



Presents:

Podcast Episode 101: Ten Ways to Get More Engagement



By: Leslie Samuel



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Introductions

[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]

Hello, hello and welcome to another episode of [Learning with Leslie](#), the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I am talking about one that will thrive no matter what gets thrown at it. I'm your host, Leslie Samuel, from becomeablogger.com where we're changing the world one blog at a time.

As usual, another exciting episode for you today. In today's episode, I'm going to be talking about *Ten Ways to Get More Engagement*.

Building a blog is a serious process especially if you're doing it the right way. Now, I can tell you that it's rewarding to get people not only to consume your content but, also to interact, be engaged, having that engaged audience really gives you the energy to keep producing great content. But, its' not something that just happens. It is something that can be orchestrated.

I have learned a few things about doing this over the last few years and I want to share with you ten ways to get more engagement. That's what I'm going to be talking about today.

All right, all right. I am ready to go. It is 7:48 at night and I took a two-hour nap so, I feel kind of energetic right now, probably a little more energetic than normal. So, if you hear some excitement in my voice, some extra enthusiasm then, you know it's because I'm well-rested.

Anyhow, before I get into the content, I just want to talk about something really quick because I think it's pretty cool for anyone that's interested in podcasting. I am right now using a different mic than I ever use. I normally use a [Rode Procaster mic](#) which is a good mic. It costs \$229 on Amazon and I've been using that mic for a while and I love it. It's awesome.

But then, I heard about this relatively new mic called the [AudioTechnica ATR 2100 USB](#), a very long name, I know. It's a dynamic microphone but, what I like about this microphone, just so that it's not too techy because that's not what this podcast episode is about, it is both USB and XLR.

When I started podcasting, I started with a simple USB mic. It was a Rode Podcaster, \$229 also but then, I eventually upgraded my equipment where I'm now using a mixer so that, I can bring in music and all that kind of stuff. As I'm recording it, I can do things like say, "Hey, you want to hear the number? Here's the number to call the hotline and that number is *888-835-2414*."

See that's not something that I had to edit in afterwards in post-production. It's something that I'm doing live because of the setup that I have.

Now, this microphone is USB so, if you're just trying to get started and you don't want to invest a bunch of money, this is a \$43.60 microphone that you can plug directly into your computer and just start recording using Audacity or any other free recording software.

All right so, it has that USB capability but, if you do decide to upgrade in the future, you can plug it in to your mixer because it has that XLR output. You don't have to worry about all the details right now. The main thing is it's a great microphone to get started with. It costs less than \$50. It's \$43.60. I wanted to share that with you because if you are thinking about getting into podcasting, I highly recommend this mic. I'm going to be doing a more detailed review of the microphone.

But, that's just some additional information. I'm testing it out on this episode so, you can hear the quality of the sound that I'm getting from it. It's not much worse than the microphone that I paid \$229 for. So, in my opinion, a great buy. That's the **AudioTechnica ATR 2100 USB**. I'm going to have a link t that in the show notes for this episode. This is Episode 101. So, go to becomeablogger.com/episode101 and that will take you to this episode.

So, I'm going to be talking about *Ten Ways to Get More Engagement*. The reason I'm doing this is because Warren Gibbons from SaltWaterAquariumsExplained.com called in a question to the hotline about this topic. I figured, "Hey, I might as well record a full episode on this topic because there's so much that can be said about it."

So, I'm going to play his message and then, I'm going to get into the content but, just as a reminder, if you have questions, if you have a comment that you would like me to share on the show or the question that you would like me to answer on the show, you can always call the hotline and that number is 888-835-2414.

So, let's get to Warren's question. Take it away, Warren.

"Hi Leslie,

My name is Warren Gibbons from saltwateraquariumsexplained.com. The reason I'm calling is I want to learn how to get more engagement with my email list, get them to reply to emails that I send, get them to click on links more and also, for getting comments on blog posts and comments on YouTube videos.

