

Project initiated by Internet Marketing Strategist [Codrut Turcanu](#)

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Introduction

This is my chance to thank everybody who helped me to initiate and launch this project including but not limited to my graphic designer, [Neeraj Suthar](#) as well as to the interviewees who gave their best answers and helped spread the project and its message online, and offline.

How did this project get started and WHY?

I've always been interested into the social media phenomenon (why people adopt new marketing platforms, and more importantly how) since it firstly got started, and I had a knack for interviewing others since my first ebook back in 2003, so I knew there's wealth to be made in the social media world. And I wanted to find the insider secrets to social marketing success: how (and why) pro bloggers and smart companies are gaming social media.

Why did you launch yet another social media book?

This is a unique book because it packs 18 interviews with social media specialists (pro bloggers, authors, consultants & speakers) from all walks of life, in various industries, all sharing their best tips on social marketing and digital connections.

Since 97% of the social media stuff out there includes basic tips on what you should do and forget to include actual case studies and winning social media methods, I wanted to learn how to better use social media myself and when working with clients; so, having the insider answers of 18 specialists into a one-stop resource would be a tremendous gain.

If I had to pay each expert to consult with and share these "secrets" you're about to hear next, then I'd have expected to fork out at least \$5,400 combined, considering the fact that most of these specialists are paid consultants and are charging a minimum \$300 an hour, or more.

Why do you give away the PDF for free?

To reach the maximum people possible and spread its core message: social media is not a fad, but a way of connecting with your target audience & building your tribe (community) of true fans.


I don't even ask for an email address for this reason alone. I also created the [blog-style version](#) to offer people both the reading and the interactive experience option.

I would have not been able to spend 65 hard-working days researching the specialists, conducting interviews, emailing back and forth, and putting all this together without special help.

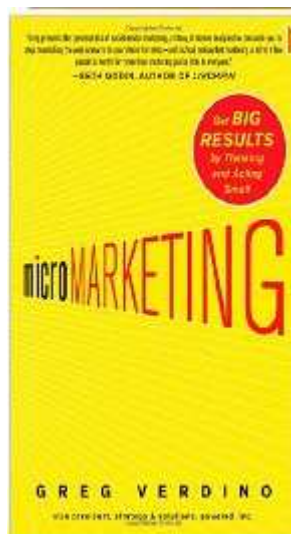
The entire glory goes to God - who inspires me daily, and more importantly, gave his own Son (Jesus) to you and me; I believe we're here to find our unique strengths (and skills) and create new stuff out of thin air, regardless of where you live, or who you are. And social media is a start.

I invite you to explore & better understand social media through the eyes of 18 pro bloggers. [Codrut Turcanu](#) (Internet Marketing Strategist)

Featured Interview -- Greg Verdino shares social media micromarketing tips

 <p>Greg Verdino</p>	<p>Greg is a recognized expert on marketing innovation, emerging media and Web 2.0.</p> <p>His first book is called microMARKETING.</p> <p>Inside our interview he reveals how BIG companies are using social media (and why); he also shares unconventional social media tips for book authors.</p>
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Books (Products) by the author



Web sites (social media profiles)



[Twitter](#) | [Facebook](#) | [LinkedIn](#)

You're the author of [microMARKETING](#). Please share with us the reason behind writing the book, how long it took you to finalize it and your favorite chapter (section).

First, let me summarize the key theme of the book... Over the past decade or so, a series of shifts have resulted in the hyperfragmentation of our mass culture and media into millions of niche microcultures, consumer-created micromedia and bit-sized microcontent formats. Many marketers acknowledge that this has happened but, because mass is all they've known throughout their careers, continue to do the same things they've always done to reach big audiences - even though those things are less effective than ever before. I believe - and the book bears this out with a dozen or so results-backed case studies - that companies can be more effective and achieve better ROI if they instead tapped directly into the trends toward microculture, micromedia and microcontent by adopting a series of micromarketing approaches - essentially doing lots and lots of small but meaningful things to forge deep connections and deliver real value to their best "few" customers and prospects.

So it's essentially a social media book written for marketers doing business in the "age of Twitter" - so why did I decide to write it?

There are so many social media books on the market but many are thin on insights, short of practical approaches and virtually devoid of hard discussions about tangible results - conversation isn't enough; neither is "engagement"; marketing - social included - needs to move the needle... Others - books like the For Dummies series or the rash of "Twitter" books - put tactics and tools before strategy, providing (quite frankly) no actionable insights about what the bigger trends that have spawned micro-platforms like Twitter and micro-formats like web video, blog posts, etc will mean for marketers even after the platforms we use right now give way to another set of shiny objects.

I wanted to write a book that explored the social media landscape - and more specifically the micromedia and microcontent landscapes - from a more strategic perspective than the latter, while applying a practitioner's eye (I've been marketing for 20+ years and immersed in social both personally and professionally for 5+ years) to deliver real insights, approaches that I know work and tackle the "but what were the results" question head-on.

The reading/writing process from start to finish ran about 9 months - the first 3 or so was outlining (deciding what I wanted to include to support what points) and research (web, interviews, scouring third party sources, etc). I had a research assistant who was phenomenal at hunting down data that the companies wouldn't or couldn't share, although for most of the people I interviewed they were happy to share pretty good information. But overall, the research was a TON of work - and I ended up talking to 3 people for every two that made it into the book because of course the flow evolved along the way. Then writing itself lasted about 6 months, with the last month being brutal (I actually wrote 2 chapters in 3 days at the very end).

After that, the book went through 3 rounds of edits - so I had to work with the editors throughout that, over the course of about 3 months, after which I had read the book cover-to-cover way too many times.

In terms of my favorite chapter, I'd have to point to Chapter 9: From the One Big Thing to the Right Small Things. In the previous chapters I explore each of a number of micromarketing

approaches individually and share case studies focused around each individual approach. In Chapter 9, I bring it all together, looking at how one company can employ (and through a case study, how one company actually has used) all of the key approaches to achieve impressive marketing, sales and business results.

Could you share some of the most interesting, unconventional ways the companies profiled in your book are using social media and their results?

Here are three pretty well-known cases of companies using social media in interesting ways. These case studies – along with lots more detail – are told in the book, of course, but at a high level:

When Ford wanted to re-introduce the Fiesta into the U.S. market after a decades-long absence, and wanted to position it as a cool, hip car for Gen Y they partnered with 100 socially-savvy content creators to get the word out. They loaned each a car (a full year before that car would be for sale in the U.S.) and issued a series of creative challenges designed to spark lots of blog posts, videos, photos and tweets – which of course they assumed the content creators would spread across the social web. The company put the product AND the marketing message directly in the hands of a group of representative target consumers, and let those consumers take it from there. The program resulted in 10s of millions of earned media impressions and generated more than 100,000 test drive reservations.

After Paramount Pictures acquired low budget indie horror film Paranormal Activity, they piggybacked on top of organic Twitter chatter to get film-goers to spread the word by tweeting their “screams” – this led to a tremendous amount of social media buzz (#paranormalactivity was a long-standing trending topic on Twitter) that in turn led to lots of pent up demand for the movie (it was only showing in a handful of markets at the time). Then Paramount took it a step further by allowing consumers to “demand” where the film open next – with more than 1 million demands logged in less than a week, the company knew it had a hit on its hands and rolled the movie out to screens nationwide. Paranormal activity went on to become the most profitable movie of all time and one of the year’s top grossing films. Similar to the Ford Fiesta example, this unconventional approach (which made little use of traditional media – and only after the movie was playing nationwide) put control over the the message and product distribution into the consumers’ hands.

Coca-Cola’s Facebook fan page was started by two actual fans – and with no corporate involvement grew to be over 1 million people strong. Technically, Coke had every right to issue a cease-and-desist and take over the page, but the marketing team understood that doing so would be a big mistake. Instead they partnered with the two fans to co-run the page – and this remains the case today. This was a bold move by a big company toward co-creation and consumer partnership. As Michael Donnelly from Coke likes to say, a company’s Facebook page should be a fan club (by and for the fans) rather than a brand club – you might argue that Coke’s page is the only page on FB that meets this criterion.

If you had to write a list with TOP 5 key reasons why big companies are using social media, what would you say?

Unfortunately, this answer would be very different if I were to answer it from the perspective of why do big companies use social media vs why *should* big companies use social media.

Even in 2011, I still see many companies jump into social media with flimsy rationale like (1) my boss is asking about it, (2) my competition is already using it, (3) I want to “join the conversation”, (4) I want to be part of the next big thing or (5) I need new ways to get my advertising messages in front of large audiences. Sounds pathetic when you look at it that way, doesn't it?

As to why companies *should* use social media, here are five legitimate reasons (although there are more than 5 and the order might shift around depending on the business):

- 1) The social customer (a customer who not only buys for himself but shares word of their positive experience with his friends, leading to more sales) is more valuable than a loyal customer (someone who might buy often but never spreads the word.) Social media is one of the most powerful vehicles we have for finding, connecting with, partnering with and benefiting from true brand advocates – and the nature of the social web makes it possible for that advocacy to scale to massive proportions.
- 2) Social listening coupled with a smart response strategy gives companies a new, more effective and more cost efficient way to identify needs and issues, then delivery customer support (and increasingly *realtime* customer support) at moments of need. Better service leads to better brand perception, preference, loyalty and advocacy.
- 3) There is no better way to learn about the real needs, interests and passions of your market. Social listening isn't just a great way to engage customers – it's a great way to understand at a macro level what matters to them (in an honest and unvarnished way). And once you know that, you open to door to all sorts to business improvements – how to make better products, package and position them better, price and sell them better, support them better, and so on.
- 4) As traditional media advertising becomes more costly and less effective at reaching mass audiences, companies can add a social layer to amplify, extend and enhance an overall integration marketing communications program. Consumer the Old Spice campaign – a good television ad campaign became more effective and engaged a bigger audience with the addition of smart social media tactics played out across YouTube and Twitter.
- 5) Social media *can* drive sales and deliver ROI. This one may be the hardest to prove outright, but “microMARKETING” is loaded with examples of companies – from Paramount Pictures to Queensland Tourism – who marketed their products via nothing but social media and saw impressive sales figures as the direct result.

Who's your #1 preferred company (among the ones profiled in your book) and how is this company using social media differently than their competitors? Why?

I feel like you're asking me which of my children I love the most. Each story in the book offers something unique and different – and each company profiled is using social in interesting and effective ways. That said, two businesses stand out for me – and they are VERY different from one another.

The first is a large company – the consumer electronics retailer Best Buy. They have been

experimenting with and learning about social media inside their own company for a number of years and one of the consumer-facing initiatives that grew out of this experimentation is Twelpforce. If you don't know the program, essentially Twelpforce empowers any employee across the company to listen for relevant conversations on Twitter, then jump into those conversations to offer information, advice, expertise and opinions. So specifically, if they pick up on a Twitter post in which someone asks her followers whether she should buy an LCD or Plasma HDTV, a Best Buy representative – using the [@twelpforce](#) handle – can jump in to ask questions (how big is the room, what are the lighting conditions, is this your main TV or a secondary one, what types of television do you watch, etc) and then offer advice (well then, you want to go with Plasma) or recommendations (check out this model by Sony, that model by Panasonic). The “selling” is subtle and – frankly – I personally know of several instances when the consumer made their purchase elsewhere *and Best Buy was OK with that*. To Best Buy, Twitter isn't just a place to pimp product; it's a place where the company can offer a whole new model of customer service and deliver it in a whole new way. That said, I've gotten help from Twelpforce and did drive to a store that same day and buy a product – the first time I ever bought a product at a Best Buy actually – so even though the company isn't banking on Twitter sales, servicing customers better will inevitably lead to sales.

Now, plenty of companies offer Twitter-based (or more broadly) social media-based customer service – what's different at Best Buy is it isn't coming from a single person or a small team; it's coming from anyone and everyone in the organization (from the CEO to the receptionist, from the “blue shirts” in their stores around the US to the Geek Squad technicians providing in-home tech support). Best Buy didn't just put Twitter in a box and assign a few people to it as a project; they transformed their entire organization into a social support center – and consumers benefit from the ability to tap into this vast network of expertise. Ultimately, in my opinion, that kind of move is a social business game changer.

My other favorite case concerns Lauren Luke. As an unemployed single mom in the north of England, she started uploading low-gloss makeup tutorial videos on YouTube as a means of promoting her fledgling cosmetics retail store on eBay. Over time, her videos earned her a tremendous amount of attention, and on the strength of that she forged a partnership with a marketing agency to launch her own cosmetics line, [By Lauren Luke](#).

Today, her line is available at Sephora and sold on QVC. She has a [book](#) out and there's even a [Nintendo DS](#) game that bears her name and likeness. In the book, I walk through all the micro-tactics she used to get where she is today, and I find her story very inspiring—it's a classic Cinderella story that proves even the most unlikely person can achieve big success if they work hard and do the right things to get there. It's also a classic David vs Goliath story. Here's a very small business achieving success in a space where the biggest competitors in the business (including P&G) have stumbled and stalled.

