

Creating and Sharing Content to Grow Your List and Build Relationships



Creating and Sharing Content to Grow Your List and Build Relationships

We all worry about it: What sets you apart from other people and helps you grow your list faster than theirs? The good news is: You shouldn't be worrying about that.

What you need to focus on is making sure your ideal audience gets what they're looking for—and craving—from you. They don't care if you introduce them to content from someone else: What they care about is that you gave them the exact information they needed at the time they needed it ... in the form that they found easiest to understand.

Being an expert is not always being the best at everything: It's knowing the right people to turn to. It doesn't matter if Jane Doe wrote a dynamite tutorial on marketing through Pinterest instead of you. What matters is that you sent your subscribers the link to that article. What matters is that you were listening and wrote in response to seeing or receiving questions about something your ideal audience is struggling with.

So next time they have a question in that area, the first person they'll turn to is not the person who taught them the specific task in the link you sent them to (unless their question is strictly related to that task), but to the person they trust to point them to the right answer—you.

LEARN TO LEVERAGE THE EXPERTISE OF OTHERS

So what does this mean, in terms of your email list and content mix?

It means that you should be:

- Keeping a database or list of great resource, people and articles
- Following official blogs for the software, apps and services your audience is likely to use
- Following top experts who can help your audience (especially the ones who are always first with industry changes and news)
- Building a relationship with these top experts, so you are perfectly positioned to leverage them at the right time
- Looking for what others aren't covering—things that your potential audience members are actually asking in these experts' comments section at the end of each blog post or article
- Being the first to create posts, articles and solutions to what people are complaining about or asking for



Creating and Sharing Content to Grow Your List and Build Relationships

What Leveraging Others is Not:

Leveraging the expertise of others isn't jumping on the latest bandwagon and being the sixteenth person to flood your subscribers' inboxes with yet another offer for the same product ... unless you can show in your email subject line why your particular offer will give them a huge benefit or advantage that the other person hasn't spelled out in his.

Example: Lately it seems that whenever a Big Time Coach launches something, I get 50 emails from different affiliates all with the same subject line and content. I get it – One thing I recommend when you have affiliates promoting your stuff is that you provide some swipe copy to make it easy for your affiliate to promote you.

To stand out, you need to customize the copy to fit your audience and promote the added value you are bringing in the subject line.

Add a high-value bonus that suddenly tips the scales on whether or not they want to make the investment in that affiliate promotion.

If the bonus is of high-perceived value to them right now, your subject line is going to make them sit up and open your letter ... because you offered a huge and valuable benefit that the others didn't that was relevant to their needs.

That's list-building strategy in action!

PERCEIVED VALUE AND SUBSCRIBER MINDSET

Another key factor in this equation is knowing exactly what your ideal customer will see as a benefit ("perceived value.") She doesn't care about something that's not really relevant, or that she can easily afford to acquire any time. Here's an example of perceived value in action...

If a car purchaser wants tinted windows with her new car, but can't afford tinting because it's a thousand-dollar extra, and you as a car dealer offer her a bunch of flowers, she'll keep looking—whether you've got the model of car she wants or not. Your bonus gift (the flowers) had zero-to-low perceived value to that specific customer.

But if she wants tinted windows, can't afford them and you offer her free tinted windows with that shiny new 2016 Honda Civic, your chances increase about ninety-fold that you are the dealership she'll buy from. You offered her the exact bonus gift she wanted. (High perceived value!)



Creating and Sharing Content to Grow Your List and Build Relationships

Know Your Subscriber's Mindset:

Knowing the emotion behind what's driving your subscribers is key to providing the right extra incentive; the right bonus gift to offer in your email subject line and email body.

If you have been keeping up with the questions and frustrations expressed on those blog resources I mentioned earlier and have been building your own relationship with those on your social accounts and forums you frequent, then you should have a pretty strong idea of what they will jump at the chance to get—and what they will not care about.

Even if you're dealing with a cut-and-dried, supposedly non-emotional topic such as how to use a piece of video equipment, you will find there actually is emotion in comments and discussions. If it's software or changes to familiar systems, that emotion is probably "frustration"!

