Custom Content Wizard: Custom Content Creation Made Easy

Daniel Hall

Replay And Special Offer For Custom Content Wizard Will Expire On Monday September 7th at Midnight So Check It Out ASAP - http://customcontentwizard.com/daniel/
Replay And Special Offer For Custom Content Wizard Will Expire On Monday September 7th at Midnight So Check It Out ASAP - http://customcontentwizard.com/daniel/
Table of Contents

Introduction ................................................................................................................................................. 4
The Basics of Content Marketing .................................................................................................................. 8
Your Magic Wand! ....................................................................................................................................... 13
Today’s Exclusive Offer ............................................................................................................................... 28
Questions & Answers ................................................................................................................................... 34
Welcome to the training! Today you are going to learn about 5 proven content marketing tips & tricks for getting more traffic, more sales, and more visibility. This information was originally presented by Jim Edwards and Jeff Herring. Jim has a lot of Kindle experience, and knows the book publishing business well. Jeff knows his stuff when it comes to content creation. This information will work for you whether it’s fiction or non-fiction books that you write. Let’s begin with a little “Did You Know” session. Did you know?

- 9 out of 10 marketers use content marketing
  - Content Marketing Institute
- 89% of Companies Using Content Marketing Say it Works
  - Marketing Land
- 90% of organizations now market with content
  - Demand Metric
- 69% of people trust an organization’s educational content if it is discovered via a friend

Replay And Special Offer For Custom Content Wizard Will Expire On Monday September 7th at Midnight So Check It Out ASAP - http://customcontentwizard.com/daniel/
- Kentico

- Social media has overtaken pornography as the No. 1 activity on the web

- Huffington Post

Jim says that the Kentico one gets him the most excited because if you think about it, when someone sends you an article, or a video, or a recommendation for a book, or anything of the like, aren’t you much more likely to trust that content? So, this is a statistic that confirms what he already knows to be true. Jim teasingly says that the last one is the one that Jeff likes the most.

In reality, this is important because it shows that the No. 1 thing that anyone is doing online, other than checking their email, is being involved with social media. Now, what is social media other than trading around information? In most cases, it’s just cat memes and other things pertaining to what’s going on in your life, but lots of the information that gets posted and traded around on social media are links to articles and links to things that people may be interested in. Basically, the reason behind these statistics is to show that companies are using content marketing, and it works!

If you don’t know a lot about Jeff and Jim, they both do a lot of the same types of things. For instance, both of these men have been syndicated newspaper columnists for over 10 years each. Also, they both have published numerous bestselling eBooks as well as hundreds of articles and hundreds of videos each. Furthermore, both have used Content Marketing to drive hundreds of thousands of targeted visitors and MILLIONS of dollars in sales, and both have built their businesses (online and offline) using Content Marketing. If you would like to learn more, simply search for their names on Google and check out all of the cool stuff they have done!

They aren’t sharing all of this with you to impress you. They do so to impress upon you how well all of this works when you do it correctly and consistently. These men attribute their similarities to the fact that they both began their careers as newspaper columnists. When you do that for a living, you have to be able to write really good content in very short periods of time in order to pass that content through multiple editors for print.

Jeff was actually a practicing psychologist, and he filled his practice with content marketing. So, he had people from all over the country calling him as a result of what he was publishing. This put Jeff on the map within three months, and in that time he went from making $500 a month to $20,000 a month, using the power of content marketing. Now, of course they can’t promise that you’ll have such an increase in income just from using content marketing, but who knows?

---

Replay And Special Offer For **Custom Content Wizard** Will Expire On Monday September 7th at Midnight So Check It Out ASAP - [http://customcontentwizard.com/daniel/](http://customcontentwizard.com/daniel/)
Jim has published so much that he couldn’t turn the traffic off if he wanted to. His content made him a household name in online business by 2003. You also have to consider that this was back in the early days of the Internet. By 2006, he was one of the top 10 online marketers in the world. What does this all mean for you? Consistent content publishing can make you a household name in your niche too! Keep in mind, the keyword here is ‘consistent’. This can work no matter what size your niche is. So, you have a lot to look forward to, but there are some quick house rules to go over first:

- This is not a “get rich quick” system
- This is not a “do nothing and get paid” system
- Jim and Jeff cannot promise that you’ll make six figures from a single article because you won’t. Their results are not typical (and yes, they do have lists and have been selling online for almost 20 years)
- These men are fully qualified to teach you about the methods, techniques, and strategies that they use, but they cannot promise that you’ll get the same results.
- In fact most people won’t make any money with content because they NEVER make any content!
That being said, this is what you will be discovering today:

- What is “Content Marketing” and WHY do it
- Uses for Content Marketing
- Fundamentals of every good content marketing piece
- Anatomy of a Great Blog/Social Media Post
- The 7 MAIN things that Make Content Marketing a Pain in the Ass
- A Brand New Tool that Makes Content Marketing FUN again
- Much, Much More!
The Basics of Content Marketing

What is “Content Marketing”? The definition that Jeff and Jim provide is as follows:

“Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.”