Please list the top 3 social media approaches (methods) you've used with great success to promote your book, and why do you think they work.

First, I'd point to our blogger outreach campaign with a twist. Rather than blanket the entire marketing blogosphere with “please review me” emails (as a blogger myself, I get pitched dozens of times a day and get at least a few emails a week offering review copies of new books – who has time for that?), I worked with my publicist to handpick only 30 or so influencers, each of whom had a very clear affinity for one of the topics or case studies presented in the book. We asked

each to write a “microreview” of just one carefully chosen chapter, and post it on a specific date. Matching the right blogger to the right chapter was critical, and we really did our homework (something that, as you know, many businesses don’t do before approaching influencers).

For example, we asked [C.C. Chapman](#) to review Chapter 8 because it focuses heavily on content creation in general, podcasting in particular (C.C. has been an avid podcaster for years), and features a story about one of C.C.’s friends—the author [J.C. Hutchins](#). Of course, he agreed to participate.

The book has nine chapters (plus a worksheet) and we aimed for two to three reviews per chapter. So over the course of two weeks, two dozen bloggers posted their microreviews in a coordinated fashion. The result was lots of buzz over this two-week period, a win-win situation in which I got coverage and the bloggers got link love (most linked to their co-reviewers), and a nice Amazon sales spike.

The second favorite micro-tactic was a one-day partnership with Jason Sadler of [IWearYourShirt.com](#). Jason and his partner Evan literally wore shocking-yellow *microMARKETING* t-shirts for one day as they created a bunch of microcontent (mostly photos and videos) that they shared with their followers on social sites. They get paid to do this and, yes, they make a nice living at it. That day saw the book hit its highest Amazon sales rank, plus they tripled the number of fans on the book’s Facebook page.

The third approach I’d point to would be live events. Now, you might argue that events aren’t social media because they take place in the real world rather than online. But I’d argue that as social marketers we need to acknowledge that even today the vast majority of person-to-person interaction (and therefore, word of mouth) happens in the real world; and (as much as we may not like it) people do occasionally step away from their keyboard and actually talk to other people. So I went on the road and did everything from speaking at major marketing conferences to hosting parties and tweetups. The parties and tweetups were fun and gave me the opportunity to meet lots of great people, but nothing beat the conferences for generating buzz and selling books. For the first 6 months after the book came out, I’d waive my speaking fee for any organizer who was willing to bulk buy books for the attendees – so if I was set to speak at a big event with 400 attendees, that would be 400 books sold and 400 new readers. My speech would whet their appetites; the book in their bag would let them learn more. Plus during a conference I’d typically see hundreds of #micromktg tagged tweets about the points I made when I spoke – so these types of events are great for spiking buzz. But the real win (for everyone – the conference organizer, the attendees, my publisher, and me) was the spike in sales.

So in keeping with one of the key themes in the book – that micromarketing shouldn’t just result in conversation; it should lead to *conversion* – I’d say tactics like this worked primarily because I was able to see a clear increase in book sales as a result.

Is there’s anything else you’d like to mention for our readers?

As important as it is to understand how businesses – both inside and beyond your immediate industry or category – are employing social media and micromarketing strategies, I firmly believe that businesses (even big businesses) have at least as much to learn from the ways in which consumers themselves use social to achieve interesting things. I believe it was Seth Godin

who once said something like: if you wait until there are 3-5 relevant case studies in your own industry before making your move, you've already missed the boat. And that's absolutely true here – would you rather trail your competitors while trying to learn from their mistakes; or would you rather leapfrog your competitors by innovating first?

With that in mind, let's remember that many of the tools, tricks, tactics, etc that companies are employing today are not so different from the things so-called regular people were doing in social media 3-5 years ago. I believe that companies can analyze consumer movements to understand what worked, how it worked and why it worked – and then apply those underlying lessons to solve business issues today.

In microMARKETING I devote as much space to consumer stories of social media movements as I do to corporate stories of social media marketing. How did one struggling author turn his unpublished manuscript into one of the most successful audio podcasts of all time? How did I masked magician get more than 2,000 video responses to a clip he posted to YouTube in 2006, when most branded video competitions get fewer than 100 responses even today? How did one cancer sufferer use a Twitter hashtag to attract mainstream media attention, garner support from a big-time celebrity and raise hundreds of thousands of dollars for Livestrong?


If they can do it – without resources or a well-known name to trade upon – then why do so many corporate social media initiatives fall short? Simple: it's because even in this new(ish) space, corporations continue to act like corporations, rather than as a collection of living breathing people. So what if corporations learned to act like people by understand how and why people act...

Looking to consumers for inspiration seems counterintuitive to a lot of trained marketers, but marketing for success today requires counterintuitive thinking and action. Keep thinking and acting the same old way and you'll keep getting the same old results – which frankly often aren't very good. Break the mold and approach your marketing and business challenges differently, and you will reap the rewards.

Oh and of course, your readers should go out and buy the book. 😊

***** Now, jot down the best idea YOU got from this interview** (something you could implement today and experience significantly greater results in your blogging and social media approach tomorrow and next month)

Ann Handley shares micro-content writing tips

 <p>Ann Handley</p>	<p>Ann is the Chief Content Editor at MarketingProfs.com and Author of Annarchy.</p> <p>Inside our interview she talks about writing micro-content that engages readers and customers like never before, key elements brands & bloggers should be aware of.</p>
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You wrote a post entitled [Act Your Shoe Size, Not Your Age: 3 Ways to Market Smaller in 2011](#) where you reviewed Greg Verdino's [microMARKETING](#) book, in which he explains how companies can get amazing results by acting "small".

What I've found interesting is that, at the end of the post, you actually promise to give away a copy of the book to a lucky reader who'd take the time to post a comment.

Please explain the reason behind the strategy and how this approach worked for you.

I suppose I could say that there was a strategy behind it. But the truth is that Greg's book is a great book. He sent me a signed copy (which I treasure) after I bought a copy on Amazon. So I figured I'd give the unsigned copy away to a lucky reader... to spread the wealth, so to speak.

I do that frequently on the site, because I love books and like to share them. People get excited about it, and it encourages participation, of course. Who doesn't love a shot at free stuff?

Could you mention any pro bloggers (or companies) whom you consider the king of micromarketing in your industry (or outside) and how they're using (relevant) microcontent in a digital world to connect with their audience and build their fan base?

Here's a good example: [@mackcollier](#) does a great job using microcontent to build his business, connect with would-be clients, and create community. His Twitter stream alone is valuable, but he also runs #BlogChat on Sunday nights, which has become the largest Twitter chat on Twitter. (Or one of them!)

Please explain your best reader-comment engagement approaches, methods and results. What worked for your blog so far that you can share with other like-minded bloggers and companies to help them attract value-added comments on their blogs?

The best way to encourage engagement is just to talk back – to answer – to respond. So many blogs have a comment or two from readers, but the writer or host company never comments back. Why is that? That’s a missed opportunity. Blogs are a social vehicle – so, use them!

What’s your favorite chapter (or concept) from the [Content Rules](#) book you co-authored with Chapman? And how our readers could implement the tips revealed inside?

My favorite chapter is about the idea of “reimagining,” not recycling. What that means is: Instead of thinking about “repurposing” or “recycling” your content as an after-thought, think of “reimagining” it, as a way to rethink and remix (if you will!) the content you have or are producing.

Repurposing is about slapping the same stuff in various places. Reimagining is about thinking through your content, from the point of inception. So a white paper might be “reimagined” as a podcast with a subject-matter expert. Or a series of blog posts. Or a webinar presentation. In this way, nothing is one-off... but a piece of a larger whole.

In regard to your activity, did you notice any unusual niches or industries where companies released substance-filled content (e.g. whitepapers, special reports, blog posts, etc) so good that you could share here?


Hmm.....Lots of companies are creating and sharing content I admire. The ones that are generally follow a key Content Rule: Share or solve, don’t shill. In other words, they are sharing resources and solving problems for their customers, not shilling their own products of services.

Citrix has an amazing [Workshifting](#) blog. American Express’s [OPEN Forum](#) is a great resources for small business owners. [Hubspot](#) has a great blog for marketing. The [Wisconsin](#) Milk Marketing Board produces tons of great recipes featuring – you guessed it – cheese! There are lots of examples of people doing it right, in other words.

Is there’s anything else you’d like to mention?

Content isn’t a task. It’s an opportunity to engage directly with your customers, and to show them how awesome and unique you are, and what you’re all about. So – take advantage of that opportunity! It will pay off. Trust me.

Chris Guthrie shares six-figure blogging tips

 <p>Chris Guthrie</p>	<p>Chris is a full time Internet entrepreneur who blogs at MakeMoneyOnTheInternet.com</p> <p>Inside our interview he talks about blogging from an entrepreneurial point of view, and shares his unique “six-figure” approach and methods.</p>
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I’ve read your inspiring [story](#) on how you firstly got started as an entrepreneur on eBay back in Junior High School, selling Pokemon cards. You’ve said you never played the game, yet made \$1,000 in the summer, selling those cards.

Then in University, you got hooked on Halo 2 game, and this is what led you to Internet marketing.

Could you share what you took from your eBay/gaming/IM experience and brought into blogging that led you to where you are today?

The main thing I've learned is that you truly need to have a passion to succeed on your own if you ever are going to have a chance to make it as a self employed / entrepreneur type of individual.

Throughout all my successes and countless failures I always tried to find what worked and what didn't and continually refined that process as I've built my businesses.

For example, when I got started trying to make money online I tried literally everything I read about from forum websites, directories, top list websites and everything in between. It wasn't until I really sat down and really planned out how each project could truly make money that things started working out and last year I earned well into the six figure range.

As most people reading this, I’m keen to know which were your major challenges when you firstly started online: from eBay, to Halo experience and then to Internet marketing, and more recently, to blogging; and how you overcome, each.

The biggest struggle each time was trying to deal with the countless failures from various projects that came up. Just last year I launched 10 websites I had BIG plans for and most of them failed. For example, I had an idea to make a fail blog type website but to use in game footage (from games like Halo) and because it was centered around games I used the word pwned in the name. I called the blog pwnedblog.com and did a few different things to try and drive traffic before I stepped back and realized there just wasn't nearly a large enough audience to support the niche and make it worth my while to pursue. I could list dozens of examples like this over the past several years but with each failure it's so important to learn from the mistakes.

I know you have quite a few projects (web sites, blogs and products). Could you select one of your favorite blogs, and scratch a run down on how (often) you manage that blog and how you monetize it (and maybe share the results in terms of traffic, subscribers and cash flow)?

95% of the websites I run I don't discuss publically because the people that read my blog are often times just like me - looking to make money online in various niches with little competition.

So after laying that out there I'd have to just use my [makemoneyontheinternet.com](#) blog as an example. I started that blog in January of 2010 and it has nearly 5,000 RSS readers which is pretty fast growth for the (relatively) small niche of online business blogs.

I started this blog because I kept reading absolute trash online from people that had blogs where they were trying to tell people how to make money online and yet the only way they were making money online was by talking about it.

I took the exact opposite approach with that blog in the beginning because I was making most of my money just building cool websites people would be happy to visit and less concerned about making money with that blog.

Now after sharing some of my income reports and talking about some of my tactics for making money with websites people started emailing me asking for more detailed info and that's when I decided to release a product focusing on making money with physical product focused websites.

I called it [NicheProfitCourse.com](#) and that was the only real direct way the blog had made money although it was still much smaller than actually just running my online business of setting up websites etc.

If you're asking me about the post frequency; I don't have one. I post when I have something to say that's worth saying. I try not to fill my blog with worthless crap i.e. [3 Things You're Not Doing On Twitter That You HAVE TO!](#) And stupid crap like that because that is all fluff. I like to write stuff like, [here's some data I collected and found to show that these 7 Strategies Related To \\$43k In Earnings From Amazon.com](#) etc.

I work probably 3 hours a week on the blog or less.

What mistakes did you make in the beginning with the blog above, how did you overcome them and what's next for this project?

In 2007 I started a blog about how to make money online and after about 14 months of trying to build it and not having any success I realized that I was a complete fool for running a blog on a subject I knew nothing about. After all, who would want to read tips from someone about how to make money online who doesn't even make much money online right? So I stopped that blog and went out into other niches with a lot less competition and started doing really well. That old blog with only a handful of RSS readers is what I converted into [MakeMoneyontheInternet.com](#).

As for the blog, I really want to start doing more case studies documenting how I make money and inviting guests on to speak to talk about how they're making money as well.

I'm impressed to read in your [blog income report](#) mentioning that you're making three times more money as an Amazon associate compared with ClickBank vendor sales.

What is the secret to your Amazon affiliate approach, what does it really take to generate the volume of sales you are making that others are completely missing?

