



Presents:

## Podcast Episode 107: My Marketing Plan for Growing My Blog



By: Leslie Samuel



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## Introductions

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

Hello, 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](http://BecomeaBlogger.com) where we're changing the world one blog at a time. As usual, another exciting episode for you today.

In this week's episode, I'm going to be focusing on, I'm going to be fully laying out my marketing plan that I'm putting together to help grow my Biology blog. Two weeks ago, I announced that I'll be changing my focus to my [Biology blog](#). I got some great feedback from you guys and what I'm going to be doing is sharing what I'm doing, what's working, what's not working, all that jazz.

If I'm going to be taking the blog to the next level and have awesome stuff to share with you, which I want to have, it's time for me to step up my game, not just what I'm talking about but, what I am doing. So, I started to put together a plan that has five different aspects and I'm going to be taking that plan and sharing that with you in this episode. That's what I'm going to be talking about today.

All right, all right. Lots to share with you in this episode and I'm very excited to be sharing this with you because I get to talk about what I'm doing with my Biology blog and I'm excited about what I'm going to be doing with my Biology blog.

I am working on putting together a plan. The plan is coming together very well and I figure that by sharing that with you, you can see the through processes that I'm going through and maybe learn from what I'm doing and start to implement some of the things that you think can help you as you grow your blog and you grow your online business and all that fun stuff.

But, before I get into it, of course, I need to let you know that this program is brought to you by me ten free videos on how to become a blogger at [freebloggingvideos.com](http://freebloggingvideos.com). You can go over there and watch those videos where you get to watch my screen, one step at a time as I walk through the process of setting up a blog.

If you are just getting started with your blog or, you want to start a blog but you're not sure how, head on over to [freebloggingvideos.com](http://freebloggingvideos.com) and check out those ten free videos today.

## **First, Some Announcements**

I also want to make another quick announcement. Over the next few weeks, there are a lot of things going on with my family. I am most likely going to be leaving the country sometime this week. I'm not exactly sure to once again to go down to Colombia to be with my mother who is going to be going to go through some treatments down there.

I haven't shared this publicly or anything of that sort but, I just want to let you know because I don't know exactly how accessible I'm going to be, I don't know exactly what's going to be going on. So, just in case, I don't have the best Internet connection and you're trying to get in touch with me and you're wondering why I'm not responding to comments, I don't know if that's going to happen but, just in case, you know it's because I'm out of the country and I'll probably be gone for about two weeks.

If you are a praying person, please keep my family in your prayers. I would definitely appreciate that.

All right, so let's get into today's content and I want to jump right in because my wife needs to go and study for her exams and I need to take care of little Noah. By the way, Noah is doing very well. He's growing very quickly. A number of you have been asking how he's doing. So, I just want to give you that quick update.

That's a lot of updates. Man! But, yes. Noah is doing well. He's keeping us excited, keeping us in love with him and also with each other because we need to be in love with each other to be able to survive this parenthood thing.

## **My Marketing Plans**

Anyhow, so... Plan of action.

What am I going to be doing over the next few weeks, few months, few years probably as I grow my blog.

One of the things that I am very much aware of is the fact that I don't know everything and in order to take things to the next level, if I really want to do that, I need to learn from people who are at that next level. It's not just about me thinking, "I know that to do with a blog. I know how to get traffic. I know how to create products. I know how to do these things."

Yes, I know how to do those things but, if I really want to take things to the next level, I need to get help and insight and input. I need to learn from people who have gone there before and done it at a different level than I have done it.

What I have decided to do is to invest in myself. I want to share some of the things that I am investing in right now so that, you can be aware of it.

If you're interested in any of those things, of course, you can check them out too. This is not a sales page. This is just me letting you know what I'm doing and what I think is working for me.

## Autoresponder Madness

A few weeks ago, I was talking to [Gideon Shalwick](#) on Skype. We were talking about a program that he has just purchased and he got into that was called [AutoResponder Madness](#).

When I heard the name, I was instantly turned off. "Autoresponder Madness," it sounds like one of those gimmicky types of information products that you find out online and you spend money on it and it supposedly will help you do all these amazing things.

But, he was so adamant about the fact that it was something that he thinks can transform my business and as far as he said, it was transforming his business and he thought that I should give it a try.

What it basically is, it's program that teaches you how to create your follow up sequences in a way that makes it so engaging, that makes people want to take action, that makes people get really attracted to what you are doing online.

