

Field Report: Getting Traffic & Leads

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Field Report: 50% response rate and all have been pretty positive

[I feel] uncomfortable - I don't use this word in a bad way at all. In fact, I think it's a really, really good thing that [this program] is pushing me out of my comfort zone. I think I feel this way because I'm not used to asking people for things. I feel weird asking bloggers much more established than me to share my post. They seem so busy and write such better stuff that looking at my site will be a waste of their time. All these thoughts cause me to put off both writing and promotion. I'm so used to staying in my little bubble that putting things out for public consumption and then promoting it makes me extremely uncomfortable. After sending out a round of pitches, I actually get nervous checking my inbox because I seriously think someone is going to write back nasty replies. Funny thing is the truth couldn't be further from this belief. I've gotten a roughly 50% response rate and all have been pretty positive.

I'm really impressed with the pace of this program. I thought we'd spend a lot of time tinkering on our ideas so it's been a surprise that we got to the outreach stage so fast. While this has made pretty uncomfortable, I know it's good for me. I like the fact that we're being pushed hard because it's the only way to get some of us to continue moving forward.

The past 2 weeks, I've found myself stuck getting started writing and promoting. It's like my brain wants me to do anything but those 2 tasks. I think I'm mostly stuck with the promoting though. The writing block is just a symptom of the larger fear of promotion. I keep thinking "Once you finish writing a post, the only thing left is to promote it so better not even start writing."

-Alec B.



Very common invisible script. Try reframing the situation instead: My content is good and I know it's good—I need to hurry up and finish it so I can share it with the world.

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Field Report: My first post captured 110 subscribers

This week I feel that I made huge progress to grow my subscriber base, which was the the area where I was stuck. I reached out to local organizations, including moms' groups that have a very large membership, since many women struggle with weight loss after their pregnancy. The specific mom's groups I reached out to have a high percentage of ethnic women, which is the market I am targeting since the recipes I will offer are full of spices and similar to typical ethnic foods. I was able to write a blog post for one, and got almost 40 new subscribers, for a total of 155 as of today (started my blog on [3 weeks ago] with 0)! I also have posts coming out on 2 other major moms' groups. I also emailed other bloggers and posted on one's site, though I didn't get much traffic from her.



I posted a question in my opt-in, which says, "How Can I Help You?", and in another opt-in, "What are your goals?" I have received almost 80% response to people answering my questions upon opt-in (vs. a 20% response from the autoresponder). I have organized the responses... which I will leverage in writing my next posts and in my video product naming and sales.

One of the things I need to test more are which posts work better. My first post on my FB site captured 110 subscribers, and my second post on FB captured only 5. I think it may have been that in my first post, I had a picture of me that showed my results, and the second one didn't. However it may have that my writing was more engaging in the first post as well, or the fact that I already posted on FB and captured a large share of my audience through that channel.

My next steps are to post 1 time more on the moms' blogs where I received the highest traffic. I am going to continue to find and reach out to other bloggers and initiate reaching out to niche food publications, while also targeting other specific groups that have large memberships.

This is great. Once you find what works, do more of it!

-Nagina A.

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Field Report: Closing in on 500 [subscribers]

The list keeps growing on its own [with my email opt-in offer]!

A week ago I wrote about how I wrote my first e-book and put it as an e-mail offer, and got 65 new subscribers in a week. Honestly, at that point I was a bit worried that after the initial bump of subscribers, I'm going to be getting way less of them in the future.

Well, this didn't happen.

In fact, this week I've got myself 70 new subscribers (closing in on 500 now), without any special promotion. What I do see is very concentrated spikes of subscribers, so I presume that the readers like the e-book and share it with their friends. Success!

[With] guest posting, it takes longer than expected to write a **REALLY** good guest post.

A couple of weeks ago, I was reading Ramit's guide on guest posting for IWT. He mentioned that it took him over 18 hours to write a guest post for Tim Ferriss, and I was like "Whaaat?! There's no way I can write for so long..."

Well, this week I indeed worked on a guest post for 15 hours. Why?

Because I wanted to over-deliver. I wanted to make it really, really, good. I even analyzed other guest posts in my niche and figured that pretty much everyone is missing out on opportunities that will help make the lives of readers easier. So I thought to myself: What can I do to make this the best guest post I've ever written?

I wrote for a long time, then edited more. Then I created a worksheet and got it formatted. Then I edited some more. The hours were ticking away, but as it's taking the final shape, I'm pretty confident that I'm doing it right.

So my perspective has changed a bit now. From trying to do as many guest posts as possible, I will switch my focus to writing amazing guest posts - quality, not quantity.

This is awesome because:

- ▶ The guest posts on the blogs themselves should drive me a solid amount of traffic
- ▶ If I write some really awesome guest posts, I can also use them to reach the higher quality/ bigger traffic blogs

-Primo B.



Opt-in incentives—or “carrots” as they’re sometimes called—can be very powerful.

This is amazing to hear. But note that you don't have to spend 15 hours on EVERY guest post (especially if it's a smaller site). It's OK to be strategic—see the Portfolio Strategy video for more details.