

# Linkbait Brainstorm Workbook

Follow along the linkbait guide with this workbook

<http://www.distilled.net/linkbait-guide/#Brainstorm-Linkbait-10-Steps>

Use it to Brainstorm three ideas to take through concept

<b>Write Down Your Objectives</b>	<b>2</b>
<b>Research Your Client, Exhaustively</b>	<b>3</b>
<b>Outline Your Project Assets</b>	<b>4</b>
<b>Brainstorm Topics</b>	<b>5</b>
<b>Brainstorm Linkerati Personas</b>	<b>7</b>
<b>Find Your USP</b>	<b>9</b>
<b>Linkbait Tactics and Hooks from A-to-Z</b>	<b>10</b>
<b>Develop Your Headlines</b>	<b>11</b>
<b>Review Your Brainstorm</b>	<b>12</b>
<b>Verify Your Idea with Test Outreach</b>	<b>13</b>

## *Eight Tips for the Perfect Linkbait Brainstorm*

- 1. Advanced notice for your team**
- 2. Small active teams are better than large, inactive teams**
- 3. Use a separate space**
- 4. Time limitations encourage urgency and ideas**
- 5. Never criticize. Encourage other people's ideas.**
- 6. Quantity of ideas, Not Quality**
- 7. Don't use tools**
- 8. Sift through ideas afterwards**

## Write Down Your Objectives

<b>What's the objective?</b>	
<b>Building domain strength and authority?</b>	
<b>Boosting and maintaining rankings of key pages?</b>	
<b>What pages are you trying to rank?</b>	
<b>How do these ranking pages tie back to business and profit objectives?</b>	
<b>Any more notes:</b>	

# Research Your Client, Exhaustively

<b>Who is the client?</b>	
<b>What do they do?</b>	
<b>In what way are they unique?</b>	
<b>In what way are they thought leaders?</b>	
<b>What does the client want to be known for?</b>	
<b>Any more notes:</b>	

## Outline Your Project Assets

<b>Who will be working on this project?</b>	
<b>How much time do you have?</b>	
<b>What's your budget?</b>	
<b>What will be your success metrics?</b>	
<b>Who needs to sign this off?</b>	
<b>What are the key delivery dates for this project?</b>	
<b>Any more notes:</b>	

## Brainstorm Topics

<b>What do they already know?</b>	
<b>What do they think they already know?</b>	
<b>What's Hot or Newsworthy in the Industry at the moment?</b> <i>Search via Topsy.com</i>	
<b>What do they really care about? What are they passionate about? What do they spend their spare time doing? Job? Salary?</b>	
<b>What do they find to be a real pain? What's the bane of their lives? What keeps them up at night?</b>	
<b>Are there any related fields you could tap? Go niche? Go broad?</b>	
<b>Do they have any sacred cows? What could they not live without? What shouldn't you tread on?</b>	
<b>How Can You Help? Do you know anything insightful about that industry?</b>	
<b>Where does your audience hang out?</b>	

<b>How large is your audience?</b>	
<b>What are they sharing?</b>	
<b>Any more notes:</b>	

***Use Your Notes Above to Create a Mindmap***

*Use MindNode or Freemind*

## *Brainstorm Linkerati Personas*

<b>Who specifically are you trying to persuade – who's got access to the code? A webmaster? A community manager? A mummy blogger?</b>	
<b>What are they specifically interested in – their passions, pains and problems?</b>	
<b>Have you got their personal email? Any possible email addresses?</b>	
<b>Why are they online? To make a profit? For a hobby? Is it their job?</b>	
<b>How could you add value in your pitch to them, making their life easier and make them look good?</b>	
<b>How often do they spend on their website? How quickly, if at all, might you get a response?</b>	
<b>How much effort might it be to link to you? Based on what they're already doing, what is their preferred method of linking to or sharing other sites? Embedding? Tweeting? Blogging? Directories or resource lists?</b>	
<b>Do they have any social media profiles? Who follow's them? What are they sharing?</b>	