*I recently purchased the *Become a Blogger* course and I'm loving it. I love your podcast, the whole relaxed personality. I know I need to relax well while I'm doing videos like that email you talked about that make that video face or [laughs]. So, I'm working on that. But, that's the main thing. I'm trying to get more engagement with my blog. That URL is a squeeze page and my blog is over at a different URL at saltwateraquariumsecrets.com.*

Thanks very much, Leslie! Love your show. Keep up the work. Thank you! You're a big help."

Awesome. Thank you so much for calling in that question, Warren. That's a question that a lot of people are probably wondering about so, I figured, I'm going to do a full episode on this because it's that important.

When you are blogging, it's so great to get that engagement but, it's not something that just happens. It is something that you can orchestrate and I want to give you ten ways that I think you can go about getting more engagement at your blog with your email list and all that fun stuff.

You guys ready? You might have to take out a piece of pen and a paper and start taking notes on these ten ways or, you can come back to the show notes at becomeablogger.com/episode101.

Let's get into it. First, I'm going to cover some of the really basic stuff. It just makes sense.

#1: Get More Traffic

Number one, **get more traffic**. I know what you're thinking.

"Oh, traffic! It's so hard to get..." Or, "That's something that takes time."

Yes, it does take time. Here's the thing. Having a hundred people coming to your site a day is great. Having 1000 people is even better. Having 10,000 is even better. Here's the -- most people are not going to engage in a way that you're going to see.



So, for every comment that you get on your blog, there are probably ten, fifteen, a hundred people that are thinking the same thing but, aren't taking the time to comment. So, as you get more traffic, you will get more engagement if you have a blog that's worth reading and worth engaging with.

So, point number one, get more traffic. How do you do that? In the last episode, Episode... Is this episode 101? Did I mess something up here? Let me check something because I might be leading you guys astray and I don't want to lead you astray. That would just be wrong... Okay, sweet. Yes it is.

So, [Episode 099](http://becomeablogger.com/episode99), becomeablogger.com/episode99. I recorded a podcast episode entitled, *How I Get Over 50,000 Monthly Visitors to My Blog Using Free Traffic Sources*.

This is a great episode where I go through every single strategy that I have implemented to get traffic to my [Biology blog](#). I gave you all of the juicy details.

So, go to Episode 099 if you are struggling with traffic, if you want to know what kind of things you can do. So, I'm not going to cover that in this episode. But, just to give you somewhat of an idea...

With my Biology blog, I went through and looked at the stats and to date, I've had approximately half a million unique visitors. From those half a million unique visitors, I have less than 7,000 comments on my blog so, about 6,800 and something. I don't remember the exact number but, it's less than 7,000 from half a million. Then, on Become a Blogger, of course, with Become a Blogger, you're going to have people that are more likely to comment because they are used to blogs and all that fun stuff.

So, on Become a Blogger, on the blog that I currently have on the main site, I've had about 228,000 unique visitors and from those 228,000 unique visitors, over 7,000 comments. What I'm trying to illustrate is a fact that the more traffic you get, the more engagement you're going to get because there's a significant amount of the people that are reading your blog that will never say anything. They are just passive consumers and there's not a problem with that.

But, you will see as your traffic builds, your engagement is also going to increase. That's number one, get more traffic.

#2: Create Great Content

Number two, this is another fundamental part once again. Create great content. I know you've heard me say it over and over again but, the fact is if your content sucks, people won't care enough to engage. Your content has to be high-quality content. Your content has to be unique. It has to have a unique selling proposition.



People that are coming to your blog need to get something from you that they're not getting anywhere else. You want to make sure that your content is great, your content is unique. And as you, number one, get more traffic, if your content is great, people are going to be more likely to engage with your content.

So, those are some of the basic things, the two basic things – get more traffic, create great content. You hear me say that – create great content over and over because I firmly believe in that concept. I'm all about creating content that's going to inspire others even change the world [*evil laugh*. Okay, that was kind of creepy.]

Let's move on to point number three.



