



Presents:

Episode 109: Q&A Part 1 Traffic, Podcasting, e-Books, Tweeting, Video, and Much More



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 where we're changing the world one blog at a time. As usual, yes, I got another exciting episode for you today.

In today's episode, I'm going to be answering your questions. Yes, that's right. This entire episode is geared towards answering these specific questions that you all have called in. It's going to be all Q and A and the topics range from traffic generation, to podcasting, product creation, to tweeting, video distribution services to AdSense and much, much more.

I don't know if I'm going to get to all of the questions in this one episode and I might have to split it up. Either way, my main goal is to fill this episode with a ton of value so that, you can get the info you need to create content, inspire others and change the world. That's what we're going to be talking about today.

All right, all right. Exciting, exciting stuff. I am so excited. I'm pumped to get this episode recorded and I got a lot of people calling in questions. That's just exciting to me, people from all over the globe. I'm excited.

First, Some Announcements

First things first, got to let you know that this episode is brought to you my by Ten Free Videos at freebloggingvideos.com.

Do you have a blog? Are you looking to start one? Are you not sure how to set it up? Freebloggingvideos.com. It's ten free videos to help you get up and running fast.

I show you basically how to do all the things that you need to do to get your blog up in the right way to maximize your potential so that, you can grow your blog.

If you are someone that's interested in blogging and you have not gotten started yet, or if you have gotten started yet and you just want to check to see if you did things the best way for really building your blog, head on over to freebloggingvideos.com. That's the first announcement.

Second announcement, next week's podcast episode, I am so excited about it. It's an interview that I did with **Marlee Ward** from marleeward.com. The reason I'm excited about it is because when we started to record it, I had no idea what we were going to talk about. It's one that I went into 100% unplanned because I was trying to experiment on something just to see how that would turn out. We just had a blast.

I am excited and it turned out very well. I think you're going to get a lot of value from it. So, make sure to tune in next week for that episode. You are going to love it.

All right. We have a bunch of questions to get through and I'm not going to talk much before the questions. I'm just going to dive in because I want to see how many questions I can fit into this episode.

I have twelve questions that were called in and a few that were left on [Facebook](https://www.facebook.com) and on [Google+](https://plus.google.com). I want to see how many I can get into this episode without having to push too many over to the next one.

Let's get to the first question.

Question #1: Generating Traffic and Building a Community

The first question is from Pete from alljeepsforsale.com. Take it away, Pete.

"Hi, Leslie! This is Pete from Waynesburg, Virginia. I love this show. I got your email about the subject of, "Ask Me Anything," and I do have a question for you.

I just started a new classifieds website targeting jeep owners for jeeps for sale. The website is alljeepsforsale.com and my question is how can I increase SEO and create a sense of community and try to get some more postings and traffic and activity on the site.

Once again, enjoy the show. Thanks if you can answer this question and keep up the great work. Thanks!"



Pete, thank you so much for calling in that question. I wanted to deal with that question first because I know it's a question that a lot of people have.

How do you get traffic to your site? How do you create that community so that your blog is not just this place where it has some ads or it has some good information but it also has a community behind it. That is a very important question. I have a few tips for you.

Now, there are a few questions I want you to ask yourself and these are questions that I can't answer for you.

Tip #1: Define Your Target Audience.

Number one, who is your target audience? Specifically, who are you trying to get to? Are you trying to get to people that already own jeeps? Are you trying to get to people that are interested in owning a jeep but, they don't have quite one? Are you trying to get all male? Or, is it male or female?

Who specifically, are you trying to target?

Once you know who that is then, you can go about really targeting those people and getting them there. There are a number of ways that you can do it.

In terms of defining your target audience, I want to tell you to go back to **Episode 107**, becomeablogger.com/episode107. I want you to look at how I went about defining my target audience because I think it's a very important concept that a lot of people skip over and the more detail you can get about that, the better it's going to be.

So, once you know who your target audience is, you need to ask this next question,

"What gets them pumped? What gets them excited? What do they want to see? What are they looking for?"

