

### Pick a Winning Topic

- 1 Identify Your Opponents
- 2 Find Their Greatest Wins
- 3 Pick a Fight You Can Win

### Create Epic Content

Depth

Design

Data

Drama

### Find Social Promoters

People who shared specific post you're aiming to beat

People who shared similar posts on the same topic

People who regularly share content on the broader topic

### Tell People About Your Post

Email permutator

Validate email addresses (e.g. Email Hunter, pip!)

Email templates

### Fish for More Links

Open Site Explorer

Google search: intitle:keyword

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Page 1 of 1.

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