#3: Create Emotional Content

This is one that I started thinking about more because I went to [New Media Expo](#) and I sat in a talk, a presentation that was done by John Marrow. This is something that he emphasized and I never really thought about it at least, intentionally thought about it in my writing. It's something that I've done but, now I think about it more and I think about how can I orchestrate this specifically in a way that I'm make a conscious effort to do this.

That is, create emotional content. Now, I don't know if you've been on Facebook, Twitter, YouTube and see things like these cat videos. Why are these cat videos so popular? It's the kind of stuff when you look at it and you say, "Aw, it's so cute." My wife is always looking at these cat videos or little animals that are doing cute things or videos of little babies. I just was on Facebook just now and I saw a video of a little girl that was sleeping and then, when the Gangnam Style music came on the radio, she got up and started dancing [*laughs*]. It was awesome, this little baby.

But, it's something that tugs on your emotional strings. It tugs on your heart and it makes you really connect with that's going on. Now, if you can create that kind of content, that will increase engagement because people start to connect with you and when people connect with you and get emotionally involved, they are more likely to engage with you. You are more likely to engage with your friends than someone that's a random stranger and when you can create this type of emotional content, that really draws people in.

Now, I remember in April of 2010, I think it was, my dad got ill and I had to leave the country and go down to Columbia to be with him at the hospital. That was a very emotional time in my life and I shared that with my audience. Now, I didn't share it because I thought to myself, if I share this with them, I can get them to interact more and that will translate in more money or something of that sort.

No, I was just sharing something that was on my heart because my blog is a part of me. It is something that is on my heart. So, I want to share that with the people that I am interacting with on a daily basis at my blog and so on. I was sharing myself and you guys responded.

I had a lot of positive feedback from it. It's a way to connect with people. Now, another way of doing it is tapping into what your audience is feeling. Your audience might be really stressed out. Warren, you have a salt water aquariums blog and website and squeeze page and a list and all that kind of stuff.

Now, you can talk about the fact that research shows, and I just did a quick search before doing this episode that people with aquariums have a lower blood pressure. There are all kinds of therapeutic effects. It calms children. Alzheimer's patients do better when they have an aquarium with fish.

These are things that are emotional. And, the more of those types of things that you can share, the better. If people are bought into you emotionally, they will be more likely to engage with you. Okay, so that's number three, create emotional content.

#4: Facts Tell, Stories Sell



Number four goes along with number three and that is facts tell, stories sell. Stop giving just the facts if that's what you're doing. If you're talking about salt water aquariums, it's not all about just the dimensions and the types of waters. But, you want to use stories to provide the facts.

In the Bible, this is part of the reason why Jesus was such a popular dude. He spoke in parables. He told a lot of stories, and those stories, whether you believe it or not, those have been circulated for years and years. They are still being circulated today because stories sell.

And when I say sell, I don't just mean selling in exchange for money but, I mean convincing people and engaging with people and all that kind of stuff, tell stories.

If I were someone that's blogging about salt water aquariums, did you go on a journey some time recently and saw a very cool fish? Well, talk about the journey and then, mix in the facts about the fish. It's not all about the color of the fish, the size of the fish, the species of the fish.

No, it's about the story. And, the more stories you use, the more people are going to remember, the more they're going to identify, the more they're going to be able to see themselves in the shoes of whoever is writing and connect with that person and want to engage even more. So, number (one, two, three, four) four, tell stories. Don't just share the facts.

#5: Ask Your Audience to Do It

Number five, a very logical one, it's a very simple thing. It's the simplest thing that a lot of people miss. If you want something, if you want comments, if you want people to reply to your email, if you want them to do something specific, ask them to do it. Don't just assume that they're going to do it.

One way you can do this is you have a blog post, you end your blog post with a question. Of course, if no one is coming to your blog then, no one is going to answer your question but, over time, as you build that traffic, as you build your home base,

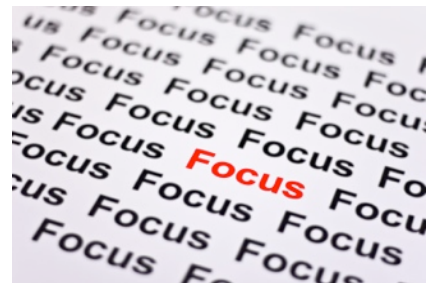
more and more people are going to be there and more and more people are going to actually respond to that question.

