

Content Competition Assassin:

Free Traffic for More Subscribers & Sales

James J. Jones

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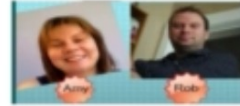
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Introduction

Introduction

❖ Amy Harrop and Rob Howard here.



❖ We've developed some strategies we're excited to share with you today that have allowed us to grab more traffic, subscribers and sales for nearly any type of content.

❖ You can do this manually or automated

In this lesson, you'll learn the three easy steps to more traffic, subscribers, and sales. This information was originally presented by Amy Harrop and Rob Howard. They have been working as publishers and software developers for some time now and have developed some incredible strategies that they will be sharing with you today. If you are reviewing this material, you are likely a Kindle publisher and the methods that they use will work with that too. Also, you can manually use their system or it can work for you in an automated fashion. You are going to learn both methods of implementing this system.

Amy poses the question "If no one sees or purchases your content, product, or service, how can you make an impact?" This reminds her of the whole concept of "If a tree falls in the forest, does it make a sound?" The truth of the matter is that there are a lot of people out there who are publishing really great books, putting out awesome blogs, and doing a lot of other incredible things. In spite of their work being really wonderful, however, often these people aren't getting the audience that they deserve and the type of targeted traffic that they should have. That's really a shame, especially when you look at the people who have sub-par content and are getting a lot of traffic.

This lesson is going to cover ways that you can get more targeted traffic and really make your content matter. This is a problem for a lot of people though. It's wonderful that it's very easy to create content, whether digital or otherwise, it's also hard to get noticed out in the

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marketplace now. There are some ways that you can do that. For one, you can spend money on paid advertising. This isn't a bad way to do it, but it does take money and time. You can't just throw money at something and expect it to convert. It takes time to test things out and see what avenue you should take. Whether you're using Facebook or some of the book advertising platforms, it can still take time to make these work for you and to scale up.

Does Your Content Matter?

- ❖ If no one sees or purchases your content, product or service, how can you make an impact?
- ❖ You need real, targeted traffic.



A lot of people who have content and are struggling to get it noticed are basically begging to get reviews and begging to get on that top 10 listing on Google. If you have a blog and you're trying to get into the search engines, for example, you can have a hard time doing that. Or, a lot of times you're begging to get other people to promote you. In any case, you try to leverage different techniques and strategies in order to get more traffic, and none of these techniques are bad necessarily, but a lot of the time they aren't that effective. It's frustrating to see authors and publishers that are really out there working on it. They are knocking on doors to try to get people to notice what they have going on, but they aren't getting much of a response.

One of the reasons why people love to publish on Kindle is because you can kind of set it and forget it. It's very true that you can put a book up on the platform and then walk away from it. The problem is that Kindle is becoming massively saturated and people are pushing for exclusivity with Kindle Select. Amazon really wants people to come and shop on Amazon. They are pretty much the #1 marketplace now and the #1 online book seller. There are perks to being in Kindle Select, like people can just borrow your book and read it. They don't have to buy it if they're in the program where they can read the books for free. This is a great deal for a lot of heavy readers.

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Like a lot of things, this is a problem but there's also a lot of opportunity here. The thing is that Amazon is like, "Hey, it's great! Come over here! We're going to make you lots of sales on Kindle." So everyone goes over there, but it's getting more and more crowded because so many people are joining you and so many people are taking advantage of the exclusivity with Kindle Select. It's not that Kindle Select doesn't work for people, but in the bigger scheme of things, what ends up happening is you just end up fighting for a smaller and smaller piece of the pie. It's uncertain how much it has been reduced, but the 'per-borrow' rate for this program has been going down.

One keyword that often gets used is 'pregnancy weight-loss'. Women often use this search term to find content on how to lose weight after pregnancy. Well on Amazon, for both the Kindle and print books, there are actually 1,000 results for this keyword. So, unless you're in the top five or ten for this particular keyword, it's going to be very difficult to get your book noticed. This is an example of a trend that's going on in all sorts of niches and genres. In some instances, fiction is working well, especially when you use Kindle Select because you can write shorter books. However, for a lot of non-fiction writers, it's not working very well at all because there's just way too much competition.

There are a lot of buyers on Kindle and a lot of them on Amazon, but there are also other places to reach buyers. Those marketplaces don't have an exclusivity clause. So, you don't have to park your content on one marketplace like you do with the Kindle Select program. Right now, these other marketplaces present somewhat of a golden opportunity, partially because of Kindle Select and partially because of the prominence of Amazon.

Your competition isn't publishing on these platforms quite as much because they are all going over to Kindle Select, but buyers can still be reached through these other platforms too. Therefore, it's a good time to look past that maze, which is Kindle Select, and looking to see where the rest of the buyers are. While the pie might not be quite so big on these other platforms, the portion that you can have is going to be a lot bigger, and you're going to be able to see more content sales because of that.

You might be publishing on Kindle, or you might be doing other things. While this training is centered around publishing to Kindle, the strategies and tactics being covered can work with most other things as well. You still need to drive traffic to your blog if you have one, or maybe you want more eyes on your affiliate promotions. Even if you're offering services online, you need to be able to drive traffic to them. Many people don't want to sell their content directly, and in cases such as this, you'll want to get free traffic so that you can convert those people into subscribers, build your list, and make sales.

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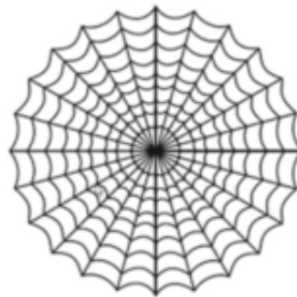
Let's say that you have a blog, for example, and maybe you're advertising on your blog; so the more visitors you get, the more revenue you receive. You might have some type of popup box on your blog, and you might want to get more traffic to that because those people are going to get on your list and then you can sell them other affiliate products, books, and possibly services. The principle behind free traffic is pretty much the same no matter what type of offer you're driving that traffic to.

