



Alright, James Schramko here with a news update and this one is about are putting something out there?

I got a Skype message today; a friend of mine said that he was sending me an email introduction to a buddy who is asking to an introduction to me. That means somebody had found my material, mentioned it to my friend and said, “Hey, could you introduce me?” And this is exactly the result we want with our marketing.

What To Put Out There

Let me explain, so I’ve published the course [OwnTheRacecourse](#), I gave it away for free. I talk about making videos like this one where you put out tips, you put it on the Internet and then people watch it. It turns out, I have a core group of people who watch every single video that I put there and when I overextend, when I actually crack the formula and I put out something really good, people share it.

They hit that share tab, they make comments, they mention it to friends. The next thing you know, when someone's talking about something and somebody's watched my content that relates to what that topic is, they will say, "Head over here and have a look at this." And that's how you start to get invitations, that's how you start to get a reputation, that's how you start to build authority with your marketplace.

Create Content That Solves Problems

So my main question this week is, what are you putting out there for people to discover? What message are you sending your target audience about who you are and what you do and what problems you solve?

Because there's a big tendency to consume and to read a lot of emails and to be the one looking at other people's stuff and sharing other people's stuff but I'm encouraging you: be the one to MAKE the content, be the one to CREATE the content.

Move your audience from here to there with a compelling piece of information that helps them. That's what I'm hoping this video does – it's encouraging you to create. Get out there, put something into the world, be discovered and let people beat down a path to your door so that you can solve their problems.

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