Once you've answered that question, that is what you need to create. That is the type of content that you need to create so that, when I go to your blog, and I'm at your blog right now at alljeepsforsale.com. I'm at your website and I see there a number of different categories. There's an account place, contacts, submit, forum, and resources but, there is no content to engage me.

That's the first thing I think you need to do. Create that engaging content that is targeting your specific target audience. That is step number one.

The next thing you want to do is go out there and let them know that they are there. Actually, before I get into that, when I'm talking about content that's engaging to your target audience, if your target audience is jeep lovers, maybe some stories about jeeps, about how to do some awesome things with your jeeps. You want to build a tribe around people who love their jeeps.

Tip #2: Go to Your Target Audience Communities and Interact with Them

If you're a part of that audience, you know exactly what they want. Give that to them and then, as I was just going to say, go out there and find them.

Where are they online? Are they on Facebook? Are they on Twitter? Are there other blogs in your niche that you can possibly guest post on that can get traffic coming back to your website? Are there strong communities online for jeep lovers? Are you a part of those communities?

If you're not, you need to be a part of those communities and let people know that you are passionate about this jeep thing and get other people who are passionate about it, too.

You don't want to focus on just selling jeeps. You want to focus on "loving" jeeps. If you can get people there that loves jeeps, that love your content, that love what it is you're offering because they are a part of your target audience and you are creating great content, they are more likely to stick. They are more likely to post their jeeps on there for sale when they have something for sale.



For anyone that's listening to this and you have a website and you don't have a community there, think about your target audience. Think about what gets them excited, what keeps them engaged, create that kind of content on a regular basis and then, go to the places where they are online and be active in those communities.

Of course, as a part of that, you also want to bring people back to your blog. I hope that answered your question, Pete.

Question #2: How to Structure Pages, Posts and Categories More Effectively.

I'm going to move on to the next question from Butch from butchgibson.com. This has to do with post and page structure. Take it away, Butch.

"Hey, Leslie Samuel! My name is Butch Gibson. I am what I'd call a 'professional podcast procrastinator,' all the way from butchgibson.com in Cincinnati, Ohio and I am really going on a four-year degree as far as procrastinating and not podcasting.

But, anyway, I do have a question that I will ask. The question is pretty basic and pretty simple but, I am having trouble with it. Within Wordpress, I'm still kind of learning it and, what I see is like if I make a post on a particular page, then, it seems to do just like a run-on and all the information that I post is all in that same page.

I'm thinking, maybe I need to set up categories and post a page to fit in a category so that, it will eventually show up like everybody else's podcast episodes that I see where most, what I would like is I would like to see the individual brief preview of what the actual post or episode is and then, the "click to see more" and then, it goes to a separate page.

But, right now, what I'm just seeing is just on the page that I have that it's just running on.

Maybe I need to set that particular page as the blog page within Wordpress or like I said, maybe I need to set up categories and when I post the page, should I put it in the certain category? Just not quite sure.

That's pretty basic and I haven't heard anybody like really cover that in the various podcasts that I have listened to. I hope I'm not going over my one minute mark but, that's all I got.

One last thing, let me try this, 888-835-2414. I got the number down now. Peace."

There you go, [laughs] I love that! I love it, Butch. Yes, you got the number down.

Hey Butch man, a *professional podcast procrastinator*. Now, that's a new occupation. I haven't heard about that yet but, hey! What are you waiting for? Get that podcast started. I can tell that you have their personality for it. So, just get out there and do it. That's my encouragement to you.

But, that's not the question that you asked. You asked a question about pages and posts and the structure and all that kind of stuff.

I want to talk a little bit about that.

Distinguishing between Posts and Pages

First, I want to talk about the difference between a post and a page because these are two different concepts.

A page is something that is a static page. I'll use that word again. On your website, for example, when you go to becomeablogger.com, you can go to my [About Page](#). That is something that is not changing so often.

It changes once in a while but, it's not something where I'm updating content every week or anything of that sort. There's a [Podcasts](#) page where I list all of my podcasts episodes. There's a [Resources](#) page where I list a number of resources for people that are interested in blogging.

