



The Content Strategy MasterClass

How to Make \$80,000 to \$200,000 per
Year As a Content Strategist

Amazon Content Strategist Salaries

 High Confidence

4 Salaries Updated Jun 11, 2020

United States Any Experience



Additional Pay	Average	Low	High
Stock Bonus (2)	\$35,612	\$31K	\$41K

Strategy Retainers & Projects

Strategy Retainers are a good for clients that have a content creation team in place, but need help with content marketing strategy and promotion efforts.

Scope Examples:

- Content Harmony team helps build content marketing & SEO strategy, and gameplans to support content team's growth.
- Ongoing consulting & strategy development.
- Team coaching, training, and process documentation.

Pricing Examples:

- Typical strategy retainer scopes are \$5k per month for 30 hours, or \$10k per month for 60 hours. Those aren't arbitrary numbers - they represent about 25 and 50% of a given strategist's time each month, respectively.
- Strategy projects (1-3 months) are typically 50-200 hours in scope and are custom quoted.

Anybody want to learn
how to do this?

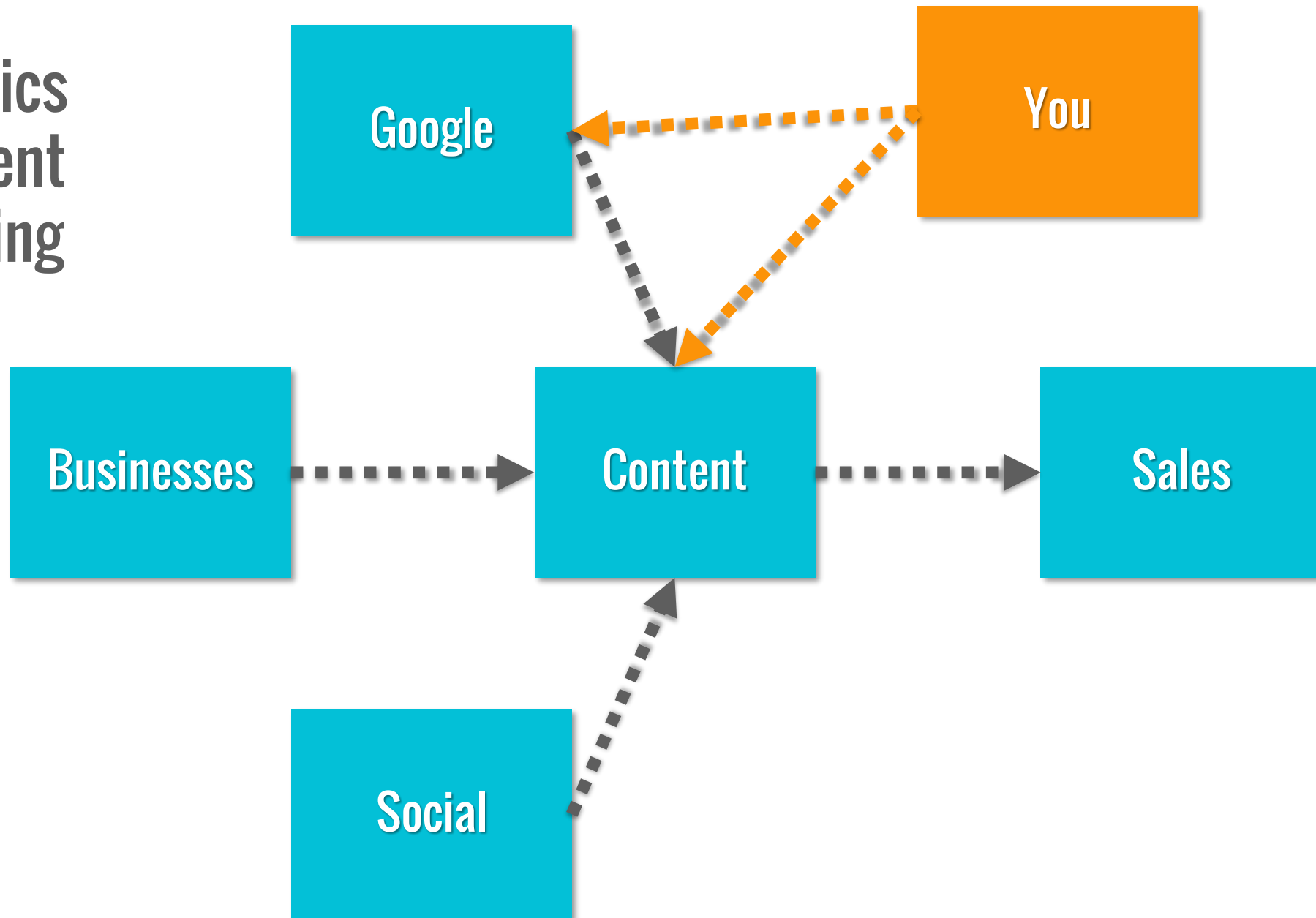


ABOUT ME

- Operate the computer with speech recognition software and a lip operated mouse
- Today, I run Smart Blogger, a blog with more than 3 million readers
- I used to get paid \$1,000 an hour to do what I'm about to show you



The Basics of Content Marketing



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CONTENT TEAMS

THE THREE SKILL SETS THAT COMPOSE A
COMPLETE CONTENT TEAM

Strategy

Keywords, competitor analysis,
editorial calendar, content
briefs, architecture

Editorial

Writing, copy editing,
substantive editing, graphic
design, photography

Promotion

Email outreach, internal link
building, optimization,
advertising

What Keywords Should
a Company Target?



Keyword

SERP overview for "tarryto

Top stories Thumbn

Search result

- 1 Tarrytown Homes for Sale
<https://www.realtyaustin.com>
- 2 Tarrytown, Austin, Texas
<https://en.wikipedia.org/v>
- 3 Tarrytown Austin Texas Map
<https://www.compass.com>