<b>What would make them stop what they're doing and respond to you?</b>	
<b>What are their sacred cows? Is there anything you can't threaten or talk about?</b>	
<b>What can't they stop talking about? What can't they get enough of?</b>	
<b>Are there any internet memes you could tap into to encourage sharing</b>	
<b>Are they SEO savvy? Do they understand the value of a link from them?</b>	
<b>Do they have any related interests you could tap?</b>	
<b>What might make a really effective incentive for them in particular?</b>	
<b>Any More Notes:</b>	

## Find Your USP

*If you can find something compelling and unique about your linkbait, not only will you dramatically increase the likelihood of your linkbait being a success, but you'll also fend off copycats.*

<b>Are there any people you can talk to, and relationships you can leverage exclusively? Do you have one-to-one relationships with influencers your competitors don't have?</b>	
<b>Do you have, or could you create any proprietary tools that only you have access to, and control?</b>	
<b>Perhaps you've got exclusive access to certain data, or have knowledge of a certain process?</b>	
<b>Could you get exclusive access to any news story? Could you be the first to add some interesting data and expand on the story in a significant way?</b>	
<b>How can you add personality and characters to your linkbait?</b>	
<b>Can you be the: Best Fastest Easiest Cheapest Quickest Prettiest Most fun Most useful Most outrageous</b>	

## Linkbait Tactics and Hooks from A-to-Z

**PRO Tip:** Try to find combinations of tactics and hooks for you niche. Not just an infographic.

Tactic/Hook	No	Maybe	Yes
Awards			
Be first			
Competitions			
Design and HTML5 Awesomeness			
Egobait			
Freebies			
Guest linkbait			
How to, Instructions and Tutorials			
Interviews			
Jokes			
Kindness (or kittens!)			
Lists			
Microsites and Other Domains			
News			
Opinion			
Photos and Comics			
Quizzes and Surveys			
Research Findings			
Stories			
Tools			
User-generated Linkbait			
Videos			
Widgets and Badges			
X-factor			
Year Summaries			
Zue someone! (sue them)			

## Develop Your Headlines

**PRO Tip:** Try to work in a mix of self-interest, news, curiosity and promise of quick relief. Brainstorm at least three headlines for each concept you've got

<b>CONCEPT #1</b>	
<b>Headline Idea #1</b>	
<b>Headline Idea #2</b>	
<b>Headline Idea #3</b>	

<b>CONCEPT #2</b>	
<b>Headline Idea #1</b>	
<b>Headline Idea #2</b>	
<b>Headline Idea #3</b>	

<b>CONCEPT #3</b>	
<b>Headline Idea #1</b>	
<b>Headline Idea #2</b>	
<b>Headline Idea #3</b>	

### CHECKLIST for EACH HEADLINE:

- ✓ Is it keyword rich? What keywords is it targeting?
- ✓ Is it less than 70 characters, including spaces?
- ✓ Does it include any "Buzzwords"? Are the buzzwords effective, or just a cliché?
- ✓ Could you make the headline simpler? Could you use less language?
- ✓ Is it explicitly clear what the headline is promising? Have you asked someone else what they'd expect from reading your headline?
- ✓ Does it include an element of self-interest hook? Does it provoke fear or greed?
- ✓ Does it also share news, a quick-relief or arouse curiosity? Could it include one?

## *Review Your Brainstorm*

<b>Does It Meet the client's criteria?</b>	
<b>How does this get back to making money?</b>	
<b>Why would your audience care about this? When would they care?</b>	
<b>How else, and how easily could I find this kind of stuff out?</b>	
<b>Do you have, or know of, any similar successful linkbait pieces like your ideas</b>	
<b>Why would they trust you rather than someone else?</b>	
<b>What constraints will you face when creating this? Do you have enough time and money?</b>	
<b>How are you going to find the people to help you make and market this?</b>	

## Verify Your Idea with Test Outreach

**PRO Tip:** Get at least five yes's before you start your actual linkbait. Then you're home and dry.

Person I've Contacted and Where they can Link From	This is What They Think