



# Content Curation **roadmap**



for bloggers, entrepreneurs and  
online business owners



# welcome!

*You've heard a mention of content curation and you've found yourself here. Hello! I'm Sarah, he's Kevin and we're going to walk through what content curation is, why you should curate content and how it helps you and then the post will finish up with 7 tips so you can curate content like an expert!*

Content curation means pulling together content from various sources and presenting it to the reader in your own unique way. It may be easier to understand content curation by defining what it is not.

Content curation doesn't mean presenting a list post or a weekly roundup of links. It's definitely not a cut and paste job where you rip off content from someone else.

The idea is to take the information available and make sense of it for your readers. It starts with carefully sifting through all that's out there and selecting the best items that would interest your readers. You then put this content together into an easy-to-digest format that tells a story, making it relevant, valuable and memorable.

*Kevin & Sarah*

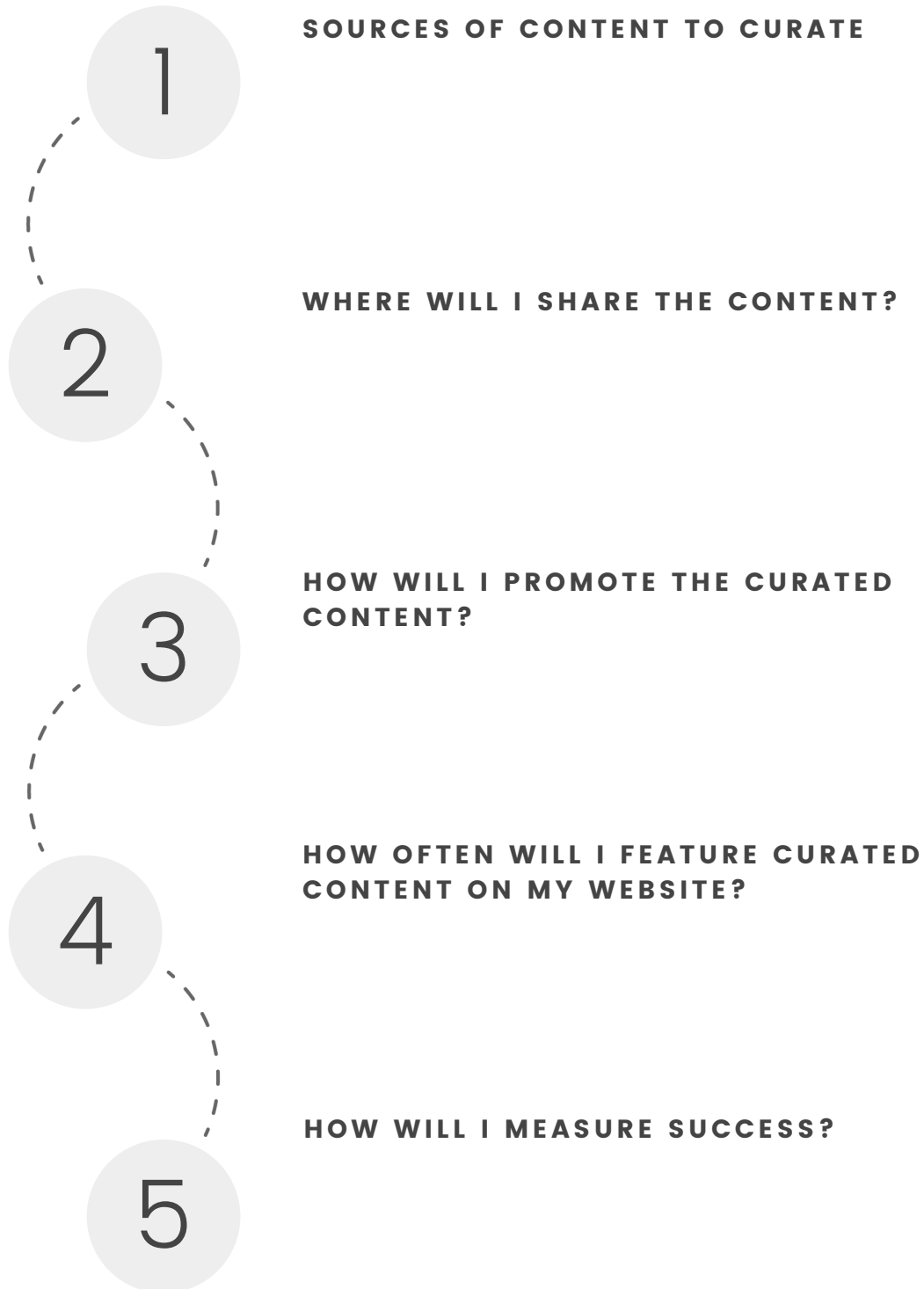
# Your Content Curation Plan

WHAT DO I WANT TO ACHIEVE?

MY CURATION THEMES

FREQUENCY

# five-step roadmap



# three quick tips

A graphic for 'Tip Number One' featuring a blue and red brushstroke background with a yellow double-circle outline. The text 'TIP NUMBER ONE' is written in white capital letters across the center.

