

Content Cashation

*How To Make Money With
Content Curation*

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Introduction

Content curation.

You've probably heard those two words before. But if you're like a lot of people, you may be a little confused as to what, exactly, "content curation" is all about.

Maybe it even brings to mind museum curators. And so you're wondering if you'll need to start wearing black turtle necks and attending swanky art parties.

The answer is "no" to that last concern. But your job as an online curator is very similar to a museum curator.

Just as an art curator finds the very best pieces of artwork to add to the museum, you search the web to find the very best news stories, opinion pieces and videos for your niche.

In other words, you don't have to create this content yourself. Instead, **you're aggregating other people's content on your blog.**

Some people look at this last statement and say, "Ah yes, autoblogging."

No, no... well, no! 😊

Auto blogging is akin to "scraping" content from around the web. Sometimes people even do this without permission (which is a black hat strategy). But even those autoblogs which are perfectly legal and ethical are NOT curated blogs.

That's because curators *hand-pick* only the best content so that their readers don't have to sift through the overwhelming amount of news and information themselves. These curators also often comment on this content to make it even more useful to readers. An autoblog doesn't do either of these things.

Need a good example of content curation?

Check out www.huffingtonpost.com. This site aggregates news stories from all over. When the founder, Arianna Huffington, sold the site, she pocketed a cool \$315 million (plus she's paid \$1 million a year to stay on board and help build the site).

Look at the site, and you'll notice that the news comes from all over. Only some of it is unique content written by Huffington Post reporters, writers, volunteers or other

staff. And yet this is a wildly popular site, because it gives visitors the best news all in one place (meaning visitors don't have to wade through dozens of sites themselves every day to get this news).

So now that you know what content curation is, you're probably wondering:

- Where do you get this content?
- How do you make the content more valuable to readers?
- How do you make money from this strategy?

You'll find the answer to these three questions (and all your content curation questions) in the following pages. Read on...

How to Find Content for Your Curated Site

First things first: you don't need any sort of special website to create a curated site. All you really need is a blog, like the popular WordPress platform: www.wordpress.org

Just be sure you host the blog on your own domain name, because you want to retain full control of your site.

Secondly, you're going to be searching a wide variety of sites in your niche to uncover the very best news and content.

As you uncover these sites, you'll want to do two things:

- 1. Read the TOS on these source sites.** Don't ever make any assumptions about another site's content. When you curate content, you generally only take a tiny excerpt (such as the first few lines or first paragraph of a news story), post that excerpt on your site, and then link to the full story on the source site.

That seems reasonable. And yet some sites have very specific rules as to how you can use their content and how they want you to link back to their sites. Some of the rules may be quite lax, meaning they allow you to reprint the content in full on your site. Other rules may be quite rigid. Point is, read ALL the policies on a site before you even think of linking to or excerpting out content.

- 2. Bookmark these source sites.** Be sure to create a special folder just for these content sites. That's because you want to start each day browsing these sites – so having these sites all in one place makes it easy for you to do so.

Tip: Eventually you'll probably create a list of several dozen good sites that you can regularly turn to for information. However, just because you create a solid list doesn't mean that you should stop looking for more source sites. Remember, your readers are depending on YOU to bring them the best news stories and other content from around the web. And the only way for you to deliver the BEST content is to make sure you stay abreast of new sites in your niche.

OK, so where do you find this content?

The short answer is "everywhere." Because remember, your goal is to become the aggregated news site your readers turn to when they want the very best niche news. So you need to go all around the web to find these sources.

Here's how...

Find the Top Niche Blogs

Some of these blogs are news blogs, like those you can find on news sites (such as CNN.com). Others may be blogs run by the experts in your niche. Still others may be curated blogs themselves, which you may check from time to time just to make sure you haven't missed any big news stories in the niche.

As such, blogs can give you a lively mix of hard news stories, opinion pieces and "how to" advice and instructions.

