

Content Broker Formula 2.0

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Thank you for buying a copy of Content Broker Formula

My name is Chris and I've been working as a writer and online marketer for 5 years.

Like most people in my position, I started selling my services to the lowest bidder on internet marketing forums. I started at 5\$ per article, like most writers do. I felt horrible. I had to meet deadlines with arrogant and sometimes very demanding clients. I finally burned out and had to stop for a while.

And then I found out something fundamental about content. Content is very different from other products. It is completely digital, meaning that there is no manufacturing involved and anybody can sell content as long as they have the copyrights to it.

So why not let other people write content for me and sell it back for a profit?

I know, a lot of people will think that it is immoral to have someone else do all the hard work and enjoy the benefits, but let's look at it from another perspective. I remember back when I used to work as a writer, I couldn't care less what my clients did with the articles, as long as they ordered from me.

So if they actually told me that they were going to sell the articles back for 10, 15, 30 or even 100 dollars, I wouldn't care less as long as I got paid.

So don't think that you're exploiting poor writers when you hire them. They couldn't be happier. Fact is, many writers are very talented, but are lousy marketers. At the end of the day, I know where to find high end customers and they don't; if they did, they wouldn't be selling themselves so low.

Second, some people will never buy articles for 5\$, no matter how good they are. For them, the very fact that the writer is selling them so low must mean that they are low quality. However, many very good writers are selling themselves cheap because they aren't aware of their value. They figure that the lower they can sell their articles, the more chances they have at getting hired.

While it is true that there is a huge market for cheap content out here, there are just as many people looking for top quality content. As a matter of fact, people who are looking for quality content are usually the best clients. They tend to be repeat customers and are surprisingly a lot less demanding than bargain hunters.

Most bargain hunters are fly by night marketers who don't understand the power of good content. People who try to pinch pennies on something as crucial as content don't usually last long in this business.

You could sell a 5\$ article to a client for 30\$ and they would be more than happy to pay for it as long as the content was good. The importance is the quality of the content, not how much you paid for it.

So don't feel bad for "overcharging" clients if you provide top quality content. That's the main thing I always concentrate on, providing great content to my clients. You only have one reputation, and if there's something that is crucial in this business is how reliable you are.

To this day, I've received nothing but positive feedback even though I never bought content for more than 1.5 cent per word, which is the most you should pay in my opinion unless you want to get into magazine quality territory.

There is definitely a quality ceiling when it comes to common web content. Most people who look for information online are looking for straight forward, straight to the point information. So unless you're trying to build the world's greatest authority site, there really is no need for top of the line, magazine quality content.

As long as you can provide simple, informative content written in language everybody can understand, you'll have clients lining up for your services. However, if you do want to go for magazine quality content, it is definitely feasible, all you have to do is find a better writer to outsource it to.

And that is the beauty with this model. The possibilities are endless. You could be selling sales copy, which is extremely lucrative, ebooks or pretty much anything that can be written and outsourced.

This business model in my opinion one of the easiest ways to make money online, especially if you're a beginner on a limited budget. In this book, I will show you how you can start a profitable content outsourcing business without investing a single dollar.

A lot of people say that there is no easy way to make money online. I generated 730\$ in sales in one week and it took me all but 3 hours of work to get there, and I'm being very generous. I challenge anybody to tell me this hard work.

You've just stumbled upon one of the greatest secrets to making money online, and don't get mistaken, everybody is doing it. Most internet marketing "gurus" have their whole content written by third party writers, and there is really nothing wrong with that.

So now that you're all excited at the prospect of starting your own, fully outsourced content business, let's get to the meat of this product, shall we?

The Process

Content arbitrage is simply the process of buying low and selling high. That's it.

I would love to tell you that the whole process is complicated, but it's one of the most simple business models you'll find. It goes like this:

1. Find clients
2. Get paid upfront (this part is very important)
3. Find a reliable source for content
4. Send the order details to the source
5. Review the content
6. Send the order to the client
7. Keep the profits!!!

It's that simple. I used to think that dropshipping was the best and easiest model out there, but I had to work with returns and there is always an added element of stress when you're dealing with tangible goods. To this day, I haven't had a single client complaining about my work or demanding a refund.