- Content Marketing Institute

What this means, essentially, is creating great and engaging content that people want to pursue. Those people will become prospects who opt-in on your lists, join your teleseminars and webinars, and buy your stuff. Doug Kessler, an expert in content marketing, once said:

“Traditional marketing talks at people. Content marketing talks with them.”

Which would you rather have, someone talking at you or talking with you? Most people would agree that they would rather have someone talking with them. When you talk with someone that helps you to build relationships and build trust. It’s also a great way to establish credibility and an expert status. What Jim and Jeff love the most is that this gives you the opportunity to point people to the “next step”, which in most cases would be your product or service. Here is a breakdown of how content marketing is generally used:

Replay And Special Offer For Custom Content Wizard Will Expire On Monday September 7th at Midnight So Check It Out ASAP - http://customcontentwizard.com/daniel/
84% Brand Awareness
83% Lead Generation
81% Engagement
75% Sales
74% Lead Nurturing
69% Customer Retention/Loyalty
57% Customer Evangelism
52% Upsell/Cross-sell

There are certain fundamentals that a good content marketing piece will have. First of all, you’ll need to have a clear target audience. Who are you talking to? If you try to sell to everyone, you’re going to end up selling to no one. Next, it comes down to a topic or an idea. You’ve got to narrow down what your content marketing piece is going to be about. You’ve got to have a central idea whether it is a 1,500-word or a 15-word social media post.

Probably most importantly, you have to have a title that grabs people’s attention. In this lesson, you are going to learn about a formula that Jeff uses to create titles instantly. Another fundamental is that you have to give people a ‘gold nugget’ of information. People don’t really want everything; they just want to draw something good from your content. Finally, you have to have a compelling call to action. You have to tell people “what’s next”. All in all, this is what you’ll need to include in any single content piece you have. Again, the fundamentals are:

- Clear Target Audience
- Topic/Idea
- Title
- Gold nugget of info
- Compelling “Call to Action” (where to next?)

A lot of people focus on blog posts and social media posts. These are probably two of the top three ways to do content marketing. The other is to just publish articles. There are four things that you need to include in each of these. They are:

1. Powerful Keywords

Replay And Special Offer For Custom Content Wizard Will Expire On Monday September 7th at Midnight So Check It Out ASAP - http://customcontentwizard.com/daniel/
Sometimes, the term ‘keywords’ scares off the less technical of us; if this is you, then relax. Keywords are simply common words that are associated with your niche. You use them when you write about your niche, and you use them when you answer questions from your clients. You’ll want to choose them and use them wisely so that you can enjoy a flood of search engine traffic.

Every piece of content that you create, whether it’s a video, audio, article, social media post, etc, will need to be focused around a single keyword phrase. Now, remember that’s just one. If you want to target another keyword, come up with another piece of content for it. This is something that will happen to you as you get going with this. As you create content, you’re going to have ideas for other content. So, take note of things that you want to write about. Jeff recommends having some sort of file open on your computer or a piece of paper on your desk so that you can capture your ideas as you have them.

Now, let’s talk about titles. How do you go about reading the news? You look for your headlines. No matter what type of content you create, you want your title to make people think “I’ve got to read this now”, or “I’ve got to watch this now”, etc. “Whenever you are titling

Replay And Special Offer For Custom Content Wizard Will Expire On Monday September 7th at Midnight So Check It Out ASAP - http://customcontentwizard.com/daniel/
your content, you’re really writing to two sets of eyes”, Jeff says. One set of eyes is the search engines, and one set belong to the real people who are meant to review your content.

When it comes to the search engines, it’s good to follow the formula, which is “KW-Benefit-KW”. Here’s an example, “Profitable Content Creation: Are you making any of these three deadly mistakes when creating your content?” The main keywords are “Content Creation”, and then it implies that you’re going to learn three things to do instead, and finally, the word “content” is used again. Now, you’re also writing for real, living people with hopes and fears.

Back in the day, Willie Nelson and Toby Keith ended up at a party together back when Toby was still an up-and-coming musician. Toby Keith was working on a song, and he just heard Willie Nelson singing. So, Toby Keith finally got up enough nerve to approach Willie Nelson. He said, “I’m working on a song, and I would be really honored if you sang on it.” Well, Willie just kind of blew him off and said “Have your people call my people.” Something made him stop though, and he turned around and asked what the name of the song was. Toby told him that it was “Whiskey for my men, beer for my horses”. Immediately, Willie agreed to help him.

That’s what you want to do with your titles. You want to cause someone who is doing something else to stop in their tracks and start looking at your stuff. That will pull them from the title to the content body. The biggest thing that you want to remember about this is that once you’ve attracted them in with your title, what you put in that content body is what you’re going to use to attract and filter 100% of your perfect prospects. You do this by demonstrating how you approach and solve problems.

They are going to get pulled in by your title and they are going to read that information. This is going to cause them to think “Wow, I really like this person’s voice. I like the way the writer explains these problems. I like the way that he recommends solving this issue.” That’s how you’re able to pull people into you and prove that you can deliver on whatever product or service you’re going to introduce later. You’ve just got to remember that your content is their solution. If you can keep that in mind, it’s much easier to create content because it puts you in the frame of mind of helping them.

