

CONTENT CASH

How To Make Money With Content Curation



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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 turtlenecks 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 regular blog, like the popular WordPress software which you can download from: 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