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Finding Your Audience

The Solution:

- ❖ We discovered how to create passive income with content by using what we like to call....the content web.



You've learned a little bit about how you should be selling your content in other places, not just on Amazon. However, if you want to promote your book on Amazon or promote other things, what you want to do is use free content to drive traffic to your book on Amazon, to your blog, to your products, etc. As you go over the types of marketing that are going to be discussed in this training, you'll find that you can do a lot of this without a lot of heavy competition. For example, if you have a book on pregnancy and weight loss, instead of fighting it out with the other 1,000 books that come up in Amazon's results, you can be driving traffic to other places where people are interested in that topic. Then, you can send that laser-targeted traffic directly to your book's listing on Amazon.

Even better than sending them to your book's listing on Amazon, you could send this traffic to a lead capture form, or a squeeze page, where they can sign up on your list. You will need to offer them something for free, of course, to get them to submit their information, but once you have them on your list, you can tell them about your books and even others that you may have in the emails that you send out. No matter what you decide to do, understand that both paid content and free content have their place. Although you can just throw your book on Amazon and hope that it sells, it's a much brighter idea to use free content to drive traffic to your paid content on Amazon.

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The question now is how to leverage free traffic and/or how to get traffic without spending hours and days trying to acquire it. You don't really want to have to spend lots of extra time scrounging around. For example, you don't want to have to get on forums and have to post 100 posts a day or something like that. You want to have some sort of system in place that allows you to get traffic that's not going to take you days or hours to acquire.

Amy likes to refer to this as "the content web", for a number of reasons. If you look at the picture of the web in the screenshot above, you can see that all of the lines are leading to one place. This represents the fact that you can put your content on a lot of different platforms and that you can repurpose that content in a lot of different ways. Take a moment to think about different ways that you can distribute your content and also get subscribers that you can continue to market to.

The content web consists of dozens of different places that you can publish your paid and free content. You're going to be learning about a secret site that Amy uses which will allow you to publish to five paid platforms at once. There are also a ton of other places where you can publish free content and/or paid content which work as little traffic magnets, meaning that they don't give you a lot of airtime, but they have tons of traffic that you can use to convert people into buyers of your own content. This will work for nearly any niche.

It's a great time to start hopping onto these other platforms because so many people are so focused on very few sites. It's not just about Amazon either. For example, if you sell various products, you might be posting a lot on the Warrior Forum and ignoring other places where you can actually sell your products. What you're going to learn today is to utilize these other places where there are buyers and content readers but there's less competition. That way, you have an easier time making sales.

You may have heard of this idea called arbitrage, where you buy low and sell high. You might, for example, go on eBay and buy something in order to flip it. You get the item, you create a listing for it, and you jazz it up, which allows you to sell it for a lot higher of a price. Another example would be to go to your local Goodwill store, buy a toy or something, and then you sell it for a higher price on eBay. There are a lot of people who make a living doing this sort of thing.

Amy says that she would often pick up books for \$0.50 or \$1.00 at library sales, and then she would take it and sell it on Amazon for anywhere from \$5 to \$2,000. Now, it's not often that you find a book that will sell for \$2,000. However, you can make those kinds of finds at times, and that's just another example of arbitrage. With publishing arbitrage, you can do the same sort of thing. What you're looking for is you're looking to find niches, keywords, and even ways to position the content that you already have. You'll find little pockets in the content web

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where there's that intersection between high search volumes for a particular topic, or niches, or keywords, and there's low competition. Because of that, you're able to get a lot more traffic, subscribers, and sales.

You have an overflow of people sometimes that are interested in a particular topic, and many times you can find them parked in a particular corner of the content web, but there isn't competition there or the competition itself is very, very low. Some examples of paid content platforms are:

- Google Play
- Scribd
- Smashwords
- Udemy
- iBookstore

These aren't all just strictly paid platforms because most of these also allow you to put content up for free as well as paid. These are all platforms that allow you to get paid directly for your content, and of course, these aren't all of the platforms, they are just some of the more popular ones and the ones that are going to give you the greatest return on your investment.

The Power of the iBookstore

- *According to an Apple spokesperson, some 150 million Apple mobile devices have iBooks installed... that's potentially 325 million new iBooks customers something that iBooks, which now looks like the number 2 book retailer in the U.S.*
❖ <http://www.digitalbookworld.com/2014/how-many-new-customers-will-apple-ibooks-get-from-the-new-ios-8/>
- *So, you can struggle to rank on Kindle....or easily rank on the iBookstore.*

Above you'll find an example of return on investment with the iBookstore, and this was from about a year ago. The slide says, "According to an Apple spokesperson, some 150 million Apple

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mobile devices have iBooks installed...that's potentially 325 million new iBooks customers something that iBooks, which now looks like the number 2 book retailer in the U.S." The amount of content on the iBookstore is much smaller than it is on Kindle. On Kindle, you can have one book out of 1,000 on a particular topic, or you can easily rank on the iBookstore and only have to compete with a handful of books on that topic.

❖ #1 Paid Content Example

❖ Examples:

❖ High Intensity Interval Training

Keyword (by relevance)	Avg. monthly searches
High intensity interval training	14,800

Another one of the hottest topics at the moment is 'high-intensity interval training'. Basically, this is just a form of exercise where you work out very intensely for small amounts of time. This has become very popular because it's a really effective way to work out. Data pertaining to this particular keyword is shown in the screenshot above, and this is the number of times it is searched for in a one-month period of time. This information is from Google Adwords, by the way. Amy recommends that you get a Google Adwords account because it's free and you can use it to access all kinds of keyword data. You don't actually have to advertise on Adwords to gain access to this sort of information through Google.

