



30 Ways to Get Other People to Create Content For You

Getting other people to create your online content is one of the most painless ways to save time and ensure your blog, website and article directories are packed with top-quality, original content.

Let's take a look at 30 different ways to make this happen.

1. Pay Copywriters or Ghostwriters

A ghostwriter usually writes articles, blog posts, eBooks, white papers and reports, and a copywriter often specializes in sales and landing pages, as well as email series – though there is often no difference between the two.

A good ghost/copywriter will increase your site SEO value with professional, original writing – in your “voice”.

2. Pay a VA

Many virtual assistants add copywriting to their services, so this way you can kill two birds with one stone, if you need an assistant too. Just be sure to check what type of writing they specialize in.

3. Guest Authors

This used to be a top way to get others to provide you with quality content – and it still is. But you should know that Google is now penalizing overly-promotional “guest posts” and “guest posters”, so follow these three tips and you won’t be the guest poster in trouble – nor will your guests.

- Call them “guest authors”. Seriously!
- Make sure their content is original and highly relevant to your audience
- Get your “rel=author” tag and validate yourself with [Google](#) through your Google+ profile

Link your content to a Google+ profile using rel="author"

▲ The easiest and most reliable way to enable authorship information in Google search results is to provide a [verified email address](#) on the same domain as your content. If you don't have an email address on the same domain, however, you can associate your content with your Google+ profile by following the steps on this page

Sure, it's a pain to set up, but don't neglect it. Your validation as a Google-recognized author is like gold in the SEO bank.

4. Embedding Other People's Material

Ask permission to embed slide shows, videos, .MP3s and other material on your site. This can add richness and extra flavor, if you choose material that enhances and adds value to yours (as well as pleasing your visitors!)

5. Testimonials

If you ever receive great compliments on your services or products, these become priceless recommendations (or “testimonials”) that you can put on your website or in sales letters for that relevant product or service package.

If someone posts a testimonial on a highly public forum, you can technically print it without permission, but always ask (you may get more than if you “sneaked” it in: E.G. a headshot provided and permission to use their full name).

6. Insert Ads

Ads can bring income directly to you through your site, so choose blog themes that allow you to insert ad buttons and banners.



Here are three sources with multitudes of public domain photos and other visual media such as fonts and clipart...

- [Wikimedia](#)
- [Public Domain Files](#)
- [Photos Public Domain](#)

11. PLR Content

A happy medium between producing content yourself and hiring a ghostwriter – using Private Label Rights content (PLR). Think of this a shortcut – it should never be posted as is: Always re-written. But someone else has created the framework, provided topics you can expand or contract and done much of the research for you.

PLR isn't always necessarily packs of articles or eBooks. You can buy:

- Autoresponder email series
- Videos
- Music clips
- Graphics bundles
- .MP3s

And if you really want to be “hands off”, hire someone to re-write it for you.

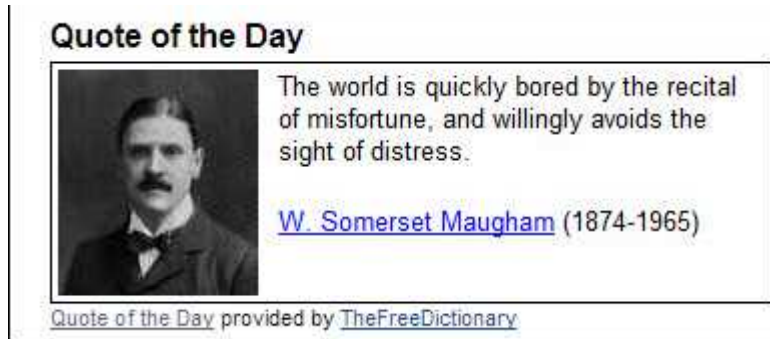
12. Master Resale Rights Content

Also pre-written or pre-created content but meant to be used as is, not rewritten. You can often rebrand it to your business, however.

Both PLR and Resale Rights content can save you money, compared to hiring a ghostwriter.

13. Free Script or HTML Resources

You can insert resources such as calculators and dictionaries on your website simply by copying code into your HTML, such as [The Free Dictionary](#) webmaster tools, which allows you to select options such as a randomly-generated “Word of the Day” or “Quote of the Day”, among other features.



Just make sure your free resource is from a reputable site, and there’s no hidden code allowing traffic mining.

This type of HTML resource formatting is a good choice when your host website doesn’t allow App scripts.

14. Apps and Widgets

Better on blogs or websites written in .PHP rather than HTML. You can find apps for quizzes, polls, surveys, quotes – all the features available as HTML resources – and more. You can provide interactive, ever-changing content: E. G. a widget that displays [Twitter tweets](#).