## TIP NUMBER ONE

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Curating content should be taken just as seriously as creating your own content from scratch, but one of the advantages of this approach is that it is easier and more cost-effective than writing your own content or hiring a writer. It's just a matter of understanding your readers well and choosing the right content.

A graphic for 'Tip Number Two' featuring a blue and red brushstroke background with a yellow double-circle outline. The text 'TIP NUMBER TWO' is written in white capital letters across the center.

## TIP NUMBER TWO

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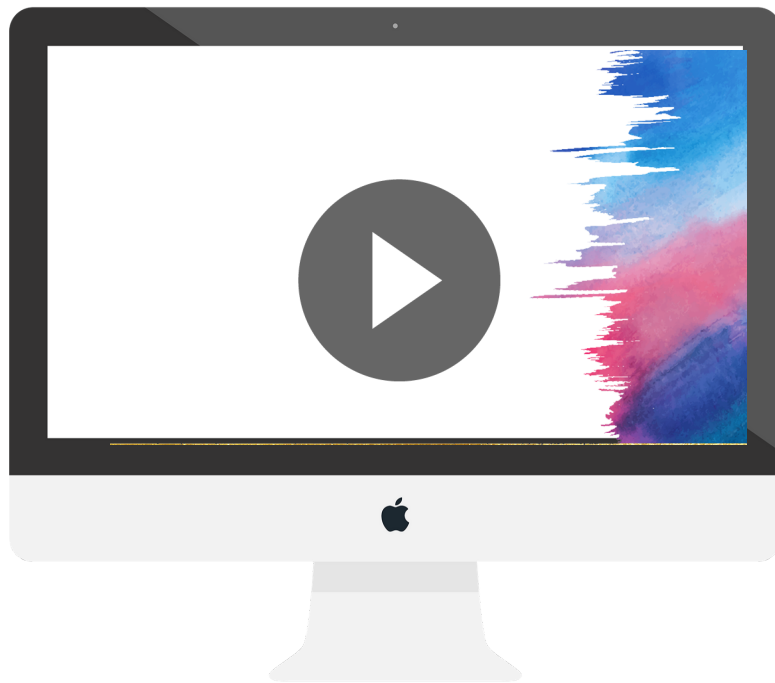
Always check out your content curation from the reader's point of view to see if it's truly providing value. Is it better to read your posts or just go straight to the source? Put yourself in their shoes and you'll understand what you need to do to add value.

A graphic for 'Tip Number Three' featuring a blue and red brushstroke background with a yellow double-circle outline. The text 'TIP NUMBER THREE' is written in white capital letters across the center.

## TIP NUMBER THREE

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The best way to learn any skill is to imitate those that came before. Follow other content curators and see not only what kind of information they share but how they go about doing it. You can learn a great deal about sharing content and engaging readers by simply paying attention to the methods of the experts.



**Ready to step up your game?  
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