Finding clients is not that difficult and I'm going to show you places where you can find literally thousands of people looking for content. Finding a reliable source to write content isn't that complicated either and I'm going to show you my favorite place to find good content writers later in this book.

All you have to do is ask your client to outline the details of his order in as much detail as possible and make sure that you understand every aspect of the project before you ship it.

Once your writer turns around the article, you can either send it to another third party for proofreading or you can review the content yourself.

Since I've been a professional writer for many years, I do all the proofreading myself which allows me to save money. However, if you don't feel like doing it, sending it to an editor is a great way to save time.

However, the hardest part is finding people who will be willing to pay good money for articles. If you want to make any kind of substantial profits with this business, you'll have to sell your content for at least two times what you've paid for.

When I first started, there wasn't as much competition in the content business and I could find clients without much trouble. However, there has been an explosion of content writers lately which has somewhat overcrowded the market.

But, I have discovered a way that you can easily upsell your product with little to no competition. You'll be going after one of the hungriest and ever expanding group of buyers out here. Just read on *to the next chapter.*

The Formula

While the whole process of arbitrage is pretty simple, getting an edge over literally thousands and thousands of other people offering the same service as can be a challenge.

However, I've found a way to circumvent this. And it's by selling **product reviews**.

One of the most popular ways to promote products online is through review sites. The way they work is simple: people sign up for an affiliate program where they get paid for every sale made through their affiliate link. They then set up a site reviewing one or multiple products and add their affiliate links. Once someone is ready to buy the product, they follow the link to the vendor's site and the affiliate gets paid.

From the very beginning of internet marketing, review sites have been, and still are, one of the most profitable ways to make money as an affiliate marketer.

But there is one group of affiliates in particular who is craving reviews and need them to sustain their business: **Amazon affiliates.**

Amazon's affiliate program is one of the best in the business. It is incredibly easy to join and there are thousands of new affiliates joining every day. What's great about Amazon is that they sell virtually anything which gives affiliates an infinite possibility of niches to market to.

Amazon affiliates are some of the best clients you'll ever find because they know what they want and often do not stop at one niche. That means that they are more prone to becoming repeat customers.

One of the reasons I prefer selling reviews over regular articles is because of how easy they are to write and outsource. You don't need to be overly stylish when writing reviews, all you have to do is be accurate and informative. Nobody cares about fancy language when they read a review, as a matter of fact, the simpler the better.

This is why people who buy reviews never complain about the content as long as it is decently written and follows their guidelines. The problem with general articles is that people tend to be finicky and you never really know what your client wants.

Another great reason to sell reviews is that there is virtually no one selling this service. Not only will you have little competition, but you'll be able to charge premium prices for content you would otherwise sell for a fraction of the price.

People will prefer going to you rather than regular content providers because you'll become the review guy. They will see you as an authority because you will be selling reviews and reviews only. This will become your speciality.

However, you don't have to stick to reviews only. A lot of people are still willing to pay for quality content, you'll just have to work harder to find them since you'll have to compete with the thousands of other content providers out there.

In my experience, there are two types of clients: bargain hunters, who are looking for the cheapest content possible, and people who look for premium quality content; there is really no middle ground.

Charging 15\$ for a 500 word article will be too much for bargain hunters, and people looking for quality content might assume that they will get poor quality at this price. This is why I tell people that it's always better to shoot for the moon if they feel their content is worth it, because real marketers aren't the type to cut corners on content.

And people who will tell you that it's easy to find premium clients for your services are simply lying. People who spend big money on content don't just hire anybody. They conduct background checks and unless you are a well-established content provider, don't expect people knocking on your door begging you to write an editorial piece for them.

However, people will be more than happy to pay 15\$ for a well written review because they assume that it demands more work and is therefore more valuable. They also know that they will get a return on their investment on a well written review no matter what.

Unless you pick the wrong niche or have absolutely no idea how to manage and market your content, reviews are definitely a sound investment. Many amazon affiliates are making a killing posting review articles either through their own sites or through web 2.0 sites like Squidoo or Hubpages.

I've been writing reviews for more than a year now and I'm not going back. Selling and writing reviews is my absolute favorite segment of the content creation business. You get minimum hassle, deal with the best clients, and have a huge audience to market to.