So, ask questions. If you're just starting out doing this, you may want to ask something very small and simple, something that is not something that they have to think about for weeks or hours or whatever the case might be but, something that's really easy to answer like which one do you prefer, the blue fish or the yellow fish? I don't know, something of that sort.

And then, as your audience gets to know you, you can start asking more involved questions. Okay? So, it's a process. Ask questions. Get the answers and build from there. That's point number five.

#6: Ask for Only One Thing

Point number six extends from point number five. When you're asking your questions, and this is something that I've tested, something that I've noticed when I send out my emails, something that I noticed when I post at Facebook or multiples... That is this, ask for only one thing.



When I send out an email and that email is focused and it has one clear call to action, I get a higher click through than when I talk about one thing, have a link, talk about something else, have another link.

For some reason, by spreading their attention, you get less of a response to either of them. It's not as if you get the same amount to the first and less to the second. At least not in my experience. When you give multiple calls to action, it seems as if people get confused. I don't know what it is exactly but, I have found by just asking one thing, I get a higher response. I get more engagement.

If you're asking a question, if you're asking them to do something, let it be one thing and let it be focused on whatever the content of that blog post or that email was. That's point number six.

#7: Respond to all of your Comments

Point number seven, if you want more engagement, if you want more comments then respond to all of your comments. When people see that you are actively in there and responding to comments, they are going to be more likely to leave comments. You know you're new to a lot of popular bloggers and they get a lot of comments and they don't respond to those comments. It's just as if they put on a show, people come there, they see, they comment and that's it. There's no interaction.

Respond to all your comments. This is something... There are different perspectives on this. It's not as hard especially in the beginning when you're not getting a lot of comments but, over time, when you start getting more traffic, when you start getting more engagement, that becomes much more of a task.



But, for me, I consider it to be a priority so, I respond to every single comment that I see on my blog, every single comment in my Member's Area. If you go into the Become a Blogger Members' Area right now, there are exactly, not about, there are exactly 3,827 comments. Half of those comments are my responses to questions and comments and input that people are giving.

So, when people see that, I don't know how many times I've had people say, "I can't believe you respond to all your comments."

My response is, "This is important." If you are going to take the time at someone that's coming to my blog, at someone that's a member in my program and you're going to take the time to ask a question, I believe I should be there to answer that question especially if it's something that's paid even if it's something that's free.

If you go to the Become a Blogger blog and you leave a comment, that's relevant. That's not just, "Great post" or, "Hey, come and check out my blog." I haven't gotten a lot of those recently, if you leave a comment, if you take that time, I want to reciprocate and show you that I care about your comment and I'm going to take the time to respond.

When people see that, they are more likely to respond, to ask questions, to engage and so on.



#8: Engage with Others

Tip number eight, we have only three more to go. That was seven and that was a lot of stuff but, let's continue. Number eight, engage with others. What do I mean by this? This kind of goes on from this whole respond to all your comments thing. But, this takes you to the next level.

You don't want to go out there and find other blogs in your niche, things that are relevant to what you're blogging about and you comment on those blogs. It's not all about people coming to you. You go to people. If someone has a blog, they are more likely to be someone that is going to leave a comment.

If someone is coming to their blog and they see your comment and your comment is insightful, and they are the type of person that reads comments and leaves comments then, the likelihood of them coming to your blog and leaving a comment is significantly higher. So, find other blogs in your niche to comment on. Go to online communities where your target audience is and engage with those individuals. Go out there. It's not just about what's happening on your blog. You want to go out there.

If those people are excited or passionate enough about the topic, to be involved in online communities, they are more likely to leave comments on your blog. If they are already engaging around that particular topic, they are going to be more likely to engage on your blog also.

That's number eight.