The biggest thing I hear from people when they talk about Amazon affiliate marketing is that they say something like "Oh, I tried them but have only made a few dollars" and my response is always, "What websites did you try to market products from Amazon on?" The answer is almost never a website focused on physical products. I could be making money with another online retailer or with an entirely different method, the point is that you really need to think about the best way to monetize your website and then use those methods. So if I'm running a website focused on physical products then obviously putting up links to those physical products for people to buy is a natural choice.

If you can't figure out what the best way is to monetize your website and you've tried a ton of different things you should ask yourself "Is this even a good niche to be in?" if the answer is no stop wasting your time and move onto something with an actual business model.

Is there's anything else you'd like to mention?

The final thing I'd like to say is that if you're reading this interview and haven't even tried to make money online with some type of method stop reading this interview and any other blogs for that matter and get out there and do something. The absolute worst thing you could do is to try and live your life vicariously through successful people you read about online. I'm not saying I'm anything special because I have plenty of online friends that make 10 - 20 times more than me. I just want you to go out there and do something. I can explain it even better with an example:

The Biggest Loser TV show documents people that try and lose weight. It would be a safe thing to assume that the vast majority of the people that watch this TV show would like to lose some weight as well or get in shape. But instead of spending the 2 hours this show lasts to actually go work out they'd rather just watch other people do it on TV. This is stupid to me. Why watch people workout for 2 hours when you can go workout for 2 hours? I believe the answer is probably laziness and if you want to make money online I suggest you get out there and start trying to do it.

Chris Hughes shares small business social media tips

 <p>Chris Hughes</p>	<p>Chris is a social media consultant and Gen Y specialist who blogs at WhosChrisHughes.com</p> <p>Inside our interview he talks about winning social media approaches for small businesses, plus he shares optimization tips for Twitter, Facebook and YouTube users</p>
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You went to college while handling business projects. Could you share with us how did you juggle with your studies, business tasks and personal issues? What is your productivity secret?

I'm no longer in college but was for 2 years while building my business. It was a very difficult challenge to juggle school, business and enjoying the college experience with friends. I found myself staying in on some weekends in order to get work done or to spend time learning things I felt would be essential for business. One productivity secret that I learned and implemented was to create a "to-do" list prior to going to bed. Schedule the most important task early in the morning and do it as soon as you can. I also spent a lot of time learning the most effective ways for me to study, eliminating a lot of the time that would be wasted studying. I learned that focusing for 2 hour chunks of time I could get a lot of work done, whether studying or social media work. Using this 2 hour time of un-interrupted work, I was able to accomplish more because I didn't have frequent breaks to call people or do time-wasting activities. It was difficult at first, but after a few weeks, it became a part of my schedule and dedication to that made me very effective.

I recommend to everyone that you spend at least 30 minutes exercising each day as well, use this time to listen to audio books or personal development work. I chose do work out for an hour and found that the exercise allowed me to sleep 6-7 hours and feel fully refreshed, allowing for more work to be done during the day. Also, make sure you schedule time for yourself and your friends. The best part about life is spending time with friends and family, so be sure that you do that. It allows for you to recharge and gets your mind off of work.

We talked over email about the industries you've helped to implement your social media methods, including (but not limited to) wedding, barter network, IT, attorney, hardware stores, women's boutique and restaurants.

What was the most challenging industry or campaign you've worked on so far? Why? And what before – after results did you help implement that you could reveal here?

The most challenging campaign for me was working with a woman's boutique. The reason for this was that I am a man, which means I have no idea what women spend their money on and

how their buying patterns worked. This is when I really started to study more about the psychology of sales and more about women. Before I began working with her, the owner had a

facebook page but had no interaction and nothing really posted on her page. She had posted about 3 times, and they were all months ago. She had actually forgotten how to get onto the page because the girl who created it for her had stopped helping her after a while. When no one is putting content up on a Fan Page, it doesn't get people thinking about her store and how good the women looked in the clothes they bought there.

I gave her one-on-one training and screen recorded the whole thing, turning it into a DVD that she could play while on the computer and walk-through everything that we went through. Everything from writing a post on her fan page to uploading pictures and videos was included on that DVD.

Now it's 6 months later and she posts almost daily, using Facebook to show new products that come in weekly, but also to schedule some events that her Facebook fans get first look at!

At this point, she now has an email list with over 160 women people on this list, she can upload pictures and videos to Facebook and gets to connect with her old friends. The cool thing about her list of people is that on average 77.6% of the emails she sends to this list get opened and read. This is an unbelievable number if you have every tracked email open rates.

We've all heard how trust and relationship building is KEY in nowadays Economy, more than ever. How can someone start building trust and making friends with strangers as fast as possible, for mutual business benefit, and without looking desperate? Could you give us your winning "blueprint" or some step-by-step tips and what to avoid instead?

Trust and relationship building is essential to building successful businesses, however it is difficult to build that trust with strangers like you mentioned. One of the best ways to bridge the gap from stranger to trusted advisor is to find groups who are already interested in what you are an expert in. An example of this would be joining a group full of fitness enthusiasts on Facebook if you are trying to sell them a fitness product. This group is already actively talking about your target niche, you as the expert would come into the group and start interacting with people. Answer their questions, give them free advice on things and generally be a helpful person. After a few weeks of doing this, people will start to trust your advise more and more. They will then gladly refer people to you down the road because you've already helped them out.

What do you see as the top 5 biggest mistakes companies are making, when it comes to social media marketing?

The top 5 mistakes would have to be not having a presence online, not interacting with their audience, only sharing links to their site in their Twitter, being scared to start a blog and not having an email management system.

Give us three maximization tips for Twitter, Facebook and YouTube.com. And what mistakes to avoid along the way.

Be authentic in everything you do on all of these networks. Share good information with people

and generally help people. Avoid spamming links and really take the time to talk to people and find out what their biggest frustrations are. They will tell you what they want to learn and/or buy. You will need to take the information and turn it into something that will help them.

The easiest way to get the most out of Twitter is to send @reply to people, re-tweet their posts when you find value and actively chat with people. Connect with people on as many things as you can. When you develop these relationships through twitter, people will start to look to you as an advisor for things that they may need help with that you can do for them. Twitter also allows for you to connect with people who you otherwise may not have been able to. An example of this would be talking with a celebrity who just happens to see your tweet to them and sends you a message back. This has happened various times for me with authors and I have connected with these people through e-mails after, it really opens up the door to people you may have never had a chance to meet before Twitter.

Facebook groups are one of the single greatest collaboration tools that I have found. The groups can be a huge asset for you. For example if you are in the process of learning things such as using wordpress for business purposes, you could join a wordpress for business group like I did. I have learned a ton from this group and helped others with certain wordpress tips and tricks I had picked up. It's all about putting some time in these groups and finding out who are the experts and who you can help/who can help you. Facebook groups can also be used for local businesses to connect with their target audience to schedule events.

YouTube is all about creating videos that are entertaining as well as educational. YouTube is just a place for your business to creating a tv station and should be viewed as YouTV. It allows you to connect with your audience by visually, which is extremely powerful. Spend some time adding friends and subscribing to people who are in your niche on YouTube. It's worth it to connect with people who are like minded because they will likely share your information and pass it around if it is good information.

Is there's anything else you'd like to mention for our readers?

Take the time to learn something, but don't sit around and think about it for too long. Take action. If you have an idea, turn it into something and see if it goes anywhere.

Corbett Barr shares viral blog post writing tips

 <p>Corbett Barr</p>	<p>Corbett is an entrepreneur, digital nomad and the founder of Think Traffic.</p> <p>Inside our interview he talks about writing viral blog posts and what it really takes to create winning content that gets spread like wildfire on the Internet</p>
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I enjoyed devouring your six-figure blogging manifesto: [18 Months, 2 Blogs, Six Figures](#).

Could you share the behind-the-scenes story of creating this “viral” content piece? I’m keen to know: how did you come up with the idea, and more importantly, how did your life & blogging career change as a result of releasing the manifesto?

I had an incredible year last year. My blogs both grew rapidly and I created a lifestyle business that fully supports me and allows me to live and work from anywhere in the world. As I reflected on the journey, I felt an overwhelming urge to give back to the community that had given me so much incredible free information. This was my way of "paying it forward."

Aside from giving back and helping people out, I also knew the manifesto would expose me to new people. I have continued to grow as an entrepreneur since releasing it, and I've definitely gained a significant number of new readers from the experience.

I see most people (bloggers) giving away their [manifesto](#) (or viral masterpiece) to subscribers only, thus conditioning readers to leave their email before reading the content. Why do you have a different approach, why do you offer the PDF “download” link available to the public (no opt-in required)?

I wanted to get the manifesto into as many hands as possible and thought that requiring an email address would limit the overall impact. I'm sure I acquired fewer email addresses this way, but the manifesto was read by more people.

Let’s talk about viral traffic and viral blog posts for a moment: your experience with writing viral posts that lead to massive traffic. Could you share one of your most successful “viral” posts, how long it took you to write it and the (behind-the-scenes) engineering you’ve made to get it done and spread like wildfire?

The most "viral" post I've ever written is "50 Photos to Inspire Life as a Digital Nomad:"

<http://www.corbettbarr.com/50-photos-to-inspire-life-as-a-digital-nomad>

That single post has received over 391,000 page views since it was published, mostly from StumbleUpon and Reddit.

The post took me about two days to put together. I think it was so popular because of the headline and the content. People love those big photo collections, and the headline was intriguing. I spent a couple of hours just refining the headline until I thought it would work well. Then, when I released the post I asked a few friends to Stumble it for me. It took off on its own from there.

Writing viral content that gets spread on the web is half science, half art. Do you agree with this statement, or what's your opinion about the topic? How can a complete beginner learn about writing buzz-effect blog posts (and content) without spending months or hiring ghost writers?

Absolutely I agree. Part of developing popular content can be explained in repeatable steps. But many times, even if you follow the steps you don't necessarily get the results you were hoping for. That's where the art (or luck) part of the equation comes in.

Personally, now I don't focus so much on viral traffic in an absolute sense. The post I mentioned before brought in tons of traffic, but that particular traffic didn't do much to help me grow my business. I've written other posts that received a fraction of that amount of traffic, but that have done 100x more to help build my business. Absolute traffic shouldn't be your goal. Making real connections with the right kind of people should be what you aim to do.

One article I enjoyed on your blog (because it's very practical and super amazing) can be found [here](#) – you were talking about the 5 extraordinary blog post types that will grow your audience faster.

Could you reveal which one worked the best in your experience out of the five, why, and more importantly, the results you've experienced so far?

That's a really hard question to answer because honestly, all of them have worked tremendously well at one point or another. Since I can't tell you which one worked best, I'll instead tell you what I think newer bloggers should try first. The "influential people round-up post" is probably your best bet when you're just getting started because it will do much more than just bring you traffic. That type of post will also help you make connections and start relationships with other people in your niche. It will also elevate you among the company of more popular bloggers in the minds of your readers.

Is there's anything else you'd like to mention?

I'll just reiterate here that traffic itself should never be your goal. Having thousands or millions of readers could mean absolutely nothing if many of those readers aren't "true fans," the type of people who are willing to buy what you're selling and tell lots of other people about you. Engagement is the goal, not absolute traffic.

Devesh Sharma shares multi-author blogging tips

 <p>Devesh Sharma</p>	<p>Devesh Sharma is the founder of TechnShare.com, a multi-author pro blogging blog</p> <p>Inside our interview he reveals how to manage a multi-author blog and shares his money-making productivity secrets.</p>
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Let's talk about [Technshare.com](#). How did you come up with the idea to create this multi-author platform blog and what challenges did you overcome in the beginning?

It all started with a nulled script site. That was December 2009 when I was googling about how to make money online. I started a nulled script and seo blog. I thought it would be good idea to put nulled scripts and make some money with Adsense. After a month I changed my blog niche to Make Money & Blogging Tips.

The idea came up when I was having hard time to manage my projects, freelancing work and studies. You can imagine how hard it is to manage so many things at a time and then school work.

My biggest challenge was spending money. I wasn't making any money but I needed money to pay for my hosting, autoresponder service and domain. I overcame this challenge by joining some blogging contests.

The first contest I did join was at [Dennisedell.com](#) and [smartbloggerz.com](#). I won around \$150 in cash that helped me to pay for my hosting and design.

Another biggest challenge was getting a hold of guest authors and receiving good content articles from them. I started connecting with these people by Twitter, Facebook and via emails. I made sure to build relationship with some guest bloggers and helped them in which ever way I found appropriate.

Only after this process, I asked for guest posts and happily none of them said no. At that time my blog had started getting around 3-4 guest posts a month.

Then last and most important thing I did was inviting readers to do a guest post on Technshare.

Getting Traffic wasn't a hard task for me. I did blog commenting, Forum Posting & Guest Posting to [get traffic](#) to my Blog.

How social media transforms the way YOU blog and run your business? Why?

Social media sites are one of my biggest traffic sources. I use social media channel like twitter & Facebook and social bookmarking sites like Blokube & Blogengage to get traffic.