Over the years, Jim and Jeff have found that content can be too long, or too short, or just right. They refer it as the ‘Goldie Locks Zone’ when it’s just right and have found that to be somewhere around three points, depending on how much space you have. Typically in a full-length article, for example, you would have three points, three steps, etc, whereas in a social media or blog post, you may only have on or two points at max. For a video, it would depend on how long that video is.
The best thing that you can do is keep it between one and three points no matter what because people can’t remember more than three points anyway. So, if you’ve got more than three points to share, that’s great. Just make another piece of content. Again, if there’s another keyword that you want to include, create another piece of content. It’s the same thing with this. If there are other point that you want to make, create another piece of content. You can just make a series of articles if you need to.

After you have the title and body in place, you need to include a call to action. This is where you get your prospect to take the next success step. That is the kind of content that Jim and Jeff usually make as authors and business people. The point of this is to get people to:

- Join your list
- Sign up for your freebie
- Come to a teleseminar/webinar
- Invest in your products and services

The key is to have the person who is reviewing your information make the next logical step based on the conversation you are having. Let’s say, for example, that you were writing an article about marketing books. It would make perfect sense to have someone join your book update list. It wouldn’t make sense to send them to information about a new diet book. Some people would say “Well, the original content was about book publishing, and this is a book.” The fact of the matter is, that doesn’t make any sense. The next step has to be completely congruent with the content that you are providing. It’s got to be the next logical step.
Everybody knows that you need to do this thing called content marketing, but some people get sick at the thought of actually creating content themselves. According to Jeff and Jim, there are 7 main things that make content marketing a pain in the ass. They are:

1. Having to create content
2. Having to create lots of content consistently to make a difference and an impact
3. Time consuming
4. Not knowing what to say
5. Coming up with enough creative ideas
6. Writer’s block
7. Boring!

What if you could be given a “magic wand” that would make content marketing fast, easy, and fun? The best part is that you wouldn’t have to do any of the work if you didn’t want to.

Replay And Special Offer For Custom Content Wizard Will Expire On Monday September 7\textsuperscript{th} at Midnight So Check It Out ASAP - http://customcontentwizard.com/daniel/
Would that make you excited? What if you could have a “magic wand” that eliminated every pain of creating content? You would be able to:

- Create all the content you need without having to do any of the work if you don’t want to...
- Create good, original content yourself for blogs and social media every day in less than 20 minutes...
- Generates ideas for killer content marketing in seconds...
- Allows you to quickly dominate your niche by consistently publishing original, great quality content your target audience will go crazy over...

There is a magic wand for all of this, and it’s called the Custom Content Wizard. You are about to learn how you can go about using it to make some unique, original content. What this software does is it gets all the information out of you about the offer that you’re going to make at the end of your content. Then, you have to include your ‘gold nugget’. That’s the solid information that you give people in an article or blog post. What the software does is suck a bunch of golden nuggets out of your head and put them back together using templates that will help you to write articles, blogs, etc. It will also allow you to just do some copy and pasting and then have someone else write up your content for you.

Replay And Special Offer For [Custom Content Wizard](http://customcontentwizard.com/daniel/) Will Expire On Monday September 7th at Midnight So Check It Out ASAP - [http://customcontentwizard.com/daniel/](http://customcontentwizard.com/daniel/)
As you go through the remainder of the training, pay close attention to the ‘gold nugget’ examples that are given as well as the information that is used to persuade people. The way this works is the software asks you a series of questions starting out, and it will probably take you around 30 minutes the first time you use the software to answer all of them. You can see in the screenshot above, the first question that is asked is “What is your name?” After asking this, you would simply click on the ‘Next’ button at the bottom of the interface.

You simply continue going through these questions and answering them. In this case, when asked “What is the name of the product offer at the end of your content,” Jim and Jeff simply typed in the title of an opt-in page. They recommend that if you are given the choice and you’re not sure, starting with getting people to opt-in rather than sending them to a sales page. You can do both, however. After that, you’ll be asked for the URL of the product that you’re offering at the end.

Then, you’ll be asked “What is the headline for the product you’ll offer at the end of your content?” The easiest thing to do is just ‘copy and paste’ the headline from the page that you’re going to send them to into the program. That will increase the familiarity, making the prospect more comfortable and confident when they hit the sales page. This is an important sales tip that you should take note of.

The tool will also help you to create the sales copy that will help to transition people from the content over to your website. The next question that came up in Jim and Jeff’s demonstration was “What is the #1 Big RESULT from the product you’ll offer at the end of the content?” By the way, Jeff points out that all people care about on the Web anymore is what the result would be. People used to talk about features, and benefits, and things like that. People have really gone beyond that, and so, now when you’re writing copy, you need to talk in terms of getting results. Don’t even worry about features and benefits too much.

The best way to express a result and get people to create an image in their head would be to start with a verb whenever possible. These are kind of advanced copywriting techniques, but they are built into the software for you. Each one of the questions is accompanied by several examples. So, you can read the question, read the examples, and it will help you to come up with answers for your own product. If for some reason you’re going through and you can’t think of something, then you can just put something like ‘big result’ in to mark what the question was asking for. Then, when you go through and see those words in the context, it will help you to see and understand what should be in there.