According to this data, 14,800 people search using the phrase 'high-intensity interval training' on average per month. In the Amazon store, you'll have almost 1,500 results for this particular topic, and on the iBookstore five books come up. Do you see? You can compete with 1,500 other books, or you can compete with just five. Which would you rather do? Look at the data shown below. This pertains to just one book of Amy's. This isn't showing that she has sold hundreds of hundreds of books. What this shows is that she was able to sell 40 copies of her book without doing any marketing or scrounging for reviews. All she did was upload her book to a particular site that places it on a number of different platforms for her, and she began making sales.

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Easy Ranking and Sales

- **No marketing or review scrounging but ongoing sales:**



These results were from March, and they were actually much better in January and February because those are the months that people are the most interested in losing weight. In any case, this is a really great way to leverage content without having to spend so much time on marketing or fishing for reviews. You can also put your content on Kindle, just without using Kindle Select. By going about things this way, it's much easier to get fifty, sixty, or even a hundred sales on your book.

A lot of people have been asking if you have to own an iPad or an Apple computer to publish to the iBookstore. You used to, but it's not like that anymore. Amy uses an aggregator, and if you do the same, they will publish your content for you and publish it on various platforms. The turnaround time for this is only a day or two. It's all very, very fast now; so it's changed a lot. You can publish directly as well, but Amy admits that she doesn't know about all the nuts and bolts involved with doing so. She does know, however, that you don't have to own a Mac to publish to the iBookstore anymore.

The site that Amy uses to publish on multiple platforms all at once is Draft2Digital.com. They do charge you 15% per book, but there are no signup fees or anything like that. According to Amy, this is a lot easier than using Smashwords. Using Draft2Digital is an example of generating paid traffic, and you're probably not going to make thousands of dollars a month off of each book that you publish, but you may be able to make a couple of hundred dollars per book per month.

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So far you've learned about putting your content on a paid platform as a method of arbitrage. Now let's talk about publishing free content onto free platforms in order to drive traffic to your paid content or promos. Some of the places where you can publish free content are:

- Wattpad
- Slideshare
- Docstoc
- Issuu
- Udemy

If you want to get more exposure for your fiction books, a great platform to use is Wattpad. You have to publish free content there, but the site allows you to build up an audience. This is a great way to get people on a mailing list for your fiction content and to build up a group of raving fans. Now, the people on Wattpad are typically pretty young, so the site is good for publishing certain types of romance books and things like that. However, if you're struggling to get your fiction noticed, it might be a good idea to take a step back and put together some free fiction.

With the free content method, you're basically using a funnel by taking free content and using it to lead people to paid content. This can be really effective. Amy says that a lot of the authors and publishers that she works with generally don't want to do this. They would rather just put their content up on a platform to be sold. That's totally understandable, but in a long run, sometimes publishing free content allows you to really drive more traffic and sales to your paid stuff.

One place that Amy will post content for free is Udemy.com. She put up a free course on infographics. She didn't just choose this topic arbitrarily. According to Google Adwords the term 'infographics' is searched for over 33,000 times on average per month. Upon discovering this, Amy decided to put together a course on infographics and she offered the course for free. This course is now the #1 course on this topic on Udemy. When she first put this course together, there wasn't one on this topic yet. This is yet another example of arbitrage. She saw that there was a demand for this subject matter, and she decided to fill that demand with this course.

Amy's infographic course currently has nearly 12,000 students. It is free because what she decided to do with this course is use it to promote her paid courses on Udemy. She has also used it to send people to her blog, to sign up for free content through an email list, and things

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like that. So, this allows her to drive nearly 12,000 people to whatever offer she likes, and more people are signing up to this course all of the time. These people now know Amy and her team, know what content to expect from them, and other such things. Within the Udemy guidelines, of course, they can actually introduce other types of products and content to their students.

Amy doesn't really consider herself an expert on infographics, but she was able to put together an introductory course. She saw that people were very interested in this topic, but there wasn't anything on Udemy about it. Now there are other courses in this niche, but Amy's is still #1. Anyway, this is an example of how you can take free content and really grab a big audience.

Right now, you might be thinking "That's a great idea, but I don't want to put together a whole course on Udemy." You should know, however, that you don't necessarily have to put together a whole video course. There are other ways to create free content that will lead people to other offers of yours.

Can You Do This?

- ❖ Yes! Here are some easy types of free content
 - ❖ Infographics
 - ❖ Stats from <http://unbounce.com>
 - ❖ Slideshows
 - ❖ Repurpose your content
 - ❖ can even use PLR
 - ❖ Articles and Short Reports



Publishers who use infographics grow in traffic an average of **12% more** than those who don't.



99% of all sensory information is filtered out by the brain almost immediately. This means only **1%** of information actually gets through to the brain. **Infographics are in this 1%**

The screenshot above shows some stats about infographics. One shows that people who use infographics grow traffic an average of 12% more than those who don't. At the bottom right, you'll also find an infographic that says that 99% of sensory information is filtered out by the brain almost immediately, which means that 1% of the information actually gets through to the brain. That's kind of a discouraging fact, but people are starting to shift more to visual elements and infographics are a great way to make an impression on people and inform them about whatever you want to communicate.

It's sometimes hard for writers to think in visual terms. Video is also a medium that's extremely popular nowadays. Memes and slideshows are also very visual ways of sharing messages that

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you want to get across to people. Amy recommends using slideshows to repurpose your content. For example, if you have a blog you might turn it into a slideshow to make your content more visual and interactive. You might even use private label rights material to create slideshows that would appeal to your target audience. Anytime you're using PLR, make sure that it's high-quality and that you rewrite it.