Now I don't use social media sites just to promote my blogs. Instead I use them to build relationship and connect with other awesome bloggers.

I even end up starting my own social bookmarking site – Blokube.

Best advice: stick with one or two sites and strive to be active & build relationship with other bloggers.

We know that the majority of bloggers are not having an autoresponder list yet that they can use to broadcast value-added messages and special promos, in addition to blog content. Tell us about your mailing list strategy and how are you using your newsletter to take blogging to the next level.

It all started with a blog post. That day I was reading a blog post about why you should start building your mailing list and it kicked me to build a mailing list.

Now I regret of not starting it from the beginning. The only thing I can say is “Email marketing is something that no blogger should miss”.

Here are five serious reasons why you should start building mailing list

- * Connect – Email gives you an opportunity to make your fans feel more closely connected with you.
- * Referrals – Puts you in a position to receive regular referrals.
- * Easier – Makes your sales process easier and more productive.
- * Helps start conversations with people you are targeting.
- * It gives you the chance to build a good relationship with your readers and to show them that you will only provide them with quality products that can really help them.

Here are two key strategies I used to build my mailing list from zero to 1200 subscribers:

- * Guest Posting. Last year I did a guest post on MaxBlogPress and it send me more then 100 subscribers within a day. If you can provide value then guest posting is the best way to get subscribers.
- * Plugins. I did use two of the most known wordpress plugins to increase my subscribers count. Popup Domination & Subscribers Magnet.

A mailing list has the power to send traffic where you want, when you want, but it takes a lot of effort and energy to build a list of quality subscribers, so have patience.

Could you reveal how is your blog making money and why did you take that route instead of the standard (e.g. Google AdSense or sponsored advertising)?

When I first started blogging my thought was to make money with AdSense & infolinks but after spending a month or 2, I didn't get AdSense approval. Later I found Affiliate marketing & mailing list works awesome for me.

Most of my income comes from Affiliate Marketing & WordPress Services.

Here are some additional resources readers should check out:

<http://www.technshare.com/make-money-affiliate-marketing/>
<http://www.technshare.com/monetizing-your-blog-going-beyond-google-adsense/>

What role does content writing and active blog promotion play in your marketing efforts to expand your blogging venture?

These days I'm not writing much content as I'm busy with other projects. My favorite way to promote is by commenting on other blogs though. I do a lot of commenting on other blogs. Why? Because it is a simple but very effective way to get traffic, backlinks & connect with the author of the blog I target.

I also devote time to guest posting – what a great way to build relationship with the blog owner and its readers!


Another method I use is social bookmarking – this is something which takes very little effort but can send quality traffic to your blog. I am usually active on Blokube & Blogengage.

Is there's anything else you'd like to mention for our readers?

The only thing I would say If you're looking to blog just to make money online then you probably should not blog. It is a slow process and probably the most time intensive way to make money online.

I've seen many bloggers who started blogging at that same time when I did but given up after 6-7 months. Making money blogging isn't everyone's cup of tea; it takes a lot of hard work and passion.

Marko Saric shares local blogging meet up tips

 <p>Marko Saric</p>	<p>Marko is a social media advisor, high-profile blogger and founder of HowtoMakeMyBlog.com</p> <p>Inside our interview he talks about promoting local blogging events through social media and why that counts for brands and anyone else.</p>
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You're the co-founder of [London Blog Club](#), a monthly meetup for blogging enthusiasts. How did the project start and could you explain the (major) challenges you encountered in the initial launch phase, and how did you overcome them?

It's important to be realistic and don't expect a lot to happen too early. So we started very small, with some 15 people at our first meetup and less than a year later we usually get some 70-80 bloggers showing up. Hard work is important and doing things here and there to one fans one by one. Slowly but surely things will improve and you will see the difference.

Doing this hard work over a longer period of time will slowly establish your meetup and challenges like finding speakers or sponsors would get easier as people will start coming to you pitching their ideas.

What is your key role in the project and what motivates you to get things done? Why?

I am one of the co-founders, I am part of most of the things from organizing the venue, finding speakers, getting sponsors, promoting the event, helping people meet each other at the meetup, answering questions and helping people one-on-one. It inspired me to talk to bloggers and see different perspectives and it is also a good feeling to get great comments and feedback from people you help.

Could you mention 3 of your favorite bloggers you had the pleasure to watch live on stage and what did you learn the most from their blogging experience (presentation)?

I've actually never watched any of the big bloggers live on stage, at least I cannot remember that I did. Bloggers at our meetup are usually smaller bloggers that have some interesting stories to tell, we usually encounter them organically by talking to different people that show up.

My favourite blogger is Steve Pavlina though. I just enjoy the way he writes and I usually like the topics as well. His headline usually grabs my attention and so do the internal links within the posts so I do end up spending quiet a bit of time reading through his archives every time he

publishes a new post. A great quality to have as a blogger!

What role does [MeetUp](#), Twitter and Facebook play in the project and what results did you experience so far using these platforms to promote the event and grow its member database?

Meetup is a big part of it as it is a big community of people interested in networking events and learning about different topics. So by having people comment on our events and sharing them with their friends, the word spreads and more people get introduced to London Blog Club.

People trust recommendations from friends much more than anything else so that is the best way to promote an event and grow your database.

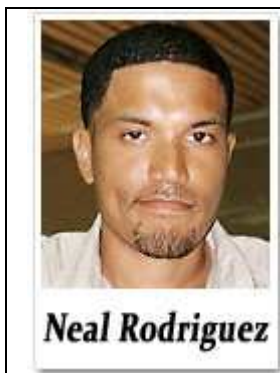
What plans do you (along with the team) have for taking the club to the next level? And what would you suggest someone who would like to do what you're doing but don't know how to start?

Just continue what we are doing, getting better sponsors, better speakers, more bloggers to show up. Go to [meetup.com](#) and check out what is happening in your area. Go to some of the meetups and see how it is, and if you think you can do it better. If yes, start one for yourself and start getting fans one by one.

Is there's anything else you'd like to mention?

Offline meetups are a great way to get in touch with people in your field. You can exchange contacts, you can help each other, you can get inspired or just hang out with each other few hours every month. It is very useful and I would recommend everyone to check out relevant events in their cities and try to go to few of them.

Neal Rodriguez shares Digg traffic-getting tips



Neal is a freelance marketing [consultant](#) who has executed blog outreach, mainstream media placement, and SEO campaigns to promote events featuring Donald Trump and other high-profile athletes, celebrities and luxury brands.

Inside our interview he talks about his unique approaches to driving million of visitors and page views through Digg.com platform for his clients.

You're a one-of-a-kind [social media guy](#) working with high-profile athletes, celebrities and enterprise-level brands. When did you start entering this new marketing space, why and more importantly, how do you come up with these unconventional approaches to attract attention and generate a ton of traffic to your clients?

Through out my entire Internet marketing career, I've always had a knack for getting website exposure on the front page of the search engine results for some of the most competitive key words related to the themes covering the website's industry.

If you were the owner of one of these websites I got you on the front page of Google, plus I got you a seat in between Larry and Sergey in a Jacuzzi shaped like a G at the GooglePlex.

I got you on the front page of the biggest search engine on the planet, plus I got Google going bubbles up your but, while you're eating a peanut butter and jelly sandwich made of organic whole grain bread and peanut butter that you ground yourself in the grinds when in the cafeteria.

I already know how to use web 1.0 social platforms, if that it is you want to call them; I know how to get links from them to increase the link equity at the web site on which I was working, so I asked questions on the forums and then I would post (use) those answers, and rephrase them and sometimes take quotes from those answers, substantiate the articles that I was writing in my web pages, so the people that responded my questions on the forums, they'd link back to the web site (page), from the forum or from their other digital assets: from blogs, from their web sites. If they didn't do it, I'd beat them with a pillow case full of brick rock unripened green avocado and pierce their ears with a rainbow knife made out of cucumber and lock them in a meatloaf until they'd link to my web site.

So, in came Web 2.0, web social platforms, social bookmarking, lot of people optimized websites for the search engines. They were using social bookmarking, they were promoting constant popularity and at the time, statistics reported that on Digg.com, seventy percent of their user base had a blog. Now, it's even more because now people have Facebook, they have Twitter profiles; they could all link to your websites from their digital assets - a good place to get links. And I've gotten links: New York Times, HuffingtonPost, Forbes Magazine, Usa Today, mainstream websites, regular mom and pop blogs, you name it.

So I started to study these social networks... I find that Ron Paul, the grassroots Presidential candidate, who ran his car on call manure, still turned butter and red next to an oil lamp, was very popular on these social networks, so I give him a call, see what he is about. I speak with his press secretary who tells me still fighting for elbow room, ___ people off of armrests, a lady that's beefing in his ear because some girl, some baby in the background is crying and she wants in a pass legislation to stop that type of abuse when they were flying commercially.

So, at the same time Hillary Clinton is having Bill Clinton swipe gold bullion from Fort Knox so she could fly from VA to CA on a private jet; she didn't have the decency to use taxpayers money to fly back on the empty leg, although on the empty leg she would have to sit on a ___ full of hens and chicken with faders flying all over the place, regardless she should flown back using the taxpayers money, let it fly empty for \$150,000 of taxpayer money.

So, I decided to offer Ron Paul a free trip to a private jet to any destination, domestic destination on a private jet, on our dime. I wrote it up, submitted it to Digg... I did not campaign the submission at all, and after one vote, 146 Diggs in a few hours time, about 1000 visits to this web page within a few minutes. I got links pointing from political bloggers with ranks of PR5s, and PR4s, and PR3s.

As a result, I ranked that web page on the front page of the search engine results for one of the most competitive keywords in that industry; so I had the home page already ranking and I had that web page (the story page) ranked about two or three spaces beneath.

I had two pieces of real state on the front page of the Search Engine results. I knew it was good. It was off the hook. I decided to get off the Google methadone, and jump on social media. So, I started to learn how to use the Digg platform, monitor the activity by the top users: [Mr Baby Man](#) (aka Andrew Sorcini). I see how he's working. I didn't have much cloud on the platform. I'm digging up all his stories, and he's digging up all my stories, although no one knew me on the site. So I learned how to use it. I knew that reciprocity was going to be the key, the key to all relationships; it is the key to all digital relationships.

I started digging up other active users that were doing the same thing - that had the same practice – started to befriend them, got to know other people on the platform.

I learned how to use it, thus the social media traffic driving juggernaut that you call yours truly, is born.

What was your most notable social media campaign that you could share with us, what challenges did you face and how did you overcome them?

In 2010 AdWeek uploaded Super Bowl commercials dating back to twenty years to their own unique channels, to different channels on a Super Bowl commercial micro-site, kind of the same principle when New York government agencies wanted to reduce the number of people contracting AIDS using heroin, so they gave each addict their own unique needle. The same principle, the only thing: this is digital, virtual.

So I had a ton of great channels: the funniest Super Bowl commercial channel, the artist Super Bowl commercial channel, the best Super Bowl with celebrities, best Super Bowl commercials with kids. So I had to decide which one and crowd source for the answer; I had to ask about 8 to

10 diggers: what would they think, giving me different responses; I challenged everybody saying: whoever could beat me, get to choose which channel I get to promote first.

Some kid took it to me... and said, listen, you have to promote the funniest channel. Go for yours. So, I went ahead to promote the funniest channel; through the social networks, distributed to the blogosphere, to a number of bloggers (other people that were writing about Super Bowl commercials or previewing news about it)

I managed to drive twenty thousands page views to the funniest Super Bowl channel. Also, I've created awareness for the whole micro-site in general; there were links pointing back to the rest of the channels.

I created awareness, the traffic started growing, leading up to the Super Bowl, about two weeks prior Super Bowl.

In that 2-week period of time, any story that were related to the Super Bowl (e.g. CBS sold out their ad spots) I went ahead and bumped that, and distributed it in the blogosphere and social sphere. I drove some traffic to those as well. I was also linking back to that micro-site.

We created an info-graphic. It made a comparison as to what you can purchase for a 2.6 million dollars and cause to run a Super Bowl advertisement. It was 10.4 million quarter others 1.3 millions shots of five-hour energy, a number of other things that were related to Internet memes, all related to Super Bowl memes as well, everything that was popping on Digg and the social networks and the blogosphere.

End results: 15,000 page views to this info graphic, within a few hours time.

I had a special feature: a frame, right beneath the info graphic - sort like a YouTube video - that allow other webmasters to feature (embed) this info graphic on their sites. I had the html code to cut and paste it onto their CMS (blogs), plus point a link back to that initial funniest channel, to which I created awareness, to the entire micro-site/campaign.

It was also optimized to the targeted keyword for the search engines. Anyway, it linked back to the 15,000 page views to the info graphic, plus I started to get residual traffic back to that micro-site, back to the rest of the channels and continue to grow.