The program will ask you for three big results, all in all, that the prospect should be able to get from the product or service you are offering. Next, you’ll be asked about who your target audience. The program is going to enter all of this stuff in the appropriate places within your

Replay And Special Offer For Custom Content Wizard Will Expire On Monday September 7th at Midnight So Check It Out ASAP - http://customcontentwizard.com/daniel/
content. Another thing that the software asks for is your #1 keyword phrase, and then you are asked for the #1 big result that the prospect would gain, followed by the biggest fear that the prospect would have concerning not getting that result.

Questions 1-12 help you to create the sales copy for making the offer at the end of the articles. The remainder of the questions help you to create your ‘golden nuggets’ so that they can be plugged into the 21 templates in the program in order for it to create the outlines for the articles. The 13th question asks for the “biggest mistake your target audience makes”. In their software demo example, Jim entered in “writing too fast and ignoring quality”. Then, the program asked for the 2nd and 3rd mistake. The second was “thinking that you can do everything by yourself” and the third was “thinking you don’t have to market your book once it’s done”. You can go through and change your answers if you need to, and you can save your work under different filenames in order to save any variations that you may have.

Next, you are asked about myths. So, the program asks “What is the #1 thing or idea they believe is true but it’s not?” Just like many of the rest, these questions were asked in sets of three. So, the user is also asked what’s the #2 and #3 thing or idea. The answers in the software demo were:

1. You can do it all yourself without any outside help
2. Book publishing can be done on the cheap without an editor or other professionals
3. Amazon will make all the book sales for me

Next, the program asks about the biggest fears or doubts in this area. The three answers given in the case studies for the “biggest fears or doubts” were:

1. They’re not good enough
2. It has to be a “big” book or it won’t sell
3. All this work writing the book will be for nothing

The program asks for the #1, #2, and #3 biggest problems or obstacles faced by self-published authors. The answers in the software demo were:

1. Not knowing where to go for reliable help (and not get ripped off)
2. Not knowing how to market effectively or consistently
3. Lack of time to get everything done

Replay And Special Offer For Custom Content Wizard Will Expire On Monday September 7th at Midnight So Check It Out ASAP - http://customcontentwizard.com/daniel/
You have probably seen people write articles about such topics before. Fears, myths, and problems are things that people continually struggle with, so they usually make for good topics to cover. The software helps you to structure all of these elements in order to produce content for you in no time at all. In fact, going through this process will help you to create a month’s worth of content in one stroke. You’ll learn more about this further on in the lesson.

The next question asked “What is the #1 fundamental or basic process, method, tool or technique EVERYONE should know or do in this area?” The answers to this one and the two that followed were:

1. Setting clear and firm boundaries around “writing time”
2. Your book doesn’t have to be a 300 page tome
3. How to self edit

Question #28 in the program asks “What is the #1 most important Advanced TIP or TOOL every experienced person in your niche needs to know about this?” In the software demo, the #1, #2, and #3 ‘Advanced Tip or Tool’ listed were:

1. How to choose which project to do next
2. How to use Amazon’s marketing power to sell more books
3. Time Management Skills and Tools

Hopefully, you are paying attention to the different categories because they are what make great content. After this set, Question #31 was ‘What is the #1 question people in your niche always ask? The answers in the software demo were:

1. How do I get published?
2. How do I get a book agent?
3. How do I create my book on a limited budget?

These are all question that people ask, but there are also questions that people should ask but don’t. This is what’s asked about next by the program, and according to the answers in the software demo, the three top questions that people should ask but don’t (when it comes to self publishing):

1. Can I actually sell this? Will someone buy this book?
2. Do I know how to market my book?

Replay And Special Offer For [Custom Content Wizard](http://customcontentwizard.com/daniel/) Will Expire On Monday September 7th at Midnight So Check It Out ASAP - [http://customcontentwizard.com/daniel/](http://customcontentwizard.com/daniel/)
3. If I didn’t know this book or author, would I buy it?

Jim says that from these answers, he can already tell that this is going to be an article that he would want to read. Questions 37-39 ask the user what the first, second, and third step should be taken for the reader to get the result that they want. In the software demo, they were:

1. List out all of your ideas for a book
2. Determine which one to start first
3. Start building a marketing platform before you start writing the book

Again, it would probably take you about 20-25 minutes to answer all of these questions the first time you did this. After you have answered the final question, simply click on the ‘Build’ button that’s located up at the top of the interface. A window will then appear which allows you to choose whether the document should be outputted as a .txt file, a .docx file, or a .pptx. That means that you can have these templates saved as regular text files and Word or Pages files as well as presentation files that open up in PowerPoint and Keynote. These files will open up in Open Office as well.

There’s a certain type of file that will save which will show you each question that you answered along with the answer that you put in. One such document is shown above. Jim recommends printing this out and then sitting down with your favorite beverage and a pen or highlighter. Then, you would want to go through and make sure that you answered all of the

Replay And Special Offer For Custom Content Wizard Will Expire On Monday September 7th at Midnight So Check It Out ASAP - http://customcontentwizard.com/daniel/
questions the way that you wanted to. Sometimes you can catch mistakes that you may have made or improve upon your answers this way. Afterwards, you can go back through the program and make any changes that you like.

