email address and preferred password, click on only questions again in the left sidebar and then the save button.

You will get a txt file with the suggested questions that you can copy and paste into your master spreadsheet.

From here, go down the list and customize the ones you would want to write about.

You can leave them in question format or change them into titles that answer the questions.
In your master spreadsheet, create a sheet called TweakYourBiz. This sheet should have two columns: Suggested Titles and Your Custom Titles.

Using TweakYourBiz’s Topic Generator Tool, you will enter your niche topic keyword. This free tool will give you actual blog titles that you can use for your blog posts. Copy the titles from the plain text column to the right and paste them into your master spreadsheet. While you do have actual blog titles to work with, you will not want to use them exactly as is because you don’t want to have the same blog post titles as someone else who used this tool. So go down the list, pick out the ones you want to write about, and modify the titles. Also think of ways to incorporate some of the related keywords discovered by the Google AdWords Keyword Planner to get more specific titles.
Get headline formulas with the Impact Blog Title Generator

In your master spreadsheet, create a sheet called Impact.

This sheet should have two columns: Suggested Titles and Your Custom Titles.

Using Impact’s Blog Title Generator, you will enter your niche topic keyword.

This free tool will give you actual blog titles that you can use for your blog posts.

Skip filling in the blanks as this would take forever since the titles are suggested one at a time.

Instead, click on the heart icon, which will save the title to the list below and then display a new title.

You can keep clicking the heart icon over and over again (hundreds of times if you choose), and you will continue to get new titles.

Once you are done (or get tired of clicking the heart), you’ll click the Email Me My Titles button at the bottom of the page.

After you enter your name and email address, you’ll get an email with all of the titles you saved.

Copy the list of titles and paste them into your master spreadsheet.

Go down the list and customize the titles you want to write about with your niche keywords.

Also think of ways to incorporate some of the related keywords discovered by the Google AdWords Keyword Planner to get more specific titles.
#9 **CONSOLIDATE YOUR TITLES INTO THE FINAL TITLES SHEET**

In your master spreadsheet, create a sheet called Final Titles. This sheet should have two columns: Your Custom Titles and Length. The Length column will use the following formula to calculate the number of characters in each of the titles you created to ensure they are SEO friendly.

Moz suggests 50 to 60 characters or an average of 55 characters.

```
=LEN(A2)
```

Go to each of the sheets for each tool that you used and sort the Your Custom Titles column in descending order. This should put all of the titles you came up with at the top.

Copy them and paste them into the Final Titles sheet. Edit any titles that are too long based on the length calculation, and voila!

You should have dozens of great titles to get started with on your niche site blog!

Once you've written blog posts to go with your first set of titles, come back to your master spreadsheet, go through all of the keywords and suggested titles you haven't used, and try to come up with more titles.
HOW TO COME UP WITH BLOG TOPICS

SUMMARY

Use these ideas to generate master-lists full of post ideas and blog topics with ease.

Keep them saved on your hard drive for when you need an instant idea for a blog topic without putting too much thought into it.
Use these PROVEN headline formulas to write high converting headlines every time.

QUESTION HEADLINES

Curiosity makes you cash.

The best way to make someone curious? Ask them a question they need to know the answer to.

There are hundreds of questions in each of your niches that need answering. If there weren't, it wouldn't be a niche, would it? So let's look at some of the most effective questions you can ask to get those much sought after clicks:
#1 Did You Know [BLANK]

Short, sweet and to the point. You know what the question is, and you can ask it directly.

- Did You Know About The Yankee’s Secret Pitcher?
- Did You Know One Of Your Friends Probably Suffers From Depression?
- Did You Know This Sales Trick To Boost Your Traffic?

#2 Did You Know [BLANK] Is [BLANK]?

In my own experience I’ve found this headline works best on a negative slant. Where you can really push the readers button, and hit them with a little surprise.

- Did you know your accountant is stealing your money?
- Did you know that your haircut is stopping you from getting a job?
- Did you know how many men actually suffer from loneliness?

#3 Do You Make These [X] [BLANK] Mistakes?

Mistakes make readers question themselves. And, by throwing in a couple of numbers, you’ll make them wonder just how many they’re making.

- Do you make these 12 common copywriting mistakes?
- Are you making these 50 common parenting mistakes every single day?
- Which of these 24 disastrous link-building mistakes are you making?
DID/DOES/IS YOUR [IMPORTANT PERSON] DO [SOMETHING BAD]?