#9: Do Random Acts of Kindness for your Audience

Number nine, and this is something that I learned from my friend Pat Flynn over at SmartPassiveIncome.com and that is, do something special for your audience. He calls this "random acts of kindness."

This is something, it just adds that extra personal touch. Send someone that left a comment. Send them a personal email. I'm not talking about an auto-responder or anything of that sort. Go, check out their blog. See what they are doing. Send them an email that's related to maybe their comment or related to something that you know that they are interested in or passionate about and show them that you are there and you want to do something special for them.

When you treat people special, they feel special, they feel more connected to you and when they are more connected to you or when they feel more connected to you, they are more likely to engage with you.

#10: Care

That's number nine. That also means that we only have one more tip but, this is going to be the, what do I want to call it? Something really special. This is going to be the icing on the cake. Yes, let's go with that. That is something that I learned from [Gary Vaynerchuk](#), the author of [Crush It](#), the author of the [Thank You Economy](#).



In *Crush It*, he had a chapter and the entire chapter was one word. That one word was CARE.

Care! It's something so simple. Just care. Care about the people that are coming to your blog. Care about your target audience. Care about what you're doing. People don't care how much you know until they know how much you care.

This goes back to number nine, doing something special for your audience. One of the things that I do for anyone, well not anyone, but for many of the people that have purchased the Become a Blogger Premium program, I have actually called them up on the phone and I've called, I don't even know how many members I've called so far but, I called them up on the phone just to see how they are doing, to thank them for making

the purchase, not to sell them anything but, to show them that I care about their success. I care about them accomplishing what they are trying to accomplish online.

And then, I say, hey, do you have any questions that you would like me to answer. Sometimes, they have questions. Other times, they don't have questions and they're just impressed with the fact that I care enough to call.

If you care for your audience, you will stand out.

Now, a recap...

Those are my ten tips. I want to recap on those ten tips.

Tip number one, get more traffic. The more traffic you get, the more engagement you're going to have. Most people aren't going to engage so, get more traffic -- [Episode 099](#).

Number two, create great content. If your content sucks, people won't care about it and they won't be engaged.

Number three, create emotional content. What can you do to tug on those emotional strings? Create emotional content.

Number four, facts tell, stories sell. So, tell stories as you are creating content whether it's videos, written content, tell stories.

Number five, ask for whatever it is you want. If you want comments, ask for the comments. If you want people to click on the link, ask them to click on the link.

Number six, when you are asking, ask for only one thing. Keep it simple. You want to focus your content or your blog post, your podcast episode on one particular thing and ask them that one thing.

Number seven, you want people to comment? Respond to the comments that you are already getting. Respond to all of your comments.

Number eight. Engage with others. Engage with others. Find other blogs to comment on. Go to other online communities where people are passionate about that topic and engage with them.

Number nine. Do something special, something special for your audience and number ten, CARE.

Those are my ten tips. Now, taking my own advice about asking one question, I am going to do that right now. My question for you is what are you doing to increase engagement on your blog?

Come on over to BecomeaBlogger.com/episode101 and let me know.

Yes, that's pretty much it for this episode. I hope you got a ton, and I mean a ton of value from it. Not only that but, I hope you're going to take action on these ten tips so that, you can increase the engagement at your blog. If you take action on any of these things let me know. I want to hear about it. So, come back to the blog, becomeablogger.com and let me know.

As usual, this episode is brought to you by my ten free videos on how to become a blogger over at freebloggingvideos.com where you get to watch me, you get to watch my screen. I mean, you're looking at my screen as I'm doing this, as I'm showing you step by step how to get your domain name, how to get a web host, how to install Wordpress, how to optimize your settings, install a plugin, setup Feedburner, start creating content that can inspire others and even change the world.

While you're at it, yes, you know, you can set the foundation for a successful online business because that is a part of what we are trying to do online. So, get started today at freebloggingvideos.com. If you have any blogging questions, you can leave them right there in the free member's area and you will get an answer directly from me because I respond to my comments. You get that, huh?

So, this is Leslie Samuel from becomeablogger.com. That's it for this episode. Until next time, take care and God bless!