So, because he was so adamant about it, I decided to purchase it even though I hated the name, even though it sounded hype and I signed up for that program and I must let you know, I have been blown away. I don't say that about a lot of programs. I hardly say that about any programs. In fact, right now, I am not actively promoting any digital product, any programs right now because I find a lot of them are very hype and just not of good quality.

I signed up for this course with the intention of using it to redo my follow-up sequence for Become a Blogger at that time. But, when I went through it, it brought me through a process of trying to really understand who my target audience is, number one. Trying to understand what they are going through and trying to really know who that person is and then, tailor everything around that particular person.

This has been something that's tremendously valuable. I've shared some of that with you in previous episodes where I spoke about my customer avatar for become a blogger and I shared that with you, and I didn't talk about the program but, this is the program that I'm going through, extremely valuable.

Now, I'm going through it with the idea of using it to help me to tailor [Interactive Biology](#), my blog and make it as effective as possible. It has been extremely rewarding. That is one program that I'm going through. If you are interested in finding out more of that program, go to [becomeablogger.com/arm](http://becomeablogger.com/arm).

You know I don't promote stuff. You know I don't promote stuff and this is somewhat, I guess, depending on how you look at it, it's somewhat on the higher end of pricing. It does cause \$300 and that might turn you off immediately. If that's the case, you can't afford to do that. Don't even go over there.

But, if you do have some funding and you want to really be able to understand your target audience and use that to build your follow up sequences in a very engaging way and also to tailor everything you're doing around that, I highly recommend it. That's number one.

That's the first thing that I'm going through [becomeablogger.com/arm](http://becomeablogger.com/arm) for **Autoresponder Madness**. You can check that out.

## Mixergy Courses

Secondly, there's one program, there's only one program actually that I've been a part of for the last, I don't even remember when I signed up, it may be about two years now. I'm not sure. That's called [Mixergy Premium](#). It is very inexpensive-- \$25 a month and it's from Andrew Warner over at [Mixergy.com](http://Mixergy.com).

What he does is he interviews entrepreneurs on a wide variety of topics. One of the things he also has is he gets them to come and teach courses on those different topics, whether it's Facebook marketing or automating your business or outsourcing, all these different things.

He has courses that he gets these experienced entrepreneurs, some of them maybe have info products but, many of them don't have any info products to sell and they just come to teach these courses and they have been tremendously invaluable for me.

What I do is whenever there's a topic that I feel that I need to explore more, so if it's Facebook advertising which I'm going to talk a little bit about in this episode. If it's that, I go there and I see if he has a course on it. If he does, I know it's going to be a great course. I check that out and I learn A LOT from it.

I remember going through the Facebook marketing course. That's the first one I went through. I applied some of the things there and it increased my engagement on my Facebook page for Interactive Biology immediately, that type of actionable information.

That's at [becomeablogger.com/mixergy](http://becomeablogger.com/mixergy).

Those are two things that, yes, I am promoting. I don't promote things a lot but, these things are the programs that I'm going through right now that are helping me to craft everything that I'm going to be doing.

## Going Back to the Basics

That being said, the first thing that I knew I had to do and this is where the Autoresponder Madness came into place was **going back to the basics**.

I really needed to go back and seriously define who my target audience is.

Is it teachers? I am trying to reach students? Am I trying to reach people in high school? University? This is something that I notice a lot of people get wrong from the very beginning. This is something that I didn't intentionally focus on when I was starting the blog.



I did do some of it without even knowing. But, now that I'm ready to take things to the next level, I am actually going back to the basics and defining who my target audience is to the extreme of putting together an avatar of that person that I am targeting.

I want to share that avatar with you because this is going to determine everything else that I do. All the five things that I'm going to be talking about in terms of the steps that I'm taking to grow my Biology blog, that is going to be heavily influenced by this customer avatar.

I want to read mine for you. I did it for Become a Blogger blog and I read that for you in the past episodes. But, I want to read this one and her name is Regina Richardson. This is this avatar. I wrote it out as a story and I want you to listen to this and you'll get a good idea of the process that I went through to be able to identify this.