This is another of those shocking questions that makes the reader really feel something about what’s being said. Identify an authority type of person in your niche, and you could really be onto something viral.

- Is your bartender actually serving you an out of date beer?
- Does your kids' teacher let bullying happen in the classroom?
- Did your car salesmen charge you $4000 dollars in extra fees?

WHO ELSE WANTS [BLANK]?

Social proof is powerful. It's a key weapon in the Growth Hacker’s arsenal. And it should be in yours too. Nobody likes to think they’re missing out, do they?

- Who else wants $10,000 worth of traffic for free?
- Who else wants to learn what really makes good style?
- Who else wants to know the secret behind the perfect BBQ?

HOW TO HEADLINES

How To articles are the bread and butter of the world’s best bloggers. In fact, NicheHacks itself has been built on a foundation of simple, actionable advice. With articles just like this one.

But content means nothing without the superb headline to get them to read it, does it?

Let’s look at the best ways to write your How To's, and get people to see the true value in your content.

Note: A big round of applause for Peter Sandeen for setting the standard for these types of headlines.
#6 HOW TO [BLANK]

The most basic form of the headline. If you've already got an idea of what you want to say, run with this one:

- How to run a 4 minute mile in 6 weeks
- How to win at table tennis
- How to take better photographs instantly

#7 HOW TO [BLANK] AND [BLANK]

This is a headline as old as writing itself. Or, at least the early 20th century. Does the book How To Win Friends And Influence People ring any bells?

- How to pass your SAT’s and still party like a freshman
- How to cook dinner and impress your boyfriends parents
- How to get traffic and boost your sales

You can also do this with a surprise twist too. Where you put together two topics that just don’t quite seem to go.

- How to drive your car without spilling your beer
- How buy a house and not spend a single cent
- How to improve your traffic without an internet connection

#8 HOW TO [BLANK] LIKE [BLANK]

Everybody has a hero. That could be in your niche, or just a celebrity they really idolise. Either way, there is always someone they want to be like. So show them how.

- How to throw a party like Kanye West
- How to play poker like Dan Bilzerian
- How to make a viral article like Darren Rowse
#9 HOW TO [BLANK] THE [BLANK]

This is one of my favourite positive headline spins. This can set the tone for an article that's really going to do some good in their lives.

- How to throw the perfect party
- How to hack the system and make $1000 today
- How to create the world’s best Facebook profile

#10 HOW TO [BLANK] WITH/WITHOUT [BLANK]

Headlines like this feel like the reader has unlocked a cheat-code for life. Like you’re going to show them that they didn’t even know was possible within the system.

- How to eat spaghetti without ruining your white shirt
- How to learn French without leaving your kitchen
- How to fix your television without calling a repairman

#11 THE ULTIMATE GUIDE TO [BLANK]: HOW TO [BLANK] [PROMISE]

Ultimate Guides attract a lot of attention. People want to create order in the chaos in their lives. And the ultimate guide means this is their one-stop-shop for all they need to know.

- The ultimate guide to Blackjack: How to read cards and never lose your money again
- The ultimate guide to Fantasy Football: How to create a team that your friends will never beat
- The ultimate guide to hair loss products: How to never waste money on growth products again
SECRET HEADLINES

Shhhh! Can you keep a secret? We can't. And we're going to tell you everything.

The cats had been out of the bag on this headline formula for a while now. Because it's damn effective.

Whilst there may not actually be any secrets to success, people will always believe that there are. And they want to know about them. So, give it to them.

#12 THE ONE SECRET TO [BLANK]

This is a nice little re-name for a How To article. Especially if you're getting bored of writing how to headlines. Try something like this:

- The one secret to six pack abs
- The one secret to paying off your mortgage
- The one secret to getting traffic you're missing

#13 ‘X’ SECRETS THESE [BLANK] EXPERTS DON’T WANT YOU TO KNOW

People aren't telling me the truth about my niche? Damn, I knew it! What's really going on then?

- 22 secrets these internet marketing experts don't want you to know
- 10 secrets these health and fitness experts aren't telling you about losing weight
- 44 secrets Stuart Walker never told you about what Nichehacks is really doing
#14 THESE LITTLE KNOWN FACTS ABOUT [BLANK] WILL [POWER WORD] YOU

This is a fun one to play around with. There are lots of possibilities for it. And you can apply it to any niche you can think of.