That expressed emotion is the emotion you want to address when you are looking to top other affiliates' emails for the same offer with an irresistible benefit.

And the beauty of this is, if you're not half as well known as that big sales coach, you can actually be making money as his affiliate and driving people to his offer by adding a sweetener of your own.

If the commission and the product are both high value, you can make a lot of money without having had to plan and develop the product or invest any capital in. That's thinking strategically about leveraging that big sales coach—and, in this case, his product.

You both win: He gets more sales and subscribers: You build a relationship with the coach, get more commission and generate more leads—thus growing your list.

You can even leverage the expertise of influencers simply by helping them increase their results—interview them on your podcast, webinar or blog and give them a chance to promote themselves. (That's a great tactic if you are more concerned about generating new leads than sales—and if you want to grow your list, lead generation tactics are paramount.)

IDENTIFYING YOUR UNIQUE STRENGTHS, WHEN IT COMES TO CONTENT CREATION

Knowing your unique content creation strengths is also about knowing where you fit in among the other influencers and your peers. It's about knowing the best position in your market for you to be and stationing yourself prominently there.



Creating and Sharing Content to Grow Your List and Build Relationships

It's all about thinking strategically, and looking at cause-and-effect: Saying "if this, then that".

So what are your unique strengths in relation to:

- The skills and expertise you already possess
- The skills and expertise surrounding you
- Where you want to be, six months, a year, three years down the road
- Where you are right now
- Connections and advantages you have that you can make good use of for the benefit of your people
- What your people are looking for right now
- What you can deliver right now
- What they're going to be looking for six months from now
- What you can set in motion and plan to deliver six months from now
- Benefits and advantages you can offer—especially ones unique to you

This is where it comes back to leverage. If you are just starting to become visible online, leveraging better-known partners is a good strategy for you. And start right now with following them and interviewing them—even if you don't want to become an affiliate. In the meantime, build up your platform—the one where you share your unique voice—so that your offer to interview looks like an appealing use of their time.

If you communicate best by audio, consider starting a podcast series. Don't do twelve other things. Throw all your energies into setting that up and enriching it with powerful shows and let your list know.

Curating Content—Anyone can do this!

If you communicate best by curating information, do that—it's a great way to leverage experts even if you can't get them to agree to be interviewed or partner with you on a project. But do it correctly:

- Always put your unique spin (and voice) on what and who you're introducing



Creating and Sharing Content to Grow Your List and Build Relationships

- Tell your audience why you think they will benefit from checking out the curated content
- Don't share the whole piece of content, verbatim: Give your audience just enough of a taste to whet their curiosity and then invite them to "read more"

Really successful curators know exactly how to create "cliff-hangers" in their posts, so that readers have to go check out what they've just been reading about. So concentrate on this simple, three-step process if you want to have people look to you.

Use this principle to insert a "cliff-hanger" in your emails—to make your readers click through to your site to "read more" or "watch the video".

CREATING SOLUTIONS—BE THE FIRST!

If you've followed all the steps here so far, you'll be in a perfect position to send out irresistible emails.

- You already know your subscribers' biggest issues and unanswered questions
- You know what they would find irresistible—and what will leave them cold

If you are keeping an eye on competitors, you will also know what solutions are already out there.

- If an existing solution is perfect, become an affiliate of that creator and let your email list subscribers know about the solution, offering your affiliate link
- If an existing solution is inadequate, hard to use or non-existent—create one! Right now!

This will also give you leverage to interest a larger-name expert in your field in becoming your affiliate, teaming up with you in some way, or even just accepting (or giving) an interview.

LEAVING NO STONE UNTURNED

The best way to make sure you leave no stone unturned when it comes to making sure your people have all the content options from you that they need is to create a system, so that you have a physical or mental "checklist", every time you tackle:

- A new topic
- An industry change



Creating and Sharing Content to Grow Your List and Build Relationships

- A new product to promote
- A new question from followers (yours or your competitors')
- A new seasonal holiday or event
- A fresh look at an "evergreen" topic
- Any significant change in your subscribers' lives

That system should also include emailing your list, whenever you create content or learn something, yourself.

