



There are five main components that make a business successful.

To build a rockstar business, you'll want to nurture each of these areas consistently. The issue ends up being that an entrepreneur focuses too much on one area (or a few) and not enough on the others.

I want to give you our content marketing system so that you can use it to build your email, add value (nurture) to your audience, and consistently generate sales.

Let's start with the elements of a successful business.

The Main Five

1. **Content.** This shows your expertise (on your topic) and helps potential customers start the process of knowing, liking, and trusting you. It helps convert a cold audience.
2. **Audience building.** You can use SEO, Facebook groups, organic social media, email list building, podcast interviews, guest-posting, contributing to large publications, strategic partnerships, webinars, and giveaways to build an audience that's interested in what you do.
3. **Sales and promotions.** You consistently and systematically sell what you offer.
4. **Multiple revenue streams and passive income.** You can have as many as 21 revenue streams in business, and many can be passive. This is how you'll create consistent revenue and build financial security.
5. **Scaling.** The system and strategies to build a business that's bigger than yourself.

As I stated, entrepreneurs tend to only focus on a few. A business that can focus on all five of these areas ends up growing, and does so quickly.

The "system" that I've created (and that I'm sharing with you) is built to cover all five.

RGICA's Content Marketing System

The short version:


- Monday: publish a value post.
- Tuesday: publish a post that calls people to sign up for your Facebook group (if you have one). If you don't have one, a call to your email list.
- Wednesday: publish a "journey" or behind-the-scenes post.
- Thursday: publish a post that calls people to sign up for your email list.
- Friday: publish a sales post.

Explained

On Monday, you put out a post on your blog, social media networks, and to your email list that adds value to your audience.

These are how-to or instructional posts that educate your audience and show your expertise. They add value with NO sales or call to your email list. Pure value.

An example:

**Kimanzi Constable** is with **Cindy Constable**.
May 19 · 🌐

18 Publications That Pay for Content and Are Looking

Contributing content to large publications can build your email list, help you sell lots of books and products, and lead to paid speaking and consulting gigs.

Practically, you can also get paid to contribute.

Despite what's happening in the world economy, there are a TON of publications that are actively looking for content from consultants, coaches, speakers, agency owners, and online entrepreneurs to create content and train.

Content is king right now and as a content creator, you don't lack for lucrative opportunities.

Here is a list of 18 publications that pay five hundred dollars or more for your content.

1. Inc. Magazine

They pay eight dollars and fifty cents for every one thousand page views. Every time any of your articles (new or old) are viewed, it adds up.

We have our LPM students that are making more ten thousand dollars a month from their Inc. Magazine content.

They are looking for regular columnists. Meaning, when you pitch, you should pitch a unique column idea that fills a gap.

Cultural topics are a good column idea to pitch.

On Tuesday, if you have a Facebook group, you put out a post on your social media networks to draw people to your Facebook group.

If you don't have one, you put out a post on your social media networks inviting people to subscribe to your email list.

You'll want to have people in both because of the issues with reach. Also, people consume content in different places.

The script:

"You may not realize it, but I have a killer Facebook group. In it, I post my best content, give away training, hold Q&A sessions, and we mastermind around... (insert your topic). Don't miss all the good stuff! The link to join us is in the comments below."

Or, you can create a graphic and put the link to the group in the graphic.

On Wednesday, you put out a post on your blog, social media networks, and to your email list that adds value by showing the journey or behind-the-scenes of what you do.

People want to see how the cookies are made.

This type of content helps educate your audience and shows your expertise. It adds value with NO sales or call to your email list. You're showing that you're actually doing what you talk about.

An example:



Kimanzi Constable

January 13 · 🌐 ▼



Before selling 150K books. Before the four-book traditional publishing contract.

Before getting published in 30 large publications. Before being published in the print edition of Entrepreneur Magazine.

There was this...

This was me on my couch putting in the work every single day using my fancy office setup.

After working 80 hours a week in a business that had turned into a job, I would come home and work while my kids were in school.

I wrote my fingers off and pitched opportunities like a madman. I wrote three hours each day.

In 2012, I wrote 80 guest posts and 104 articles for my blog. I did 80 podcasts interviews.

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There were more days than I could count when I wanted to give up.

There were critics that fed into my self-limiting beliefs.

There were days that were an outright war against imposter syndrome.

There were days and nights when I cried out every ounce of liquid in my body.

After working hard to publish good content and add value, I was frustrated that the income was not coming fast enough to catch up to my debt.

There were nights when I couldn't sleep because I wanted my dream SO badly but it felt impossible.

But, I had a dream and I vowed to do whatever it took to make it a reality.

I pushed forward, put in the work, and stayed focused. I ignored the shiny objects.

I still do.

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If you're working on major goals right now, know that there are no shortcuts to success.