- These little known facts about used cars will shock you
- These 20 little known facts about headlines boost your traffic forever
- This one little known fact about mortgages with blow your mind

#15 ‘X’ OBSCURE FACTS ABOUT [BLANK]

The word obscure creates a lot curiosity. And, don’t worry if the facts you’re giving aren’t obscure. Nobody will complain. But they will be reading your article.

- 17 obscure facts about the Pokémon TV Series
- 20 obscure facts about Jay Leno that will rock your world
- 100 obscure facts about Timothy Ferriss’ 4 Hour Work Week

#16 ‘X’ THINGS YOUR [CLOSE PERSON] NEVER TOLD YOU

Nobody likes to think someone close to them is withholding information. That’s when it starts getting personal. So, pander to their ego (or fear) a little here.

- 22 lessons your Mum never taught you (but should have done)
- 7 things your personal trainer isn’t telling you about your sessions
- 10 secrets your girlfriend is hiding right now
SIMPLICITY, ZEN AND EASY HEADLINES

What does everyone in your niche want? An easy life, that's what. They want the complex topics broken down into easy to manage chunks that will make everything simple again. Which means headlines like this have a really good return on investment.

I'd only really use these headlines for those tricky, intricate niches. Like:

- Business
- Cooking
- Parenting
- Medical
- Technology
- Marketing and Social Media
- Fashion and Style

If your niche – or article – ties into one of those, you're onto a winner.

#17 THE ZEN OF [BLANK]

You might be looking at this one like “Yeah, that's not going to work, is it?”. But if you've ever bought Zen And The Art Of Motorcycle Maintenance, you'd be mistaken.

Basically, you're saying – this is the simplest version of my niche you're going to find. Read it now.

- The Zen of baking cakes with your kids
- The Zen of writing the perfect blog post
- The Zen of buying a suit
#18 THE SIMPLE GUIDE TO [BLANK]

Take something complex and break it down. This is one of those really effective headlines that likely to get shared. Great for beginners and hobby sites.

- The simple guide to building your home computer
- The simple guide to dressing for a job interview
- The simple guide to hiring a new team member

#19 HOW TO BE ZEN IN A WORLD OF [BLANK]

This is a Jon Morrow style headline that can really stick the hairs up on the readers’ neck, or can cut through the bullshit and get their attention. Because, the world is full of [Blank]'s, after all.

- How to be Zen in a world of dumb niche marketers
- How to be Zen in a world of stupid drivers and rush hour traffic
- How to be Zen in a world where your customers ask too many questions

#20 THE MINIMALIST GUIDE TO [BLANK]

A little like the simple guide, only with a little less, well, stuff. This is about stripping back complicated parts of life. Still a how to, but think more about reducing stress than make it simple.

- The minimalist guide to starting your own business
- The minimalist guide to building a home office
- The minimalist guide to fashion
HOW TO GET RID OF [BLANK] ONCE AND FOR ALL

Features tell, benefits sell. And this article is a big, practical benefit rolled into one lovely viral headline. You can also find this headline on most infomercials at 3am on a Tuesday morning.

- How to get rid of those pesky love-handles once and for all
- How to get rid of blog spam commenters once and for all
- How to get rid of your kids nail biting habit once and for all

THE ‘X’ MINUTE GUIDE TO [BLANK]

These guides are traffic go-getters. Psychologically, if you know how long something is going to take, you’re more likely to engage in it. There’s a reason the 4-Hour Books were such a good seller.

- The 3 minute guide to getting instant traffic
- The 10 minute workout that will change your life
- The 5 minute guide to improving your golf swing

FEAR, ANGER AND ANXIETY HEADLINE

In his book, Contagious: How To Build Word Of Mouth In The Digital Age, Jonah Berger highlights that emotion plays a big part in why articles get shared.

Most importantly, his research put it down to two specific types of emotion:

- Positive Emotions: Awe, Excitement and Amusement
- Negative Emotions: Anger and Anxiety

These are the highest forms of arousal, and they are the most likely to get shared to other people.
In this section we're going to look at how you can use those negative emotions to prompt people to click through and share your posts.

#23 Is Your [BLANK] Making You [BLANK]?

This is a real button pusher. Especially in some of the more close to home niches, like those tied to medicine and parenting.

- Is your breast milk making your child stupid?
- Is your doctor making you take medicine you don’t need?
- Is your internet provider stopping you from making money?