*Regina is a 19-year-old sophomore in college. When it was time for her to apply for college, she knew exactly what she wanted to be. In fact, she always knew that she wanted to be a doctor from as far back as she could remember. Her parents knew it too. They got her a toy stethoscope for her 13<sup>th</sup> birthday. Other kids would have been so disappointed but, not Regina. She was so excited. She could finally get to practice being the doctor she knew she wanted to be.*

*However, when she went to college, she was confronted with a brutal reality. Becoming a doctor is extremely difficult. What was her passion had become her pain. In her first year of college, she took general Biology, Physics, and a number of other classes and struggled to pass those two classes with Cs.*

*She spent many nights struggling to understand the notes she had written from the lecture she had attended and the textbook almost seem to be in another language. Could she do it? Could she really become a doctor?*

*She was no longer as confident. How could she tell her parents? Would they be disappointed in her? Should she give up? She could not bear the thought.*

*Then, she thought to herself, I need help. She knew going into her sophomore year that something had to change. Her summer break was great and it was a good change in pace and she had time to reflect. She started looking for resources outside of what was offered at the school and stumbled on to Interactive Biology.*



*After watching a few videos, she was utterly amazed at the fact that the concept that she struggled to understand over the last year had become so clear to her in a few hours of watching some of the videos.*

*This gave her renewed energy and increased her determination to become a great doctor. She will succeed. She will become the doctor she always wanted to be and yes, she will help countless people through the course of her lifetime. And, Interactive Biology will be with her throughout that entire experience.*

You see what I did there? I put together a story. It's not just I want to target high school students or college students. I got really, really, really specific. Now that I'm very clear about who that person is, it helps me in everything I do. I can integrate her story in my videos, in my marketing, in whatever it is I'm doing online.

For example, I know that she struggles with certain concepts based on the story that I just read. I can talk about those struggles in my videos so that, when she watches those videos, she feels as if, and this is the case, she feels as if I understand what she is going through.

Because of that, she is going to feel a higher level of engagement with the content because it's not just someone that's creating these videos from a distant place that you have no idea who that person is. That person doesn't care about you. She can tell that I understand who she is, where she is coming from and that I am creating those videos specifically for her.

Then, one of the things that the course is having me do is put together an empathy map where I get to understand and empathize with the things that she sees on a regular basis. What she does, what she thinks, what she says, what she hears from people around her. All of those things, that's going to be put together in my empathy map and then, I can use all of that to tailor what I'm doing online with my blog, to help her to accomplish what she is trying to accomplish.

That's the foundation really knowing who that person is and then, now that I know that, I can go ahead and do all the stuff that I need to do in a way that's going to be more effective.

## Five Things to Focus On

All right so, let's get into the five things that I am going to be focusing on. I'm going to start with some of the basic stuff that I have been talking about for a while but, they are still relevant and they are things that I am going to be focusing on.

You might want to get a pen and paper or come back to the show notes for this episode [becomeablogger.com/episode107](http://becomeablogger.com/episode107).

### #1: Produce More high-Quality Content



Number one, the first thing I'm going to be focusing on is producing more content, more high-quality content. For me, that's videos. Before the last few weeks, when I made this change to focusing on Interactive Biology, I had not published a video since August of last year and then, before that since January of last year.

Obviously, content was not a priority for Interactive Biology. Now, I have been doing three videos a week. That is something that I intend to keep up and really keep that content creation going.

The idea is this, if you have more content, it can get you more eyeballs and more traffic. If you have ten videos and each of those videos get ten views per month then, you have 100 views. But, if you have 100 videos, and each of them get ten views per month, you have a thousand views, a thousand visitors. That is significant – more content gets me more eyeballs and more traffic.

Another thing I did along these lines is I'm actually working with another professor to create a series of [Kinesiology videos](#). It doesn't matter what that is. It really deals with the movement of the human body and we're doing a special project. One Sunday, we got together with a student and we made 62 videos. These videos are very short. I mean, one video could be 7 seconds long but, the videos are high quality and they are

going to be targeting specific keywords, and they will be posted over the next few weeks, multiple videos per day. What that does, more videos, more content, more eyeballs, more traffic. That's number one. Focus on more content.

## #2: Connecting with Other Bloggers in the Same Niche

Number two, I want to connect with other bloggers. This is another thing that I have been talking about significantly but, now I'm doing that intentionally for Interactive Biology.

I have been looking for bloggers to connect by searching for Biology blog and Anatomy blog and Physiology blog and science bloggers and those types of things.



Surprisingly, there are few that are actively blogging. I know a number of people have told me, "I can't find blogs to comment on, to connect with and all that kind of stuff." They take this as a bad thing but, personally, I take it as a good thing.

That means that there are just a few in that niche and it's not crowded. It makes it easier for you to get through that person in some ways. I believe that this is going to be the case and I'm working on doing that right now.

How am I going to do this?

Well, first I'm going to start by simply commenting on their blogs and adding comments of value, connecting with them that way. Then, maybe send them an email to connect with them even more.