Super Bowl came into town (the virtual world). So, we got into real-time campaigning mode, with four channels with each channel representing the 1st, 2nd, 3rd, and 4th quarters. After each quarter, they would upload all of the Super Bowl commercials that aired during the quarter, into its corresponding channel. So, I went ahead and I've decided: once the first quarter is done, I'm going to distribute the link to that first quarter channel. That's exactly what I did. I left a description, noting that people could come back after every quarter so they can see all the commercials that aired during that quarter into its correspondent channel.

I went ahead and distributed this through social networks, sent out about thirty emails, started Twitting out links to the specific Super Bowl commercials with #hashtags that was showing as popular on the trending topic sidebar. Just hitting it, throughout the entire Super Bowl!

End result: by the end of the Super Bowl, 20,000 page views to the micro-site. Once the smoke cleared: 9 million video views and impressions to the entire micro-site (campaign)

That's the way it went down.

I know you're a contributing writer at [HuffingtonPost](#). How did you start there and what benefits did you experience so far?

Two people wanted to get involved, so I started working with them and they set up a category called "of the buss" category; it covered the Presidential campaign (I think it was in 2007)

I performed some research for them, interviewed a few people, played bad cop, good cop, I've smacked a few campaigns, managed up to get some insider information so they could write on it. If you had a nuclear-powered microscope, powered on cow dung, you could go ahead and see my byline on some of those stories. Actually, some of those stories got repurposed (syndicated) on the New York Times, without any attribution. Anyway, we promoted those stories on Digg and drove a ton of traffic to them... and then they've found me a spot, they gave me a section on which I could write (for the HuffingtonPost).

The first story I wrote, it was my view on why I thought consumers were at fault for the economic crisis. I managed to promote that story to the front page of Digg (when Digg was Digg) and got 80,000 page views to this story in a few hours time. Again, I did not campaign it at all, it was promoted by an active Digg user.

The next big story I wrote (and also filmed a video) was on why I thought today's youth should try to avoid situations to which cops gravitate like fly on crap. At the time, a BART. police officer shot a man (Oscar Grant) on the transit system that runs under the Bay around in California, shot like execution style; they filmed him, uploaded it, it caused a big mess, but didn't get a lot of media attention.

I wrote a story on this and posted it on the website and it pulled in about 40,000 pageviews and it became one the most popular stories on the website, and it got front page attention on the Huffington Post dot com page.

It probably got millions of views, I couldn't track it after that, but it was one of the most popular stories of that day. I now cover a social media case study: how people use social media to meet and exceed business objectives.

How do you get involved with HuffingtonPost? I would say just work off of my experience. The next time they are doing a crowd-sourcing request, go out and participate. Go ahead and map the research, you may have to smack a few people up, research a few people, interview a few people over the phone, maybe baby sit for editorial on New Years Eve, maybe given 'em a deep tissue foot massage, pick up a little toe jam, and they may give you a spot – your place to build a community, go ahead and do it. It's a good thing. I mean, it did a lot to me. I definitely recommend them.

What is your favorite social network? Why?

Digg! I have been able to drive millions of pageviews, initiating campaigns. Second, I've been able to make priceless relationships which have allowed me to have digital asset through which I've been able to build priceless relationships with people that otherwise I would not have known. I've been able to work with some of the biggest brands on the planet, through the use of Digg. I was able to know these people when I drive 20,000... 50,000... 100,000 page views to a particular person's web page that didn't even know me. Suddenly, someone wants to me, for any reason. Whether it'd be to say what's up, give me a hug over the next social conference, or whatever.

[Aston Kutcher](#) Twittered some of my links at times. True story!

Thirdly, I was able to generate millions of dollars for clients ranking them for competitive keywords on the search engines to the links that I've gotten through Digg dot com.

Fourthly, through Digg, once you campaign something successfully, you get that exponential effect else where, on other social networks whether it's Stumble Upon, Twitter or FaceBook, you get outreach.

Fifth, I learned one of the most important facts of my life which changed my life completely. A penny costs 1.7cents to produce; find out, that's the next bubble. I invest into pennies. Any penny I find, I go ahead and stash it.

Please mention three ways that other brands and celebrities are using social media incorrectly. What mistakes do you see them make?

#1 - Brands are using social media as an alternative broadcast mechanism as opposed to using it as a communications tool. They are out there, they have a megaphone, they have a community in front of them, they have their ears plugs on, and they're having a megaphone shouting: follow me, Twitt me, Facebook me, that's all they're doing. They are not listening to what they have to say. Remember, reciprocity is the key to all (digital) relationships. You have to go ahead and engage your people: ask them questions and respond to their questions. At least you really get to know: what do they want. Once you get to know what they want you will have a clear idea of what people want to see on your website: so you put it out there.

The more that you compose your content in a form that people like, the better chance you have to get that viral exposure. They want to share it with someone else, they want to email, twitter it, or post it on their page. Go ahead and reciprocate with people as opposed to just shouting at them and not listening to what they have to say, not listening to what the problems are, providing solutions.

#2 – They are not allocating resources to understand the use of social media platforms.

Our social trinity that I follow to drive 37 millions page views to web platforms globally, helps in this.

I have broken down the three points of adoption that I've been able to successfully use on almost any social network:

1. Identify leverage of points of exposure.

Every time you Digg something, every time you @ reply somebody, every time that you post something on Facebook and you hit the AT button right before it, the profile that link to it, in that selection, those are points of exposure.

You have to identify that because the more points of exposure you put on digital networks, the more links you get pointing back to your digital assets; the better chance you have people making a connection with you, following you, befriending you, and a proportion of those people... singing up for your newsletter, buying your product, helping you promote your product (or service), Twitting your content, sharing your content on Facebook to get spread on other spheres of influence and then trying to get that viral effect where people pass it down and you are able to meet or exceed your objectives.

2. Identify your points of private contacts

That's where you meet people. You contact people; you try to arrange things that you don't want to expose publicly. It's kind of easier to make mistakes in that kind of fashion.

So, you have to ensure private contact: IM, phone number, direct messages (Facebook messaging system) to arrange your micro-joint ventures, your hand shakes, your smoked-full room deals, however you want to call them.

3. Study popular sections or successful campaigns

Popular sections such as Digg front page, Twitter trending topics (popular #hashtags); go out and perform queries on popular campaigns such as contests, sweepstakes, whatever has worked before, case studies, Facebook case studies, go ahead and query that on Google. You'll find ways that people have used these platforms successfully.


Study popular campaigns. Always thank everyone for all of the support even to everyone who doesn't know you.

#3 – The biggest mistake: you haven't hired me yet. A number of you, had, and I thank you, but the other half that haven't hired me yet, go ahead and pick me up while I'm still on the high play.

Is there's anything else you'd like to mention for our readers?

Not much. I don't speak much, as you know very well now, I'm an introvert. I don't like to hear myself talk. Other than that, thank you for this opportunity. Everybody else, thank you for all the support, everybody that knows me. All the people that do not know me, feel free to subscribe to the [newsletter](#). I have a lot of hot content coming.

Nick Tart shares book writing and promotion tips

 <p>Nick Tart</p>	<p>Nick is a “born” entrepreneur working with youths all over the world, teaching them how to start & build businesses. He blogs at JuniorBiz.com</p> <p>Inside our interview he talks about what it really takes to write a winning book, and shares his online and offline marketing approaches.</p>
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You wrote (in co-author with Nick Scheidies) [50 Interviews: Young Entrepreneurs. What it Takes to Make More Money than Your Parents](#) book (volume #1 is already on the market). How did you come up with the idea, what (major) challenges did you face prior and after launching the project, and what motivated you to push forward?

I wanted to do the book because I love the idea of being an entrepreneur. I grew up as an entrepreneurial kid and I had learned a lot from other young entrepreneurs. The book lets us showcase other young entrepreneurs and inspire readers into entrepreneurship.

Before we started, we knew that we wanted to interview the world’s top young entrepreneurs. We spent months gathering a list of them. Since most of them are at the top of their fields, it was hard to get a hold of them. Let alone, get them to set aside an hour for the interview.

I contacted Catherine Cook, owner of a \$20 million business, eight different ways before I heard back from her. Scheidies sent an email to Joe Penna, 6th most subscribed YouTuber, every three days for two months before he sat down with us. Sticking the original list of interviewees and not settling for anything less than interviewing them was the biggest challenge.

It wasn’t like we needed to motivate ourselves to finish the book. It’s what we set out to do, so we did it.

Who is your favorite young entrepreneur from the book? Why? And what key lessons (or concepts) did you learn from the book that you could openly share with us today?

That’s like choosing a favorite child. I will say that Sabirul Islam’s interview struck a chord with me because he and I have similar entrepreneurial missions. He just started a worldwide speaking where he aims to inspire one million people.

The biggest take away from this project is that there is no secret to entrepreneurship. There’s no magic formula. Recognize that you’re going to fail nine times for every success.

Most people never get started with their ideas. If they do, 90% of the time they fail. Constant failure makes a normal person stop. Entrepreneurs aren't normal.

The book is also on Amazon. How did the offline launch go compared with the digital version launch? And what did you learn along the way?

Offline, we sold the book primarily through speaking engagements. That's gone well because I enjoy telling people about these young entrepreneurs. But spending 10-20 hours per week landing gigs and giving speeches isn't a practical use of our time if we're only selling 10-20 books per gig. We've sold more copies online.

If you want to sell your book online, sell it exclusively through Amazon. It's one of the highest converting sites in the world, and those book sales count towards the best-sellers lists. When we sell a book through our site, it doesn't count towards becoming a best-seller. That was one of the mistakes we made.

Could you share one or two of your most successful marketing campaigns which helped you get free press release and advertising for the book?

It's not about conducting marketing campaigns. The first part of marketing is developing a quality product. We spent a year planning, contacting, interviewing, transcribing, editing, and writing the book before it was published. The result is a product that people want to share with their friends.

As far as press, we hit the front page of Yahoo! Finance a few months ago. That article sent 17,000 people back to our site. We received that press because we wrote a guest post for Under30CEO. The guest post was picked up by Business Insider. Then Business Insider interviewed me and that interview was syndicated by Yahoo! Finance.

Do a good job; provide value, and the right people will find you.

An idea I find interesting is how this book launch opened up the platform for speaking gigs. What challenges did you overcome as guest speakers, how, and more importantly, what other monetization opportunities did the book led to?

Back in college, I dreaded giving presentations. I always got nervous and sweaty. Most of the time, I didn't have a clue what I was talking about.

When I give speeches about the book, it's fun. In the six months after publishing the book, I knew it like the back of my hand. I could quote the interviewees and find the quote in the book within seconds. It's a lot easier when you're speaking about something you love.

The book hasn't led to riches. Very few authors are able to make a living as authors. For us, the real value in doing the book has been the value of what we've learned. I haven't implemented everything yet, but I'm excited to see the result.

Is there's anything else you'd like to mention?

If you want to be an entrepreneur, just get started. Success isn't going to happen overnight. It never does. More often than not, it'll take years. But don't let that stop you. Since you read this interview, I know you have at least some interest in entrepreneurship.

Figure out what you have to do. Then do it and never stop. Eventually you'll hit it.

Onibalusi Bamidele shares guest blog post writing tips

 <p>Onibalusi Bamidele</p>	<p>Onibalusi is a full-time blogger with a knack for writing guest posts like nobody else. He blogs at YoungPrePro.com helping youth entrepreneurs change the world.</p> <p>Inside our interview he reveals hard-to-believe “secrets” to writing 300+ guest posts a year and how he frequently gets his content featured in some of today’s top industry blogs.</p>
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I enjoyed reading your post at [MaxBlogPress](#) on how you got featured (as guest post publisher) on major blogs including (but not limited to) [JohnChow.com](#), [DailyBlogTips.com](#), and [Techipedia.com](#), reaching a fresh, new audience of up to 175,000 subscribers combined.

As I’m writing this you’re only 17 years old. You must did something right which led you to these amazing results. So what do you do, say and think (radically) different than others when it comes to approaching guest post opportunities and pro bloggers?

I’m a believer that irrespective of whom you are, where you are, or what you have, it is possible to achieve “anything” you set your heart to. What I do differently is believe I can! I make sure I don’t let the size of a blog or the status of the blogger intimidate me; I believe that as far as somebody has been able to get published on a particular blog I also can...and this mindset has brought me numerous results.

How would you compare your first guest posting experiences back in the days with where you are now? What mistakes did you make, what challenges did you face, and more importantly, how did you over come them?

Guest posting now is fun compared to when I just started blogging. As a new blogger I developed a habit of submitting guest posts to smaller blogs because I believe it is easy to get published on small blogs and I can write for 5 small blogs in the time it will take me to write for one big blog, the end results was me getting little to no traffic from my guest blogging efforts. I later noticed that I was only deceiving myself and writing any quality posts takes time, regardless you’re submitting to massive audience blogs or small ones. I spend most of my time submitting guest posts to big blogs nowadays and I get tremendous results.

What do you consider the most important benefit (advantage) of [guest posting](#) on other people’s blogs beside the traffic (and subscribers) effect? Why is that important?