And, like in the Dale Carnegie style headlines, you can do this with a twist too.

- Is your morning coffee making you impotent?
- Is your magazine subscription stopping you from getting a mortgage?
- Is your kids' morning routine affecting how they sleep at night?

#24 Are You Safe From [BLANK]?

There's a threat coming your way. Are you safe from it? Find out here...

- Are you safe from people stealing your content?
- Are your kids safe from this dangerous playground virus?
- Are you safe from these 20 dangerous online scams?
#25 **HOW MANY TIMES WILL YOU LET [BLANK] HAPPEN BEFORE YOU [BLANK]??**

This headline basically says, “Stop being pathetic. Get a grip on the situation. Do something different, right now”. And, they will.

- How many times will you let your mother-in-law insult you before you stand up to her?
- How many times will you let the hot girl leave the bar before you do something about your confidence?
- How many times will you let your local council agree to this before you speak up about your rights?

#26 **YOUR [BLANK] IS [BLANK] AND IT’S [BLANK]**

Yeah, that was a lot of blanks. But this is a headline with a lot of wiggle room, but also a lot of power. This can be borderline insulting if done wrong. But get it right and you’ll have a solid stream of traffic coming your way:

- Your writing is boring and it’s costing you money
- Your home made beer is sour and your friends hate it
- Your mortgage advisor is a crook and it’s costing you $1000’s
‘X’ SIGNS YOU’RE [BLANK] AND YOU DON’T EVEN KNOW IT

Numbers and emotions? Damn. That’s the headline equivalent of a Tequila Sunrise...

- 10 Signs you’re wasting Over $1000 a month and you don’t even know it
- 17 Signs you’re an alcoholic and don’t even know it
- 22 Signs you’re in an abusive relationship and don’t even know it

THE SHOCKING TRUTH ABOUT [BLANK]

This is a little bit of a secret, mixed with some fear too. Their favourite person/company/ingredient could actually be causing them a real problem. But what is it?

These can also lure you in negatively, but then the article could still be a positive one.

- The shocking truth about Kim and Kanye’s marriage
- The shocking truth about your morning coffee (and what it’s doing to your brain)
- The shocking truth about life in the New Orleans suburb

WARNING: [BLANK]

The last in the fear headlines is quite a versatile one. It can be used pretty much anywhere, for pretty much any niche. Warning is a strong word, especially in a headline, so use it wisely.

- Warning: Google’s new update is going to cost you 10,000 views a month
- Warning: Got a waist over 36 inches? This could be a problem for you
- Warning: If you eat this type of bread you could be at a high risk of obesity
You've already seen a lot of list posts that can have a strong impact on your click-through rates. Just having a number there is really beneficial to the title.

In fact there are certain sites – like Cracked.com – who only create list posts. Because, well, their ability to drive traffic is insane.

But, what makes a good list post headline, that people are going to want to click on its own merits?

Well, let’s take a look…

#30 NUMBERS + ADJECTIVE + TARGET KEYWORD + RATIONALE + PROMISE

This formula isn't your normal run of the mill type formula. It's the brainchild of painstaking research from Lenka Istvanova from Koozai. She studied what makes the ultimate headline.

And it's brilliant. You should try it. Like, soon...

- 27 beautiful digital camera lenses that will change how you view photography
- 30 tasty Indian recipes for authentic curries
- 10 rocking guitar riffs to make your next jam session unforgettable

#31 TOP ‘X’ [BLANKS]

Everybody loves a countdown, don't they? It could be a top list for today, tomorrow or the previous year. Anything you want that fits with your niche.

- Top 20 star wars look-a-likes
- Top 10 webinars you need to join today
- Top 100 places to get your nails done in San Francisco
#32 ‘X’ REASONS WHY [BLANK]

Make sure the reasons – or at least the topic – is interesting. People won’t read about reasons they don’t need to know about. Try to be quite specific with this one:

- 22 reasons why you’re losing your hair
- 7 reasons all Freelancers are losing money this month
- 15 reasons you need to invest your money in this stock

#33 ‘X’ HABITS OF [BLANK]

Habits are big business right now. And they don’t seem to be going anywhere any time soon either. These work well when your readers aspire to be something.

- 7 habits of highly effective niche marketers
- 33 habits of introverted leaders that you need to adopt
- 18 habits of online millionaires

You can also make this work that little bit extra by adding an adjective before the word ‘habits’.