SlideShare.net is another example of a site that can bring you a lot of traffic. Tons of people go there, and there's a search engine on this site that allows people to search for different types of content. The same goes for articles and short reports. DocStock.com is a great site to use for this. People go to this site a lot searching for different pieces of content. The same thing can be said for Free-Ebooks.net. A lot of times, things from these sites will come up in a Google search.

Amy says that she's not a big SEO fan because it's like Google never wants you to master SEO. They are always changing up their system, and once you think you have it figured out the game changes. That being said, if your content is in some of these different places, other people are that aren't just using Google are going to find it. The result of all of this is that you're getting targeted traffic that results in subscribers and buyers. The problem is that this can be time consuming and you have to figure out what type of content is in demand. You also have to determine what's saturated and what's not.

This all comes back to the principles behind effective arbitrage. You'll need to cover topics, move into niches, and sell products that carry a high search volume and have low amounts of competition. When you find that sort of a niche, then you'll want to be on a number of these different platforms that will help you to drive the targeted traffic that you need. Another thing that these platforms provide you with is low amounts of competition. This way, you can throw your content up and still make sales even though you're not doing any kind of marketing to it. People can easily find what you have to offer and start clicking your links.

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The Process

Good marketing practices can sometimes bring you big audiences and that's great. It really all comes down to what you want to spend your time doing. If don't want to spend a lot of your time marketing or chasing reviews, the methods that you're being presented can work a lot faster if you implement these strategies in the right ways. Amy recommends that you use a three-step process to do this. The steps are:

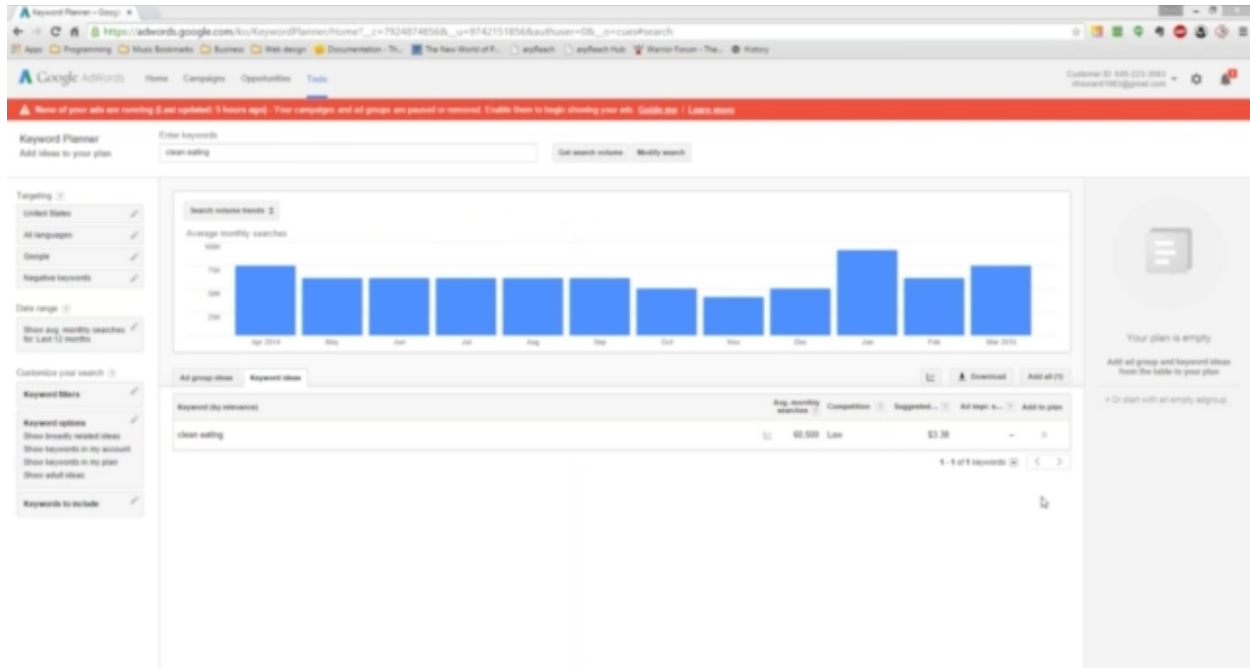
1. Find popular keywords in your niche or genre.
2. Find the competition for these keywords on these paid and free publishing platforms.
3. Publish your content where there is low competition and make sure to optimize your title and description.

When it comes to finding popular keywords related to your niche or genre, Google is your friend, although there are other ways that you can come up with this information. Once you figure out what keywords your target audience is using to find the content they want, you'll want to visit the various platforms that have been mentioned and you check into the competition on these platforms. Finally, you're going to publish your content on the platforms where you will have little competition but there is a high demand.

Also, don't forget that wherever you publish your content, you always want to optimize your title and description. Keyword optimization isn't going to be covered in any great depth during this training, but you need to know that when you find a popular keyword to target, you'll want to include it in your title and your description. It does you know good to find a great keyword phrase, but it's nowhere to be found when you actually publish that content.

The first thing that you'll want to do is go into Google's keyword planner, which you can find by simply searching for it on Google. If you don't have a Google Adwords account, you might have to open one. You don't have to run any ads, and it doesn't cost you anything to use the keyword planner. Once you have the tool opened up, you can search for a word or phrase that pertains to your niche or genre. It should be something that a person might type into Google when searching for content like yours. After you conduct this search, you'll get results like the ones shown below. These are the results for the phrase 'clean eating'.