- 4 Tarrytown, Austin, TX Real Estate
<https://www.realtor.com/r>
- 5 In Tarrytown - Austin Real Estate
<https://www.zillow.com/a>
- 6 ▶ Top stories
- 7 Tarrytown Neighborhood
<https://tarrytownaustin.com>
- 8 4 Things You Didn't Know
<https://www.mapsofaustin.com>
- 9 Tarrytown, Austin TX Guide
<https://www.austinresidence.com>
- 10 Tarrytown - Austin, Texas
<https://www.neighborhoodscout.com>

Headline:	PeerFly: How to Make Money with This CPA Affiliate Network
Overview:	You've heard about PeerFly, but you want to learn more about it before taking the plunge. How does it work? How is it different from all the other affiliate networks? And, assuming it ticks off all your boxes, the most important question: how do I get started?
Target keyword:	peerfly
Secondary keywords:	what is peerfly, how do I apply for peerfly, cpa, cost per action, affiliate marketing, affiliate network, affiliate program, cpa based, cpa network, cpa marketing, affiliate offers, peerfly affiliate network
Searcher intent:	The searcher wants to learn more about PeerFly before joining. Searcher wants to know HOW to join. Those searching "peerfly" are looking to earn passive income with affiliate marketing and want to know if the network is a good fit for them.
Success criteria:	Ranking on Page 1 of Google for "peerfly" within 6 months.
Target influencers:	Post should include a quote from Luke at lukepeerfly.com. Email Luke after the post has gone live, and ask him to share through his, and possibly Peerfly's, various channels.
Word count:	2000-2500 words
Main takeaways:	If you're a beginner or have a small audience, PeerFly's CPA model is a good option. Actions are easier to obtain than sales, so your chances of success will be higher.
Competition:	<p>Target competitors on Google:</p> <ol style="list-style-type: none"> 1. PeerFly Review: 5 Reasons This Isn't Your Average Affiliate Network 2. Can You Make Money With Peerfly <p>The target competitors have solid-to-high domain authority. However, they have very few backlinks from referring domains (0 and 1,</p>