- Backlinks
- Reputation

- Community
- and Authority.

For example, now that you're interviewing me I'm more than certain you discovered me from one of my guest posts. A lot of people respect me and see me as an authority in my niche because they saw my work on an A-list blog. Guest blogging is also a great way to build a community around your blog; take a look at the comments section of my blog and you'll see the power of guest blogging. Guest blogging is like lending everything a particular blogger has (traffic, subscribers, community, authority etc.) to develop your own blog.

How can a beginner (with little information or knowledge to share about a topic) learn guest posting (writing content and approaching pro bloggers to say "YES!") without spending months or hiring a ghostwriter?

Read at least 30 of the previously published guest posts on the blog you're attempting to write for, read the comments section of these blogs; doing this will let you have an idea of which type of posts get published and which doesn't, you will also be able to get more blog post ideas and points to build on – this strategy alone has helped me get over 3 guest posts each published on both Maxblogpress and DailyBlogTips.


You wrote 260 posts in one year. That's one post every 24-36 hours. How do you find the time, motivation and inspiration to crank these out in nowadays hectic times? I mean, what do you do, say and think from the moment you wake up in the morning to when you say "I'm done for today!"?

Aha. Actually, I wrote 300+ guest posts in 2010 only. One reason why this was possible is because one of my goals was to write the highest number of guest posts in 2010...and I achieved this. Another reason is because of my typing skills, I have been able to build myself to a stage when it comes to typing before I started blogging and as I continue to write more guest posts my skills keep on improving. A large percentage of my day is focused on writing guest posts so this makes it even easier for me to accomplish more.

Is there's anything else you'd like to mention?

Believe in yourself and you will achieve anything; and I mean ANYTHING!

Pat Flynn shares Facebook tips for bloggers

 <p>Pat Flynn</p>	<p>Pat is a high-profile blogger with a knack for Facebook.</p> <p>He teaches other his online passive income stream methods at SmartPassiveIncome.com</p> <p>Inside our interview he reveals proven Facebook tips for bloggers who want to get the most out of this social media platform and take their blog to the next level.</p>
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You blog at [smartpassiveincome.com](#) where you're sharing proven tips on how you make a living online through multiple sources of (passive) income; you built yourself what others would call a massive tribe (48,218 Twitter followers, 16,451 RSS subscribers)

I would like to know what led to where you are today. What challenges did you overcome in the beginning, starting from scratch (just like everybody else), how did you turn obstacles into success, and more importantly what challenges do you face today?

My path to the present has been a pretty wild ride with lots of ups and downs, but I appreciate all of it because it led me to where I'm at today.

It all started when I was laid off from my 9 to 5 job back in October of 2008. Unlike many people in the industry I'm in, I actually loved my 9 to 5 job and was ready to spend a good portion of my life dedicated to it.

Well of course, as secure as I thought that job was, I was laid off with all of my other co-workers as the economy took a drastic downturn.

Trying to figure out what to do next was a big challenge for me, and after a few days I made the conscious decision to do business for myself online. I learned that no job is 100% secure, and I'd rather be in control of my own destiny, income and lifestyle.

Luckily, I had a blog at that point that I had created just for myself and my co-workers, which was a blog that kept track of all my notes for the LEED exam, an exam that designers, builders and architects take that demonstrates knowledge of sustainable design and green building practices.

After I was laid off, I went back to my old site, put in some analytical tools as I began to think about how I could take this blog to another level (if I could), and saw that thousands of people from around the world were using my content to help them study for the exam too! Over the 7 to 8 months that the blog was live, I was essentially helping not only myself and my co-workers

pass the exam, I was helping anyone who found me through Google too.

Long story short, I turned my blog into a business by writing my own eBook guide for the exam, and then supplementing that with an audio guide. The first month I launched my eBook I had grossed \$7,906.55, and I had my best month ever in March of 2009 grossing a total of \$30,328.48 in a single month.

That's when I created the site most people know me from now, The Smart Passive Income Blog, where I reveal all of my businesses and how I earn an income online. I feel very fortunate to be where I'm at today in business and in life, and although sometimes I feel I'm the luckiest guy on the face of the planet, I know that it wasn't all luck - opportunities arose and I took action with them. That is the key to success.

Now, I have several businesses working for me passively, meaning they are setup in a way that doesn't require me to trade my time for dollars. Because of tools like paypal and e-junkie, I can run my businesses virtually hands-free, and literally make money when I sleep, as crazy as that may seem.

Now, I've been working on expanding the Smart Passive Income brand, so not only do I have a blog, but I have a rapidly growing YouTube channel, a top ranking Podcast, and other projects that are currently in the works.

I guess my biggest challenge now is just trying to balance everything at the same time, and really what keeps me grounded is my family, as they are the most important thing to me in life and the foundation for my inspiration and motivation. My 1 year old son has an awesome effect on myself and how I work.

Let's turn the conversation over to [Facebook](#), loved by some, hated by others. Why do you like it, how are you using it and what measurable results did you experience so far?

Facebook is amazing, and it's a platform that everyone - all businesses and bloggers, should be a part of.

I love it because for one, everyone and their moms (and I mean that literally - my mom is on Facebook, hehe) are on Facebook. It currently has over 500 million users, which is more than 1 account for every person in the entire United States of America. Also, as the average time a person spends on a website is only 7 seconds, people are averaging at least 20 minutes per day on Facebook. It's where people are hanging out, old and young and everyone in between.

For business and blogging, there is no better way to stay connected to an audience and build long lasting relationships with several people at the same time that can eventually turn into some type of action or some form of reciprocity later on. I understand it's hard for some to realize the benefit of platforms like Facebook because there is no immediate ROI, but seriously the benefits are just out of this world.

For one, there is the viral like nature of Facebook. Everyone has a number of friends who follow what everyone else is doing and the moment someone posts something about you, 'likes' a blog post or page on your site, or just has a conversation on your page all of their friends have the

opportunity to see that on their own walls which further spreads the word about you and your site, or gives them the ability join the conversation.

Secondly, because people are spending lots of time on Facebook, you can get immediate feedback about anything you have questions about or need help on. For example, if you're interested in seeing what kinds of blog posts you should be writing, you can just ask (notice how long ago I had asked this question):



Thirdly, it's a great way to seem like a real person, which helps us stand out from the crowd in our crowded niches online. You don't have to be posting about topics related to your blog all of the time, and in fact I discourage that. Be a real person, share a bit of personal information and you'll see just how much more people feel connected to you and what you do:



And lastly, Facebook is excellent for driving traffic back to your blog. Ever since I started focusing on Facebook just a little, Facebook has been a major contributor of traffic to my blog, even more so than Twitter.

Sources	Visits	% visits
direct ((none))	32,433	34.26%
google (organic)	27,026	28.55%
feedburner (feed)	6,162	6.51%
facebook.com (referral)	4,637	4.90%
twitter.com (referral)	1,827	1.93%

[view full report](#)

Like I said, it's hard to track measurable results, but this is pretty close and it's clear that Facebook has been good for my blog.

Personal Profiles vs. Groups vs. Pages. Could you briefly explain the main difference between these, how are you using them to help promote your brand and your blog, and what should fellow bloggers avoid in regard to this aspect?

There are lots of different opinions with these different types of Facebook properties, but here's my take.

Personal profiles are for YOU, and although YOU could be a brand, I see it more of a personal thing, and so I try to keep my business separate from my actual personal profile. Friends and family only.

Groups and Pages are pretty similar, but you can think of a group as more of a community of people who are interested in a particular THING, whether that THING is an activity, place, movement, hobby - whatever. A Page is a dedicated Facebook property for a specific Brand,

company, website, band, artist, business, blog - those types of things where communities get together in support of and to chat about that specific brand.

Pages are what bloggers should be focusing on, in my opinion as it gives us more authority and the ability to do things like integrate our page onto our own Blogs.

Bloggers' debate: Email, Twitter or Facebook? In your experience, which platform did work the best for generating sales and why? Do you see any trends shaping these platforms in the (near) future?

Okay, here's the deal, and this is probably not what you're expecting: Twitter and Facebook should not be used for making sales. Period.

They should be used as a way to connect with your audience and potential customers so that they'll feel more comfortable and more obliged to give back to you by eventually making a purchase, or simply just spreading the word about you and your business to someone who may eventually become a customer or click on your affiliate links.

The moment you start to put sales at the forefront of what you do on social media, the moment you're going to start to see less results. Again, like I mentioned before, this is really hard to measure, but think about it: when you see someone trying to sell something on Twitter or Facebook, do you immediately click on that link and make a purchase - no way! Especially if it's from someone you don't trust or haven't gotten a chance to learn more about - which is exactly what Facebook and Twitter are used for in my business - making connections that eventually will lead to sales, but not a direct platform to make a sale from.

If I had to choose one of the three you mention, it would be email, for sales. As they say, "The Money is in the List", however that said I take a different approach with my email campaigns, and treat them very much like I would sending messages to people on Facebook and Twitter - engaging, content filled and no sales.

I use Facebook, Twitter and Email marketing to drive people back to my site where then sales can be made, or affiliate links can be clicked on.

Again, I'm using the Golden Rule as my inspiration here, and it's been working like a charm.

Could you share one of your favorite unconventional marketing campaigns on Facebook (yours, or others) and explain the "behind-the-scenes" reasons why do you think it got that successful in reaching its goal?

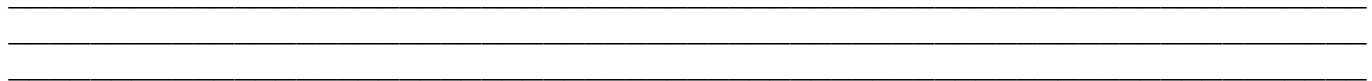
Like I said, I don't do any direct marketing on Facebook. I use it to build relationships with my readers so they get more comfortable understanding exactly who I am as a person and what my business is all about. This is exactly how I've been able to generate over 5000 fans in about a years time, and why it's growing faster and faster each day.

Is there's anything else you'd like to mention?


If you do plan on using Facebook for your blog, which I obviously highly recommend, then you should definitely make sure you utilize a Facebook Landing Page. This is a specific page on

your Facebook page that new visitors land on first, which gives you an opportunity to introduce yourself and your blog and give people a call to action to click the 'like' button. If you don't use a landing page, then people get taken straight to your wall and there are no opportunities to give people a call to action and the less likely it is they will like your page.

For more information about Facebook Pages and Landing Pages, please check out my tutorial videos here: <http://www.smartpassiveincome.com/how-to-create-a-facebook-page-and-landing-page-updated-with-code-psd-files/>



Paul Cheney shares winning social media tips

 <p>Paul Cheney</p>	<p>Paul is an Internet marketing consultant, trainer, speaker, blogger, social media practitioner, and author of “Realty Blogging” and “The Digital Handshake”.</p> <p>Inside our interview he talks about winning social media practices he employs in his book marketing and when working with small business clients.</p>
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You wrote [The Digital Handshake](#). How did you come up with the idea for this book, what challenges did you overcome prior and after launch and what’s your favorite chapter (or concept) revealed inside? Why?

The book grew out of a presentation I was doing. I had actually attempted to come up with an idea for a For Dummies book, but that never materialized. Instead, this book was growing inside me and had to get out.

I was fortunate not to have to follow the normal route most prospective authors go through – finding an agent, pitching the book to numerous publishers, etc. Instead, because I had done some technical editing for Wiley, the company that became my publisher, I was able to get my proposal in front of an acquisition editor there and the rest, as they say, is history.

That’s not to suggest I’ve not faced challenges. Around the time my book was published, so were a number of others on the same topic. Honestly, I think the market was glutted for a time. As such, book sales have not been as robust as I hoped they would be.

As to favorite concept, I think that what I refer to as the need for a “social media mindset” qualifies. Since writing the book, I’ve developed a series of social media mindset “markers,” or principles that really lay a foundation for any company attempting to engage with social media.

I am interested to know: what role did social media play in launching your book and the results you experienced so far in attracting free press release, exposure and sales.

Pretty much all of my efforts in spreading the message about the book were routed through social media. I spent very little on advertising (almost none at all). I won’t say the response has been overwhelming, but for a period of time, there were a lot tweets and retweets, a number of interviews came as a result, blog posts were written including reviews of the book, etc.

What would you say is the most unconventional case study from the book (company using social media to attract massive buzz)? Why? Please, give us an overview of the campaign, its results and the “behind-the-scenes” reasons why it got successful.

The most unconventional would have to be that of south Florida Realtor, [Ines Hegedus-Garcia](#). She happened upon the notion of creating a section on her real estate website, Miamism, called “Mojito Fridays”, where she shows videos of how to make Mojitos, posts Mojito recipes submitted by others, and review Mojitos from bars and restaurants. It’s become a big hit for and has gained Ines a reputation as the Mojito lady. It’s made her quite popular! The reason it works for her is that a) she is Latino, and b) she lives in Miami. This has become her “social object.”