You may already know about some of the bigger blogs in your niche. If so, add them to your list. Then find other blogs by following these steps:

- **Search Google.** Here you can search for your niche keywords, followed by the keyword "blog." For example, "dog training blog" or "bodybuilding blog" or "homeschooling blog."
- **Check the top blogs list.** Here's a list of hundreds of blogs across dozens of niches: <https://www.blogs.com/topten/>. This, of course, is just one

person's opinion about the top blogs in these niches, but his list would likely coincide with other experts' lists.

- **Ask around.** Do you have a current blog, newsletter list, social media following or other way to contact people in your niche? If so, ask them what blogs and other sites they follow in the niche. You can also ask around on niche forums.

Of course you don't have to bookmark and visit all of these blogs individually. Just subscribe to their RSS feeds and read them on an RSS reader (like www.google.com/reader).

Add News Sites to Your List

No matter what niche you're in, you'll want to have at least one source you can turn to in order to get the latest niche news. One easy way to do this is to use a site like Google news, which you can find here: <http://news.google.com/>. Take note of the right sidebar. You can personalize the news you see according to niche or even keywords.

Of course you can visit other news sources as well, such as CNN.com, MSNBC.com, BBC.com/news and other news sites from around the world.

Tip: You can also visit wire services like ap.org (the Associated Press) or Reuters.com. This is where other news sites get their news. If you want to use this content, however, you'll need to purchase a license. See these sites for more information.

Check Research Articles

You'll want to keep tabs on the scholarly research that's coming out in your niche. One way to do that is to keep an eye on Google Scholar, which you can find here: <http://scholar.google.com/>.

You can search that site both for scientific articles as well as legal opinions and research.

Visit Government Sites

Another thing you'll want to do is keep track of what's going on with your local government, both at a local level as well as a national level.

You can do this by visiting government sites that are related to your niche, searching for pending legislation related to your niche and keeping track of government officials who're interested in causes related to your niche.

Example: If you have a dog-related curation site, then you'll want to keep track of legislation pertaining to dog abuse, dog fighting, local city ordinances (such as rabies vaccinations), etc.

Browse Authority Sites

Many of the blogs you uncovered in the first step probably fall into this category. However, a few authority sites (those written by known experts) don't have blogs. Some of them distribute information in other ways, such as via a published newsletter.

Tip: Of course if you do find newsletter content worth curating, you'll need to find out how to link to this content. If there's no way to link to it (e.g., it's not online), you'll have to get permission from the author to reprint it. But the point is, make sure you obtain permission to curate the content rather than making any assumptions about what you can and cannot do with it.

The way to find these authority sites is by simply searching for your niche keywords in Google (except this time you don't search specifically for blogs).

Also, if you know certain people to be experts in your niche, then search for these experts' names to find their sites.

Tip: Be sure the sites you're finding are indeed authority sites. For example, WebMD.com is a known health site. It's reputable. It's trustworthy. The content is created by doctors. You need to find similarly reputable sites in your niche, with content created by experts.

Keep an Eye on Social Media

Another thing you'll want to do is subscribe to social media, specifically [Twitter.com](https://twitter.com), [Facebook.com](https://facebook.com) and [YouTube.com](https://youtube.com). Then follow influential people, news sites and authority sites in your niche. Sometimes breaking news happens on social media first. And the viral news tends to spread fast on these sites.

Tip: YouTube.com is also a good place to find relevant videos for your curated sites, as usually you're allowed to embed these videos directly into your site.

Use Google Alerts

Finally, one effective way to keep tabs on relevant online content is by subscribing to Google Alerts (<http://www.google.com/alerts>).

This service allows you to be notified whenever new content comes online that mentions specific keywords. You can even filter by types of content, such as books, news, discussions or video.

Quick Recap

You just discovered seven places and methods to uncover all the niche news you need. If you use these tools and sites on a daily basis, you'll never run out of content. So now your next step is to choose the best content and then add value to that content. Read on...

How to Create Value for Your Visitors

You have all this great content. So now what?

Here are your next steps:

1. Pick the best content.
2. Display it in an intriguing way.
3. Add value to it.

Let's go over these three issues separately.

Pick the Best Content

First things first: as mentioned at the beginning of this guide, you need to cherry-pick only the very BEST content for your readers.