Those are pages. That's not content that you are updating on a regular basis.

Then, there are posts. A post is content that you are creating and it gets posted in a reverse chronological order.

Basically, what happens is when you create a post that is the top visible thing on your blog usually, depending on how your blog is set up.

But then, when you create another post , a new post, it pushes that post down and the new post that you just created, that is what you see at the top of the page.

That's the difference between a post and a page. A post is the dynamic content that you are creating on a regular basis.

What are Categories?

Now, when it comes to categories, categories are for posts. So, if I create a bunch of posts and there are some that are about traffic generation, I can have them in a traffic generation category. If these posts are related to my podcasts, I can have them in a podcast category.

So, it is very important to be strategic about the categories that you are posting on your blog.

Think about your niche. Think about what topics you're going to be covering. What are the broad topics? Create a few categories. How many categories you think is going to be relevant to the content that you're creating and every time you make a post, you want to select the appropriate category.

Setting up a Theme to Show Excerpts of Posts

When you come to becomeablogger.com, you're just seeing the most recent post and you're just seeing an excerpt, a little piece of that post that you can click to read more. That is because my post, my theme is set up in a way that it does that. It is set to just highlight the most recent post in a way that you can click through to go to those individual posts. That depends on your theme to a certain extent.

Any theme can be modified to do that but, it may take some extra coding and all that kind of stuff. So, when you're looking for a theme, it's a good idea to look for a theme that does exactly what you want it to do in terms of the way it's displaying the content.

I chose a theme that just shows a little bit on the front page of the most recent post. I hope that makes sense. I rambled a little bit but, I hope that makes sense to you.

Now, there is one way of doing it even if your theme is not set up in a way that it just shows the excerpt.

What you can do is you can use the "read more" tag as you are adding your content to your blog. In your post editor, you just click on "Add New" post and you are typing that post, you enter the title, you enter the content, you can select a certain point in your post to say I just want to show up to this point and then, in order to read the rest, they have to click, "Read More" or "Continue..." depending on what your theme does.

If you look in the tool bar that is right there in the post editor, you will see an icon that says, "Insert more tag." Alternatively, you can just click on ALT-SHIFT-T. What it's going to do is everything from that point, it's going to put a line and everything beyond the line, you have to click on "Continue..." or "Read More" in order to see the rest. That's one easy way of doing that so that, it's not showing your entire post on that main page.

Question #3: How to Use Twitter

Butch, I hope that answers your question. We're going to move on to the next question from Catherine Ibarra about Twitter. Take it away, Catherine. Oh, wait no. I'm sorry. That's the wrong one.

I don't have that one loaded up. Let me just fix that really quick. All right, sorry for that technical glitch. We're going to go with Catherine now. Take it away, Catherine.

"Hi Leslie! My name is Catherine Ibarra. First off, I have to tell you that I am so excited about your [Become a Blogger Course](#). Because it was so well done, I actually created my blog. And, that is just absolutely huge for me because I don't know much about the Internet.

So, thank you, thank you, thank you very much. I truly love your course. But, on top of that, I could not have accomplished it without your help.

What I'd like to know, my question is, do you have a course on how to [Twitter](#)? Because I keep sharing about Twittering although when I look into it, it's just scary. Then, my blog is called, [Merely Expressing My Opinion](#). My first blog is actually all about your course because I wouldn't have done it without you.



Thank you so much! Bye!"

All right, thank you so much Catherine for your feedback. I'm so glad that you've not just found value in Become a Blogger but, you actually took action and you started your blog. Yes! That's what gets me excited right there, keep that up. Keep taking action and then, keep coming back and then, let me know how it's going because I'm always interested in finding out how you guys are doing.

In terms of your question, do I have a course on Twitter? No, I do not. I do not have a course on Twitter. That is something that I do intend to add to Become a Blogger in the future because I think that's something that is very relevant today and I want to add that. I will be adding that at some point in the future.