We talked over email about how you helped a food gifts retailer jump their sales by up to 35%. Could you explain your role in this campaign, its challenges and the methods you implemented to reach their goal?

I managed the marketing efforts of the campaign, which included email marketing, the creation of a custom Facebook fan page with a shopping cart, a Twitter account, LinkedIn Company Page, and Yelp business profile along with the use of Facebook ads, LinkedIn ads and Google Adwords. It was an integrated effort that really paid off.

The challenge is that this company is a small business, so their budget was not that great. However, we kept our focus as targeted as possible, and localized some of our efforts with [Yelp](#) coupons redeemable in the store. For example, with the LinkedIn effort, we focused strictly on corporate customers. Also, because the company had never effectually used email marketing, the introduction of an ongoing campaign resulted in quite a number of orders.

We found that, not only did the number of sales increase, but the order value went up as well, resulting in the overall jump in sales.

What “monetization” opportunities did your book led to so far and what motivates you to move forward in this venture?

It has opened the door to some consulting clients, but I think the main thing it’s done is give me more speaking opportunities and the ability to charge more per engagement. It’s been a real credibility builder in that sense.

Is there’s anything else you’d like to mention?

Simply, if you’re just getting started in social media, The Digital Handshake is a good primer. Honestly, I’ve been told by many people that it serves as a great tutorial. It’s written in layman’s language, so I don’t populate the book with lots of technical terms, and do my best to clearly explain those I do use. I tell people it’s not a “For Dummies” book, but was just written by a dummy! ☺

Richard FitzGerald shares unconventional blogging tips



**Richard
FitzGerald**

Richard is a social media manager at [MEC Interaction](#), one of world's leading media agency networks.

Inside our interview he talks about how he turned burritos into a blogging craze, and why blogging differently is key in nowadays society.

I am impressed with your blogging approach at [52BurritoDates](#). Could you share the idea behind the blog, and how you turned a year's free burrito meals prize into a raving fan community and free exposure on Twitter?

The idea for 52 Burrito Dates occurred naturally actually. I won a years supply of free food at Chilango, the Mexican food chain at the London Twitter Festival. Over the next few days I received a number of tweets from girls asking to be 'my new best friend'. Not knowing whether I could share the prize, I decided to DM the girls and offer them a few vouchers. This led to a date. Between then and the date, it dawned on me that I could do this more often, and the 52 burrito date blog was born. Being new to London, it seemed like an ideal way to meet new people, meet a lot of girls, and have some fun along the way.

Let's do an imagination game for a moment. How would you take your blog idea (concept) and implement it in other industries (niches). Could you give us two or three examples on how do you see this getting done outside the restaurant business?

I think that the model of 52 burrito dates can be applied to any company, in any industry. Social Media marketing is all about creating a narrative, and sustained engagement. It's not necessary to aim for wide reach, concentrating on what the unique offering is. If they think about it, so many companies have personalities employed, or customers, who would be perfect to create interesting online content. Specifically, I think service companies could look to copying the format of 52 burrito dates, by handing over their social media presence to a loyal customer in exchange for free services. This can work for another restaurant, a local shop, even a hair dresser. All these places have something that makes them different.

What was the most interesting, fun and challenging (dating) experience you had so far in this project? Why?

All the dates have been interesting, and fun. Writing about them, so as to sustain interest in the blog, accurately reflect on the date while baring the girl in mind as well, has been the challenging part. To give one example, I was invited on a Pick Up Artist (PUA) training bootcamp, where I would learn the art of seduction, in exchange for a write up on my blog. The sessions themselves were interesting and fun, and picking up a girl was easy. I then brought her on a burrito date, subsequently it couldn't work out between us. The challenging part came

when I had to tell her about the bootcamp, and the tricks I used when I met her first. It wasn't easy to deal with, and to decide how to write it. In the end, I had to use the blog to put an end to any potential relationship possibilities. I learned lots of seduction techniques, but in the end concluded that what I was learning on 52 burrito dates was more valuable, to be myself and to be confident about it.

Who do you think is one of the most unconventional social media marketing or PR “stunt” campaigns you’ve experienced so far (online or offline)? Why?

Stunt campaigns? I am one of those people who still think that there is life left in flash mobs. The original T-Mobile flash mob in Liverpool St. station was amazing. I like the way they have carried them on in with Pink, and then in Heathrow airport. The online, offline integration was great and still is. People say that it is getting tired, but why? Surely other brands can come up with unique ways to stage an organized stunt in a flash mob way in the offline environment, designed to be shared online?


What’s next for your blog, how do you see it evolve after the 52nd date and are you monetizing it in any way whatsoever?

For me, the story will end after 52 burrito dates. However, the blog might live on. There are no plans as yet, but the domain name has built up a strong search equity, it would be an asset for any burrito company. In social media, it is said that activity shouldn't end like a traditional campaign, that it should live on with the community created; therefore possibilities such as opening up the blog to fellow burrito daters around the world might be good, or working with Chilango to hand it over to someone to take over from me next year could also work. I might just ask the readers for suggestions?

Is there’s anything else you’d like to mention?

Dating and blogging are both equally and individually great things, they can work amazing together, but I will definitely keep up with both after this project ends, and I hope that others would do more so as well.

Robb Sutton shares his unique blogging approach

 <p>Robb Sutton</p>	<p>Robb is a multi-niche experienced blogger sharing his strategies and techniques at BloggingLabs.com</p> <p>Inside our interview he tells the incredible behind-the-scenes story on how he started his biking blog and attracted over \$100,000 worth of bikes, related items and accessories.</p>
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I like your unique approach to blogging. You're the first blogger I heard about who uses his blog as a platform to review products and get free stuff. At [Bike198](#), you received over \$100,000 worth of bikes, related items and accessories.

Could you share the "behind-the-scenes" story, how did you get the idea to start the blog, the challenges you overcome and the challenges you're facing nowadays?

The idea of Bike198 actually started its life as a site for user submitted trail reviews back in 2007. After about a week of setting up the site, I quickly learned two things:

#1: it is really hard to get users to submit content with no incentive

#2: user submitted content is impossible without a lot of traffic. I started the blog side of Bike198 to get readers to the site and it very quickly took everything over. I started reviewing products that I already owned and 6 months later I started getting contacted by manufacturers inquiring whether I wanted to review their new products. It was my pet project that really took on a life of its own. It has been a wild ride.

The biggest challenges have to be keeping the drive even when you don't have traffic. Just because you have great content does not mean you are going to get a flood of readers. Keeping the workflow going when you are seeing little return is the hard part. Nowadays...it is more about time management and looking for expansion areas.

What role did social media play in generating traffic and exposure to your blog in the initial phase compared with today's role? Please share your best approaches and their results.

In the beginning, social media and other forums played a huge role in traffic generation. As a new site, you are not going to be able to bank off of search engine results so finding your core audience and pulling them back to your blog is essential. For me, that role has not changed over time even though I get a massive amount of traffic from search engines. I still put a lot of weight

on local forums and Facebook primarily.

With Facebook, it is essential that I engage with not only my audience, but the manufacturers I work with on review products. They will promote your reviews for you and you can notify your followers of new products or press releases. Facebook is all about connections and that works perfectly with blog content and relationship building.

How many people manage Bike198 and what kind of daily (weekly, monthly) tasks do they perform? Why?

I am it! I have some friends that help with the coding and guest writers from time to time, but Bike198 is still 98% all me. Over time, I have gotten a lot more efficient with my work, so it doesn't take nearly as long to manage and create as it used to.

It's tough to say how much time I really spend. My brain never turns off so if something comes to mind, I do it then and there in most cases. I like to write in the morning and manage at night.

How would you take your blog product review idea (concept) and implement it in other industries. Could you give us three other examples where do you think the idea would work as great (if not greater) than in the bike niche?

Well we see it work really well in just about all physical product and service niches. There are bloggers getting everything from free dinner to free vacations for blogging about it. If you are into cars...there are bloggers I know that get to drive brand new cars for 6 months. Our worlds are surrounded by products and services that we use on a daily basis. The key is to tap into that and create value. The rest of the review process is pretty simple after that.

How would you approach other companies to send products for review on your blog, what would you say? What others should avoid when implementing your approach?

I typically call or email (or both). I tell them who I am, what my site is, who I have worked with in the past, what I offer and how it would benefit them. I then tell them exactly which product I think would review best for my audience and why.

The key is to be completely honest and play off of your strengths. Do not tell them you have a massive amount of traffic if you really don't.

Is there's anything else you'd like to mention?

You can't be in the review blogging arena just for the free stuff. You will end up burning out quickly and making people mad in the process. Mix it up and include other types of articles and really think of your blog as more of a business and online magazine and you will be fine. Most of all...enjoy what you do.

Toby Bloomberg shares relationship building 2.0 tips



Toby Bloomberg

Toby is a recognized social media marketing speaker for organizations like the American Marketing Association, Olympic Organizing Committee, PRSA, BlogHer, BlogWorld, The Women's Congress, BusinessWire, SCORE, and others.

Inside our interview she talks about “corner grocery store” relationship building in a hectic social media world.

You write at [DivaMarketingBlog](#). Let's talk about one of your favorite concepts: “corner grocery store” relationship building and how this affects blogging and social media nowadays and beyond.

When business discovered the Internet, in what seems like another lifetime, I thought it was going to be a way to help us connect to our customer all over the world. And it did to an extent. It allowed us to present information 365/24/7. Yes, there were eMail and bulletin boards that facilitated communication.

However, too frequently emails went into a cyberspace void and responsive community managers were few and far. In other words, there was no accountability on the side of business or on the side of the customer.

When blogs entered the scene they brought with them a unique visibility that also occurs in social networks. Since people could interact with each in real time a la comments, tweets, status updates, etc. relationships and friends began to form in the digital world. Friendships that began with two or three people developed into networks among twenty and thirty and hundreds of people. Those digital networks became like community where like the popular TV Cheers series... everybody knows your name.

That's the way it was for the corner grocer or baker or candle stick maker. Not only was she involved with her customers but with the community at large. She was the person you bought your cupcakes from but also the women who you met at the PTA. Shop keepers were integrated into the community.

That's what blogs brought back. A way to for the people in companies to get to know their customers better and a unique opportunity for customers to put a face to a logo. At the end of the day, most aspects being equal, people like to do business with people they know and like. Social media and blogs offered companies a real competitive advantage.

How social media transforms the way YOU blog and run your business? Why?

Diva Marketing is a wonderful example of what not to do. I launched Diva Marketing in 2004, as an experiment to understand the backend logistics of how to blog. In all honesty I had no

intention of maintaining it more than a few weeks or possibly a couple of months. Since I thought of it as a disposable site, I took a few risks that perhaps starting over I might not have been brave to do.

The content direction is focused on how social media impacts branding and builds and fosters relationships. Rather serious topics. However, I wanted to present that information in a playful manner. I accomplished that through tonality, language and the creative elements. The visitor is greeted with a pink palate and a martini glass.

What is amazing is that it works! The different approach helps me cut through the clutter of business and marketing blogs. People, men and women, appreciate the lighter presentation of business issues. It's given me a personal brand identity of the "marketing diva."

I've extended that branding into Twitter with @tobydiva and a podcast series Diva Marketing Talks. I haven't established a Facebook page for Diva Marketing. Perhaps that's next. However, all the social media channels working in tandem serve to reinforce my digital brand.

You wrote [Social Media Marketing GPS](#), a free manifesto. How did you come up with the idea, how long did it take you from start to finish, and more importantly, what opportunities did it lead to?

As you've seen, I like to experiment and see where social media can take us in terms of communication and relationships. Before tweet chats became popular, I was curious to understand if people would accept multiple tweets in their stream about one topic.

Social Media Marketing GPS is the first business book written on, not about Twitter. I conducted a series of interviews with 40 of the top marketing pros from Canada, India, the United States and England. Topics range from strategy, ethics, social media research, tactics, blogger relationships, how to build community and even a few case studies.

The interviews were conducted over a period of about 6 to 8 weeks. Putting together the book took a couple of months.

I wish it could say it has lead to fame and fortune... not quite yet! It has reinforced my credibility in an industry where you can't turn a corner, online or offline, without running into a "social media expert." The book has been downloaded over ten thousand times from people all over the globe from China and India to New Zealand, Europe, the States and Romania. I've been offered speaking engagements, interviews and even a podcast series based on the book sponsored by the American Marketing Association.

What's your favorite social media platform for customer engagement and could you share a few of your winning methods?

Of course blogs are high up on my list for thought leadership and longevity. The secrets:

1. Have a strategy that includes what success is to you.
2. Identify a content direction that you can happily maintain for a period of time.

3. Post as frequently as you are able.
4. Build your digital network by participating on blogs and social networks.
5. Throw in a little SEO
6. Be your self.
7. Have fun!

What role does content writing and active blog promotion play in your marketing efforts to expand your blogging venture?