Now, let me show you where you can find clients fast. More in the *next chapter*.

Finding Clients

One of the reasons a lot of people are afraid to get in the outsourcing business is because they believe that they won't be able to find people to buy their services at a premium price. However, you may not believe me, but finding clients is in my opinion the easiest part of the process.

What you will do is advertise your services in front of literally thousands of people who are waiting for your services. You can always go with huge freelancing sites such as eLance or Freelancer, but the people on these sites are often bargain hunters.

These sites are overcrowded with people who are willing to sell the same services as you for pennies on a dollar and you'll have to compete against people from all over the world.

In my opinion, webmaster forums or forums revolving around internet marketing are your best bet. And when it comes to internet marketing forums, only two matter in my opinion: [Digital Point](#) and the [Warrior Forum](#).

Each one of these outlets has its advantages and disadvantages. I personally prefer Warrior Forum, but Digital Point is a great place to get started, simply because you can post a gig for free. As a matter of fact the first time I posted a gig on Digital Point, I received inquiries the very same day.

The main issue with Digital Point is that it attracts a lot of people from less fortunate countries, which means that people aren't willing to pay as much for articles.

The process is pretty simple. Go to DigitalPoint.com, sign up for a free account and you'll be able to post gigs in their content creation section after you've been through their minimal posting requirements. At the time of writing, I believe the requirements were 2 weeks and a minimum of 20 posts before you could post a gig in their buy and sale section.

However, you have to be careful when offering your services on Digital Point because it operates on a feedback system. This means that buyers will be able to rate your services and everybody will be able to see the feedback you've received.

This means that if you fall short of people's expectations, your reputation might be tarnished, so make sure that your clients are satisfied with their work.

Another problem with Digital Point is that there are a lot less people there, so you'll have a harder time finding clients.

However, when it comes to internet marketing forums, none come close to the Warrior Forum. The Warrior Forum is the mother of all internet marketing forums. It is my #1 favorite place to find clients and you can make thousands of dollars marketing on Warrior Forum alone.

You can post a gig in the “warriors for hire” section for only 20\$ which is great if you’re on a budget.

In the warriors for hire section, you’ll find people advertising everything from content creation services, graphic and web design and various SEO related services. The competition on there can be fierce, but since you’ll be targeting a very specific niche in the content creation sector, you shouldn’t have issues finding clients.

When preparing your first job post, it is always better to look for previous similar posts and look at how the thread is formulated. This will give you a blueprint on how to write your thread. Do not copy word for word what you saw on another thread, but inspire yourself from the thread's structure to create your own.

Here is the exact sales pages I used to get started. However, please do not to lift it word for word. You can modify it as you wish to tailor it specifically for your offer:

<https://drive.google.com/file/d/0B13skGMGB0XodnIBVnN1SFBWTzg/view?usp=sharing>

In the beginning, the most difficult part is finding people to use your service and give their opinions. On Warrior Forum, social proof is king.

Since people will be able to interact directly on your thread, their opinions will be there for everyone to see. However, once a couple people start giving positive reviews for your service, the ball will start rolling and other people will be less hesitant to try your service.

The quickest way to get reviews is to mention in your thread and headline that you're offering free review copies to a limited number of warriors. You'll be paying for these out of your pocket, so I suggest you keep the number of reviews to 10. I suggest that you also buy an article that will be used as a sample.

There are many ways to advertise on the Warrior Forum. Per instance, once your post leaves the second page of the warriors for hire section, you can't bump it right back to first page for an additional 20\$.

I suggest that you wait at least 2 weeks to bump your thread so that fresh eyes will have the chance to see it. All I did as far as advertising is post my thread and bump it occasionally and this gives me a steady stream of orders.

However, there are many other ways that you can advertise on the forum if you want your thread to get more visibility. You can buy a banner ad or pay to have an image added to your signature. I've heard a lot of people say great things about these options, but I didn't need them to get the type of profits I was looking for.

Getting paid

I suggest that you invest in a 123contactform account before you get started. I use this service to accept orders with the least hassle possible. However, you can always go the old fashion way and ask people to send the details of their order through private message or email.