But, I don't want to leave you empty-handed. I want to give you some quick tips that you can use now to get on Twitter and have it not be so intimidating

Sign Up for a Twitter Account and Complete Your Profile with a Short Descriptive Tagline

First, sign up for a Twitter account, very simple then, complete your really short profile with a very short descriptive tag line.

You want something that is relevant to your niche if you're using this as a way to market yourself for market your blog. You want something that's relevant to your niche and then, you want your URL to your website so that, when people find you on Twitter or they interact with you on Twitter and they want to say, "Hey, who is this Catherine Ibarra? I want to find out what she's about."

They can go to merelyexpressingmyopinion.com and find out a little more about who you are. You want a short descriptive, short but sweet descriptive tagline.

For example, on mine, I just changed it recently since I am focusing on my Biology blog to *Biology Teacher to the World, Changing the World One Blog at a Time*. Then, I have the URL to my [Interactive Biology site](#). That's the first thing, You want to make sure to do that. You want to make sure to have a picture on there.

I hate when I try to connect with people on Twitter and I don't even see a picture. When I see that, I never follow that person because it tells me that they are not engaged with what's going on. Make sure to have a nice picture of yourself on your profile so that, people can see you or see something that's very relevant to your niche.

Be Informative and Relevant to Your Niche

The next thing is, as you are engaging on Twitter, you want to be informative and relevant to your niche not in a way that's contrived. But, if your niche is something that you are passionate about, you're going to be wanting to talk about that, right, because you're passionate about it.

So, you want to be informative, give good tips, share content that you found online that's relevant so that, people can say, "This person is active. This person has interesting things to say about things that I am interested in." You want to do that.

Do NOT Over-Promote

One key thing is do not over-promote. A lot of people get on Twitter and all they are doing is spamming a bunch of links. Every time they have a blog post, they are just posting a link to that blog post and then, they are posting links from their archives and all that stuff.

Social media is about being social.

It's not about promoting. However you can promote and you can do it effectively if you are doing it in a way that's engaging. You want to be social. You want to connect with people in your niche and have real conversations because that's what social media is about.

Make Your Content Shareable

Last tip, make sure... let me check to see if you have that on your blog. You want to make sure that your content is sharable and you can do that by installing a social sharing plugin.

I think the one that I talk about in Become a Blogger is [Socialize](#). You can install that plugin. Another one I've used is called [DiggDigg](#) that puts a floating share bar on your site, something that when someone comes to your site and they want to share it on Twitter, they can easily share it on Twitter. So, you want to make it as easy as possible for them.

Those are a few of the quick tips for using Twitter. Twitter is a place for you to connect with people, for you to engage people, for you to connect with people and offer them things of value. The most valuable thing is that relationship with you.

Be there. Be social. I am actually just getting into Twitter even more so now and I am learning a few advanced strategies that I do hope to share in the future but, since this

episode isn't all about Twitter, I just wanted to give you some of those quick tips and move on from there.

Before I answer the next question, I just want to emphasize if you have questions and you want me to answer those questions on these podcast, like I'm doing right now, you can always call the hotline and that number is... 888-835-2414.

Oh man, I should have just played Butch Gibson doing that one again and that would have done it, right? Yes, you can always call the hotline at 888-835-2414 or if you are out of the US and you can't call that number, you can go to becomeablogger.com/feedback and you can just record it from your computer right there and there are some instructions there on how to easily do that.

Question #4: Is Kindle Store the Best Place to Sell eBooks?

The next question is from Dr. Nicki from ReverseDiabetesHolistically.com and this has to do about eBooks whether you should do it in the Kindle store or... Let's just let her ask the question. Go ahead Dr. Nicki.

"Hi Leslie! I hope you are well and blessings to your mom for her health and healing. This is Dr. Nicki at ReverseDiabetesHolistically.com and here is my question.

I am trying to wrap my mind around the concept of an eBook that I am creating going on Amazon Kindle versus selling it through my blog. I've inquired in different forums and gotten some different opinions and I still there's something where I am just not connecting the dots to understand which is better when.

I know on Kindle, for instance, there is a ton more eyes than I have access to, At this point, my blog isn't even launched yet. I'm working on it. I understand that.

