

A Step-By-Step
BLUEPRINT

**FOR ATTRACTING YOUR 1,000 TRUE FANS
WITH THE WARM TRAFFIC PYRAMID**



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Message from Danny Iny, CEO, Mirasee:

There's great information, and there's magical information. Great information is something that you can learn from and use to maximize your chances of getting great results in your business. Magical information works no matter what, without you having to do anything at all — just buying or reading it is enough to make you rich.

The material in this report is great, but not magical, which means I can't guarantee specific outcomes. You should do your own due diligence, and think carefully through your own plans, because ultimately, you're the only one responsible for the results.

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First Things First: Traffic Does Not Equal True Fans

People who promote their businesses online are obsessed with getting traffic. “The more, the better” is their motto. And you may have fallen into this trap yourself.

But here’s the truth: where attracting your 1,000 true fans is concerned, **traffic alone is irrelevant.**

How many website visitors and subscribers do you really need to get those 1,000 true fans?

Well, that depends on how well you engage with your audience. You see, it doesn’t matter how much traffic your site gets. What matters is the *relationship* you have with the people you encounter online.

If engagement is poor, then you would need 50,000, 100,000, or even a million subscribers for there to be a thousand true fans.

So having 1,000 true fans demands diligence to focus on attracting the right people and creating the right engagement with them.

People who are just visiting your website occasionally or sporadically aren’t true fans. Not everyone who signs up for your email list is a true fan.

True fans are those who believe in you. They stand up for you. They evangelize about you. And, yes, they pay you:

A creator, such as an artist, musician, photographer, craftsperson, performer, animator, designer, videomaker, or author—in other words, anyone producing works of art—needs to acquire only 1,000 True Fans to make a living.

KEVIN KELLY

This is not to say that only artists need true fans. True fans are the lifeblood of other audience-based businesses as well, such as consultants, speakers, freelancers, and online entrepreneurs.

We’ll talk more about how to turn casual website visitors into true fans later on in this ebook.

For now, realize that more traffic is not always better. To begin with, not all kinds of traffic are created equal!

Cold Traffic vs. Warm Traffic

Cold Traffic

Cold traffic refers to website visitors who do *not* have any kind of prior relationship with you. When they land on your site, they know next to nothing about you, and are still trying to decide whether they trust you or not.

Cold traffic can come from search engines (such as Google, Yahoo, Bing) and paid ads. Paid traffic can come from pay-per-click (often referred to as PPC) or pay-per-mille (thousand impressions, which you'll see referred to as PPM) ads, and any other kind of advertising you purchase.



Warm Traffic

Warm traffic is made up of people who know who you are, and like you enough or are interested enough in you to want to know more. Warm traffic can come from your bylines on guest posts, social media shares, and even live events — any situation where you've had the chance to give the person something valuable before they clicked on a link to your site.

Which traffic should you pursue?

Without a doubt, **warm traffic is superior to cold traffic.**

Especially when you're just starting out building your business, you need an audience who will give you input and feedback on what they want to buy and why. This is much easier if you begin by attracting warm traffic.

Since warm traffic comes to your site already feeling good about you and wanting to see what you're up to, it can significantly shorten the time it takes to turn them into true fans. Sure, you'll continue to nurture the relationship, but you don't have to build the relationship from scratch before making an offer.

In short, the benefits of warm traffic are:

- Better engagement
- Higher conversions
- More sales

This is not to say that cold traffic is useless — just that it shouldn't be your priority until you have a steady stream of warm traffic. If you focus first on monetizing your warm traffic, then you'll have the resources later on to invest in cold traffic.

The Three Tiers of Warm Traffic

There are three tiers of warm traffic that you can direct to your site. They build on each other in sequential order. Begin with the first phase, and then move on to the next phase when you start to see diminishing returns on your investment of time.



Tier 1. Participating in a Community

The first step to attracting warm traffic is **participating in communities**. This means becoming a part of the spaces online where your ideal fans spend their time and seek information.

At this stage, you're putting yourself on the same level as your future true fans: commenting on blogs, being a member of forums and online groups, or being involved in Facebook and LinkedIn communities focused on your topics of shared interest.

A blog is a good starting place, particularly since it helps you build a relationship with the blog's owner, as well as other blog owners and readers who hang out in the comments sections.

But blogs aren't the only place where you'll find communities to participate in. Your future true fans could be hanging out in all sorts of online spaces, like social networks.

Tier 2. Contributing to a Community

Once you've established yourself as a valued member of the community — both to fellow community members and the community's owners or administrators — you want to raise your profile by **contributing content**. This can take the form of guest posts, new discussion ideas, or other content-rich methods. Doing this begins to position you as an authority.

Guest posting is a wonderful way to build your credibility, get exposure in front of new audiences, and prove your value to other blog owners. When you're contributing to communities, you can start attracting true fans.