It's not just about creating dynamite content: It's also about:

- Letting your subscribers know where to find it (via multiple means—starting with email)
- Delighting your subscribers with your timing

Knowing everything there is to know about your most active client type will set you far ahead, when it comes to knowing exactly how to turn an industry change or seasonal holiday to your advantage.

Make sure you know what your particular subscribers do when school lets out for the summer. Will it impact them? Are most of your clients young mothers or are they single professional women? Are they athletic and fun-loving or are you catering to introverts or people who are workaholic?

Good timing feels like they turned around to pick up a hammer, and there you were, already standing there, ready to hand one to them—and not just any hammer: The perfect weight, durable, sturdy framing hammer that balances exactly right in their hand and has the longer handle they've just realized they need for more striking power.

This is what will make you their number one go-to person—every time. You don't have to be the best; you just have to be there with what they need, at the exact time they need it.



Creating and Sharing Content to Grow Your List and Build Relationships

So let's summarize our strategy for credibility-building, relationship growing content creation that will generate leads and grow your list:

- Leverage the experts—the people who have made it further along the path than you have, so far; and who everyone turns to
- Provide the perfect content mix—Curation and original content (as well as presenting products as an affiliate—ones that you know your followers will love)
- Plan your content and create a system (with checklists) for regularly producing it
- Spend less time on content creation and more on listening
- Share your results via multiple platforms--especially email!

Have a system and a set time for checking your email, too. Don't be so busy performing tasks, that you don't have time to read those questions that come in by email, or answer them on your blog or social media. Don't be the person that checks social media sporadically.

Be there—right where your ideal clients are, ready to listen—and respond.

GETTING EMAIL SUBSCRIBERS FROM LIVE EVENTS

There's one final stone you need to turn, if you really want to kick things up a notch: Hold live workshops, retreats, classes or events.

Sharing a taste of what you do will leave them coming back for more and position you as the expert in your industry. The thing to remember is that you can give them enough information to DIY or enough information to see why they need your product or service. Then present an offer that is the next logical step.

Interacting with a group of people, one-on-one, gives you a good grounding in their reality. Sometimes online, we get so used to guessing that we don't access our customers' real questions, real frustrations and real needs. We don't hear those invaluable comments about what is affecting a particular group in a particular location. Above all, we don't see their body language and the expressions on their faces. Do they:

- Look interested and excited when you are speaking?
- Get restless and start checking their phones when you start to discuss a particular topic or method—or do they hang on your every word?



Creating and Sharing Content to Grow Your List and Build Relationships

- Look confused when you explain something—or can you see light bulbs popping ablaze all over the place?
- Function better with short workshops or make huge strides in concentrated weekends?
- Cluster round you to ask questions out of frustration or enthusiasm?
- Show you what they most enjoy, when it comes to lifestyle - such as Spinach Arabbiata Salad or fried chicken? Outdoor retreats and activities or indoor? Formal or informal?

If you are observant before, during and after your event, you can learn more real-time information from your clients in one afternoon than in months of data collection online.

And you'll forge a stronger bond. So don't be afraid to run live group events: You can make these elaborate and high-value (luxury VIP retreats are great money-makers!) Or you can run them as simply and informally as you like. (Start off with a two-hour free workshop at your local library, if you're new to public speaking and working in groups.)

Plus, live events bring their own intrinsic rewards: Appreciation from your attendees expressed in person; the joy of actually seeing someone transform with excitement or even just getting out with real, live people and remembering why you do what you do.

Finally, you are working to attract clients who are action-takers—ones who won't waste what you are happy to share--so make sure your content and emails are geared to attract fellow action-takers—high-quality customers and clients to enjoy your high-quality products.

Reflect and acknowledge their special worth as action-takers in your email Subject Lines and the tone of your emails. Make them feel special, exclusive, “insiders” that you regard as peers. Because that is what they are—high-value subscribers you can turn into high-value clients.