123contact form allows you to set up as many forms as you want with an integrated Paypal module for about 30 dollars per month. Make sure that you include a field for the email address, the number of articles, the article's length, keywords and any special instructions. You will integrate the form to your "warrior for hire" thread and orders will be sent to your email address with all the details.

All you'll have to do is basically copy and paste the instructions and ship them to you writer(s) and send them back to the client once the articles are complete. It really doesn't get as simple as that.

Make sure that you gain a good reputation for your services, because once you start getting negative reviews, they stay there forever. However, a good reputation goes a long way. People will start recommending your services to other members and you'll start getting huge orders out of the blue.

In my opinion, you could make a steady living with Warrior Forum alone if you do it right. I spend much of my time there and I've gotten a lot of valuable information and built great business relationships through this forum, so I suggest that you treat the community with respect and it will serve you well.

Now, let's find out where you'll be finding people to write your articles.

How To Build An Army Of Writers

Another thing that scares people who want to get started in this business is finding reliable writers to supply their articles.

For a long time, this was one of the reasons I was hesitant to get in this line of business. I didn't want to put my trust and reputation in the hands of people I didn't know.

But this was before I discovered *iWriter*

[iWriter](#) is a community of over 100,000 writers from all over the world and it is, in my opinion, the best place to find good quality content for a low price.

One of the best things about iWriter is that if you don't like an article that was written for you, you are under no obligation to accept it. That means no payment upfront and you get to choose until you find exactly the level of quality you're looking for.

Another great thing about iWriter is that if you really like an article that was written for you, you can keep the writer in your favorite writers list. This way, you can assemble a team of highly qualified writers who will be able to provide a lot of content in no time.

Imagine if you had a team of 50 high quality writers who could write 5 articles per day; that would mean that you could process 250 articles PER DAY.

Imagine if you made a profit of 5\$ per article, which is about what I'm making now, you could generate 1250\$ per day from outsourcing. And since you're outsourcing all the work, there isn't a big difference in effort between processing 10, 20, 50 or 100 articles since your writers will absorb most of the load.

Processing 10 articles takes me about 20 minutes at the very most. Getting paid is instant, since you can automate the whole process. Reviewing the articles and making minor changes takes me about 1 to 2 minutes per article, but you can also hire someone to edit and proofread your content for as little as 1 dollar per 500 words or hire a virtual assistant who you'll pay by the hour on sites like Odesk. But I'd rather keep the money and do the editing myself, even though you won't have to do much proofreading if you work with good writers.

The process I use to recruit writers is simple. Once I get a project, I will send a request out to all premium writers. iWriter offers three levels of quality: basic, premium and elite. Articles written by basic writers cost about 3\$ per article, premium articles cost 5.50\$ per 500 words and elite articles cost 10\$. But, I've never used the services of an elite writer and my clients have been more than satisfied with premium articles so far.

Another thing that's great with iWriter is that jobs are completed with lightning fast speed, sometimes within an hour. Once you get the articles, you can review them and reject the ones you don't like. Some articles will be junk, but you'll quickly notice writers with superior skills. These are the people you will be adding to your favorite writers list.

However, make sure that the percentage of articles that you accept isn't too low. If you reject too much articles, it will show in your statistics and writers might assume that you're a difficult client. I try to keep my percentage around the 75% mark, this insures that my jobs are be picked off quickly and this percentage is high enough to deter sub-par writers.

Once you have a big enough list of writers, you could knock out as much as 50 to 100 articles in as little as one day. There is really no limit to the number of articles that you could supply in one day considering the huge amount of writers available on iWriter.

Make sure to treat your best writers well and send them regular work. You also need to keep recruiting since you never know when a writer might leave for greener pastures or just decide they don't want to write articles no more.

Besides iWriter, there are plenty of other places where you can find reliable writers. Here are a few examples:

Warrior Forum

You can hire people on Warrior Forum and keep them as a backup or main source for content. Make sure that you hire people who have a positive feedback and are well established.

Also, make sure that sure that you check how established the people leaving positive feedback are. If all the feedback is coming from people who only have a few postings, beware, these could be fake reviews.

Warrior Forum is not only a great source for content writers, but it's in my opinion one of the best places where you can find reliable suppliers for all kinds of services ranging from web design, graphic design, programming and SEO.