- 27 destructive habits you need to cut from your life
- 19 powerful habits you didn’t even realise you had
- 6 beautiful habits only extroverted people have

#34 ‘X’ THINGS ONLY [BLANK] WILL/ WOULD UNDERSTAND

Got a particular type of person you want to pander to? Well here you can grab their interest and tell them what they already know about themselves. And they’ll love it.

- 17 daily thoughts only over-thinkers will understand
- 10 problems only internet marketing will understand
- 30 first world thoughts only 90’s babies would understand
#35 ‘X’ [ADJECTIVE] WAYS [BLANK]

Quirky adjectives – especially those you don’t normally see in headlines can stand out as your reader is skimming through their feeds. They more out of place they seem, the better.

- 27 bitchin’ ways to draw your favourite comic book characters
- 19 hilarious ways copywriters try to get your attention
- 5 contagious headlines that will make you a viral sensation

#36 ‘X’ MISTAKES [BLANK]

Nobody likes to make a mistake. Especially if they don’t even know they’re doing it. Why not be a Good Samaritan and bring it to their attention?

- 13 mistakes you make every time you clean your dishwasher
- 21 SEO mistakes that are costing you millions of views
- 7 most common mistakes of new brides

OTHER TYPES OF HEADLINES

These are some types of headlines that don't quite have a category. But, that doesn't make them any less powerful. Use these as your go-to headlines for when you're looking to mix it up a little.
#37 THE TWO-PART HEADLINE: DOUBLE THE FUN, TWICE THE IMPACT

This is a headline type which has really been pioneered by the guys over at Buffer. It looks a little something like this:

[Grab Attention]: ‘X’ [Show Them The Benefit]

The lure, and the hook, to put it in fishing terms.
- Boost your traffic: 22 stupid-simple methods you’ve forgotten about
- Brew better beer: 14 fermenting tips that will make your beer better than Heineken
- Throw better parties: 10 free resources to make your next part unforgettable

#38 THE LAZY PEOPLE’S HEADLINE

Have you joined our Facebook mastermind group? You should. Because, you’ll see that Stuart is open about one of his failings – he gets lazy and unmotivated at times.

Chances are, so do you. Don’t you? Which means your reader does too.

Try playing to their lazy side with headlines like this:
- The Lazy Man’s Guide To [Blank]
- The Zero Effort Approach To [Blank]
- How To [Blank] From [Desirable Location]

The possibilities here are limitless. Just remember what it is you want to do when you’re feeling lazy.
- The lazy man’s guide to cooking Thanksgiving dinner
- The zero effort approach to networking
- How to do your taxes from your bed
**THE FOUR-WORD POWER LINE**

Power words are great for headlines. They’re those short, sharp, one-syllable words that get people’s attention. You can read more about them here.

If you can put them in a short, four-word headline, you’ve got a winning formula too.

- Boost Blog Traffic Now
- Drink More Beer Today
- How To Be Epic
- Fast Cash Tips Here

These will work much more powerfully in tweets and for e-mail subject lines.

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**WEIRD HEADLINES**

The weird headline is probably my favourite headline. And one of your most powerful as a niche marketer.

And, just between me and you, they’re a great way to disguise a post that’s a little off topic. But I didn’t tell you that, did I?

These can be from the completely unrelated, to ones that will just downright confuse your audience. As long as they click, who cares!

- Why [Boring Day-to-Day Activity] Is The Best Way To [Something Awesome].
- Get [Blank] By Doing [This Totally Unrelated Thing]
- ‘X’ [Niche] Lessons You Can Learn From [Something Weird]

This can turn out something epic, like these:

- Why ironing is the best way to become a six-figure online marketer
- Get more personal training clients by watching Star Wars
- 22 hairdressing lessons you can learn from Joe Pesci’s singing career
These are the ultimate headlines that have been used on the web, in newspapers and magazines and publications for years. 

**Tried, tested, and they work.**

Don’t make it up as you go along follow these formulas for writing better headlines

**And you’ve got Viral Content, every time!**
It would be a huge waste to only use each piece of content once and not re-use the ideas for new content format or types.

So here’s how to do it....

#1 TURN YOUR POST INTO AN IMAGE OR INFOGRAPHIC

As mentioned earlier, production of visual content will benefit bloggers because visuals are much easier to process and have a more lasting impact compared to reading a time-consuming post.