A problem that people often have is not having any ideas for articles. So another type of document that’s included in the program is some idea starters. This template will take your keyword and your target audience and help you to come up with cool ideas. An example of one of these documents is shown below. As you can see, some of the ideas the program generated from the information entered in were:

11 Great Book Publishing tips for Authorpreneurs

What are 3 insider Book Publishing tips every Authorpreneur needs to know?

What are 3 advanced Book Publishing tips Authorpreneurs need to know?

What are 5 Book Publishing tips an experienced Authorpreneur can use immediately?

What’s your #1 quick start tip for Authorpreneurs looking for fast results with Book Publishing?

What is your #1 time-saving tip for Book Publishing?
Don’t you think that you could write articles easily or make social media posts quickly using one of the topics above if this were your niche? Do you think that you could get some discussion going with one of these topics? Now, what if a bunch of people responded to one of the posts that you made from these topics, don’t you think that you could create a series of articles based on what everyone else was telling you? It would be as simple as coping and pasting from there, wouldn’t it? You would definitely be able to crowd source some articles this way. Plus, this gives you some ideas of what to do too.

Another cool thing about this is that over time your answers to these questions might change. This could be true no matter what industry you’re in. The software demo example was all about book publishing. You could easily edit the answers so that they referred to book marketing instead. Then, you would have a whole new set of content idea starters as well. After this was done in the software demo example, Jim opened a new document up, and now the questions read:

11 Great Book Marketing tips for Authorpreneurs

What are 3 insider Book Marketing tips every Authorpreneur needs to know?

What are 3 advanced Book Marketing tips Authorpreneurs need to know?

What are 5 Book Marketing tips an experienced Authorpreneur can use immediately?

What’s your #1 quick start tip for Authorpreneurs looking for fast results with Book Marketing?

What is your #1 time-saving tip for Book Marketing?

Do you see? Totally different ideas come up for these articles. Each of these questions would be answered completely differently than before. This all happened just by changing one word in the program. Now, if you’re stuck on what titles to use, a document can be generated to help with this as well. This is shown in the screenshot below. The numbers in parenthesis are optional. You can use them, but you don’t have to. There are over 100 title ideas generated when you use this template.
There are actually 21 different templates, and each of them takes the information that you put in and mixes and matches it in different ways. In the software demo, Jim opened up the ‘Questions They Should Ask’ template. When you open up a document that was generated by this template, then an article generated around this topic opens up.

Below, you’ll find an example of the article being referred to. As you can see, the title that was generated for this article reads “Book Publishing – 3 Book Publishing Questions All Authorpreneurs SHOULD Ask, But Don’t”. This follows Jim’s title formula perfectly. As you can see, there’s a keyword, then a benefit, and then another keyword. Don’t you think that this title is one that would get your attention? Then, the article starts with an introductory sentence that further pulls in the reader’s attention. This is exactly how an article should be formulated.
One of the coolest things about having this software is that if you see something that needs to be rewritten, all you have to do is fix it once, and it will be fixed in all of the templates. You can create all kinds of articles from this one set of answers, and every time you change something or every time you run through the questions again, you have a whole new set of articles, posts, and ideas that you can use. Just remember that every time you make a change to your answers, you do have to save your work when you’re done.

According to Jim, the way to write something quickly is to ask a question and then give a writing-prompt. An example of this is shown in the screenshot below. First, the document poses the question “Can I actually sell this? Will someone buy this book?” as one of the questions an author should ask. You would then ask the question “Why is this question important”, and your writing prompt would “This question of ‘Can I actually sell this? Will someone buy this book?’ is critical because…” If you know anything about the topic, you can just start filling in the blank from there. The answer that was given in the software demo was that it is “critical because if you don’t ask it and don’t know the answer, you don’t know how to sell your book.”
It really is that simple to go in here and just fill in the information that’s being prompted within this document, and before you know it, you find that you have a full, informative article in place. Jim did this during the software demo, and he ended up having 230 words written, not including the title or any subtitles, in less than five minutes. This was just the first section of the article. It would have probably taken him about ten minutes to fill out the rest. When he came to the end of this article, a conclusion was already in place. It stated:

“Now that you’ve got the answers to the Book Publishing questions every Authorpreneur SHOULD ask, I’d like to invite you to get the rest of the questions (and answers) you’ll need with your free instant access to “The Ultimate Self Publishing Checklist!”

It’s likely you’ll agree that this is some pretty good copy. Understand that the documents that are generated are first-draft documents. So, some editing will be required. There will be mistakes that come about as a result of the documents being automatically generated, and there will probably be some mistakes in the answers that you put in initially. However, these are easily fixed, and you often get a feel for what to look for after you’ve generated these documents a few times. Some things can be edited within the document you’re working with, but if it’s part of the answers you have given, then you will want to go back through the program to fix the mistake; that way, it will be fixed within every document you generate.

