

# **Using The Viral Curation App For Simple Curation**

## **Part 1**

**When You Don't Have A Topic In Mind**

# I'm Jim Van Wyck

- I have been blogging for many years
- I've bought and used all the main tools
- This tool I'm demonstrating is my favorite
- I have no financial interest in sales or promotion of this tool



# What Is The Viral Curation App?



**Viral Curation**

# The Viral Curation App

- Finds the most popular and most shared content, in any topic area
- Search by keyword – **this helps you when you have a topic you want to write about**
- Search your competitor's websites – **this helps you when you don't know what to write – but you want to give your fans material that you KNOW they will love.**

# When You Don't Have A Topic

- Start Up Viral Curation
- Search Your Main Competitor's Website
- Choose A Proven Viral Subject (pay special attention to evergreen topics)
- Cut and paste an excerpt into the app
- Write your own original intro, outro, headline
- Always credit the article source and photos
- Polish and finish the article in your WP site

Live Demonstration



**Viral Curation**