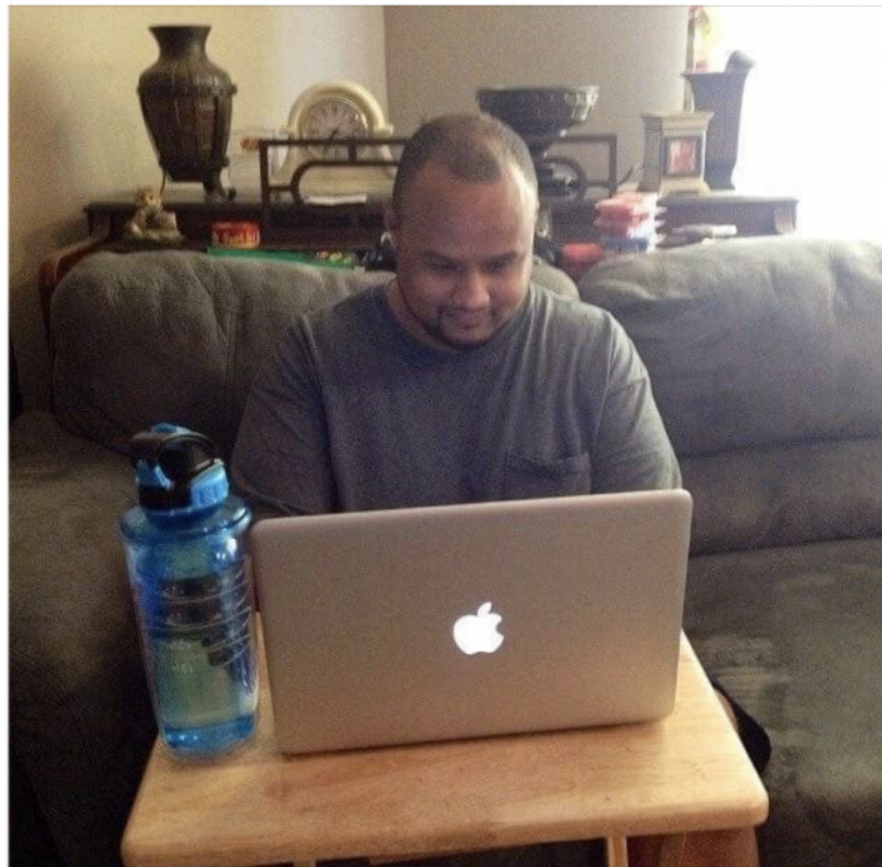
You have to put your head down and do the work.

Know that your major goals are possible. You can do this if you're willing to put in the work.

Don't give in if it feels like it's taking too long. Your goals are worth the effort.

Ignore the critics, deal with your self-limiting beliefs, don't get blinded by the shiny objects, and most importantly—put in the work consistently.

I'm cheering for you. Let's go 🙌



On Thursday, you put out a post on social media networks inviting people to subscribe to your email list.

The script:

"I have an exclusive club that you may not be apart of. There, I send out exclusive and practical content, give away coaching, and share inspirational content around... (insert your topic). Don't miss my inner circle content. The link to check out this exclusive club is in the comments."

Or, you can create a graphic and put the link in the image. It will get more reach that way.

On Friday, you put out a post on your social media networks, to your email list, in your Facebook group, and through strategic partners that promote what you're currently selling in your business.

An example:



Kimanzi Constable is with **Cindy Constable**.

July 29 · 🌐 ▼



We're Closing 🍷

How would you celebrate getting an email from Inc. Magazine letting you know you've been accepted as a contributor?

What would you do when you realized you're a contributor for Inc. Magazine — a publication that pays for content and that you can generate four to five-figures a month passively from?

How would you celebrate becoming a contributor to Entrepreneur dot com?

We can't tell you the number of people who were declined and messaged us asking for help.

For those that submitted applications recently, you've been waiting weeks. Our students, that pitched a little later, started getting accepted again last night.

How would you celebrate becoming a regular contributor to Forbes?

How would you celebrate the fact that regular contributors are paid for content and can generate four to five-figures a month?

These things don't have to be situations you imagine.

They can be your reality and now is one of the best windows to become a contributor to large publications.

Some have been trying it on their own only to hear crickets.

Others have gotten rejection emails.

Some have not tried because you believe you need a hundred things in place before a publication would consider you.

This does not have to be your reality.

It's time for you to have a clear road map, templates, and see what successful pitches to Inc. Magazine, Forbes, Fast Company, Business Insider, Entrepreneur, SUCCESS Magazine, and more look like.

It's time for you to have access to ongoing support and a community of fire starters that are taking action.

*** We close registration for our Large Publications Masterclass at 11 pm CST tonight (July 29th).

We made the program affordable, offered a payment plan, and for one price — you get live training six times ever year.

✓ Last call for one of the best programs that teaches you how to become a contributor to large publications and book corporate content creation gigs.

Details at largepubs.com

Feel free to private message either of us if you have questions.

From: [Simone Morris <SimoneMorris@inc.com>](mailto:SimoneMorris@inc.com)

Date: July 28, 2016 at 1:32:04 PM EDT

To: Sonia Thompson <sonia@mybizbusiness.com>



Subject: Re: I'd love to contribute small business ideas, information, and inspiration

Hi Sonia,



Congratulations! We'd love to have you on board. Here are the next steps for getting started.

Please email me the following:

- Short bio (~100 words or less)
- Square headshot
- Twitter handle

<  Simone Morris > Large Publications Masterclass
21m · 

OMG OMG OMG I'm in! Thank you so so much [Kimanzi Constable](#) and [Cindy Constable](#) for your knowledge and encouragement. Look at what has happened in just 3 weeks. Woo hoo. I'm so so excited.

 Brock Shinen
Jun 17 · 

Wanted to give a loud shout to [Kima Constable](#) and [Cindy Constable](#) for me get into Forbes! Couldn't have done without them! Woohoo!

With this simple system, you are adding value to your audience, promoting and growing your email list, and selling your premium offerings.

You are doing all of these things CONSISTENTLY. Our system can run parallel to your content plan.

Scaling

To scale a business, you should also add four tasks each week:

- One new pitch to a podcast for you to be interviewed on — this helps growth.
- One new pitch to a large publication — this helps growth.
- One new offering for your services — income producing.
- One new pitch to get booked as a paid content creator — income producing.

The goal is to consistently go after new opportunities that bring in revenue.

By adding the posting and scaling systems together — along with your content plan — you're covering all five of the main components every week.

This is a content marketing system you can use to build your business. It's simple but effective.