GET PRESS EVERY MONTH

SOURCE MAGNET TOPIC CHECKLIST

MODULE 1 BONUS

Source Magnet Topic Checklist

As I outlined in lesson 3 from this module, your Source Magnet topic is HUGE.

So before you decide on your Source Magnet topic, run it through this quick checklist. That way, you can be sure that your topic will be something that bloggers and journalists in your space will **want** to cover.

Again, you don't need to check all of these boxes. But the more that you can check off, the better.

My topic is a trending topic

"Trending" doesn't mean *"jump on a fad"*. Sure, there's a place for *"newsjacking"* (something that taps into a hot story in the mainstream media).

But it's tricky to get the timing right. Plus, your Source Magnet will have a VERY limited shelf life. This is why I recommend focusing on topics that have a **long-term** upward trend.

That way, you're covering something that's gaining steam. And you'll get links months or years after your Source Magnet goes live.

My topic lacks data

In other words: does your topic have basically no studies, surveys or other data on it? Is it a topic that people are writing about... but no one has data to back up what they're saying? If so, you just found a GREAT topic for your Source Magnet.

My topic is a "Tangential Topic"

"Tangential Topic" is a fancy way of saying: a topic that's related to your business but not necessarily directly what you sell. According to the Fractl study that I mentioned in lesson 3, content on Tangential Topics tend to perform best. Obviously, if what you sell is super interesting, go for it. But 99% of the time, you want to go with something a little bit off to the side.

So those are the main three criteria that you want your Source Magnet to have. I also want to mention two optional criteria that you can use to help decide on a topic.

My topic is one that I know a lot about

Why is this important? When you know about your Source Magnet's topic, your final piece will usually come out GREAT. And it will perform better because of it.

For example, I (obviously) know a lot about SEO. So our SEO-focused Source Magnets (like this) tend to come out great. And get lots of links and coverage.

On the other hand, I know almost nothing about anything technical. This is why this study about page loading speed didn't do that great (even though it took A LOT of time and energy to pull off). Overall, that Source Magnet did OK. But not nearly as well as our Source Magnets about SEO.

So yeah, I wouldn't discount your own knowledge on your potential topic. Your knowledge and experience in that area will help you choose the right data points, write a fantastic Source Magnet report, and promote it with an angle that will appeal to journalists that cover your space.

My topic has the potential to find something controversial

There's no doubt about it: controversy gets clicks and eyeballs. Journalists know this better than anyone. And when you hook journalists up with a finding from your Source Magnet that's controversial, they'll be happy to cover it.

Obviously, you can't possibly know your findings ahead of time. So this is more about going with a topic that could **potentially** find something that will cause a stir.

That said: I don't recommend going with something super controversial (like politics). That's not worth the headaches. When I say *"controversial"* I mean something that goes against the conventional wisdom in your space.

For example, my original 1 million search engine ranking factors Source Magnet found that Schema didn't correlate with Google rankings. Again, this isn't going to cause an uproar. But that finding was controversial enough to get SEO people arguing about it.