Domains	Traffic	KA
0	439	
35	162	
1	35	
1	233	
0	202	
3	67	
2	28	
3	20	
1	23	



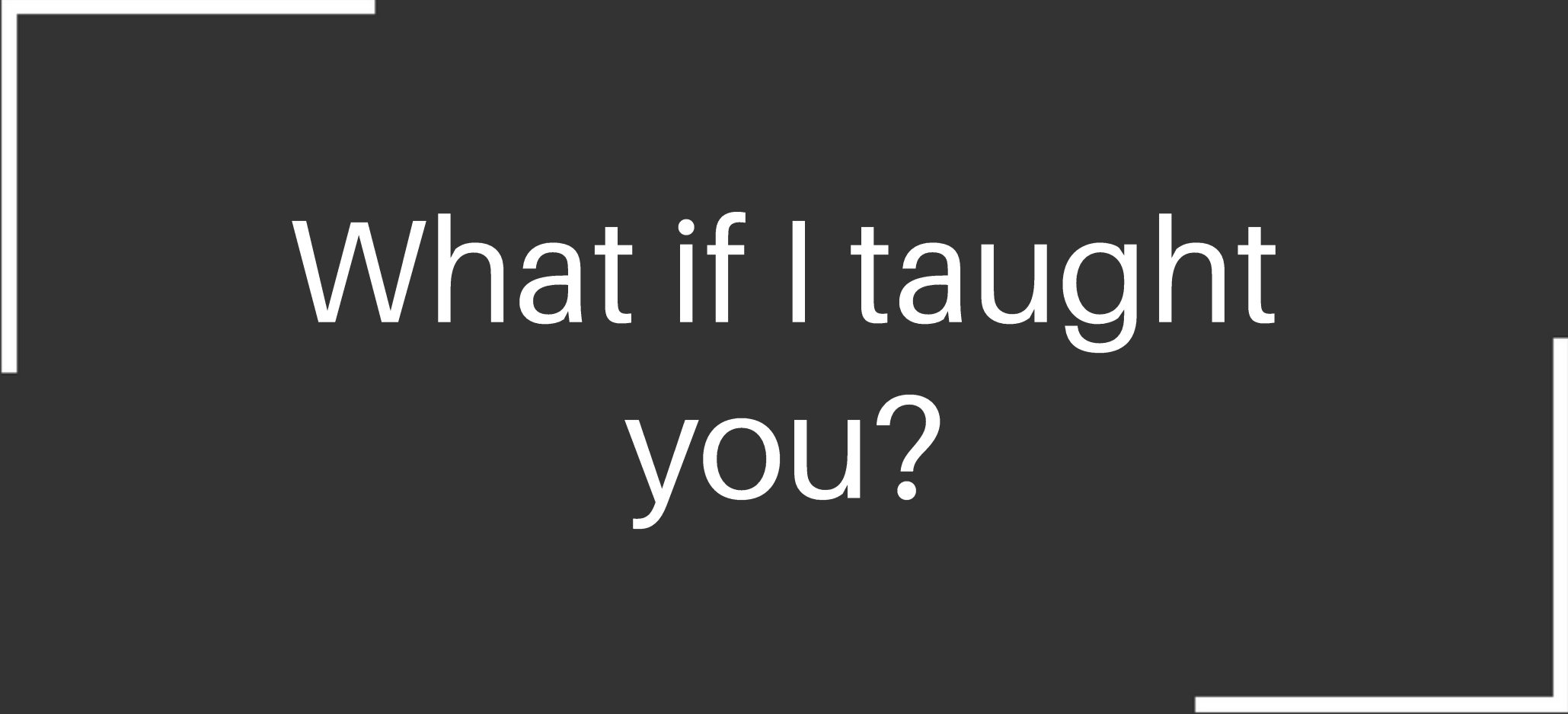
HOW MUCH CAN YOU GET PAID?

- 12 month strategy for weekly posts: \$5,000
- Content briefs for 52 posts (\$200 each): \$10,400
- Managing writers and optimizing posts: \$12,000
- Total annual revenue from this client: \$27,400

Where Are You
Supposed to Learn All
This?







What if I taught
you?



About CMC 5K

- Get endorsed by me and Smart Blogger
- 12 months of coaching and training
- Reach \$5,000 per month (or more)



NEW CERTIFICATION

**SEO
STRATEGY**



Advanced Coaching on Getting Clients

- Building authority by writing for respected sites (Forbes, Business Insider, Entrepreneur)
- Cherry picking clients from job boards
- Networking on LinkedIn the right way
- Templates and scripts for pitching

Who Is Going to Write
the Posts?