CONTENT STRATEGIES

Multiple sharing platforms are essential for building your audience, but that's not the only reason you should use them. In fact, there are three major reasons for using multiple sharing platforms for your content creation— ‘content’ being video, articles, podcasts, webinars and any other way you want to share your story and your message.

1. Exposure is a little-talked-about component of the difference between a content item going viral—and not. Even your ideal subscriber, customer or client can love the topic you're both passionate about, but have different reactions to different content sharing



Creating and Sharing Content to Grow Your List and Build Relationships

platforms.

If you create a post on Facebook, your die-hard Twitter addict may never see it—and she just might be the one with the huge list of followers who would have re-tweeted it to them all.

Another example: If you only do a video blog, but don't provide transcripts, your speed-reading, text-based learner will impatiently skip your video—and never discover the product or service that you have to offer.

2. Never put all your eggs in one basket, and rely on only one source of traffic. Algorithms change regularly, companies can fold or be bought, new rules can be made—Facebook and Amazon, in particular, are notorious for this—and all your hard work in generating traffic from that site can disappear in the blink of an eye.
3. Make a plan to create regular, consistent content that creates engagement. Create a committed content creation schedule using your main platform—and once it's under way, start adding the suggestions listed here to potentially double your traffic—or more!

Making it easy for people to get into the habit of enjoying your content is one of the most basic ways to increase—and retain—your traffic.

4. Share the things you learn each day. You can share information learned from a course or coaching program you are a part of or go through old notebooks from trainings and events that you have attended for inspiration.

Example script:

“Hey Guys – I'm going to start sharing videos because I have been learning a ton of new things that have been helping me as I grow my business and I want to share it in hopes that it inspires you as it has me. Here's what I learned today ... “

MAKE YOUR BLOG THE “GO-TO” SITE FOR YOUR IDEAL VISITORS

Blogging is the natural starting point for a lot of entrepreneurs. If you love writing articles, blogging should be an easy way to get started—but you can make your site the “go-to” site even if you don't like writing.

It's simple: Make sure your site contains at least one absolutely invaluable resource that people will naturally want to return to, again and again: For example, a great resource section with



Creating and Sharing Content to Grow Your List and Build Relationships

recommendations people can use to shortcut their own learning curves, like a resource section of tools you use in your business.

Make sure your blog or website:

- Tells your “story”—who you are, what you do and why you want to help your ideal visitor. Talk about you—but make sure your ideal visitor can really relate to your story—and take hope from it.
- Is branded with a current photo, your logo (if you have one) and any colors people associate with you.
- Has a great “About” page—This is the best place to tell your story—but finish with a call to action
- Has a single focus and strong “hook” on the landing page that makes people want to subscribe—so that they keep hearing from you.
- Is branded with your current profile photo, logo and colors (and impactful, professional graphics like cover photos, if you’re using one of the new “full page” web themes).
- Links to your social networking platforms through prominent sharing buttons.

Then start filling it with regularly scheduled content—and schedule to promote each post with social media posts and email announcements.

IT’S ALL ABOUT VIDEO

Periscope, Facebook Live, Snap Chat, Instagram Video, YouTube, YouTube Live – it seems like it is all about video these days. The big differentiator is live video vs. edited video.

Video helps you create a personal brand, which helps you stand out from your competition and positions you as an authority. It allows people to get to know, like and trust you.

Tips for your video content:

- Be Authentic – be you! Don’t try to come off like a formal newsreader. Imagine you are talking to your favorite friend.
- Be generous with your time and your self - commit to investing the time to be consistent with your video and to respond to all comments and messages you receive.



Creating and Sharing Content to Grow Your List and Build Relationships

- Have A Strategy
- Use an index card to write down points so you don't lose the flow. Have it sitting out of camera sight but within yours.
- Make a practice video using your index card "script". Watch out for ums, ahs, and repetitive words like "basically" or "well" that you don't notice yourself using in real life. Eliminate them and be aware of this pitfall in future.
- Don't sit in strong light—watch out for shadows.
- Use a background that doesn't distract.
- Buy a tripod and start out with your Smartphone as a video camera. If you're using your webcam or smartphone, buy a good quality microphone (you can get them from Amazon).
- Turn on Do Not Disturb on your phone and send the kids and dog out to play before recording.
- Do tell people what you want them to do next at the end of each video. ALWAYS have a call to action: Subscribe to your Channel? Share the link? Visit your site? Fill out your two-question survey? Download a free template?