After the conclusion, there were a few call-to-action paragraphs that Jim could choose from. He did have to fix a bit of the grammar just to make it all read a little more smoothly. The article was done in no time, and keep in mind, this will work for any niche and it will work

Replay And Special Offer For **Custom Content Wizard** Will Expire On Monday September 7th at Midnight So Check It Out ASAP - [http://customcontentwizard.com/daniel/](http://customcontentwizard.com/daniel/)
whether you are selling a product or a service, and it will even work for you if you have a free offer.

Now, let’s say that you didn’t want to write any of it yourself. Well, the software will provide you with code that you can copy and paste. All you have to do is copy and paste this into Fiverr, and someone on Fiverr will write this for you for just $5. The code gives them all the instructions that they need. It even lets them know what the word count needs to be for the article and how they should divide it up.

Note that part of this instruction tells the outsourcer that the article must pass a CopyScape search. If you didn’t know, this is a service that helps you to be sure that the material written isn’t anywhere on the Internet already, which helps you to make sure that it’s not made up of copyrighted material. The service only costs about a nickel each time you use it, and it is a popular service that’s well-known throughout the world. When writers see that you are going to check an article with CopyScape, they know that should fly right. The writer that you hire can just follow along the prompts and write your article this way too, and when you have it done this way, it really cuts down the chance that you’re going to end up with plagiarized material.

Let’s say that you wanted to make an informational video for your niche. One of the simplest ways to do that is to create a PowerPoint presentation and film yourself explaining the slides with screen capture software. This method works especially well for those, like Jim, who have a face made for radio. The software makes it very easy to create a PowerPoint and narrate it. You can then upload the video that you made to your website, your social media page, or your YouTube channel.
Jim chose the ‘Beginner’s Guide’ template during the software demo example. The software will generate a presentation for you, much like the one shown above. This is a real PowerPoint presentation, and it is fully editable. You can add pictures and do anything else that you wish to, just like with any other PowerPoint presentation you might have made in the past.

There are questions and writing prompts in these too, which again, help you along. Just like with the template that you saw in Word, there are multiple call-to-actions included in these presentations as well. So, you will need to go through and make some changes, but this isn’t near as hard as creating a presentation from scratch.

There are 21 different templates that you can take advantage of, and you can even mix and match the results generated to make even more content. You could also use the different content generated to make up the different chapters in a book. So, if you wanted to make a 21-chapter book on a particular topic, you could literally just generate documents with each one of the templates and make them each a chapter. With this software, you really do have the ability to create unlimited amounts of content.

How much time would it take you to write a single article from scratch? For most good writers, it takes at least half an hour. It would take most people between an hour and three hours. Plus, there’s usually more to it than just sitting down and writing it. It usually takes between 15-30 minutes to come up with the idea, if not much longer. You’ve also got to create the title, and sometimes that’s easier said than done. Jim estimates that this in itself would usually take you between 15-30 minutes.

Replay And Special Offer For **Custom Content Wizard** Will Expire On Monday September 7th at Midnight So Check It Out ASAP - [http://customcontentwizard.com/daniel/](http://customcontentwizard.com/daniel/)
In addition to all of that, it normally takes someone half an hour to an hour to outline the content, and let’s just say that it would take most people an hour to an hour and a half to write the content. Therefore, it would probably take your typical person between 2 to 3 ½ hours to write every article that they create. Even if you’re super-fast, it’s going to take you at least an hour.

Now, let’s say that your time is worth at least $25 an hour. Hopefully, it’s worth more, but at that rate, every article is actually costing you a minimum of $50 - $85. If your time is worth more than that, then it’s costing you even more. If you want to do content marketing right, the experts say that you should publish 3-5 times a week. That’s not at all excessive. There are many, many people who are publishing 3-5 times a day.

If you’re doing 3-5 a week, that comes out to somewhere around 6-17 hours a week. If you multiply that by 52 weeks, that comes out to between 312-910 hours per year. That actually equates to 8-22 full 40-hour work weeks. That’s like working full time from January 1 to May 20, doing nothing but writing articles. You could use the Custom Content Wizard instead. This would not only save you massive amounts of time and money, but you could get your life back in the process.

You have a choice. You can either do it yourself with the content wizard, which would give you about an hour to an hour and a half of creation time. This would save you 10-15 hours per week, which would come out to 780 hours a year. That totals 19 ½, 40-hour work weeks of time and effort saved. Another thing that you can do is hire it out. You can go to Fiverr.com

Replay And Special Offer For **Custom Content Wizard** Will Expire On Monday September 7th at Midnight So Check It Out ASAP - [http://customcontentwizard.com/daniel/](http://customcontentwizard.com/daniel/)
and pay $5 an article. Now, is it going to sound like someone from Harvard wrote the article? Of course not, but it will be decent.

All you have to do is go to Fiverr and find someone that specializes in writing articles. You will want to look for someone that has written 300-400 articles and has a rating of four or five stars. If you do this, it will cost you $15-$25 per week. That would total about $100 a month at max, and the total time you would have to invest is about an hour a month.

Jim says that if he were going to outsource this, he would begin by sitting down with the software and outputting all 21 templates. Then, he would either hire one person 21 times, or he would hire two different people 10 different times. He does say that you shouldn’t give people 10 articles at once on Fiverr. Instead, you should have 10 individual gigs. That’s because this keeps the worker on deadline, and it gives you an opportunity to cancel gigs if they start screwing up.