Obviously, this step is going to be a bit subjective.

What you like may differ from what your target market likes. And that's why it's important for you to thoroughly understand your target market. You can do this by spending time with your target market, both online (such as on forums, blogs and social media sites) and offline (at meetings, hobby groups and other places they congregate).

Spend some time thinking about the demographics of your target market, such as their gender, age and where they live. What do they do in their free time? Where do they spend their money? What are their problems? What are their hopes and desires? What motivates them?

Once you know the answers to the above questions, then you'll have a better idea about what kind of content to post on your site.

Example: Let's suppose you have a site about giant-breed dogs, like mastiffs and Great Danes. Perhaps you find out that these giant breeds often suffer from arthritis as they age. And maybe you also find out that your target market is worried about this, as they're searching for ways to help slow or even prevent arthritis.

Ah ha. Just knowing this bit of information about your target market helps you decide what kind of content to add to your site. Since you now know this is an important issue, you'll be more likely to add any news or articles that come out on the issue.

The same goes for everything else you find out about your target market. If you find out what's important to them, then it will be easier for you to decide what content to include on your site.

Display the Content

Once you've decided exactly which articles, news stories and opinion pieces to include on your site, then your next step is to add it. However, as mentioned before, usually you can't reprint the article in full (unless you've received explicit permission to do so).

As such, you'll need to do one of two things:

1. **Print a small excerpt**, such as the first few lines or the first paragraph of the story. Then link to the original story. Be sure your links open in a new window, so that your readers don't completely leave your site to read the story.
2. **Provide a quick summary of the story in your own words** (just a few sentences or a paragraph), along with a link to the original source.

Those are the basics of displaying the story itself. However, your goal is to attract eyeballs and get people reading everything on your site. That's why I suggest you do the following:

- **Create Eye-Catching Headlines.** You don't need to use the same headline as the source, as long as you're clear that the headline you're posting is NOT the official title of the article.

In other words, you create a unique, eye-catching title for your blog post. Then inside your post, if needed, you can share with your readers the actual title of the article or news story.

Example: Let's go back to the example of the dog blog for giant-breed dogs. Maybe you find an article titled something like, "Great Danes and Arthritis." And this article talks about ways to ease your dog's arthritis.

That title is pretty boring, so you don't want to use it as your blog post title. Instead, you might use something a little more eye-catching, such as:

- "Your Great Dane's Arthritis... Cured?!"
- "The Secrets of Reducing Your Great Dane's Arthritis Pain."
- "How to Give Your Great Dane a Happy, Pain-Free Life."

See the difference?

The above three headlines are much more enticing than the original headline.

The second thing you'll want to take into consideration is whether you're trying to pull in traffic from the search engines. If so, then you're going to want to create optimized titles and content.

In other words, be sure to include in your title and content the exact words your market is already typing into the search engines. You can find out what these words are by using a tool like [MarketSamurai.com](https://www.marketsamurai.com) or [WordTracker.com](https://www.wordtracker.com).

Example: If you discover that people are searching for "Great Danes with arthritis," then your blog post title might be something like this: "Great Danes With Arthritis: Can They Ever Be Pain Free?"

- **Insert a Relevant Photo.** Chances are, there was a photo included on the site that you're linking to. However, usually you can't use these photos without obtaining explicit permission from the photographer. That means you can't include the photo alongside your short excerpt or summary.

So what can you do? Easy: go to a stock photo site and find a relevant photo. Such stock photo sites include [iStock.com](https://www.iStock.com), [BigStockPhoto.com](https://www.BigStockPhoto.com) and [DepositPhoto.com](https://www.DepositPhoto.com).

Example: If you're posting about Great Danes and arthritis, then all you really need to do is post an eye-catching photo of a Great Dane dog. Or if you have a weight loss blog, you might post photos of exercise equipment, people exercising, healthy foods, etc.

Tip: People are naturally drawn to photos, which is why you should put an enticing and informative caption under the photo. You may even post a caption which arouses curiosity. For example, "Is it possible for your Great Dane to live pain-free?"