15. Plug-ins

You can also insert ready-made content with powerful plugins like [Jetpack](#), available free at WordPress.org.

You can also download commercial plugins such as the [nRelate](#), a “related content” plugin.



16. Press Releases

Reprint press releases relevant to your target market's interests on your website.

17. Content Sites

You can also get ready-made content from websites such as [GuestBlogIt](#) and [PostJoint](#).



Make sure you vary this type of content with lots of rich, original content of your own, however.

18. Intern Created Content

If you decide to take on an intern, one of her duties could be to create content for you.

19. Regular Features

You can create daily, weekly or monthly features that rely on externally-driven content. For example, regular “Guest Column” featuring different guest experts.

20. Using Quotes

One quick way to produce an article: Pick a topic and present “Top 10 Quotes About [your keyword]”. Then run a quick search, picking the best quotes from quotes aggregation sites such as [BrainyQuote](#) and [The Quote Garden](#).

Movement is a medicine for creating change in a person's physical, emotional, and mental states. ~Carol Welch

A man's health can be judged by which he takes two at a time - pills or stairs.
~Joan Welsh

The word aerobics came about when the gym instructors got together and said, “If we're going to charge \$10 an hour, we can't call it jumping up and down.”
~Rita Rudner

Don't select all your quotes from one site, however. Mix and match.

21. Content Curation

Another practice that is quickly becoming a trend: Content curation – present content from aggregated sources. As free curation site, [Storify](#) says, “Make the Web tell a story”.

22. Templates

Templates may not be “content” as such, but they *can* help you quickly and instantly install or display content, doing the formatting part of the work for you.

And many WordPress themes incorporate widgets that add extra content to your site, such as blogrolls and archives.

You can get other templates too, to help fast-track your content creation. (E.g. review templates, blog post templates).

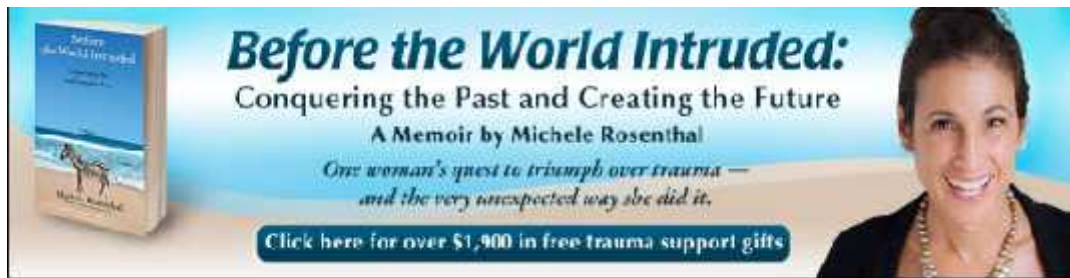
23. Public Domain material

You can build a blog or even just a week of posts around material that is truly in the public domain.

24. JV Partner Offers

You can insert ads from JV partners on your website – and free ones add special value.

Put them in a separate add banner or within your [header](#). Very often, your JV partners will do the rest (sign up, sales or download pages).



In fact, ask them to provide their ad, too.

25. Create Posts from Comments

If a reader sends in a particularly thoughtful and detailed comment, compliment them and turn it into a blog post. (Ask permission.)

26. Reader Submissions

Invite readers to submit relevant written material to your blog, with the “prize” being publication (unless your blog serves professional writers, who would expect to be paid, of course).

Three popular types of writing you can invite:

- Poetry
- “Postcard” mini-writing contests
- Asking for anecdotes regarding a specific topic: E.g. “What is your most embarrassing memory about learning to ride a horse?”

27. Reader Photographs or Artwork

Another type of contest people enjoy: Original artwork or photography. Not only does featuring the results give you lots of free content, it also increases reader engagement and interest.

28. Recipe Call-out

You don't have to be running a cooking blog or website to invite readers to share their favorite recipes, if your demographic is female. In fact, all you need to do is post an appetite-stimulating photo and a post that gets your readers salivating.

It's like the Pet niche: Just as people love nothing more than writing in about their particular, unique, cuddly pet so do many love sharing their favorite recipes.

29. “[Something] of the Day”

Another type of reader-driven content that increases engagement: “[Something] of the Day” features.

Try:

- Tip
- Word
- Quote
- Horoscope
- Thought
- [Photo](#)



And don't use an app – have your readers submit these!

30. Network!

Don't just lift content: Write to people and *ask permission*. Very often what this gets you (if they like the way you present their content) is advance notice of other content they're going to create and sometimes genuine reciprocal promotion.

Do this with evergreen topics and ask ahead of time. That way, you can also lighten your content creation load by pre-scheduling.

Getting other people to create your content is not "lazy". Done properly, it can activate and help build your community – as well as save you time.