When you get these articles back, you can put them into WordPress and set them up to show up on different dates and at different times. Literally, you could have all of your blog posting for the entire blog done and ready to go. You can do this on YouTube as well now, by the way.
Today’s Exclusive Offer

Bottom Line: Everybody needs to do Content Marketing, but you can’t afford to do it without the Custom Content Wizard!

The bottom line is that everyone needs to do content marketing. It doesn’t matter if you’re selling books, products, services, etc. You really can’t afford to do it without Custom Content Wizard, however. It’s a magic wand. All you do is wave your magic wand, and it waves in the questions, the problems, the tips, the fears, the mistakes, the myths, and so on, all in with what you want to sell. Then it spits everything out in an organized fashion. This will help you to create your content quickly and easily. In no time at all, you’ll be able to create:

- Full-length articles
- Blog posts
- Videos
- Social Media posts

If you don’t want to do any of the work yourself, all you have to do is send it to someone on Fiverr to get it done for just $5 with the click of the button. There’s nothing that you have to explain because the template does it for you. Now, how would you like to get a hold of this magic wand? Its purpose is to help you make more money online without having to do any of the work if you don’t want to. The Custom Content Wizard Software (PC/Mac) includes:

Replay And Special Offer For Custom Content Wizard Will Expire On Monday September 7th at Midnight So Check It Out ASAP - http://customcontentwizard.com/daniel/
• 21 Custom Content Templates (text) – $97 Value
• 21 Custom Content Templates (.docx) – $97 Value
• 21 Custom Content Templates (.pptx) – $97 Value
• 64 Content Idea Starters – $97
• 145 Content Title Templates – $97

Total Value: $485

If you only got this one piece of software, it would be worth $485. You’re going to get even more than that though. When you sign up and get the software today, you’re also going to get instant access to a bonus webinar training titled “How to Outsource All Your Content Creation Needs for 5 Bucks!” This in itself carries a value of $197.00. This is going to show you exactly how you can outsource along with this tool in order to get the custom content you need for just $5 a pop. Jim and Jeff share years of experience with you about outsourcing everything from eBooks, to articles, to videos. You’ll learn how to use this amazing wizard to get incredible results without doing any of the work if you don’t want to.

This really comes down to breaking old habits. A lot of times people will see offers like this, get all excited and buy, but then they won’t do anything with it. That’s sad because Jim and Jeff have shared the exact system and tools that they use with you to make more and more money and increase their subscribers and visibility. It’s sad to say, but chances are you’re not going to do anything. The reason is because old habits are hard to break.

The only way that you’re going to be successful is if you figure out a way to break that old habit right now. You are going to have the tools to break that habit when you invest today because you’re finally going to have a tool that allows you to get started without drowning in extra tasks. You’ll be able to produce as much content as you like in almost no time at all.

As a second bonus, you’re going to receive instant access to yet another webinar training, which is called “Limitless Blog & Facebook Content”. In this training, Jeff and Jim are going to teach you about generating ideas for killer content that you can use. You’ll never run out of ideas for what to publish online, and you can make your content marketing explode with amazing results this way, no matter what it is you sell.

You can go ahead and invest and get started. Then, within the next couple of hours, you can download the software, watch the quick-start video, answer the questions, and have the entire

Replay And Special Offer For Custom Content Wizard Will Expire On Monday September 7th at Midnight So Check It Out ASAP - http://customcontentwizard.com/daniel/
system up and running for creating as much custom content as you could ever want. You have another choice though. You can make the choice not to get the software, and you can go back to doing the exact same thing tomorrow.

Information alone isn’t going to do anything for you. You need this software because that’s what’s going to allow you to get to the next level with your content marketing. That’s why Jim and Jeff decided to include a third bonus as well. You are going to receive 12+ pre-done ‘plug and play’ project files from major niche markets. That way, you don’t even have to think about what their problems or their questions are. Just fill in a few blanks about the product or service that you’re promoting, hit a button, and then out will come the pre-done outlines that you need. This includes outlines for the following niches:

- Content marketing
- Blogging
- Copywriting
- Webinars (Creating/Doing them)
- Public Speaking
- Dog training
- Internet Marketing

Replay And Special Offer For **Custom Content Wizard** Will Expire On Monday September 7th at Midnight So Check It Out ASAP - [http://customcontentwizard.com/daniel/](http://customcontentwizard.com/daniel/)
• Life Coaching
• Weight loss
• Fitness
• Investing
• Guns
• Employment/Looking for a job
• Employment/hiring new employees
• Outsourcing
• Parenting
• Self-Help
• Travel
• Survival/Prepper
• Niche Market Research

This is something that Jim and Jeff will be updating over time and adding to. Whether you are a newbie or a seasoned online marketer, these pre-done files are pure gold for you. There’s also a fourth bonus that is unannounced. This is another training webinar that you’ll get instant access to. It is their “5-10 Minute Content Promo Plan”. The reason why they are including this is because a lot of people don’t know how to go about promoting their content once they have it done.