And now let's look at the last thing you need to do when posting curated content...

Add Value to the Content

Just the fact that you're aggregating the best content in your niche makes your curated site valuable. It's a huge timesaver, since your visitors can get all their niche news from your site (rather than running around looking at dozens of other sites).

However, you can add even more value to your site by adding value to each post. That means that you don't just post excerpts and links to news like a regular news aggregator.

Instead, you give your readers something they can't get anywhere else:

Your opinions and expertise.

Here then are five ways to add value to curated content...

1. Add Your Opinion

This is just what it says – you add your opinion on the article or news story that you're posting. Is this good news? Bad news? Do you agree with the author's conclusions or disagree with them?

Example: Let's suppose you have a curated blog that focuses on weight loss for women. Here are two (fictional) news stories and how you might comment on them:

- You post a news story about a weight-loss drug coming off the market. You can comment on how this is a good move, because you tried the supplement once and it made your heart race.
- You post an article about a new diet that's taking the country by a storm. Perhaps you disagree with the author's conclusion that this diet is worth trying, because it looks unbalanced and dangerous to you.

As you can see in the above examples, you don't have to write a long post to share your opinion. You can post the news excerpt and then share your opinion in as little as a few sentences.

A longer opinion piece (or even a rant) is fine, of course. But if you're looking for a quick and dirty way to add value, just post an observation or opinion alongside your curated content.

If you want to offer something more meaningful to your readers, then consider this next method...

2. Let Readers Know How the News Impacts Them

Your site visitors may read the news stories you're posting, but they may not always realize how this news affects them.

Let me give you a couple examples:

Example 1: You have a blog for business owners. The FTC (Federal Trade Commission), a regulatory government body in the United States, posts new regulations that pertain to advertising. You need to tell your readers how this affects their business. For example...

- Will they have to change the way they advertise?
- Will they be prohibited from advertising in certain ways?
- Will they need to give up advertising in certain profitable channels?
- Will they need a lawyer to look over all their ad campaigns from now on?

Point is, your readers will have a lot of questions. Thus you can add value to your curated blog by discussing the issues with them.

Example 2: You have a bodybuilding blog. A well-known bodybuilding supplement gets pulled from the market because the manufacturer stopped making it. Here are some questions your readers might be asking...

- What does this mean to bodybuilders?
- Is there another alternative supplement that works just as well?
- Do bodybuilders even need this supplement?
- Is there a natural way to ingest this supplement, such as by eating certain types of food?
- And is there any indication that other products are going to soon go off the market?

You get the idea. You can post an article below the links and excerpts which explains how your readers are likely to be impacted by the news. You might do the following:

- **Talk about what happened in the past (or in a different industry) when a similar event occurred.** For example, what happened before when the FTC cracked down on certain types of advertising? Did business owners lose business? Or did they adapt, change and move forward?

- **Offer predictions about what will happen in the industry in the next three, six and twelve months.** In keeping with the FTC example, here you might talk about how businesses using certain models will either need to adapt or they'll go out of business (or go bankrupt) within six months. You can even provide past news stories and case studies to back up your predictions.

These things are helpful to your readers. But you can extend your help out even more by using the next method...

3. Offer Additional Tips, Steps or Instructions

This method is a natural extension of the above method, where you explained to your readers how the news affects them. Because when you use this method, you actually provide instructions, steps, tips and other advice about how to profit from good news or avoid the negative impact of bad news.

Examples:

- You post a news story about how meditation reduces stress. To add value, you can then post instructional information about how to perform two or three different types of meditation.
- You post a news story about how children in the Western world are becoming obese, and how this puts them at risk for a wide range of health problems. You can then post helpful tips and information for parents who want to help their children lose weight safely and effectively.

This is also a good way to add value if you're posting "how to" content from authority sites or blogs. That's because you can elaborate on the original article. You can do this by:

- **Adding in your own tips.** Maybe you post an article which lists 10 tips for a flatter stomach. If you know five or ten other tips not mentioned in the article, then you can add these additional tips to your commentary.
- **Adding in examples.** If the original "how to" article lists steps without examples, you can make the content more useful by including your own examples.