I also understand that on Kindle, the book might sell for \$299, let's say while on my website \$19,\$ 29, or \$37. Quite a difference and I am not just sure how to make that decision.

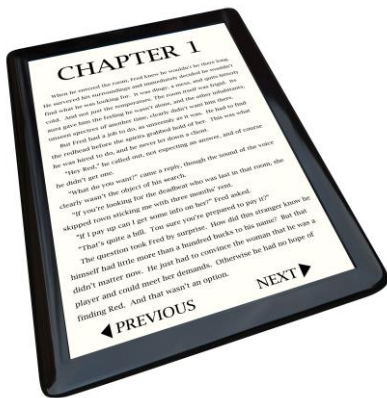
If you have insight around that, that would be awesome and thanks for what you do. I enjoy your podcast and your blog and communicating with you in Google+ and Facebook, and so on.

Peace, thanks!"

Thank you, Dr. Nicki for calling in that question. It's a great question and you did already mention some of the differences between the two and those differences are important differences.

There are a number of different perspectives where that is concerned and which one is better and so on. But, I'll give you my take on this whole thing.

Benefits of Selling Through the Kindle Store



When it comes to having your eBook in Kindle, I think it's a great platform and actually, disclaimer, I've never done this. So, I am not probably the most informed where this is concerned but, from what I gathered, there are a few benefits of listing your products in the Amazon Kindle store, your eBook in the Amazon Kindle store.

The biggest benefit is the fact that there is a marketplace there and people search there every single day for books, for things related to things that they are interested in and if your eBook, your Kindle book is ranking well in the Amazon Marketplace, that can even get you more exposure because there are ratings. People can rate your book and get feedback about it before they even buy it.

So, if you have a great book and a lot of people are buying it and they are leaving great reviews, that's going to make it increase in rankings and that can give you a significant amount of exposure.

The platform is fully taken care of and you probably notice when you search for one item in Amazon, it also shows you other items that are related and if yours is related to something that someone else is searching for and yours is something that's reputable and people are leaving great feedback, the chances of that showing up in those associated product section increases significantly.

Selling Your e-Book on Your Own

Now, in terms of if you are selling it on your own, you have a PDF that's for download or you're using a service like [E-junkie](#) to sell it from your website, yes, you get to set the price. You own everything. You're responsible for everything and personally, I'll give you my personal opinion in terms of what I would do...

Personally, well, no not what I would do. What I do, I do have my study guide that I sell from the Interactive Biology blog and I just use E-junkie and I sell it for \$34.95 and it sells well because I have a decent amount of traffic.

The fact is this, there are tons of e-Books out there and there's always a fight to get exposure for yours if you already have a platform that makes it significantly easier.

If you do not, it does not make it significantly easier. If you have a platform and you are already sending people to Amazon to get your Kindle book and they are leaving great reviews and you're getting decent purchases, there's a built in mechanism for amplifying those sales. At least, that's my perspective.

In terms of which one is better, I think they are just different. If I were just starting out, I personally would just create it on my own, list it on E-Junkie, sell it via E-Junkie on my website. I set the price. I build the relationships. I nurture the relationships and I control more of the pie.

Of course, with Amazon, you are paying out some of it to Amazon. So, that's another factor.

So, which one is better? I don't really know but, I personally prefer to own it since it's digital, I can control many aspects about the book regardless of whether you use Amazon or you sell it on your own, it's going to take work to get exposure to it, to get it out there and to get people to start even talking about it to share it. It is something that takes work.

Just choose one. I have friends that have used the Kindle store. They have audiences and they've also benefited from the exposure on Amazon. It's one of those things where you choose one and you go there and you just do the best that you can with that.

I hope that answers your question. Like I said, I'm not an expert when it comes to this Kindle stuff but, yes, that's my answer.

Question #5: Thoughts on Using Video Distribution Services for Marketing Purposes.

So, the next question is from Felaz Almalud from FoodHandlerHQ.com and this has to do with video distribution services. Take it away Felaz.