Tier 3. Leading a Community

The final step is to **lead the communities** you've participated in and contributed to.

This means connecting with the owners of those communities and working with them to provide high-engagement content, like live events and contests, telesummits, or industry research projects. This is when you'll start to be seen as an authority in your own right.

Leading a community means you're doing a lot of the leg work, taking more risks, providing massive value to your partners and audiences — and reaping the rewards in the form of traffic and subscriber growth.

When you succeed at leading a community, you start to become known for your expertise and insights, and it becomes easier for you to engage in higher-yielding strategies.

Participating in a Community

When participating in communities, the objective is to impress people (both your fellow participants and the owners of the space) with your insight and subject matter knowledge. If you do a good job, people will follow the links in your name, profile, or signature back to your site to see if you've got any more of the good stuff for them to use.

Finding the Communities to Participate In

If you're ready for the first step in getting warm traffic to your blog or website, then the first thing you need to do is research.

Warm traffic is only useful if it's composed of people who have good reason to be interested in what you're doing, whether that's selling a product or providing services, or something else altogether.

You need to start off by considering who your ideal customer is — that's the type of person you want your traffic to be made of.

Consider who that person is, what they care about, and most importantly, where they go online when they're looking for information or conversation about your industry. These are going to be the online spaces where you want to participate.

Make a list of no less than 20 blogs, forums, social media groups or other online environments where your ideal customer hangs out. Join them by registering, creating accounts, and signing up for the owners' mailing lists.

Tools to Use

Google

Search “[topic] blog” to find the most relevant blogs

Alltop

A collection of popular websites, organized by topic

SimiarWeb

Get insights on websites and find similar ones



Make Your Contributions Valuable

A common mistake marketers make is finding the relevant communities — but their participation is half-baked at best. If you've ever seen a comment on a blog that just says, "Wow! Great Post!," you're either looking at a spammer or a lazy marketer.

It is vital that every time you contribute a comment or a post that it be valuable. This means expanding the idea you're responding to, providing an example, or respectfully disagreeing and providing an alternative.

Each time you participate in a community is a chance for more people to see your name and associate it with something valuable and interesting, so don't waste your time posting fluff.

Remember:

- Each comment you make must have substance! Saying hello doesn't count.
- When disagreeing, do so respectfully and with sources to back up your point of view.
- Keep track of the comments you leave for later reference.

Extending Research to other Participants

As you participate in communities by adding value, you'll find yourself getting into conversations and exchanges with your fellow community participants. This is great for a couple of reasons:

You're starting a relationship on "neutral" ground — that is someone else's backyard, so to speak — which is a great place to begin a relationship based on mutual trust. It also puts you in a great position to offer value of other kinds later on.

The people you engage with in these communities will often have their own blogs, groups, or other communities you can participate in. You want to build relationships with people who are at different levels of business growth. You will meet some people you can partner with now for more traffic, and others you can be friends with, and be supportive of, as they grow and could become their long-term partner.

So as you're participating, look for other active participants and follow their links to see what they're up to. If there's a good fit between what you're doing and what they're doing, then add them to your list of communities to participate in.

You're Ready To Advance to the Next Step When...

Assuming you're starting from scratch, you want to continue with this type of engagement until your own list reaches between 100 and 200 subscribers. If you already have a list, but you're trying to increase your warm traffic overall, a good rule of thumb is to participate until you can be reasonably certain that the owner of the space is well aware of you — after you've posted about 15 to 25 good-quality comments or posts.

Contributing to a Community

While you shouldn't totally stop all participation once you hit the subscriber trigger above, you do want to gradually phase out of it and start working on higher-value traffic building strategies. For most businesses, this means guest posting.

A guest post is when a blog owner runs a post written by someone else on their own blog for their own audience. There are many reasons why a blog owner will want to do this:

- Coming up with unique content all the time is a lot of work.
- Sharing different points of views with their audiences is valuable for everyone.
- Building relationships with other content creators is valuable from a business growth perspective.

That being said, it's very important to remember that you are asking a blog or business owner to share their most important asset with you: their audience. This is why it's important to spend the time participating in their community first. The blog owners need to know you and trust that you will take them, their audience, and the industry seriously.

Pitching Guest Posts

Pitching guest posts to bloggers can be a tricky business. There are hundreds of companies out there whose main purpose seems to be driving blog owners crazy with low-quality, link-farming pitches. Don't make yourself look like one unintentionally.



The first and most important thing to do when pitching any blog owner is to read their guidelines, if they are available. Follow them to the letter. Many editors will simply delete the pitches of bloggers who can't follow basic directions, so pay attention and double, and then triple check that you're meeting every guideline.