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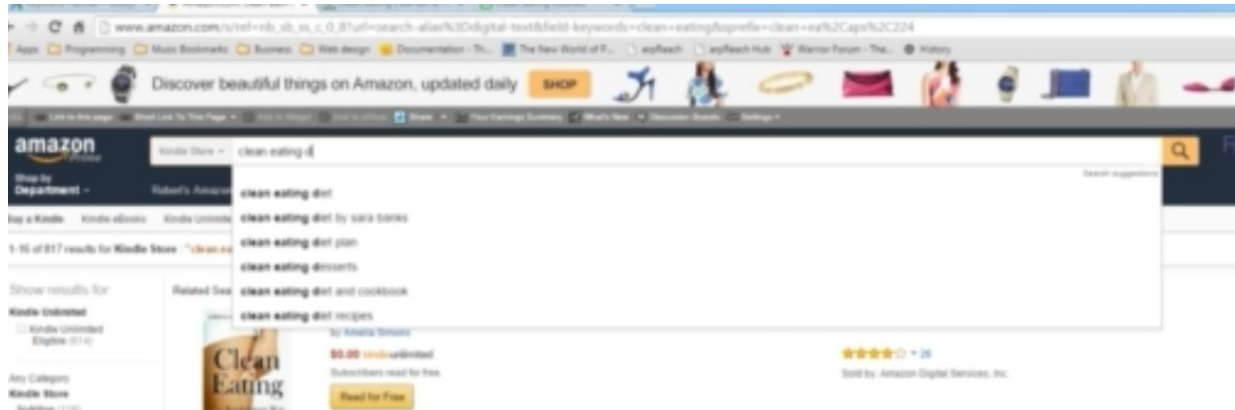
After you get results that show that a keyword phrase that you would like to use is popular, you'll want to check out the competition for that particular keyword phrase on the various platforms you've learned about. You might start with Amazon, just to see what the competition looks like there. When the words 'clean eating' were looked up, 817 results came up in the Kindle Store. It's recommended that you record the number of results that come up in a spreadsheet or some other type of document.

Next, you might look at the Barnes & Noble website. This is where you would go if you wanted to publish on Nook. This brought up 266 results, which was far less than what showed up for Kindle. Still, there's lots of competition on this site as well. The last site that was checked out during the case study was Udemy. This search brought up 49 different courses pertaining to 'clean eating' on this site. That was substantially less than the number of results on the other sites. Again, you'll want to take note of the number of results that came up on each site in your spreadsheet.

Among the results in Udemy, there are only one or two courses that are truly dedicated to the subject of 'clean eating'. In fact, there's only one that uses the exact phrase within its title on the first page of the results. Now, let's say that you put up a free infographic course about free eating on this site. How many subscribers do you think you would get? Again, it's within the Udemy's guidelines to send messages to your students, so you can send them to your blog, your book, or other related offers. This is a great way for you to start building an audience.

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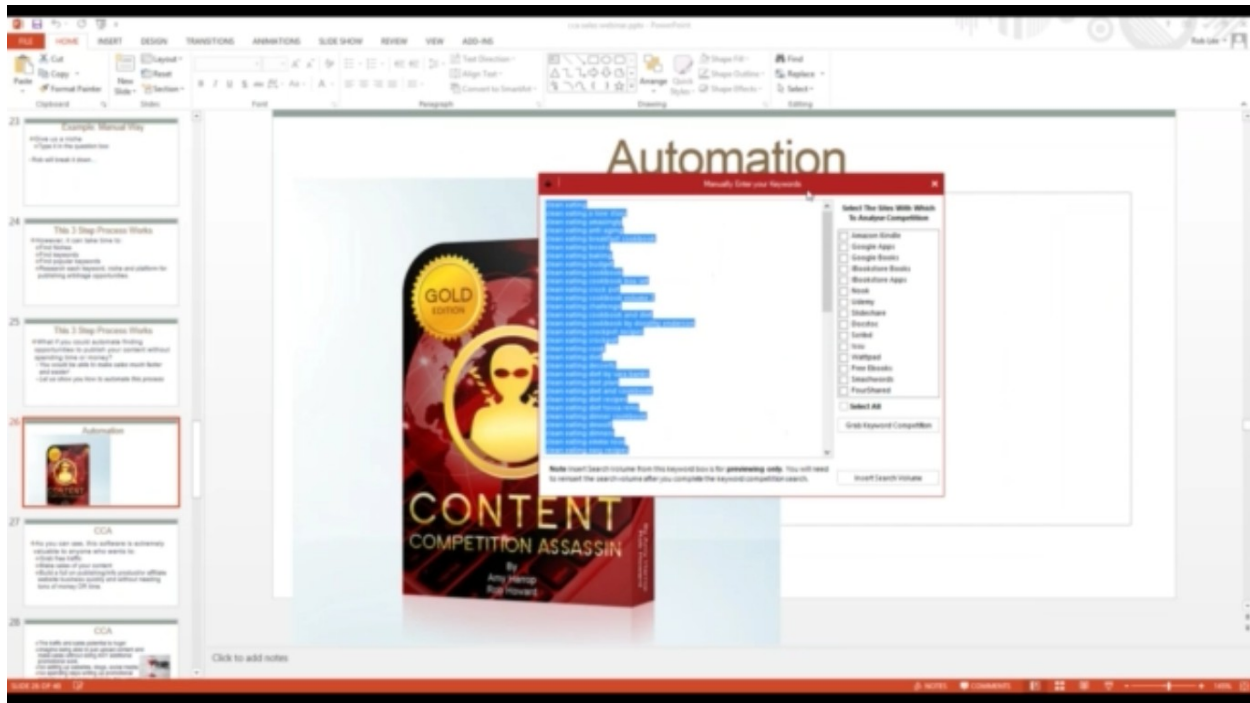
This process could be a little time consuming if you were looking into a number of different keywords. The best way to get suggestions for keywords would be to go to Amazon and Google and typing in different pertinent keywords. One trick many market researchers use is to type in the main keyword they are planning on using and then typing in the letter 'a', and then the letter 'b', and so on. When you do this, variations of your keyword phrase come up. You can make not of these and search for their popularity using the keyword tool. You can see this being done in the screenshot below.