"Hi Leslie! This is Felaz Almalud from FoodHandlerHQ.com which is a relatively new niche site. My question is have you experimented with video distribution websites like OneLoad where you would load your video one time and you are able to distribute it to multiple video hosting platforms in order to maximize the amount of backlinks to your website and to drive traffic, a traffic to your blog.

If you have tried it, I would love to hear your thoughts and feedback about using that option for marketing purposes.

Thank you so much! God bless and I hope to hear from you. Thank you, bye!"

Another great question, thank you so much for calling that in. Video distribution services. This is something that I don't use right now but, I will be using and I have used in the past.

I think it's a pretty decent idea. When I first started Internet Marketing, I was using it but, at the time I was teaching Internet Marketing and the service, I think at that time, it was called **Tubemogul** and then, eventually, they changed to OneLoad. But, they banned my account.

The reason they banned my account is because they didn't want anyone on there that is teaching Internet Marketing. But then, I also started using one for my [Interactive Biology](http://InteractiveBiology) site but, I hadn't really gotten into it.

I'll tell you why I didn't do it at that time. The reason why I didn't do it at that time is because I felt that if I'm going to have my videos, my content somewhere, I want to be there to engage with them.

If I put my videos on [YouTube](#), I want to have some engagement there as opposed to just putting it on [Vimeo](#) and not even being there or putting it somewhere else and not being there, [Viddler](#) or one of those other video services.

As my Biology blog has grown, I was not even able to keep up with what's going on in YouTube. I found that that did not slow down the growth. I was still providing value and that's the important thing.

I'm actually re-evaluating this idea and I'm considering doing it again. The idea once again is you upload it to OneLoad or one of the distribution services and instead of having to go to multiple services to upload them individually, you let OneLoad send it to all of these different video sharing sites.

The great thing about that is you have it in multiple places. If people are searching on Viddler for the action potential, they might find some of my videos on the action potential. I think it's a great idea to do.

I don't really see any negative sides to doing it so, if it's something that you're considering doing for last, go ahead and do it, let me know how it goes because I'm about to start it myself. That's my answer to your question. Yes, have at it and let me know how it goes. I'm going to have at it and I will let you know how it goes, too.

Question #6: What is the Best Way to Upload Videos to iTunes?

The next question is from Gary Palmer from [OregonFishShow.com](#). I just love the diversity of bloggers that are out there. Anyhow, Gary, take it away.

"Hi Leslie! This is Gary Palmer with OregonFishShow.com. Hey, I really like your podcast and I appreciate all the information that you share.

I have a question for you. My show, the OregonFishShow.com is only on my own blog and on YouTube. I'd like to put it on [iTunes](#). I wonder if you could recommend the best way to do that?

Thank you very much!"

All right, that's another great question. Thank you for calling that in because this is something that I am doing right now.

Gary, this is how it works, right. What you do is you submit your podcast feed to iTunes. What it does is iTunes automatically looks at your posts and they scan to detect if there are any downloadable audio files or video files and they serve that via iTunes automatically.

Now, how do you go about doing this?

Well, the first thing you want to do, okay you have your videos, I went and checked out your blog and you have your videos on YouTube which is great for exposure and for traffic and all that kind of stuff.

But, when you submit your feed to iTunes, it is not going to detect those and allow those to be downloadable. So, you need something that's different.

First, you need to find a place other than YouTube to store your videos because you need to have a direct URL to those individual video files.

There are a number of different services. For podcasting, I use LibSyn at LibSyn.com and I use that for storing all of my MP3 files. Now, with my videos and my Biology blog, I'm also using that to store those files and then, I get a direct URL to those files.

Then, the next thing you want to do is you want to use a plugin that will add it to your blog as an enclosure that is read by iTunes and the plugin that I use is the [Blubrry Powerpress plugin](#).

Once you have installed that plugin that allows you to configure your feed in a way that is optimized for iTunes. So, that's the next thing you want to do.

Then, what it will do is when you are adding a post to your blog, that's a part of your podcast, right beneath that post editor section is going to be a section for you to add the direct URL to that video file. You can just add that there. There are some configuration that you'll need to do but, the instructions are pretty self-explanatory and there are tutorials that show you how to do that.