Even if you are not a designer, you can still create attractive and eye-catching graphics and images that can become your blog post!

Tools of the trade

When it comes to designing images, PicMonkey and Canva are your top choices.

Both allow users to utilize their efficient drag and drop feature for
convenience.

On the other hand, if you’re interested in recycling your well-researched post into an infographic, then head on over to Piktochart, Vizualize.me, Easel.ly, or Infogr.am that also use the drag and drop feature.

If you need images but don’t have the cash to buy from Shutterstock or other paid stock image sites, you can check out Pixabay to get what you need.

**How to repurpose your blog post**

If your old post is a how-to article, you can create an image for each tip and share them on social media.

Take the best quotes from your post and turn them into images; share them on social media.

When planning on creating an infographic, take cue from DigitalMarketingPhilippines.com - they created an infographic from the original visual content post and made a brand new post about it.

In fact, the infographic blog post currently has more shares than the written blog post!

#2 **TURN POST INTO SLIDE DECK**

Normally associated with talks and seminar, a slide deck can nonetheless be uploaded and embedded on your site as a medium to share ideas with your audience.

**Tools of the trade**

A slideshow presentation can be created using Microsoft PowerPoint and OpenOffice Impress (which is part of the OpenOffice Suite, a free open-source, productivity suite that you can download here).

However, the real challenge with transforming your blog post into a slide deck is not in the actual creation, but the mentality involved in creating one.

It would also help if you browse some of the best slideshows to use as inspiration to making your own. Once the slideshow has been created, you can upload it to SlideShare.net.
How to repurpose your blog post

Rework the text from your blog post on each slide so that only a single sentence, thought or phrase will appear on each slide.

Find the most appropriate images on Pixabay for each slide; the emotion you convey will be amplified with the right image as background.

If you created images of your tips for your how-to post, you can simply compile them into a slideshow presentation.

#3 TURN POST INTO VIDEO

There's a reason YouTube is the second biggest search engine online: users gravitate towards watching videos because they are quick and easy to consume.

Tools of the trade

If you have created a slideshow presentation, you can easily convert it into a video using Microsoft PowerPoint 2007 or higher.

To make the video more engaging, you need to add a voiceover to run viewers through each slide like you would during an actual talk or presentation.

To create a brand new video, you can use Google Hangouts and record yourself using your desktop's camera and microphone talking about the ideas you presented in your old post.

Once done, you can upload the video on YouTube.

How to repurpose your blog post

If you're going to feature yourself in the video, be personable and easy going.

Viewers gravitate towards people who command a strong presence, which in turn makes the message more effective and authoritative.

Draft your script in advance to establish talking points.

This makes your presentation more articulate and concise.

Don't read your old blog post as your voiceover - the dynamics of a voiceover script are different.
#4 TURN POST INTO AUDIO FILE

The biggest advantage of an audio file over other forms of content is that people can listen to it passively while multitasking.

**Tools of the trade**

The process of creating an audio file is very similar to a video file - you will need to draft a script, record and edit it using an audio editor like Audacity from SourceForge.net.

The only difference here is that you will need to rely heavily on sound to communicate your message.

Once you have finished your audio file, you can publish it on SoundCloud, Podomatic, Libsyn, or BuzzSprout, each of which has their pros and cons.

**How to repurpose your blog post**

Before recording yourself for the audio file, you may need to warm up and train your voice to ensure a clean recording.

Aside from sticking to the talking points of your old blog post, include personal stories and experiences to engage your audience and maximize the effective of your points.

**Repurposing content summary**

Repurposing content is useful for those times when you’re short on time and need a quick new piece of content to publish.

Instead of having to go out and generate new ideas, write a new post, and spend a lot of time working on it you can just repurpose a post you already have.
Throughout this report you’ve learned...
- Why you need good content
- What good content actually looks like
- How to get started creating top notch content
- The different content types you can create
- How to find viral content in your niche
- How to make that viral content better
- The most effective way to get links and shares for your new content
- How to write clickable headlines like a pro.
- An easy way to re-purpose content.

Armed with this information you are a content marketing machine.

No matter what niche you're in you can use this information to dominate your niche through content marketing.

Every piece of content you create will be viral.

But it won’t do it all by itself.

YOU NEED TO GET OUT THERE AND GET PUTTING THIS INTO ACTION.

Hope you've enjoyed these Viral Content Hacks.

Please let me know how you get on with your content campaign.