Content is always critical. However, I'm not posting as frequently. The same goes for blog promotion. Not as much as when I started. I try to be aware of SEO and optimize for key words. I'm active on Twitter and participate in tweet chat that helps with visibility. Of course the link is on my eMail signature and business card. I speak and teach workshops on social media so of course Diva Marketing is include in my bio.

Diva Marketing will celebrate its 7th blog birthday this year and it's has been a labor of love. However, perhaps it's time for a reevaluation and a bit of a makeover!

Is there's anything else you'd like to mention for our readers?

I'll leave your readers with a quote from a client, "Without a strategy social media is just icons on a website."

Viveka von Rosen shares winning LinkedIn tips

 <p>Viveka von Rosen</p>	<p>Viveka is a recognized LinkedIn Expert, Social Media Strategist and sought-after Speaker.</p> <p>Inside our interview she provides winning LinkedIn tips to help build your network and attract new leads and customers.</p>
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You're the creator of [LinkedIn in 15 Minutes a Day](#). Why should someone use LinkedIn instead of other similar "networking" services?

I'm a fan of many different social networking sites – but they all have slightly different audiences and I use them all differently. Because LinkedIn is a business based social network, that it is where I focus my attention on making B2B connections. It is the best place for me to find and then engage with a very specific and target audience. Add to that a search engine that works very effectively, and the ability to see how I am connected to those into my network three deep, and I think it is the best tool for many business professionals. I also find that while some professionals might think Facebook it is just for looking at pictures of their grandkids, and twitter is a waste of time, they are willing to venture into LinkedIn. I call it the gateway drug of social media!

What are the most effective and efficient methods you're using to profile your brand on LinkedIn, grow your network and attract new leads (& customers)? What quantifiable results did you experience so far that you could share with us?

Experiencing success on LinkedIn falls into four categories:

- Optimizing your profile with your niche keyword phrases so that you profile can be found in a search by potential clients.
- Growing your network to a size where you can be seen by potential clients.
- Reaching out and building relationships with those clients.
- Proving subject matter expertise by sharing your knowledge.

If you leave even one step out, you are much less likely to have success.

For example:

Optimized Profiles: When I started out on LinkedIn I had a very well optimized profile.

Because of that I was getting up to 20 warm leads – that is people coming to me for my expertise on LinkedIn, each and every week. I had no problem at all keeping my sales funnel filled. Then I broke and EUA and my account got blacklisted. I went from 20 leads, to about 3 leads a week. My profile went from being viewed almost a thousand times a week, to a few hundred times a week. This cost me literally thousands of dollars and proved to me just how important it was to have a keyword optimized profile.

Network Size: I will often do a search for a potential vendor, employee, client, competitor for a client. Even though their ideal person is on LinkedIn, if he or she is out of my client's network, they are out of luck. Because my network is 20+ Million, I can often find people they can't.

Relationship Building: Once you find the ideal contact, it's time to reach out. But even though LinkedIn is a business network, it's still a social network which means that the typical outbound sales message doesn't work. You need to show genuine interest in your contact, and create a win-win environment when you finally do reach out and talk.

Subject Matter Expertise: Often you can attract clients to you by showcasing your won knowledge in things like LinkedIn's Groups, Answers and updates. Again – the "Go-Giver" mentality is going to get you better traction than a sales pitch. Unless you are a fan of cold calling and numbers, the best method in social media is building a network whereby sharing WIIFM (What's In It For Me) information with your network; you get them to know, like, trust and eventually buy from you.

What other winning approaches could you reveal?

I'm a big fan of organizing my network so that I can actually "see" the people I want to create relationships with, and create TOMA (Top of Mind Awareness) strategies that I can systematize. Some great ways to do this are:

- Tagging
- Filing into Profile Organizer (paid account)
- Downloading your contacts vCards and organizing into your own contact system (Outlook, Apple Contacts, ACT, Salesforce, JibberJobber, etc)

Getting a "handle" on your network makes it much easier to actually reach out to them.

How often do you spend times on LinkedIn, what do you usually do inside their platform (key activities) and which feature (free or paid) do you think is critically essential?

I probably drop into LinkedIn about twice a day for about ten minutes. Once you profile and network are built, it really becomes about maintenance.

- I clear out my inbox – responding to messages, forwarding profiles, answering questions
- I check in on my groups, moderate what needs to be moderated, check to see if there is something I need to address.

- If I am writing a blog I will go into Answers and see what people in my niche market are asking that I can use as blog fodder.
- Now that LinkedIn Signal is up and running, I'll be checking my updates by specific search terms and responding to those folks I think would be a good connection

Apps to play with:

- I think everyone should blog, so I recommend the wordpress or bloglink application. I use Google Presentations to upload video.
- I have a paid Slideshare account which I love, although the free one works for uploading one presentation.
- I use Box.Net to upload SME material that showcases my knowledge.

Could you list 3 major mistakes that even experienced LinkedIn users are making and what they should do instead?

As above:

- People don't optimize their profiles with their best search terms or key words.
- People keep their network too small and remain invisible
- People don't actually reach out to their connections from a giving mentality.

Is there's anything else you'd like to mention for our readers?


I have a free eBook that explains more in depth what I have mentioned above. You can sign up for it at: <http://linkedintobusiness.com/b2b-ebook/>

By connecting to me at www.Linkedin.com/in/linkedinexpert you will get another 2+ million people in your network.

Read Bob Burg's "Go Givers Sell More" and "Endless Referrals" to adjust your giving mentality.

Remember that LinkedIn is a great first step, but in the end you want to get them on the phone, or more preferably, F2F (face to face)

Wendy Harman shares Red Cross social media methods

 <p>Wendy Harman</p>	<p>Wendy is the social media manager at American Red Cross organization (update: she now ranks as Director)</p> <p>Inside our interview she talks about her Organization's challenges, winnings and expanding plans in the non-profit social media sphere.</p>
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You're the social manager for [American Red Cross](#) organization. Please share with us: how did you get to work there, how did the blog evolve over the years, and its role in reaching to new audiences and expanding the organization's objectives further.

I'm actually the Director now. Got promoted! I started in December 2006. Our social efforts are rooted in listening, so we actually didn't even have a blog until 2007. Our philosophy is to provide mission-related value to our stakeholders, so we try to offer immediate action items and tie the mission to what's happening in our lives and the news each day so that we can host constructive conversation about the issues we care about.

Our priority is not to reach the most people but to be willing to be influenced by our stakeholders and to provide value in a space where we're all spending more time.

The blog shows a (heavy) social media activity of its organization. From chapter blogs, to Twitter, Facebook community page, Flickr group and even a YouTube channel.

How did social media impact Red Cross, what challenges did the organization face and how did you help them overcome the obstacles?

Having a presence in the social web is just an extension of our mission to help people prevent, prepare for, and respond to emergencies. But, it's most importantly changed the flow of information and has offered us an unprecedented opportunity to include the public much more in areas like disaster response. We now want to mix our time-tested processes and subject matter expertise with real-time input from the public.

We haven't faced many institutional challenges – we had to overcome an IT firewall that blocked all Red Crossers from seeing the social web back in 2007, and various fear-based objections have bubbled over the years, but we've generally had an optimistic and encouraging attitude towards the social web and our communities.

What would you say is Red Cross doing differently than other non-profit “competitors” for reaching new audiences, engaging sponsors and helping the world through social media channels and methods?

I think our focus on fulfilling our mission online is a different approach. Additionally, our ardent attention to our community, listening, and being responsive is helpful.


What do you enjoy the most about your (offline & online) activities, why? What would you suggest to people who work in non-profits and are not 100% thrilled and satisfied with what they’re doing?

I have the best job in the world. It’s fun and rewarding and offers the possibility of actually helping neighbors and communities help each other. My suggestion for other people working in the nonprofit sector is to remind yourself every morning when you get to work that your focus should be on your clients and serving the people, animals, and/or issues you care about.

What do you consider the KEY principles (and concepts) for creating authentic social media campaigns that spread like wildfire online and offline for non-profits? Could you share one of Red Cross’s most successful such campaigns?

We’re not all that campaign-focused when it comes to social media. As I said before, it’s a way of life. But, we do participate in marketing and communications campaigns such as Holiday Mail for Heroes, Red Cross Month, and our year-end Holiday giving campaigns. I don’t think there’s a formula for viral success and the harder you try to create it, the more would-be sharers are turned off. You have to be there, for real, day in and day out. When it’s your turn to take the spotlight, you’ll be ready to take it and use it for a good purpose. For us, that moment came after the horrific earthquake in Haiti. Because we were ready and had processes for providing real-time info during disasters, we were able to give the public an immediate action item with the mobile giving campaign.

Yaro Starak shares pillar content writing tips

 <p>Yaro Starak</p>	<p>Yaro is a high-profile, six-figure Internet entrepreneur and blogger with a strong passion and desire to help others model on his success.</p> <p>Inside our interview he talks about the KEY to any blogs' growth: writing pillar content, and how any blogger can take advantage of this concept to build their blogging empire.</p>
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You're the originator of [Pillar Article](#) concept. Could you explain how did you come up with it, how this concept changed your blogging approach, why bloggers should embrace it, and how are you using pillar content nowadays (and why)?

When I came up with the term Pillar Article I was looking for a way to simply describe what makes the foundation of a successful blog. I didn't realize the name would become the de-facto standard to describe good blog content, but it has.

Where people often get confused is thinking that they can simply create a pillar article by writing a long post. Pillar content comes from the OUTCOME of writing and publishing your work, and thus there are no guarantees. The outcome we strive for is lots of people reading our blog articles, lots of people sharing our blog articles and as a result lots of people linking to our blog articles, delivering search engine traffic long after the article was first published. That should be the goal of every blogger.

I didn't change my blogging in anyway after coming up with the term Pillar Article. It was a label I applied to easily describe what I had done and what I continue to do to make sure my blog is read by thousands of people every day.

In your opinion, whom do you think (pro blogger or company) released amazing pillar content worth mentioning here (outside the "make money online" niche) and what do you think were the key ingredients to their "pillar content"?

I think any blog currently successful relies on the concepts that the pillar idea describes. We are talking about content that is valuable, shareable, linkable, newsworthy, it teaches people how to do things or how to define things. As a result you can look at any blog in any niche with a large following and see these things.

Try [techcrunch](#), [steve pavlina](#), [huffington post](#), [robert scoble](#), [satorialist](#), etc - even blogs that rely on images or videos as opposed to written content use the concepts of the pillar article.

What do you do precisely before, during and after you start writing pillar content; please brake-down your unique approach from the moment you wake up, till you say “I’m done for today!”

I write articles at cafes in one to three hour sessions. I don’t specifically prepare anything more than making sure my entire life is balanced by eating well, sleeping consistently every night and exercising, making sure I have plenty of time to do what I want each day. This is my life philosophy, which it lends itself to producing good blog content as well. It’s plain old simple balance.

When it comes to do the actual writing my ideas come from things I have experienced or observed other people experiencing in the past. I like to tell stories from what I’ve done or thought about, so my main research is making sure my life is full of interesting experiences so I have stories to tell.

I don’t have a specific writing time and it depends what deadlines I have as to how often I write. Some weeks I write only once, others I will write every day, though not always blog content. I write at 2pm after lunch or 9pm after dinner typically speaking, but it varies.

There are no rules, what you have to do is figure out how to find the balance in your life in order to give you the space to write. It’s this space that allows you the freedom to produce without the pressure of any of life’s distractions.

I heard you once mentioning an interesting term “Language Identifier”. What does it mean, how does it relate to blogging and how does it impact bloggers and companies in today’s Economy?

I came up with the term language identifier after noticing that successful people in every industry are usually well known because they came up with certain terms to describe things, which other people then go on to use.

Like the “Pillar Article” as a label I came up with, my name has been circulated far and wide in the blogging community as the creator of this concept, even though all I did was come up with a good name and explain it well.

The [Language Identifier](#) is exactly that, a way to use language to identify something and thus associate your name with it. As a blogger you are in a great position to create Language Identifiers in your industry, simply by coming up with clever names and then explaining what they are. If other people start using the label, you will get the credit and boom - you’re a well

known expert.

Let's suppose you want to write amazingly good pillar content that has the chance to go "viral" on the Internet. The problem is that you don't know your topic (and you're not perceived as a specialist or expert yet). And the worst part is that you only have 7 days at your disposal, or you will lose your house and bank account.

How would you condition yourself to get it done, and what "formula" would you follow?

The best answer to this question is to go find someone who has done what your topic is about and interview them. Then turn what you learned from them into your article.

If you don't personally have the experience, then the best option is to you use other people's experiences and then be the reporter - tell a great story.

To increase your chances of success, the story is the part that counts, not the subject, so it doesn't matter if it's not coming directly from your own experiences.

Is there's anything else you'd like to mention for our readers?

Successful blogs are built not just on one pillar article or one viral event. If you want success you need to make these concepts part of what you do every day. If you can learn how to produce so much value in everything you do, then you will be rewarded.

The challenge is sticking to this ideal day in and day out for years, because it's going to take that long to become a true overnight success.