Example: Let's say you posted an article about how to write a good sales letter. If the first step is profile your target market, but the article doesn't elaborate, you can offer examples of the types of questions marketers should ask themselves about their target market (e.g., age, gender, income, education, problems, desires, etc).

- **Telling stories to teach or make a point more memorable.** These could be your own stories, or you can share a story about someone else. You can use these stories to connect with your readers, make a point more tangible or make a lesson more memorable.

Example: Let's suppose you just posted an article about the dangers of an unbalanced diet. You might then share a story about how your friend ended up in the hospital after eating poorly for a year.

- **Inserting helpful charts, pictures or other aids.** In other words, supplement a text article by offering some sort of visual aid.

Examples:

- If an article mentions a series of statistics, you can create your own graphics to depict these statistics in a more meaningful way.
- If a "how to" article lists a somewhat complex process, you can create a mind map for your readers.
- If an article talks about a specific exercise such as a deadlift, you can post a series of photos which show the proper way to execute this weight lifting exercise.
- If a health article talks about an obscure part of the body, you could post a diagram of the body which labels this part of the body.

Point is, you can make the content more valuable to your readers by adding in your own instructions or visual aids.

Now, maybe you're not really an expert on a particular topic, so you're not comfortable adding in your opinions, instructions or anything else. If so, you'll love this next idea...

4. Provide Another Expert's Opinion or Advice

Even if you are an expert in the niche, it doesn't hurt to share opinions and advice from other experts. It helps add credibility to your blog. And if the experts are well-known in the niche, then getting exclusive content from these experts helps you draw more visitors to your blog.

Example: Let's say you have a blog that's aimed at online marketers. And let's say someone in the niche shares a controversial marketing strategy. You can certainly post your opinion. But you'll add even more value if you post the opinions and comments from one or more well-known experts in the niche such as Jimmy D. Brown, John Reese and marketing legend Jim Straw.

- "Jimmy D. Brown cautions the use of this strategy because..."
- "John Reese says the strategy works, but only if you give it the following twist..."
- "Jim Straw says he used a version of this marketing strategy before the internet..."

Of course you don't have to limit your experts just to providing a "sound bite" opinion. If they're willing, you can ask them to provide extra instructions or advice.

Basically, you can ask an expert to provide a guest article for you (in exchange for a backlink).

If it's more convenient for the expert, you can interview them on the phone. You can then either provide a direct link to a downloadable MP3 recording of your interview, you can offer the transcripts to your readers, or you can offer both the recording and transcripts to your readers.

Your expert doesn't necessarily need to be well-known in the niche, however. You can also interview local experts and authority figures, even if they don't have a "name" in your niche.

Examples:

- You just posted news about the latest FTC regulations. You can interview a local attorney to get his or her opinion about how this will affect online marketers.
- You just posted a news article about a bodybuilding supplement. You can post a comment from a local bodybuilding-gym owner to get his opinion on how it affects his clients. You might even get a feel from him as to how many of his clients currently use this particular bodybuilding supplement.
- You just posted an article about dog behavior. You can talk to a variety of experts, including a local dog trainer, a veterinarian and the owner of a rescue shelter to get their opinion on this niche news.
- You posted an article about the economy and how it is affecting peoples' retirement. You can interview financial experts like investment bankers and financial planners to get their opinions about how people should be saving for retirement.

One of the best ways to approach these experts and authority figures is by phone. That's because you may be able to get a quick interview or opinion straight away. And since it's on the phone, you'll also be able to ask follow-up questions.

If you use this approach, keep these points in mind:

- **Prepare to record the call.** If the person agrees to the interview, you don't want to be fumbling around with your computer or other recording device, trying to figure out how to record the call. Figure this out in advance so that you can record the call with just the flip of a button or a click of your mouse.
- **Ask for permission to record the call.** This is important. If the person does agree to the interview, you must tell them that they're being recorded. And you need to let them know how you'll use this recording. You can use this recording in lieu of taking notes, which means you merely summarize the interview in your own words, with occasional direct quotes. However, if you intend to use the recording OR the transcripts directly, then you must ask the interviewee for permission.
- **Give the interviewee something for his or her time.** Generally, this means that you advertise the person's business, such as by linking back to his website.