Now, what if you could automate this process in some way? That would save you a substantial amount of time and money, don't you think? This will allow you to make more sales far more quickly and easily. Well, there is a way for you to do so, and it's with a program called Content Competition Assassin (CCA). When you use this software, it gathers up a ton of keywords that you can possibly search. In other words, if you were to type in 'clean eating' a list of popular keywords related to this will be generated by the program.

During his presentation, Rob used the software to generate the list of keywords shown below. He cut this list down substantially for presentation purposes, and then he selected several of the platforms listed over on the right-hand side of the interface. The ones that he selected were Amazon Kindle and the iBookstore. After that, he clicked on the 'Grab Keyword Competition' button at the bottom right, and within seconds the program did all the research for him that one would normally have to do manually. What he ended up with was a ton of data related to each of the keywords that he had chosen.

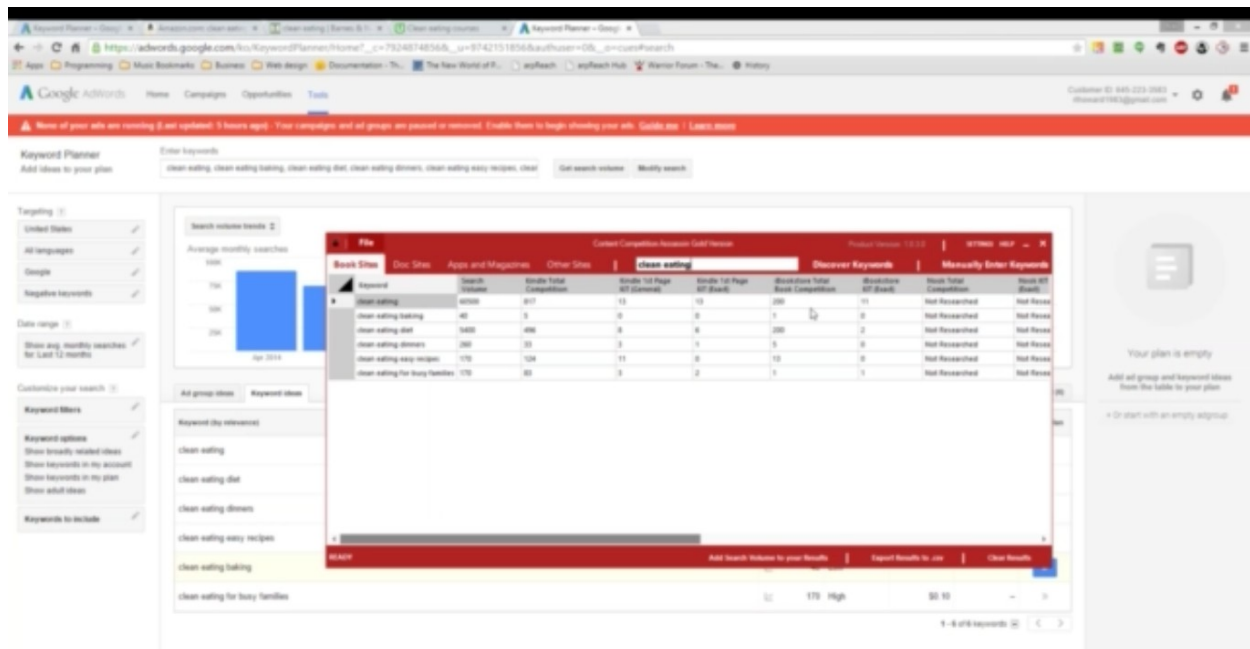
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To get the search volume for each keyword phrase, Rob did actually have to go into the Google's keyword tool and look each of them up manually. This was just a matter of copying the keywords from the program, pasting them into the search box in Google's tool, and hitting search to populate the results. He saved the results as a CSV file, and then he opened up the data within Content Competition Assassin. After that the search volume for each word was part of the data he had in the program. The reason why you have to do this manually is because Google provides no way for you to automate this process.

When you have all of the data that you need laid out in front of you, the first thing that you want to look at is which words have a high search volume associated with them. If there's a lot of competition for a particular keyword, it's probably worth checking into. In Rob's case study, the keyword phrase that was searched for the most was 'clean eating diet'. While this keyword phrase was really competitive, Rob found that there were only two books in the iBookstore that had titles containing the exact phrase 'clean eating diet'. So, if you had a book on clean eating that was struggling on Kindle, you would want to upload it to the iBookstore because this program has shown you that there is a lot of demand for a book like this but very little competition. These results are shown below.

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You might recall that the iBookstore is the second most popular bookstore out there. So, just with a simple search, Rob was able to identify a really big opportunity. With this information at hand, it would be easy to see where opportunities like this exist for your own books. This program allows you to not only identify specific niches that you might want to go into, but actually helps you to zero in a little more when it comes to finding the right marketplaces to sell your books in. You could also use this tool to better keyword optimize your book. For example, if it looks like 'clean eating diet' is searched for more often than 'clean eating' then you might redo your title.

This program also allows you to come up with follow-up content faster and more easily. For instance, you could take some of the keywords that were generated by the program and create a new book for each. You might have one book titled "Clean Eating Cookbook" and another titled "Clean Eating Breakfast". There are a lot of different things that you can do because you're able to gather your data quickly and easily. This is just a quick and easy way to come up with more content, sell it in better ways, and build up an audience faster.