The next thing I want to emphasize is if you're doing a video podcast, which I see that you are doing, you want to have a category for that podcast or for all of those videos and use that category only for that video podcasts.

That is very important because then, what you're going to do is take the feed from that category and submit it.

There are different ways of doing this. I know I'm getting a bit technical and if you have questions about these, you can ask them in the comments to this episode. This is Episode number 109; becomeablogger.com/episode109.

Once you've created that category, you know all of your video podcasts are going to be in that category. You want to grab the feed. The feed will be at

`yourdomain.com/category/[whatever it is the name of the category is]`.

So, it may be `podcasts/feed`. So,

`yourdomain.com/category/podcasts/feed`

That is the feed that you're going to be using. You want to take that feed and I recommend for you to take it into [Feedburner](#) and set up a Feedburner account if you don't have that already. Set up that feed and optimize that feed for [iTunes](#) by going to the "optimize tab," the Smart Cast settings, and giving it all of the details that you want iTunes to have. That's your podcast artwork, your description and all that stuff. You want to give all of that. Then, you're going to go to the iTunes store and submit that feed to iTunes.

Does that sound complicated? If you're confused about the Feedburner, make sure you check out the ten free videos. Video number ten shows you how to set up Feedburner and you can go through how to do that.

Then, if you're a Become a Blogger Premium Member, I actually walk through all of these in the Member's Area in the module that deals with podcasting. So, it's hard to explain all the details but, I hope you got that. I hope it made sense. And, if you have questions, come back and ask them.

Question #7: Thoughts on Using Services Automated Following for Building Social Media Contacts

The next question is from Jason Love from JasonLovesLife.com, I love that URL, about Twitter Adders. Let's take it away Jason.

"Hello Leslie! This is Jason Love with JasonLovesLife.com. I do a blog on making web comics mostly the business side because there's not a lot of blogs about the business aspect of making web comics.

I use some marketing software such as [Tweet Adders](#) and some of the other ones that automate some of the processes to help build social media contacts. I get asked a lot how I end up building such a big following on Twitter specifically.

I'm a little bit nervous about sharing that information because comic book people who love comics, I could see that hurting me.

I'm curious if I think it will really benefit a lot of the creators but, I'm worried that it will be a backlash in the sense of them thinking that I'm spamming or something like that.

I'm just curious where your thoughts are on that. Should I go ahead and share that and see what their reaction is or should I hold that to myself and maybe slowly test and see what people think.

Yes, I'd love to hear your thoughts. Thank you very much. Bye!"



Great question, Jason. So, here's the concept for anyone that's not familiar with these Twitter Adders or these auto-following programs that you can use.

There are these programs that what they do is they allow you to follow a bunch of people and you

can set the rate in terms of how many people you want to follow per day. You can follow people that are interested in a specific topic. You can follow all kinds of people.

The idea is you're following these guys with the hopes that they are going to follow you back. Many of them do follow you back when someone follows them, it sends them an email say, "Hey, Jason Love has followed you on Twitter. They go and they say, 'Oh, okay. Jason Love looks interesting so, I'm going to follow him back.'"

Then, it also has a feature where if they don't follow you back within a certain amount of time, you can automatically unfollow them. So, it's a way of increasing your Twitter followers in a relatively short period of time.

Here's the problem with this.

Number one, it is against the terms of service with Twitter and I know why a lot of people do it. I've actually tried this out in the past but, with MySpace way back in the stone age when we had My Space. I tried it out with that and I was able to get a significant amount of followers. It was interesting.

But then, I realized that it was against the terms of service for pretty much every social network and because of that, well, not only that but, it's an artificial way of building your subscriber count or your follower count and I understand why people do it.

It's an easier way to do it but, really I think that slow and steady wins the race. I'd rather gain one follower who actually found me and thought that I had something great to offer and decided to follow me.

If you read in the Twitter terms of service, it says clearly, the **ONLY** auto-following behavior Twitter allows is **automated** or **bulk follow back**. So, that's only when someone already follows you, you can automatically follow them.