The alternative is to email your prospective interviewee. Below I've provided a sample email that you can use.

Note: you can also use this as a template for calling an expert. Either way, you want to make your request short and to the point.

Subject line: I'd like to request an interview...

Hi [name],

My name is [your name], and I own the [niche topic/name] blog at [link]. The reason I'm writing today is to ask for five or ten minutes of your time to get an opinion about [topic].

You've no doubt heard the news about [topic], which [explain in one quick sentence how it impacts niche]. My question for you is, [insert your question].

I'd greatly appreciate hearing your opinion on this matter. In exchange for your time, you'll get a link and byline on the [name of blog] blog.

You can email your answer, call me at [your phone number], or send me your telephone number if you'd prefer I call you.

Thank you for your time!

[your name]

As mentioned before, you can even offer your blog readers an MP3 recording, if you do the interview via phone. Which brings us to our last way to add value to your curated content...

5. Create a Multimedia Presentation

Not everyone likes to read content. That's why you may consider offering your readers multimedia content, to help accommodate those that don't care for text content. As

mentioned above, one option is to offer audio content. Another option is to offer video content. That's what I'll focus on for this section.

Obviously, if you're surfing multimedia sites like YouTube.com for content, then you probably already will have some videos on your site. But you can add in your own unique videos as a way of adding value to the blog.

What kind of videos should you add? Here are a few good ideas...

- **Provide video summaries.** Be careful here: you can't do something like read news stories or articles, because that's copyright infringement. However, you can summarize them quickly – just as you did with your text excerpts or summaries – and then point your readers to a link to get more.
- **Provide a weekly digest.** The idea here is just what it sounds like: you offer an end-of-the-week roundup of the top news stories. This is a great timesaver for people who just visit once a week, since they get the top news summarized in a short video. Naturally, you provide links where they can learn more.

Tip: Yes, of course you can provide this weekly digest in text format, too. Better yet, start a mailing list and offer this digest to your subscribers!

- **Offer video "articles."** Earlier you learned about providing value by offering your opinion on a news article or providing extra tips and advice to help your visitors. You can do the same thing here, except offer your opinions and instructions via video rather than text content.

Tip: Not fond of having your face on camera? No problem. You can create a slide-presentation video using Power Point slides and a screen-recording software like Camtasia Studio (<http://www.techsmith.com/camtasia.html>).

- **Offer video demonstrations.** Instead of offering static visual aids (like photographs) to help your visitors, you can offer video demonstrations. So, for example, if you just posted an article about heart-healthy meals, you might use a video to demonstrate how to cook a specific heart-healthy recipe.

Quick Recap

You just discovered five ways to make your curated blog even more valuable to your visitors. Now, maybe you're thinking this is all fine and good... but you're starting to wonder, how DO you make money with this site?

Your answer is coming up in the next section...

Turn Traffic Into Money in the Bank

If you build a high-quality curated site as described in this guide, and if you drive targeted traffic to it, then you'll start growing a loyal readership. Plus your blog is likely to take on a life of its own, as people tell their friends about your blog, link to it posts on their Facebook page, tweet about it, discuss stories on forums, etc.

Which brings us to the question: how do you monetize a curated site?

The short answer is that you monetize it the same way you monetize any other site. And the long answer is it depends on your audience and your preferred business model. Here are five ways to do it...

Promote Your Own Offers

Here you can advertise your own products or services. But no matter what you're selling, the key is that you need to give your audience what they want. In most cases, this means putting offers in front of them that they're already known to buy.

Example: If you have a dog training blog, then you can sell dog training books, videos and similar content, as these are all proven sellers.

Of course you don't have to limit yourself to products. You can certainly sell services, such as freelance services, coaching and consulting.

Example #1: You run a bodybuilding blog. You can offer coaching services where you create customized routines for bodybuilders.

Example #2: You have a marketing site. You can offer marketing consulting with offline business owners.