The software that you have been shown has been out for a while now and it has been thoroughly tested. Amy and Rob wanted to get this software out there because these are the things that they have been doing manually and they know other people need a tool like this too. This software automates all the tedious parts of the process when it comes to market research and it allows you to discover opportunities with ease as well. This is important because it's really easy to miss out on opportunities if you have to start at zero.

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Probably most importantly is that this software allows you to ramp up your publishing, website building, and product promotion processes immensely. So, let's say that you have something inside your book that allows you to collect people's email addresses. Not only are you getting your content out there in front of people, but you're able to build a list of subscribers as well. That makes this much more powerful.

This software will also help you to cut down the time that you spend writing the promotional stuff such as doing press releases and making posts that your book is out or that you are coming out with some free content. You won't have to beg for reviews or spend money on advertising like you did before. A lot of that stuff can be effective, but it can take up a lot of your time, and a lot of it is hit or miss. Sometimes these promotional efforts work okay, but it's hard to know what will or what won't and you have to throw money at them in order to find out. When you use Amy and Rob's method, it's really easy to know that you're going to be making sales once your content is on the platform you researched. Instead of spending a lot of time trying to market that, you can move on and begin creating your next piece of content.

Here are some more case studies

❖ Deb Drum



Above you'll find a quote from a woman by the name of Debbie Drum. Debbie and Amy were partners, and she was actually one of the first testers for CCA. She found that she was able to rank her course, Facebook Marketing for Authors, very quickly and easily on Udemy. She's now on the first page of Udemy with her course, and that's because she used the software to find the right keywords for it and check out the competition on Udemy for various keywords. Here's what Debbie has to say:

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“Ranking on Udemy is super easy when you have the right keywords! You’ve got to get this part right. Content Competition Assassin helped me to do that, and I am on the first page for that keyword with a brand new course!”

A woman name Christina, who is one of Rob’s subscribers and friends, was able to find a great title for her book using the software and the right platform for it. She wrote her book and uploaded it to the platform she had discovered. She also used the keyword phrase that she found in the title. Although that’s all she did, she was able to make over \$200 in royalties for the month of February.

She said that she found some other keywords too, which were related to the first topic that she had picked, and now she’s modifying the information that she already has. Apparently she’s doing really well with it now; she says she’s making a lot of money just by uploading her content on these low-competition sites. Anyway, here’s what Christina has to say about the software:

“I’m now working on my next book. I used (Content Competition Assassin) to find another title with the software and I know it should sell well. Don’t sell this, Rob. I want it to myself.”

There are other beta testers that are starting to report success. One, named James, says that it’s a fantastic product. Another beta tester, named Nikki, says “Loving the software!” This software has been in beta testing for a while now, and they have been hearing great things from the people who are using it. The team is really starting to be able to zero in on what people want, and the software is really helping them to make more money than they would simply by parking their content on one platform. Since this strategy is so time intensive, being able to automate the process makes all the difference in the world. Amy compares this to using a shovel versus someone using a backhoe or something like that. It’s just going to be ten times faster and ten times easier.

Something to mention is that these platforms are becoming more popular. A lot more people are shopping on these platforms and buying more content. There are also more publishers that are starting to hear about these places. You may remember what happened to Kindle a while back. The early adopters profited big time. This is a good time to get on at the ground floor of these other platforms, so take advantage of it.

Amy adds that she thinks that part of the reason that she’s been able to hold the first position on Udemy for so long has a lot to do with her having the first course on that subject. Let’s say, for example, that there are two books on the clean eating diet within a particular platform. If you put your book on there, you’ll probably be the second or third one in the results. Then, if

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someone comes on there a year or two years from now, they will be further down in the results. So, the early adopters on these kinds of platforms can really profit a lot. It's a really good idea for you to get onto them now because of what's happening with digital content; people are realizing that people consume content different places and in different ways.

Limited Time Offer:

Product Features	Basic	Gold		
Keyword Research			http://www.watpad.com	✓
Basic Amazon Search	✓	✓	http://www.smashwords.com	✓
Amazon A-Z Search	✓	✓	Doc and Slide Sharing Platforms Include:	
Google Keyword Search		Coming Soon...	http://slideshare.net	✓
Import Your Own	✓	✓	http://docstoc.com	✓
Search Volume			http://scribd.com	✓
Easy Insert from Google Adwords for Search Volume	✓	✓	http://issuu.com	✓
Competition Research			http://www.free-ebooks.net	✓
Keyword Total Competition Results	✓	✓	http://www.4shared.com	✓
color coding: advanced keyword analysis		Coming Soon...	Competition Analysis	
Keyword in title results	✓	✓	Author Book Links and Reviews From Goodreads	Coming Soon...
Exact Keyword In Title Results	✓	✓	Author Book Links and Reviews From Kindle	✓
Competitions Research For The Platforms				
Paid And Book Platforms include:				
iBookstore		✓		
Kindle	✓	✓		
Nook	✓	✓		
Lidemy	✓	✓		

What you're being offered today is lifetime access to this software, including all of the updates and new features. A list of its features is shown above. Here are some of the things it does:

- It does keyword research
- It gathers data pertaining to search volume
- It provides data on the competition levels for numerous platforms
- It also provides book links and reviews from Kindle's platform

You can manually enter keywords or you can have the software find keywords for you. Then, once you get your keywords, you go and enter your search volume. This enables you to find all the competition and the keyword and title competition, which is really what you're looking for. You learned earlier that you want to optimize your content, and you can do that by making sure your main keyword is in your title. The platforms that the software researches include:

- Kindle
- iBookstore

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- Nook
- Google Play
- Scripd
- Wattpad
- Smashwords
- Slideshare
- DocStoc
- Free-ebooks
- Udemy
- iTunes
- Issuu

The last couple really ramp things up. Imagine making an information app out of your content. You can get the total app competition in iTunes as well as the Google Play competition for your app. You may not be familiar with Issuu, but it's a magazine app that allows you to create magazines. More platforms will be added to the software in the future as well. This is a real powerhouse because it actually does all of these sites, and right now it includes pretty much where people are getting traffic for free or paid content.