- If there are no specific guidelines, then you can use the following rules of thumb to maximize your chances of a positive response:
- Introduce yourself, and explain why they might be familiar with your name, for example, because of the many comments you've left. Be specific and mention something of theirs you have consumed lately and say why you liked it.
- Say that you're working on a post you think their audience might get a lot of value from, explain why you think that's the case, and propose a title.
- Offer to send over a *draft* of the post, not the finished article, and never include the post in your pitch. A draft is something easier for an editor to say "yes" to than something already finished. That being said, your draft should, of course, look pristine.

Once You've Been Accepted

Now, if your guest post is accepted, you'll probably be given the date when it will go live. Make sure you have time available on that day. To get the most out of your guest post you need to do a couple of things:

1. Be around to engage with the commenters.

Respond to every comment, and use the same rules as when you were participating in communities: add more value and continue the conversations.

2. Promote the post on your own social networks.

The more people who see your post and the more traffic you can direct back to the host blog, the better you will look and the better the results you'll see.

3. If you mentioned any other bloggers or websites in your post, let them know!

They may share with their own audiences, further expanding your reach.

4. Follow up with the host blogger and thank them for the opportunity.

This is a small action that most guest bloggers don't bother to take, and as such, it will make you stand out.

Turning Attention Into Traffic

Writing a great post and engaging with commenters is a good thing to do in and of itself.

However, we're looking to increase warm traffic here. This means you need to give the readers a compelling and a topically appropriate reason to click on the link in your by-line.

The by-line is the little "about the author" section at the beginning or end of a blog post. Most blogs have a policy regarding what can be included there, so always be sure to respect it.

Assuming you're meeting all of the site's guidelines, you want to make it a very compelling call to action for readers who enjoyed your post.

It's best, if possible, to customize your by-line, and possibly even the landing page you're directing people to, for every guest post that you publish. Customizing a unique landing page for each guest post isn't always practical, though, so if time is an issue, focus on the by-line.

Consider the audience you're writing for, what their pain points are, and craft your call to action to bridge the gap between the topic of your website, and the post you just wrote.

The Anatomy of a Byline

Because only a small percentage of readers will click through your by-line to your landing page, it's important to make it as compelling as possible.

First, your **contact links**:

[YOUR NAME] (Link to Google Plus) (@TwitterHandle)

Follow this with a **sentence about your business and why you're an expert such as**:

is passionate about helping her clients realize their dreams of entrepreneurial success.

Now, bring things around to **your incentive**:

If YOU want to start making sales more confidently, you should download her free guide to Mastering the Sales Meeting! [Link to landing page]

If possible, you always want to **tie the text of your by-line to the topic** you wrote about. This means modifying it a little for each blog you run it on.

The example above would work perfectly for a sales or personal development type of blog, but if the blog you were writing for was more about networking, then the text might read:

If you've been following the great advice on [HOST Blog] you'll be making TONS of new connections with potential customers. Make the most of them with her FREE guide to Mastering the Sales Meeting!

You're Ready To Advance to the Next Step When...

The goal you're looking at for this stage is to hit the 1,000-subscriber mark if you're starting your list from the beginning, and 1,000 new subscribers if you already have a list.

You should never totally stop guest posting for authorities and big names in your niche, but after you hit the 1,000-subscriber level, you can be much choosier about where you post — and you'll probably start being pitched for guest posts yourself!

Leading a Community

Now that you've been guest posting for a while and are starting to see more traction, you can level up your traffic-building strategies again.

The ideas we list here all have the potential to add hundreds of subscribers each time you try them AND you have the opportunity to earn income and further the relationship you've been building with the leaders in your space — and even to become one of them.

Because you now have a list of at least 1,000 subscribers, you are also an appealing partner for other business owners who have products to sell and lists to build.

Webinars and Live Trainings

Webinars and Live trainings are online events you put on with a partner who has a business and list that are complimentary to yours. These can be done either as sales events or as list-building exercises. Either way, you want to make sure you deliver a TON of excellent information to everyone who registers.

Registration is an important part of these events, because doing so should add them to your email list, growing your own audience and expanding your reach online while providing value.

Digital Events, like Tele-summits

A tele-summit is a live or recorded digital event similar to a webinar, but somewhat larger in scope. For these kinds of events, you want to get multiple partners involved to share their insights to a very large list of attendees.

It's important to plan these well in advance, and pick a topic for the panel discussion or interviews (both good tele-summit options) that will appeal to a broad spectrum of people.

As with webinars, all registrations should wind up on your list.



Information Creation, like Surveys

If you're not interested in live events (although you should totally try them!), then another option can be to create something valuable and interesting for the community as a whole.

Market research is important in every industry, but having it outsourced is outside of the reach of most businesses. So you use your list and the lists of several partners to collect valuable information about the way your audiences think and behave, and what they need from you.

This kind of campaign is a lot of work, but can be very far-reaching, both in collecting the attention of participants, and by having the end result widely publicized by your partners and by other bloggers and website owners. Of course, you'll want to make sure the results are hosted on one of your online properties.