**The goal is to connect.** It's not to get them necessarily to promote my blog even though that may be one of the benefits. It is to connect with people that are passionate about the same thing that I am passionate about, that are actively engaged in things

and I am actively engaged in and that can really help to build community and to foster maybe potential collaborations that can happen in the future.

I'm also going to be going to a Human Anatomy and Physiology Conference since that is something that I am focusing on. In May, I will be back in Vegas and I'm going to be attending this conference. I know that I'm going to be connecting with other like-minded individuals there.

Coming offline and actually meeting up with people. I know a few people in the Become a Blogger community have been taking advantage of those kinds of opportunities and I encourage you to do the same thing. Find conferences, meet-ups, meetings, whatever it is that's going on in your niche, find those things, those events. Go to them and connect with people in a real way.

### **#3: Facebook Advertisements**

The third thing I'm going to be focusing on, so number one, more content. Number two, connect with bloggers. Number three, I am actually going to start and this is a foreign concept for me because I do the exact opposite, I'm going to start paying for traffic by using Facebook advertisements.

This is something I haven't done seriously before. I tested it out once and something. I didn't really engage with it fully or do anything significant with it. But, last week, I posted an interview with one of the Become a Blogger students, Moutassem Hammour and he was talking about how he used Facebook ads to grow his audience in the beginning. He did in a very simple way, very straightforward, and it makes sense.

[Facebook](#) is where a lot of people are. You can target specific subsets of the population, specific individuals that, for example, I can target people that already like Biology pages. That way, I know that they are somewhat engaged with the topic of Biology and I can target those individuals specifically. This is something I'm actually going through a course right now on Mixergy Premium that is about Facebook ads. I'm going to go through that course and use that to come up with an ad campaign. That's the third thing that I'm going to be doing.

Number one, more content. Number two, connect with other bloggers in my niche. Number three, Facebook ads.

## #4: iTunes

Number four, the next two are things that I haven't even touched when it comes to my Biology blog and I think these are the two that are going to make the biggest impact personally but, it's left to be seen and of course, I will be updating you on the progress.

The fourth one is [iTunes](#). That's another place where I can market my videos. It's a huge platform that can result in significant exposure. My friend, [Pat Flynn](#) from [SmartPassiveIncome.com](#) has always said that it is one of his top traffic sources and how a lot of people get exposed to his brand. I want to take more advantage of iTunes. I want to do it in a very specific way because I have learned a lot recently about how to get things featured as new and note-worthy in iTunes.

In fact, I've had two students over the last few weeks that have gotten featured in iTunes, Matt from [fitdeskjockey.com](#) started a podcast after going through the [Podcasting Simplified series](#) within Become a Blogger. I was so thrilled, I went to iTunes the other day and I went into Health and Fitness category and there was his podcast featured as New and Note-worthy. That to me was extremely exciting.

Then, Mitch from [SportsChatPlace.com](#), he recently started a podcast. I went over to his place in Chicago and helped him setup all the equipment and helped them get into iTunes and get exposure and now, he's been featured for the last few weeks as New and Note-Worthy in the sports category.

Of course, if you're featured, that puts more eyeballs on your stuff and that is more potential traffic. So, I'm excited to see that.

Now, here's the thing and this is the strategy that I'm going to be using. This is something that I first heard from Derek Halpern from [SocialTriggers.com](#). When you have a podcast, don't just immediately, when you launch that podcast, put it in iTunes.

What you want to do is wait until you have a few episodes already recorded and then, submit it to iTunes and once you do that, send it to your list and let as many people as

possible know, hey, it's featured in iTunes or it's in iTunes so, you can go and download it.

What that does is it gets the individuals to download multiple episodes. What that does, if let's say I have three episodes, and I get 100 people to download those three episodes, it's not just 100 downloads. It's 300 downloads! That is significantly more than 100 and once iTunes see, this is a new podcast and a lot of people are checking it out, they are more likely to feature it as new and noteworthy.

Now, I'm way beyond three. As of right now, I think I have like 105 videos on YouTube. I'm going to be posting all 105 videos in iTunes and then, I'll send it to my list. My list is over 14,000 individuals now. Of those 14,000, some of them are going to have iPads, or iPods or whatever the case might be or they're going to be connected to iTunes in some way. They can go there. They can



download as many as possible and I'll encourage them to do that and to leave feedback, leave reviews and by doing that, that will help my podcast hopefully, rise quickly in New and Note-worthy and get even more exposure.