That's all there is to it!

You could keep it as simple as giving "Motivational Monday" tips, upload and share them every Monday—and soon build a following, if your tips are great ones.

Successful entrepreneur, [Jeff Walker](#), started making videos "by accident". He finds that with short videos the "click rates are higher for all my emails". He releases a new video every Sunday and finds that consistency is essential for repeat traffic and growth. Three tips he shares: creating a couple of extra videos in advance "in case something comes up", using "core themes" he returns to frequently, and studying the comments on each video for new ideas.

In fact, log into his site through the link given here and check out his video archives for more short videos, "how-to" and video-creation tips.

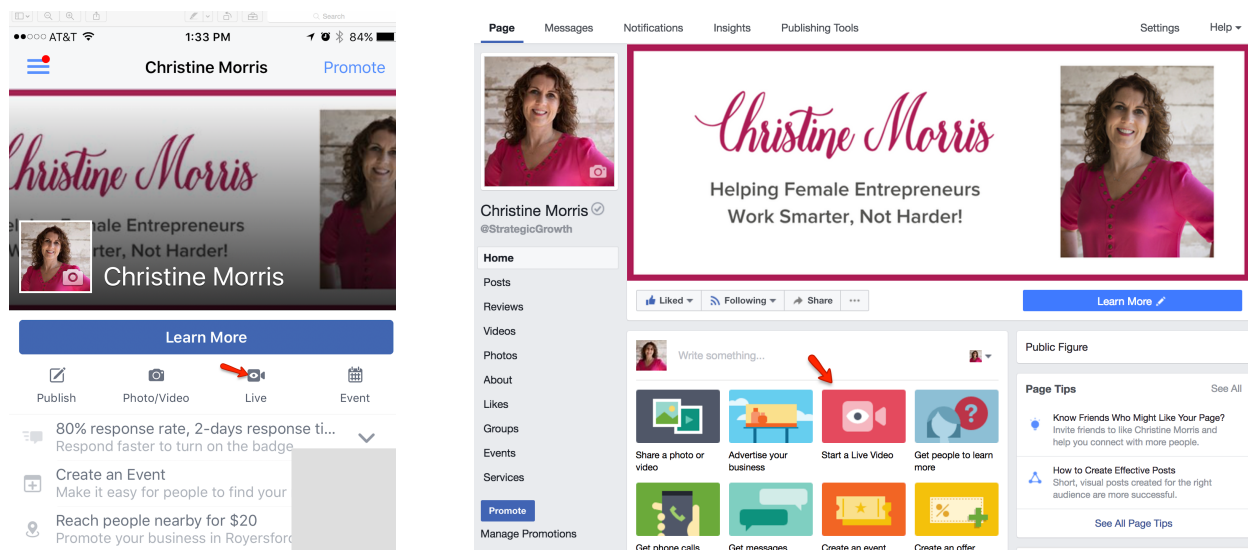


Creating and Sharing Content to Grow Your List and Build Relationships

Facebook Live

Here are instructions and tips to creating your first Facebook Live:

- Download the Facebook App for your mobile Device and give Facebook access to your camera and microphone in settings)
- Turn your phone to landscape (turn your phone sideways / horizontal)
- Go to your profile or business page and open the status bar as if you were going to write a post
- Select “Live” (See image for phone and desktop below)



Use the image on the next page for the following steps:

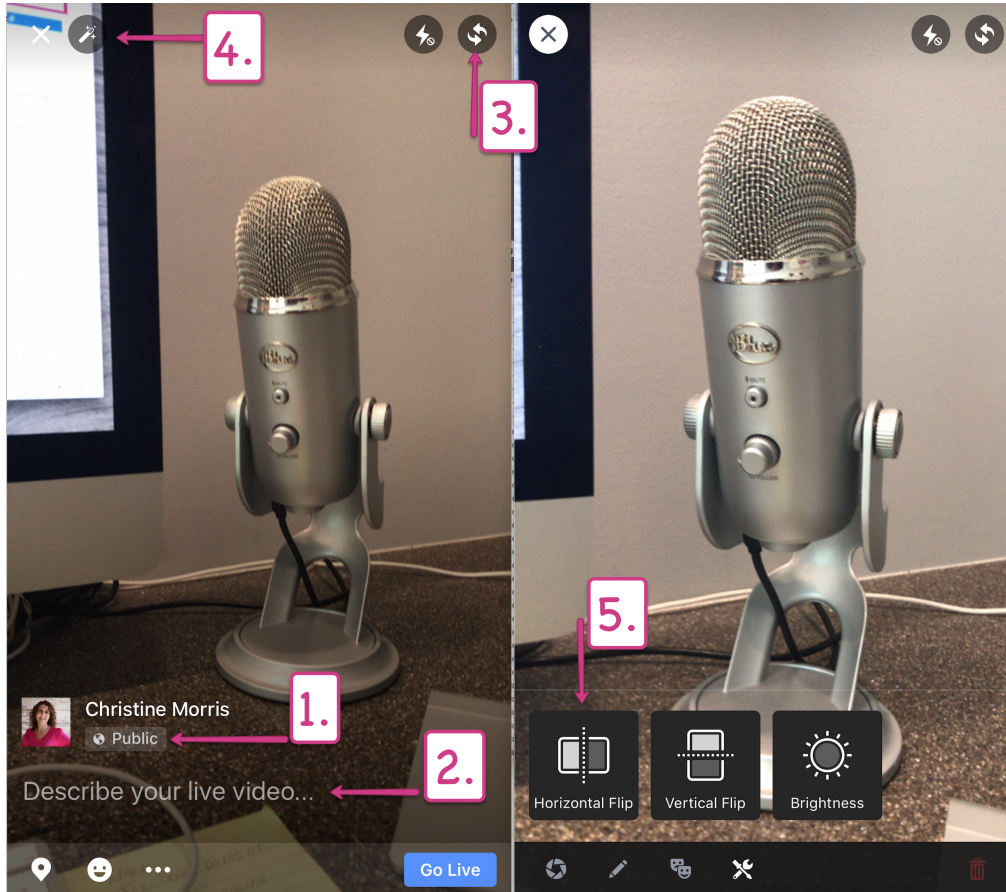
- Set your post to public (# 1)
- Create a catchy headline to grab attention (# 2)
- Flip your camera using the icon in the upper right (# 3)

PRO TIP: If you have text in the frame, you will want to flip the text so that those who are watching can read it.

- Select Edit (# 4)
- Choose horizontal Flip (# 5)



Creating and Sharing Content to Grow Your List and Build Relationships



Take a deep breath, smile and push the Go Live button!

MORE PRO TIPS:

- When recording look at the little dot on the front of your phone. If you focus on the screen, you will look like you are not looking at them and speaking directly to the audience.
- To test out the process, choose “ONLY ME” for privacy instead of Public (# 1)
- Educate, Entertain, And Empower: 70 – 80% of your content should be generic. It is not always about you, your business or product.



Creating and Sharing Content to Grow Your List and Build Relationships

YouTube

Even if you're "not a video person", YouTube can be a painless best friend. People are always browsing videos, so use keywords in your Channel description and in your video titles that you know your ideal viewer will search.

If you haven't already done so, start off by creating a short video—less than a minute—sharing one tip. Then create a YouTube Channel, and upload it.

PRO TIP: Start by creating a short WELCOME VIDEO for your Channel! Say what you're planning to provide, who you are, what you do, why you do it. (Try to do it in less than 30 seconds!)

Finally, take the time to brand your channel so it supports the identity you want to create. To learn how to brand your channel, follow YouTube Creator Academy's simple [YouTube steps](#).

The most important thing to do with making videos is to get started!

THE SECRET TO GETTING SHARED ON FACEBOOK

If you're on Facebook, don't just share links to your posts or videos. Have a mini-campaign for each post.