Co-promoting Events

This strategy is similar to the others mentioned above where, instead of being the instigator of the plan, you're the helpful partner. When someone comes to you with an idea for a great, high-value project or campaign and it's within your reach to help them, go for it!

Ideally, you'll have the opportunity to offer people the chance to join your audience, but even if you don't, you'll be helping out a partner, getting more exposure, and adding to your credibility by being called upon as an expert.

Other Opportunities as They Arrive

This is hardly an exhaustive list, new opportunities will come up, and you'll receive interesting offers and fascinating propositions from people at all levels of the industry. You'll have to decide when a project is a good investment of your time and energy. Here are a few indicators to look out for:

- Who is the audience who will benefit from or consume the end result? Is there reason for you to believe they could join your audience and eventually become your true fans?
- Which other partners are involved? Are they people you want to know and build relationships with?
- Who is asking? Is it someone you'd be doing a favor for, or someone you might want to ask for help in the future?

Engagement: The Key to Having Raving Fans

After you've applied these warm traffic strategies, what do you do with your website visitors and subscribers?

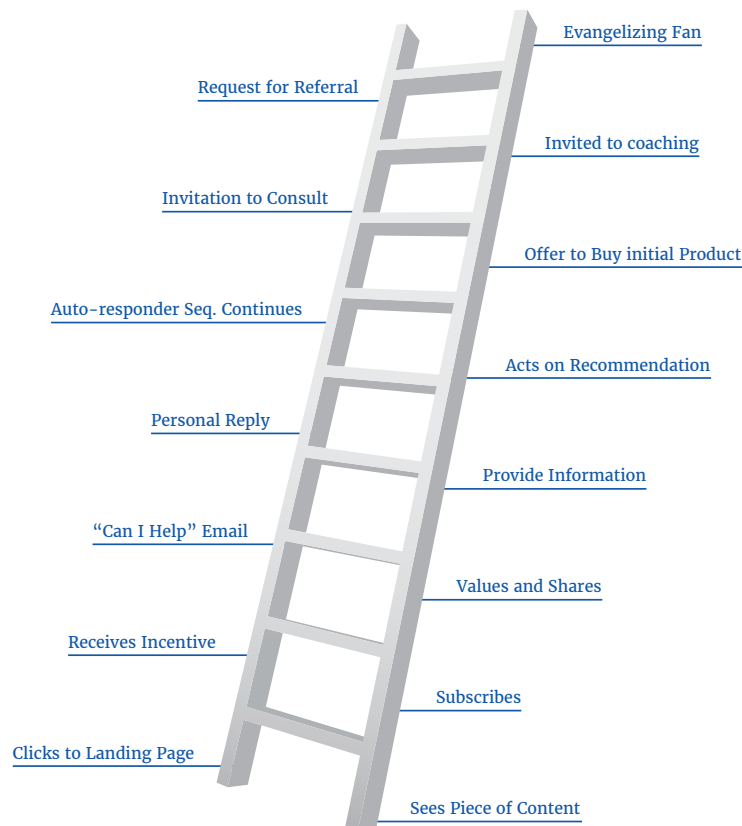
You engage them.

Engagement is the key to turning website visitors into true fans, who will form the backbone of a thriving business.

Open rates and click-through rates can be indicators of engagement, but you can get those numbers up even without creating real engagement.

Besides, if you focus too much on the indicators, you can lose sight of what really matters: making an emotional connection with those who consume your content, leading them to make an investment in you and your brand, and achieving an alignment between your goals and their goals, your values and their values.

When people start following you and subscribing to your content, then you have the opportunity to build relationships and engage your audience and peers. While most marketers use the concept of a sales funnel, we prefer to use the analogy of a ladder:



People who consume your content go through increasingly higher levels of engagement with you. As you will notice, subscribing to your mailing list is pretty low on the engagement ladder. That's only the beginning.

From there, every point of contact should give your audience an opportunity to invest their time and attention with you. But more than that, you want them to bond with you, to share their dreams and hopes with you, and to see how you can be part of making those dreams come true.

The ladder also shows micro-conversions you can aim for, and they're not about just clicking on your links!

You lead people higher up the ladder by rewarding them with valuable content and having authentic conversations with them. This means responding to each and every email you receive — another simple way you can differentiate yourself from your competitors.

Is all this hard work?

You bet! Which is another reason you'll be one of the few left standing: while others are still looking for the easy way out, you're willing to do the work.

And you will do the work, because you know in your heart that there's an impact you need to make in the world.

So there you have it, our blueprint for attracting your first 1,000 true fans and beyond. Your next step is to implement what you've learned. Your true fans are waiting.



For more about building your audience, visit [Mirasee.com](https://www.mirasee.com).