

Article Magic

7 done-for-you article templates
to make writing newsletters & blog posts
as easy as filling in the blanks

Bonus Article:

The Expert RoundUp

This is actually a Curated Article, but it deserves to receive its own, slightly more in-depth explanation.

Because you can follow the steps for the Curated Article, and simply gather tips from experts around the web.

Or... if you want to do a higher-level Expert RoundUp article that has the ability to get you new traffic + build relationships with other experts, this is the way to go.

First, pick a question you would like ASK all of your experts.

You want it to be a question your target audience really wants the answer for.

(Hint: it's usually related to a problem they're struggling with.)

You also need to pick a question the experts will *want* to answer.

Many experts get invited to expert roundup articles quite often. So you want your question to be interesting to *them*, too.

And it should be easy for them to answer. (If they have to spend more than just a few minutes coming up with an answer, they probably won't reply.)

Where to find questions:

- Look at the questions your readers and clients ask you.
- Look at LinkedIn posts to see which discussions are popular.
- If you participate in forums for your industry, pay attention to the questions that pop up again and again, or that get a lot of replies.

Next, *formulate* your question.

Instead of asking, “How do you do XYZ?” try flipping it around.

“What mistakes do people make when XYZing?”

“What is the one thing most people *aren't* doing?”

“What important steps do people miss when XYZing?”

“Why do people fail with XYZ?”

Now, pick your experts.

You want experts that will give you good answers. Because that’s where the quality of the entire article lies.

You also want to try and get some recognizable names, which gives YOU an authority boost. (If you’re able to “interview” these big names, you must be “somebody,” too.)

And some of your experts will share your post with their own followers. (Not all of them will, and you shouldn’t *expect* that – but you do want to know their audience is similar to yours in case they end up sending you a bunch of traffic.)

And don’t ignore the Up-and-Comers, the rising stars. Often, these people are just a couple levels ahead of you, but they’re more willing to share articles like this with their own audience.

(They often try harder to come up with a stellar answer for you.)

Finally, reach out to your experts.

Remember...

- This is a numbers game. There will always be people who don't reply. The more experts you reach out to, the more replies you'll get.
- Make it easy! If they have to spend a ton of time on it, they'll skip it.
- **Keep your email short and to the point:**
 - a. The reason you're emailing (you're doing a roundup post).
 - b. The question (and how long of an answer you're looking for).
 - c. What's in it for them (other experts are participating, more traffic for them, etc.)
 - d. Deadline for their answer.
- You can send out your email in 2 waves. Once you've got a few Names to say yes, you can then mention them as confirmed experts in your 2nd wave of emails.

If they send you an answer – email back right away, thanking them. Promise to let them know when the post goes live.

Tips for the Expert RoundUp Article...

- You can follow the template for the Curated Article, just add in...
- An interesting bio for each expert. (You can label it something like, “Why You Should Follow Expert Name:” or “The 411 on Expert Name”)
 - Use the first sentence to explain who the expert is.
 - Somewhere in their bio, make sure to give a link to their site.
 - Some experts will send their own bio. Others won't.
 - You don't need to get approval for these because it's *your* opinion – but it's a nice idea to send it to the expert in case they'd like to make

changes.

- Post your article to your blog, then share it on social media, tagging the involved experts. (It may take several Tweets – just space them out.)
- Send your experts a quick thank-you email.
 - Try not to sound promotional or pushy, but casually suggest they might like to share it.

Dear Expert Name,

Thanks again for participating in my expert roundup.

The post is now live, and you can view it here:

URL of the post

If you have a moment, could you share it out?

Thanks,

Your Name