



The Greatest Hits Content System

The thinking behind Chris Von Wilpert's Greatest Hits content system is that you can get all the traffic and conversions you need without creating a ton of content. If you can produce several super-high-quality, value-laden posts that are highly relevant to your audience, and if you promote them properly, they can convert at as high as 23 percent.

We have broken Chris's process for creating these quality, high-value posts is broken down into 6 Steps:

Step 1 - survey

To narrow down your topic and ensure the relevance of your material, ask your audience the following questions:

a. What's the single biggest challenge you have?

Ex: What's the single biggest challenge you have getting leads and sales with content marketing?

b. What other [industry] training have you bought?

Ex: What other marketing training have you bought?
(You want to know what people are already buying.)

c. Who do you let into your inbox?

(Who are people actually subscribed to and listening to?)

In the instance that you don't have an audience, you can resort to social media. Post the questions one a day or one a week - posing all three at once might prove overwhelming. Lacking even an audience on your profile, you can try going into a group that has an existing audience.

Step 2 - sort your data

Once you have all your feedback in, sort the information by common themes or topics. Determine what's the most popular, what most people are asking about. You can then build your content strategy around that.

Step 3 - Create Content

Once you have your topic...

Frameworks and formulas come in very handy when it comes time to write your



content. One such template is AIDA, which is based on the copywriting framework of: Attention, Interest, Desire, and Action. You can easily build a blog post around this.

Another formula, which you can use for an intro, is **RPT**, which stands for:

Results - State a specific outcome you've gotten.

Ex.: This is how I got 87,000 visitors to one blog post in 60 days. You've got to really catch people's attention with your first sentence.

Don't have results? You can lead with the survey data, or with a customer's problem that they've spoken to you about.

Add Proof - Screenshots work well here. Show the numbers or visuals that support your result.

Teaser - Tell people what's about to come. You might give a step-by-step, then jump straight into actionable tactics.

Get a little SEO assist

When writing the actual article, you might have some SEO happening in the background. You can look up a post on Google and look at the search engine results page. Put the topic into SEMrush or Ahrefs, and see how much traffic potential the post is getting. How much traffic did it get last month on desktop and mobile? This will help you estimate how much traffic it's getting across all the different keywords it ranks for. Find a related topic that has good traffic potential, then study the search engine results page, which can serve as a guide for the structure of the post. Is it a list post? A step-by-step? You can pattern your post similarly, while using a point of uniqueness to make it completely different.

Ask this...

Two questions are essential when writing a post (or having someone write for you):

a. How is the post going to be unique from all the others on the topic?

If you can't point out why something's unique, you're pretty much wasting your time. Your point of difference is what will make you stand out from the competition

b. What is the outline of the post going to be?

This is especially important when working with writers. Having them show you an outline before writing the post will allow you to evaluate the merit of the article and make necessary changes without a lot of hassle for either of you.



Step 4 - Capture leads

Getting leads with a post can be done in a number of ways. Chris suggests three, in what he calls the Three Jabs strategy. Before running it, find out what your top traffic posts are. You can do this by going into Google Analytics behavior landing pages. Once you know which posts get the most traffic, you can employ on them, using a tool by AppSumo:

a. A welcome mat

This is a rather aggressive form of lead capture, a full-page interstitial, however it does get conversions. The welcome mat shows up when someone comes onto the page, before they actually see the content. This is more advisable on desktop than on mobile.

b. A contextual content upgrade

Within the actual post, where it contextually makes sense, you can tie in the blog content copy to the actual upgrade that you're giving people inside the post. Because it's tied in, it's non-intrusive and is highly effective for getting conversions.

c. An exit-intent

When people are leaving, they'll see an exit intent.

Step 5 - Conversion tracking

Essential to these is tracking inside Google analytics, setting up a Google Analytics goal to see how your traffic is converting from traffic to email lead. This way you can see what the top-converting posts are from traffic to lead.

Step 6 - Promote

Two ways to promote

Two promotion methods Chris Von Wilpert proposes are:

a. Red packet partnerships

Relevant to red packet partnerships are your survey questions, What other marketing training are you buying? and, Who are you letting into your inbox?

You can study the list of people your audience are subscribed to and buying from, in order to get your greatest hits content in front of their lists. You might start by commenting on what you like about their stuff. Then later on, you can offer to promote their material to your list, mentioning that you also have



something their list might like. Let them know, however, that whether or not they promote your content, you'll be happy to put their stuff in front of your audience.

b. The \$5 Hot Record method

This is basically spending \$5 a day per ad. Go back to your survey data, and see, who's bought products, and who's on their email list? See whose names come up the most. You then advertise a post to their followers via media bites in Facebook. You can have an ad going to a blog post for five different ad sets targeting five different people. And you can do the same for your other Greatest Hits contents.

Look, too, at the blended cost per acquisition, across your entire campaign. Say you have five campaigns - is that \$5 cost per lead? Is it below the \$5-cost-per-lead target that you have? It will be different for everyone. Look at that number. If it's right, then you just want to keep running the ad.

Want to up your content game? Chris delivered a complete masterclass on this topic at SFB Live 2020 - the recordings will be available inside [SuperFastBusiness membership](#)