It goes on to say, this refers to following a user after they have followed you. Please review our follow rules and best practices for a detailed discussion of following recommendations.

They have a lot of guidelines where that's concerned. They actually have other things to say about it and they've actually banned a ton of accounts for doing this. Now, there are

people that teach you how to do it in a way that you don't get banned by following only a certain amount and all that kind stuff and to me, it gets a bit tricky.

Personally, I would never teach people to do that because you are teaching people to violate the terms and services and it's possible that twitter might put the hammer down on that and then, it might result in them being banned and you're the one that introduced them to that concept.

So, for me, it's better to be safe than sorry. *Slow and steady wins the race.* Grow your followers the genuine way by actually following people that you are trying to engage with.

People that have used these Twitter Adders, I'm not saying necessarily anything against them but, it's just not the way that I prefer to do things when it comes to social media. Yes, I prefer to do it the slow way and sometimes, it's painfully slow but, you know what? It's the way that works for me.

I hope that answers your question, Jason.

Question #8: Creating Great Products as a Non-Expert in a Niche

The next one is from Kamil Kuczinski.

"Hello, my name is Kamil Kuczinski. I would like to ask how to create a good product for my readers. I am not expert in my niche. I study. I do better and do better but, I am not still very, very good. How can I create very good product?"

Thank you!"

Thank you for your question Kamil. Your question was basically, how do you create a great product while you're not an expert in your niche?

Tip #1: Become an Expert.

I have a few tips. Tip number one, become an expert in your niche. Go out there and study that niche.

If you're building a blog about something that you're trying to become an authority in, you're making the decision to invest time to become good at something and to share that with people.

One way of doing that is by becoming an expert, reading a lot, checking out what other bloggers have to say, studying up on your niche and learning more about your niche so that, you can share that information with people. That's number one.

Tip #2: Be Real. You're Still Learning.

Number two, just be real about the fact that you're going through a process about learning about your niche. Sometimes, the journey is more interesting than the destination. So, by being there, by showing up and by learning and by sharing what you're learning, you'd be surprised at how much value you can add. That's tip number two.

Tip #3: Interview Experts and Build Your Platform.

Tip number three, if you're not an expert, go out there and interview people are experts and use that as a way to build your platform so that, it's not necessarily that you are the expert but, you become the expert by association.

So, you can do an interview series where you are getting the top names in your niche or just people that are interested in your niche, you're having dialogues and so on, and you're building a community around that niche because you are able to connect with people that are in that niche.

Tip #4: Be Your Audience's Filter.

Lastly, once again, you don't have to necessarily be the ultimate expert but, you can be a filter for your audience. You can be the one that's going out there and researching and then, sharing that information, putting your own take on it. I'm not just talking about automatically syndicating content but, I'm talking about being that filter so, they don't have to go out there and find everything.

So, those are some ways that you can still create a great product while not being an expert in your niche.

Oh man, okay so it's 45 minutes now. I got to start this music because I think we're going a bit long. I hope you guys got a bunch of value from that and I'm going to split these in two.

So, if you have questions that you want to ask and you would like me to answer it on not the next podcast because it will be that interview with Marlee Ward but, the one after that.

Oh, this gets me pumped. Call the hotline. I'm going to play the number at the end and I will be answering your questions just like I answered it for this episode and just anytime in the future.

If you are hearing this in 2025 and I'm still doing this podcast, call the hotline. Hopefully, the number is still the same by then and I will be answering your questions on this show.

That's it for what I have to talk about. I want to let you know, once again, freebloggingvideos.com, head on over there. Learn how to get your blog up and running fast. You will get to watch my screen as I set a blog up from scratch, from doing the research, to installing Wordpress, getting a nice design and creating content to inspire others and change the world... FreeBloggngVideos.com.

So, yes. That's it for this episode. I don't have anything else to say so, until next time, take care. God bless! Listen to the music and have fun. I will talk to you next week.

Come back and leave a comment, too. Yes, I want to hear from you. Let me know what you thought about this.

Take care! God bless!