That might look like:

- A regular announcement with link
- A still shot from your video or graphic from your book or post with a comment
- A quote from your post (with the link and a question)
- A question about your post topic

Also do your best to include a high quality graphic with most of your posts: Graphics and videos have been proven to greatly increase engagement.

There are also times it's best to advertise. We will cover Facebook advertising in another module but you can start off by

- Placing a simple, inexpensive, time-limited ad to gather "Likes", if you are having trouble getting your Facebook page up to 100 "Likes" to access Facebook Insights



Creating and Sharing Content to Grow Your List and Build Relationships

- Boosting your most popular posts (Facebook will be only too happy to point out which ones these are) with inexpensive, time-limited boosts to a specific custom audience

Be sure to brand your Facebook Page with your colors and profile photo. Include your logo in your cover art, if you have a log.

Also place a tab on your Facebook page to your sign up form. MailChimp, ConstantContact, awebbber and GetResponse autoresponders all allow you to create Facebook tabs.

REMEMBER: Any time you eliminate a step for your viewer, you increase your chances of gaining more traffic.

This pleases Facebook, because it keeps your fans on Facebook instead of taking them permanently away to your site—and it makes it easy for your fans. All they have to do is click the tab, instead of going off and visiting a link.

This is also why you often see a person mention in their Facebook live that they shared a link in the comments, to avoid sharing links that take you outside of Facebook.

Again, the most important take-away for building an audience and increasing shares and traffic on Facebook is (you guessed it) post consistently and regularly. Set it in your schedule and allot a specific time frame for it (e.g. twenty minutes) to help yourself avoid spending hours on Facebook. And be sure to acknowledge comments and posts, answer questions—and even provide customer service, so the world can see how you take care of your peeps!

PUTTING IT ALL TOGETHER

These are basic introductions to ramping up your traffic from different content platforms and media types. There are countless more out there—SlideShare, LinkedIn, Twitter, Periscope, Instagram and more. The important takeaways to remember are:

- Always look for ways to fine-tune and step up your game on each platform
- Always integrate your main platform efforts with your other platforms

This means never missing an opportunity to increase your traffic (e.g. getting ideas from comments).

It means don't depend on one single source of traffic—ever. Make sure you nurture and grow other types.



Creating and Sharing Content to Grow Your List and Build Relationships

Integrate all your platforms with a strong email campaign and make things easy for your audience members, fans and visitors to consume and share content.

Examples:

- Provide transcripts along with videos or podcasts
- Provide tabs on your Facebook Page
- Provide show notes with your podcasts
- Put sharing buttons on your website or blog

My system to take One piece of Content and Turn it into 10:

To get the most from your content, you can repurpose it in various locations. Here's what my process looks like for Facebook Live:

1. Create **Facebook Live Video**
 - a. Transcribe video (using Rev.com - \$1 per minute, it's a steal!)
 - b. Using a quote from the video create Quote graphics for social media
2. Edit the transcript to post as a **BLOG POST**
 - a. Embed the Facebook Live Video on the blog page
3. Share the blog post on **Facebook*** the day it is published
4. Share the blog post in my **Facebook Group***
5. Share the blog post on **Twitter*** (2 – 3 Times the first day and throughout the week)
6. Share the blog post on **LinkedIn***
7. Share the blog post on **Pinterest***
8. Share the Quote Image on **Instagram***
9. Upload the video the **YouTube***
10. Add the blog and/or video to my **weekly newsletter**



Creating and Sharing Content to Grow Your List and Build Relationships

* I schedule all my social media posts for the 30 days following the blog being published using [Co-Schedule](#). I also set a task to revisit it in 30 days for additional scheduling and another task to editing or update the blog post 1 year after publishing.

This may sound like a lot but the process is really simple and takes a short amount of time. The process can also be easily outsourced!

Remember you don't have to invest your time in every single platform we talked about; and do feel free to spend your time on other platforms we didn't touch on. But integrate, integrate, integrate: That's the key to growing your traffic.

Schedule posts and cross-posts. Have a system. Stick to it.