ACCESS TO OUR WRITERS

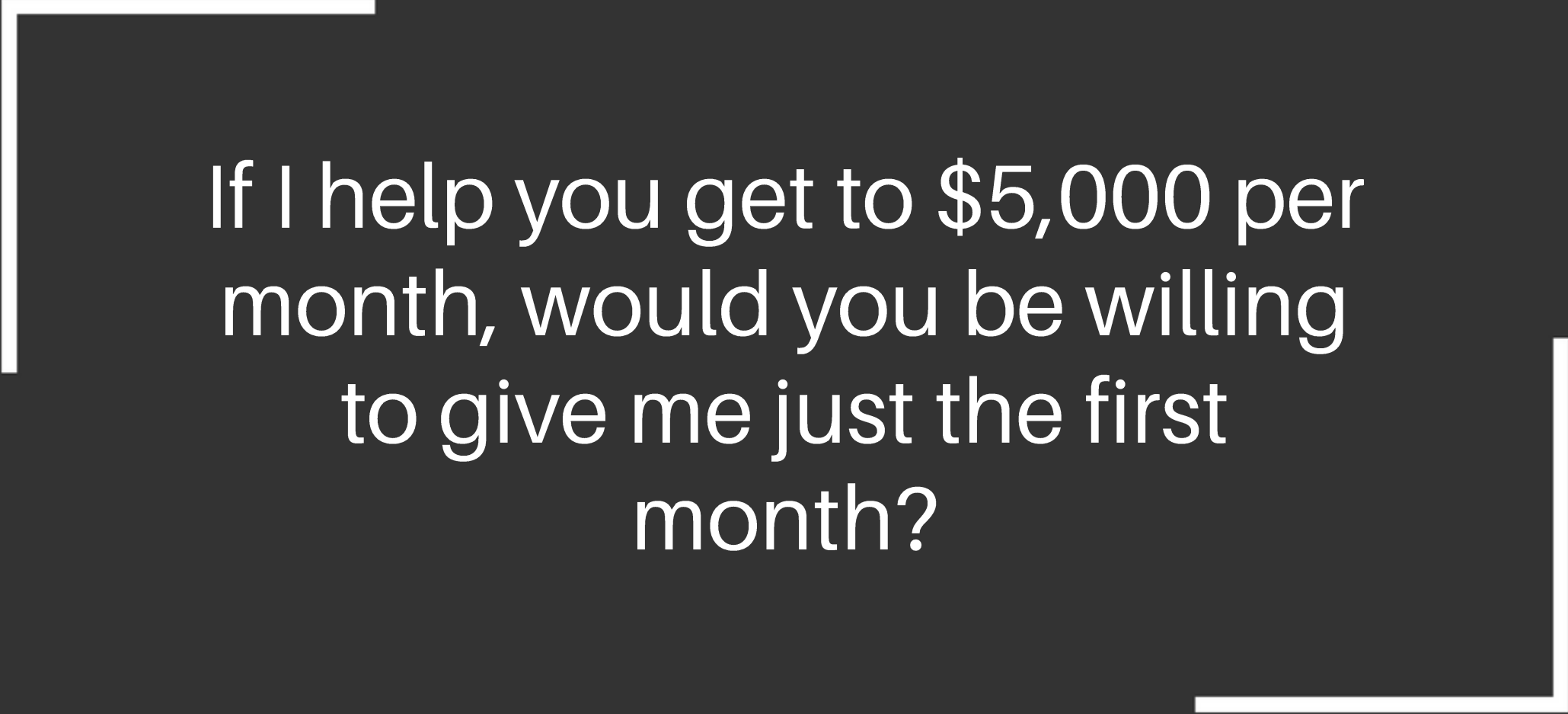


**PIPELINE TO CMC
GRADUATES**

A person wearing a large, light-colored sun hat and a white lace top is sitting on a wicker lounge chair on a beach. They are using a laptop computer. The background shows the ocean and a cloudy sky. The image is dimmed to allow text to be overlaid.

THE OPPORTUNITY

A CAREER WITH THE FLEXIBILITY EVERYONE DREAMS ABOUT



If I help you get to \$5,000 per month, would you be willing to give me just the first month?



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PRICING OPTIONS

YOU HAVE TWO CHOICES.

1 PAYMENT

Make just one
payment of \$5000.

6 PAYMENTS

Monthly installment
payments of \$1,000.

12 PAYMENTS

Monthly installment
payments of \$599.



For a limited time,
get CMC for free!





The Process for Joining

- Submit an Application and Talk with Me (\$500 Deposit that's refundable for ANY reason)
- Complete CMC (minus the Ultimate Guide)
- Complete the SEO Strategy Certification
- Start Getting Clients!



GO TO
SMARTBLOGGER.CO
M/STRATEGY