Advertise Affiliate Offers

If you don't have your own product, no problem. Because you can still sell products or services on your site, except this time you'll do it as an affiliate. This really opens up the possibilities, because you can sell both digital products and physical products.

The advantage of selling digital products (like ebooks via [Clickbank.com](https://www.clickbank.com), [DigiResults.com](https://www.digireads.com) or [JVZoo.com](https://www.jvzoo.com)) is that you tend to get a higher commission rate. Usually the commission rates start around 50%. You might even see 100% commission rates from marketers who're looking to build their customer lists.

Physical products tend to have much smaller commission rates, simply because the sellers have a lot of overhead costs. So you may see commission rates as low as 5%. However, depending on what you're selling, you may see higher conversion rates over digital products. This is especially through if you're selling affiliate offers through a well-known site like Amazon.com.

Post AdSense Ads

With affiliate offers, you only get paid when someone buys a product. However, with AdSense ads you get paid whenever someone clicks on one of your ads.

You may only get pennies per click, depending on your niche. However, you don't have to sell anything to make this money – you just need people to click on your ads.

You can sign up for this program by going to www.google.com/adsense.com.

Be sure to test the placement of your ad blocks to see which places on your blog generate the most clicks. You'll also want to test AdSense ads against affiliate offers or other monetization methods, just to be sure that you're making the most of your traffic.

Tip: Another way to get paid without having anyone buy anything is by displaying CPA (cost per acquisition or action) offers. Typically, you get paid when your prospect completes a specific action, such as filling out a credit card application or joining a mailing list. You can find these types of offers on CPA sites like [maxbounty.com](https://www.maxbounty.com).

Sell Advertising

Yet another way to monetize your traffic is by selling advertising space. This works particularly well if you have a high-traffic site with targeted visitors.

One way to sell your traffic is by using a third-party service like blogads.com, casalemedia.com or tribalfusion.com.

However, you'll get more money if you sell your traffic yourself, directly. You can start by simply putting a link on the front page that tells advertisers that you're selling ad space, such as text ads and banners. If your site gets high enough traffic, you can bet the advertisers will approach you.

Build a Mailing List

All you have to do to get started is use a mailing list manager like Aweber.com or GetResponse.com. Then offer an enticing freebie such as a valuable report or video to help persuade people to join your list.

Examples:

- Offer a free traffic-generation book to online marketers.
- Offer a golf swing video to people visiting your golfing blog.
- Offer free access to a weight-loss membership site to those visiting your dieting site.

You can then promote your own offers, promote affiliate offers or even sell advertising space within your newsletter. Plus, you can build a good relationship with your readers by:

- Offering exclusive content not found anywhere else on the site.
- Sending daily or weekly digests. (This is a great way to remind people to come back to your site.)
- Offering contests and other fun ways to engage your visitors.
- Sending special offers, such as discount coupon codes.

Just be sure to keep in regular contact with your subscribers, by emailing them at least once per week. That way you don't give them a chance to forget you.

Quick Recap

And there you have it – five quick and easy ways to make money from your curated content. Take note that selling your own products tends to be most profitable. But no matter what you choose, you should also seek to build a newsletter list. That way, you can follow up with your prospects again and again to promote your offers.

Now let's wrap things up...

Conclusion

You've heard a lot about content curation recently. And now you finally know how to run your own profitable curation site! To that end, let's recap what you learned in this report:

- ✓ **You discovered where to get all the content you need to create your site.** From news sites to authority sites to scientific journals, there are plenty of places for news and content.
- ✓ **You found out how to add value to the content.** From adding your opinion to interviewing an expert, these five strategies will get your visitors coming back again and again.
- ✓ **You learned how to make money with your site.** A content site is worthless if you can't turn the traffic into cash. That's why you learned about promoting affiliate offers, selling ad space and more. (Psst – don't forget to build a list!)

Point is, you now know exactly how to create your own profitable curation site.

There's nothing stopping you from doing it, so get started today. Because the sooner you do, the sooner you'll get the chance to join the ranks of high-quality curation sites like the Huffington Post!