You can find great content providers on WF for as low as 5\$ per 500 word article, even less. However, some people will charge more for product reviews. If you can't get under 5\$ per 500 review article, it will be hard for you to make a substantial profit. You can easily sell a 500 word article for 12.50\$, so the lower price you can get without compromising the quality the better.

In my experience, I've gotten better content from iWriter because of the sheer number of writers available, but make sure to keep a few good content writers in your back pocket in case of emergency.

Most major content providers on Warrior Forum work with a team of writers and can produce huge amounts of content in a very short time period, so they can come very handy in case you have a huge job that you need done asap.

Digital Point

You can also find good content provider on Digital Point. Prices are usually way lower there, but the quality isn't always the best. Digital point operates on a feedback system and you can check what kind of score the supplier has before hiring them.

You can make a lot of money with Digital Point if you're prepared to cater to low ball buyers. In my opinion, the best place to hire people is the Philippines. Most Filipinos speak fluent English and can write pretty decent content. However, don't expect them to crank out stylistic gems.

Some will sell their services for as low as 2\$ per article, sometimes even less. And before you scream that it's unethical to pay people so low, please keep in mind that 2\$ is more than most people make in a day in some of these countries. Considering that a skilled writer can write as much as 4 articles in an hour, you could literally feed an entire family with one day's work.

If you want to target low ball customers, Digital Point is definitely the way to go. But, in my experience, low paying customers are usually the most demanding, so be prepared for that. They are also more inclined to ask for last minute modifications or special requests. But, on the upside, there is a huge demand for cheap content and you can make a handsome profit by targeting this niche.

However, when it comes to programmers and graphic designers, Digital Point is in my opinion the best place to hire people. I've hired people on Digital Point for small programming jobs and they came through all the time. There are tons of highly proficient programmers on Digital Point, and since programming and design demands only minimal English skills, you can hire people from pretty much anywhere in the world who will charge pennies on a dollar for otherwise very expensive jobs.

Before hiring someone on Digital Point, always make sure that you arrange payment terms beforehand. When you have the chance, demand for payment to be made upon completion only. If you can't, try to arrange a 50% pre-payment arrangement. NEVER pay for the whole order beforehand if you don't want your supplier to skip with the money or end up being stuck with sub-par content.

Fiverr

You can also look at sites like [Fiverr](#), or other micro gig sites that allow you to hire writers and a variety of service providers for as low as 5\$. Fiverr also allows buyers to leave feedback so you can check the sellers' reputation in a minute.

Just go to the content section and set the filter to show gigs in order of higher to lower feedback. Then, look for the suppliers with the biggest number of orders. This usually means that they offer good service, which will minimize your risks.

To be perfectly honest, I've never used Fiverr for content, however, you'll find tons of good advertisement (especially social media) and graphic design gigs up there for 5\$, so it's always good to keep them as a secondary option.

Freelancer sites

Freelancer sites are another place where you can find tons of content providers. I don't personally use freelancer sites for content providers, but I know a lot of people swear by these networks.

[Elance](#), [Freelancer](#) and [Odesk](#) are probably the most popular ones and they operate pretty much on the same model. You can either post job offers or hire people based on their feedback.

Odesk is slightly different because it allows you to watch how your job is progressing in real time via screen capture. This is especially great when you're working with people from overseas. This allows you to tell if the person you've hired is really working on your job.

If you're intending to sell your services, I wouldn't recommend such sites when you're just starting out because of the sheer amount of competition there. You'll have to compete with people from all over the world and have to significantly lower your prices.

I suggest that you arrange a Skype session with anybody you're intending of hiring whether it is on internet marketing forums or freelancer sites. This will give you the opportunity to see if you'll be able to work with them and get a general sense of their character. It will also allow you to establish trust and see if the both of you are compatible.

Once you have built a team of reliable writers you'll be virtually unstoppable. While I prefer to work with premium clients, I'm always open to people with smaller budgets. I usually market my high end products on sites like Warrior Forum and keep a service thread open on Digital Point where I market my services at a lower price. By cornering every sector of the market you'll have more opportunities to make clients.