My friend **Chris Ducker** from [ChrisDucker.com](http://ChrisDucker.com) actually just recently posted a nice podcast, not a podcast but a nice [blog post](#) where he talks about how to get your podcast to number one in iTunes. I'll link that up in the Show Notes for this episode, Episode 107 so, [becomeablogger.com/episode 107](http://becomeablogger.com/episode-107). You can check that post that he has. It's very detailed and very good.

What I'm going to be focusing on making sure I have great artwork, artwork that stands out according to what Chris Ducker said in his post. No, I think he said, "Artwork that pops." I've already gotten the artwork and I will be submitting it to iTunes. There's going to be multiple episodes. I'm going to send it to my list. I'm going to promote it on

Facebook. I'm going to promote it on Twitter and get as many people as possible to download as many episodes and leave reviews so that, I can be featured as New and Noteworthy. Then, I'll let you know what the results of that was.

## #5: Media Exposure

The last thing, the last point, point number five. Number one was more content. Number two was connect with other bloggers. Number three, Facebook advertising. Number four, iTunes. And, number five, media exposure.

This is something that I know that can have a significant impact on my Biology blog. I'm going through a course on PR for startups right now at Mixergy Premium and I'm going to be implementing some of the strategies that they recommend for getting PR, getting press, getting on News media and all those types of things. I think that can be extremely rewarding if I do it the right way. I'm looking forward to seeing how that is.



I know that I have something great at my Biology blog. I know that for a fact and I know that the media loves these kinds of stories. It's a great free resource. It's growing rapidly with about 50,000 unique visitors and not only that, but there's that interesting side story of my blog landing me my dream job as a University professor.

Because I have created something that is of high value, the chances of me getting exposure is going to be significantly higher than someone that's just creating content just because they want to build a business or, just because they are creating content for no real significant purpose.

I have a purpose. It's something that I am passionate about and it's something that it's helping people all over the world.

One of the things that I'm going to be also utilizing and this is a resource maybe you know about or maybe you don't know but, it's called HARO. It's at [HelpaReporter.com](http://HelpaReporter.com), and it stands for *Help a Reporter Out*. That is something that you can sign up for to get free publicity if you fit certain criteria.

What's going to happen is you're going to sign up for a list and see what category you're in and then, there' are a lot of news media and so on that go and help a reporter to look for specific types of stories and you get emails from people requesting people to come on to News Media outlets and interviews and all those types of things in different categories.

If something fits what you are trying to do, you can respond to that and land some press. People use this for getting interviews of others. People use that for being interviewed. If you have a compelling story, you'd be surprised at what you can accomplish with Help a Reporter. That's one of the resources that I'm going to be using.

But, there's an important thing to mention here. In order for these things to work, you have to be creating something great. **Michael Hyatt** recently wrote a book, it's a New York Times Best Selling book called [\*Platform: Getting Noticed in a Noisy World\*](#).

One of the first things he says is that you want to start with wow. Starting with wow, starting with something that's amazing. Starting with something that offers a significant amount of value. Are you starting with wow? Are you creating something great?

If you start with wow, the results can be phenomenal. I'm going to say it this way, "If you start with "Wow, the results is pa-dow!" [*Laughs*] Wow, that was kind of corny. I'm sorry. Forgive me for that one.

But seriously, when you're creating what you're creating, make sure you're creating something awesome. Make sure you're creating something great.

That's the foundation. Create something of value. Create something awesome. Then, what I'm going to be doing is I'm going to get a press release done. This is something I started in the past but, never finished it. I'm going to get that completed and then, I can



use that to send out to News agencies or whatever the case might be. As I go through the Mixergy course, I'll get more information on that.

So, these are the five things I'm going to be doing. Number one, more content. Number two, connecting with bloggers. Number three, Facebook advertising. Number four, iTunes. Number five, working on getting media exposure.

That's it for this episode. I hope you got a lot of value from it. This is what I'm doing right now and I'm looking forward to the results and to being able to share those results with you so that, you can see first- well, I guess second hand, you can see what I'm doing first hand and the results that I am accomplishing.

I'm looking forward to this journey and I'm so glad to have you along with me on this journey.

## Your Question for This Episode

My question for you is **what are you doing to get more exposure to your blog? What is your plan or what's something that you listened to on this episode that you think you can do to get more exposure?**

Come over to the blog, Episode 107, [becomeablogger.com/107](http://becomeablogger.com/107) and let me know in the comments.

As usual, this is brought to you by my ten free videos on how to become a blogger at [freebloggingvideos.com](http://freebloggingvideos.com).

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