This training will show you exactly how to cover all of your major bases in 5-10 minutes so that you can get the widest possible exposure. This includes their very own private never-before-shared, promo checklist. They will show you what you need to do to promote it and get the results that you want. To reiterate, this special package includes:

**Custom Content Wizard Software (PC/Mac) with:**

• 21 Custom Content Templates (text) - $97 Value
• 21 Custom Content Templates (.docx) - $97 Value
• 21 Custom Content Templates (.pptx) - $97 Value

Replay And Special Offer For [Custom Content Wizard](http://customcontentwizard.com/daniel/) Will Expire On Monday September 7th at Midnight So Check It Out ASAP - [http://customcontentwizard.com/daniel/](http://customcontentwizard.com/daniel/)
64 Content Idea Starters - $97 Value

145 Content Tile Templates - $97 Value

Bonuses:

- How to Outsource All Your Content - $197 Value
- Limitless Blog & Facebook Content - $197 Value
- 12+ Pre-done Project Files - $197 Value
- 5-10 Minute Content Promo Plan - $197 Value

Total Value: $1,273

Jim and Jeff do stand behind what they sell. Therefore, they do have a guarantee for this offer. It states:

“If ‘Custom Content Wizard’ doesn’t help you create all the laser-focused article, video, social media, and blog content you could ever want or need to skyrocket your visibility, credibility, and traffic…without YOU doing any of the work if you don’t want to…then we’ll refund your money – NO QUESTIONS ASKED!”

Replay And Special Offer For Custom Content Wizard Will Expire On Monday September 7th at Midnight So Check It Out ASAP - http://customcontentwizard.com/daniel/
When you first began reviewing this material, it’s likely that you had no idea how to get past all of the pains and roadblocks involved with content marketing. Now, when you invest in Custom Content Wizard, all of those problems are gone. They evaporate. This will free you up to making more money in less time and with less effort. This will also massively increase the amount of traffic and visibility you have. That’s how powerful this software really is!

Even though this offer carries a huge amount of value, you’re not going to have to pay the full value of $1,273 for this. The regular price for the software is only $197, but you’re not even going to have to pay that. If you take advantage of this offer, you are going to be able to get everything included in this package for just a one-time payment of $97. There’s no monthly fee, or any type of recurring annual fee. There’s no upsell, or any “crazy one-time offer hell”, as Jeff puts it. You can get the software, the templates, and all of the bonuses for just a one-time payment of $97. But, you will have to act fast because this offer won’t be around for long. You can get started right now by visiting http://CustomContentWizard.com/kristen.
Questions & Answers

How does this apply to me if I am a fiction author?

To be honest, this wouldn’t be as applicable to fiction as it would be to non-fiction. That being said, think about the reasons why people read fiction. What you could do is create articles about various topics that might be addressed in your book. For example, what if you wrote an article about racism, and then you had a book about the old South? Jim says that he has books about zombies, for example. One thing that he could do is write non-fiction types of articles about surviving a “Zombie Apocalypse”.

He could cover all kinds of topics this way, like when to answer the door and when not to, and what to do if you run out of gas. There are all kinds of things that you could write and make it fun. Of course, you would have to figure out how to make something like this work for your own particular topic.

Now, would this work for every single piece of fiction that you wrote. Jim believes that if you worked at it hard enough, it definitely could. Every single story that’s fiction has its root somewhere. There’s always going to be something that relates to non-fiction. There’s a Star Wars book, for example, and part of it describes a drink that Princess Leia was drinking. That’s something tangible in ‘our world’ that you could grasp a hold of. Fiction has to relate to people in some shape or form, and you can take those little bits and pieces that do that and write an article about it which points to your book.

You could definitely take a scene from your book and write an article around it. By the way, one of the best ways to kill writer’s block, if you’re a fiction writer, is to write a non-fiction article about your book. You could use articles such as these to drive sales. You could write about how people would benefit from reading your book, or you could write an article surrounding a scene that you created within your book. It really just take s a little imagination to figure out what would be applicable, but of course, you can really drive a lot of traffic to your books with content marketing.

Would I need to set up a website first and then set up a blog?

Not necessarily. It’s recommended that you put your stuff on a blog eventually, but if you like, you can start out on social media. One great way to get started is to have a social media site where you could put in some of the idea starters. That way, you could get some engagement going and get people writing some content for you. If you do it this way, when you do finally set up your blog, you are going to have tons of content to start off with.

The main reason why most people don’t blog the suggested 3-5 times a week is because they don’t take the time, or it may be that they just don’t know what to say. The Custom Content Wizard solves all of that. Jim recommends that you just jump on board a social media site and get started. This will keep you from having to deal with most of the hassles that other people have to deal with. Another thing

Replay And Special Offer For Custom Content Wizard Will Expire On Monday September 7th at Midnight So Check It Out ASAP - http://customcontentwizard.com/daniel/
that you can do is go back to your social media account and grab all of your social media posts and use them to pre-populate your blog in order to get a whole bunch of content on your blog really fast.

**Do you have a support email address that I can use if I have trouble?**

Go to EbookFireSupport.com. It’s recommended that you add your phone number and Skype ID to any requests that you send in.