Also, I recommend that you retain the services of a few proof readers if you feel like proofreading is too much of a job for you. Warrior Forum is the best place to find people who will not only proofread your articles, but improve them for you for as low as 1\$ per 500 words. Sure, you'll lose some of the profits, but you'll save a lot of time as well. You can also find tons of proofreaders on eLance and Odesk.

Once you have your system in place, you'll be a legitimate content provider and you'll be able to handle all types of orders with full confidence. There is no better feeling then waking up to 400\$ dollars in your Paypal account knowing that you'll only have to do a small portion of the work while helping someone else make a living.

The content brokerage business is one of the most liberating and rewarding sectors in the business. I get to work with tons of interesting people every day and I get a great sense of pride every time one of my clients tells me how satisfied he is with my work.

But, now that you have a prolific and efficient team of writers waiting on you hand and foot, wouldn't it be nice if you took full advantage of them? I mean, providing services is great and you can turn a great profit being a content broker, but if I told you that there was ways that you could get paid 20\$, 30\$ even 50\$ per article, what would you say? Well, in the next chapter, I'm going to show you how you can take your business to the next level.

Building An Empire

While it's nice to serve clients and all, wouldn't it be nice if you could take advantage of that huge army of writers for your own benefit? Think about it, if people are willing to pay 15\$ per review, then it must mean that they are getting a return on their investment, right?

Most review buyers have their own sites and add new reviews on a regular basis. Having such a large team of writers who can provide top quality content fast at a low price is an excellent opportunity to start your own review site empire.

Setting up a review site isn't as difficult as it seems. I learned everything I know about web programming by watching YouTube videos and through sites like w3schools.com.

If you're a novice, I suggest that you familiarise yourself with Wordpress. Wordpress is a blogging/content management platform that is extremely easy to use. Everything is pretty much drag and drop and anybody with minimal knowledge of html can get a professional looking website up and running in seconds.

What's great with Wordpress is that you can change your site's complete design simply by switching the theme. You can either buy themes or find free ones online. I suggest however that you go the paid route since free themes can be infected with malicious programs.

One of the most popular themes for review sites is the [ProReview Theme](#). This theme was popularized a big time amazon affiliate guru and many people swear by it. There are also tons of great review themes that you can buy on Warrior Forum.

When buying a theme, make sure that you buy the developer's license as well. This will allow you to flip your websites for profit. By building review sites, you can get a huge return on your investment. There are basically three ways that you can get paid building review sites:

1. Building custom sites for clients
2. Create your own sites and make money as an affiliate
3. Create websites and sell them on sites like Flippa

All three models have their advantages and disadvantages. Per instance, creating websites for third parties pays you instantly, but you'll have to deal with clients who might have last minute recommendations or are just plain difficult.

On the other hand, building your websites and monetizing them through affiliate offers is probably the best solution long term. However, it can take time to start seeing substantial profits.

Building and selling websites on sites like Flippa allows you to get paid pretty fast and gives you a lot of flexibility. All it costs to list a website on Flippa is 20\$ and you can either sell your website for a set “buy it now” price or run an auction.

A decent review site should have at least five 500 to 700 word reviews with a front page video if possible. If you don't know where to find people to do the videos, just check out Fiverr's video section and you'll find tons of people willing to do them for you.

If you pay 5\$ per review and between 5\$ and 10\$ for the video, you could make over 100\$ in profits if you sell each site for 150\$.

This is, in my opinion, the best way to optimize your potential. The possibilities really are endless. Cheap quality content is an invaluable commodity and when you have content, you have power. So use this power to your advantage.

Closing words

The business of content is ever expanding and there is really no sign of slowing down. With the secrets I've just uncovered in this book, you have the chance to corner a very lucrative sector of the content creation market and hold a position of choice in this multi-million dollar a year industry.

And you don't even have to stop at content. You can outsource web design, web programming, graphic design; pretty much any service that can be sold online can also be outsourced.

Finding good content is one of the biggest challenges in this industry, and with the secrets in this book, you'll never have to struggle for content again.

You should never underestimate the power of content. Content is the life and soul of the internet, and having access to top quality content on tap will give you a huge edge over your competition.

So, on these words, I would like to wish you the best of luck in the content brokerage business and I hope this will be the start of a long and fruitful career in the IM business. Thanks!

Sincerely,

Chris