When this software first came about, it was going to be limited in terms of what people could get, but they are making a special offer right now. In addition to the actual software itself, they are currently offering lifetime access, instead of having to pay an annual renewal fee. Plus, you're going to be able to get five licenses, which you will be able to use for yourself, or give to an outsourcer, or whatever. What's great about this is that you can have the software on two or three computers, and you can even give it to an outsourcer too. That means you can have people who work for you doing this for you. Amy has her VA find opportunities for her using this software.

A lot of additional training has also been put together for you. First you'll be receiving a strategy report which will help you to publish your content to these sites. A webinar was also held to answer the questions of people trying to use the software, and this goes over some of the best practices. A private Facebook group has also been put together for those who use this software.

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The CCA software is a solution that allows you to take advantage of the content web, have a jump on your competition, and easily drive more traffic to gain more sales and subscribers. Amy and Rob use this software themselves, it's been extensively tested, and other people are finding success with it as well.

Again, by taking advantage of this special offer today, you'll get lifetime access to the software, all the other features and benefits that have been mentioned, and all of the upgrades with no annual fees. You'll be able to receive all of this for just a small investment of \$197. You can get started right now by visiting <http://dna56.com/go/ccaji.html>. This offer does come with a 30-day satisfaction guarantee.

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Questions & Answers

To build an audience of subscribers, how many digital books would you need?

All you really have to do is write a book or have one written, and then you can use the software to find a platform to publish it to. Again, you'll want to title it using your main keyword. After that, you upload it to your chosen location, and that's it. Also, if you took that topic and made a Udemy course out of it, you could probably get even more sales. She's doing that without a website and no marketing whatsoever.

What part of the sales strategy does CCA do, or is just a keyword digger and a platform submitter?

It doesn't submit to any platforms. It helps you to research keywords and figure out what places would be best to upload your content to.

What kind of format would our books have to be in for all of these other platforms?

Aggregators like Smashwords and Draft2Digital usually just take one format. You can probably just use a Word doc. By the way, Draft2Digital is super-easy to use. You can just upload your Word document, and they will create an ePub file for you. Then, you can turn around and take that ePub file to a place like Google Play or something like that.

How much is the software being offered for again?

You will get the Gold Version of the software and all the bonuses for a one-time price of \$197.

What do you consider high volume and low competition?

That's a great question. For search volume, Amy says that you could go all the way down to 1,000 searches a month, depending on what people are searching on. There might be a lot of other related keywords that people are also searching for. So, 1,000 would probably be a good minimum. If the numbers are a lot larger, then you could probably get way more competition.

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When it comes to checking for competition, you want to look at the data pertaining to everything as a whole, but truthfully, you want to be focusing on your main keyword and your title. Amy says that looking at under 10 for each platform is going to really help you to get on that first page. For instance, if you choose a site with like five competing products, you're pretty much guaranteed to get on the first page, especially if you have an optimized title and description.

Does this work for children's fiction?

Yes, this does work for fiction. You're probably not going to be quite so keyword-driven. When it comes to children's fiction, most of the time it's the parents searching for and buying those books. Parents are more likely to type in something like "farm animal stories for kids 4-8". There are certain demographics that you would want to target and things like that.

Using this software and these other platforms will help you to build your audience, which is really important for fiction writers. These people might not buy your content then and there, but if you can get them on your email list, you can continue to send those people offers pertaining to books that you come out with in the future and so forth. Once people experience your work, it's likely that they will buy from you again and again.

What is the 'Suggested' column? Are these the prices that we should be paying for the keywords?

Yes. The question is referring to the 'Suggested' column in Google Adwords. This suggested amount gives you an idea of what that traffic should be worth per click. Now, that's if you were to pay for advertising. Nothing in this system has anything to do with paying to drive traffic. One reason why you may want to look at this, however, is because the higher the dollar amount, the more valuable that keyword is.

Does this help you to get free content?

Sort of. You could use it to find free content. Once you've identified a keyword, you can use it to find related content on some of these sites. You can't really get free content, download it, and use it because most of its going to be copyrighted. So, it isn't made to help you find content; it's made to help you find the right places to put your own content. You could use it to

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research content. For example, if you wanted to find out more about a niche, you could probably use it to do some research that way.

Do I have to do any marketing to drive traffic to my content if I get your software?

The idea behind this software is that it helps you to identify low-competition places that have traffic in place. So, you shouldn't have to do a whole lot of marketing or any marketing at all. That was kind of the purpose in creating this. The tool is really meant to help you find places that you can upload your content to and just leave it be. Amy, Christina, and other people have proven that it's possible to do that with the help of this software.

What would the average sales price be for most of these platforms?

Amy recommends anywhere from \$3.99 to \$5.99. In the iBookstore and other platforms such as that, you can typically charge more than you would on Kindle because these marketplaces aren't as competitive. So, that's another benefit to publishing on these different platforms. Also, if you do decide to use an aggregator, what you can do is make up the difference in price by charging a little bit more. You'll likely find that doing so won't affect your sales all that much, especially if you keep it under \$5, \$6, or even \$7.

Can we put as many books as we want on these platforms?

Yes. It's completely unlimited. You own the rights to it, as long as you don't go to Amazon and put under KDP Select. You can put as many books as you write on as many sites as you want. So, if you have 100 books that you want to put on the iBookstore, then you can put all 100 on there. The same thing goes if you have 200 or 1,000. It doesn't matter how many you have. It's completely unlimited on all of these platforms as long as you don't get into a restricted agreement such as Amazon's KDP select.

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