

# THE MAGNIFICENT

# 7

The 7-step content research  
strategy to create superhit  
content (every single time)

Creating content is a tough task. You invest a lot of time, energy and effort. So it badly hurts when all the work goes unnoticed.

That's why I have created a bulletproof way to ensure that you only create content which has a high demand in the industry.

Here are 7 strategies to ensure that you only create content which has a high demand and has potential to go viral.

# 1. YouTube Research

## STEP 1

Go to [YouTube](#)

## STEP 2

Search your keyword

## STEP 3

Go to the top channels which appear as results

## **STEP 4**

Go to the “**Videos**” section of each channel

## **STEP 5**

Go to “**Sort by**”

## **STEP 6**

Go to “**Most popular**”

This will show you the most popular videos of top channels based on your keyword. Creating similar content will ensure that you are making high-demand content.

## **2. Answer The Public**

Go to [Answer The Public](#). Search your keyword and click “Get Questions”.

It will give you the top questions people are asking based on your keyword.

### 3. BuzzSumo

Go to [Buzzsumo](#) and search for your keyword.

It will give you the top content based on social shares and tweets based on your keyword.

You can filter the date by seeing which content performed better in a specific time span.

### 4. The Forums Hack

Go to popular forums like Facebook Groups related to your field.

There put search terms like - “I need help” “I need help with”, “help”, “help with”, “help needed”, “anybody knows”.

See the kind of questions people have. Develop your content accordingly.

## 5. Social Insider

### STEP 1

Go to [Social Insider](#) and add Facebook, Twitter and Instagram profiles of your top competitor.

### STEP 2

Next go to posts.

### STEP 3

Go to Sort By: Best posts.

This will give you the best Facebook, Twitter of Instagram posts of your industry leaders. The higher the engagement, the better the demand. Make content accordingly.

### STEP 4

Alternatively you can check the weakest posts and see what kind of content to avoid.

## 6. Ahrefs

### STEP 1

Go to [Ahrefs](#)

### STEP 2

Go to Content Explorer and search for your keyword.

### STEP 3

See the results based on amount of FB shares and retweets.

### STEP 4

Base your content accordingly.

**NOTE** - In **STEP 3**, You can also check who retweeted the article on Twitter and thus discover influencers in your niche to make relationships with.

# 7. Ahrefs Second Hack

## Bonus Hack

Go to [Ahrefs](#)

Click on Site Explorer. Enter domain names of your top industry leaders. Hit enter.

Next go to pages and select:

1. Best by links
2. Best by links growth
3. Top content.

See the renditions which other sites are using and use it accordingly.

**Hope you got a lot of value from it, but before you finish, I have an important message for you...**



# **ATTENTION ENTREPRENEURS...**

**What if you could get all the latest marketing and business strategies, tools and resources arranged in ONE place?**

Hi, I am Abhik, Founder of The Starting Idea and I started this journey to achieve exactly that.

You see, when I started my first business back in 2014, I was constantly searching for resources and tools I need to start and grow my business. I was attending conferences, meetups, spending hours on google reading blogs and subscribing to countless newsletters.

## **The result**

I was spending countless hours looking for info and tools rather than taking actual action. Also, a lot of the information was either half-baked or just elementary level knowledge.

The meetups were full of beginners and novices...

The so-called “mentors” were preaching about results they themselves didn’t have...

And the internet itself was filled with randomly arranged information filled with fluff advice.

Not exactly the kind of sources you will rely your business on, right?

I wanted actual actionable strategies on how to grow a business, but what I got instead was a learning curve that was crooked and even outright wrong.

All of this led to constant blind spots and guesswork in my business, leading to complete failure.

It was at this time that I decided to follow a new approach.

## **Here's what I did**

I made a playbook of my Dream 100 Entrepreneurs – a complete strategy and tactic handbook of the top entrepreneurs of the world that I look up to.

Apart from including the mindset and entrepreneurship tactics of billionaire entrepreneurs like Bezos and Steve Jobs, I also did something very special.

You see, I made a key effort in listing the world's topmost entrepreneurs who were raking in 100s of millions of dollars in revenue without going public or having venture-backed funds.

That's because I wanted to study and master the level of tactical ingenuity, growth hacking strategies, and positioning they used to get to this level without any outside support.

I dedicatedly mapped out each of their strategies, noted all the actual tools they were using in growing their businesses and reverse engineered their growth hacks.

## **The result of my learnings**

I started understanding entrepreneurship both at a higher level and a granular level. I knew which strategy and tool to apply for each aspect of my business growth. My business quadrupled and I got myself on a lot of major media platforms.

I have listed out all my strategies and growth hacks in a playbook which I send out as a newsletter series called the Growth Club.

What's more? The membership is **completely FREE**.

Here's what you get when you become a member:

- **EXCLUSIVE Content Access:** quick and powerful growth hacks & insider tips not found anywhere else
- **FREE Email Courses** covering various topics in marketing, branding, and productivity
- **Exclusive Contests and Giveaways** reserved only for subscribers
- Opportunity to join the **Growth Club VIP**
- Opportunity to get **FREE tools, assets and lifetime deals** on software

Click on the link below & become a member for FREE

**BOOST YOUR INBOX FOR BUSINESS GROWTH**

See you on the other side of growth,

Abhik

Founder of The Starting Idea

P.S. Also do not forget to join our Exclusive Business Growth Group on FB.

**JOIN THE STARTING IDEA FB GROUP**