

BLOG

SUCCESS KIT



THE ULTIMATE BLOGGER'S SETUP, GROWTH & PROFITS TOOLKIT

YOUR FIRST 1000 READERS CHECKLIST

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YOUR FIRST 1000 READERS CHECKLIST

There's nothing worse than blogging your heart out, and then checking your traffic logs and finding out no one is reading. That's why you'll want to use this checklist to quickly get your first 1000 readers.

Take a look...

Make List-Building a Priority

Before you even make your inaugural post on your blog, be sure to set up a lead capture system. That's because the vast majority of your visitors will leave without ever coming back. If you can get them on your mailing list, then you'll have a way to contact them whenever you desire to send them back to your blog or to your offers.

Here's what you need:

- **An autoresponder.** Use a reputable service like [Aweber](#) or [GetResponse](#)
- **A lead magnet.** This should be a highly desirable and valuable product that you offer for free in exchange for an email address. This could take the form of a report, ecourse, checklist, templates, swipes, planners, videos, access to a membership site, software, or anything else that's easy to deliver and highly desirable.

Tip: Check out [AutomatedListProfits](#) for a time saving way to create lead magnets. The above link will get you access to two new lead magnet kits each month, plus access to the entire back catalog, with no monthly/annual subscription fees.

- **A lead page.** This is a short page of sales copy that tells visitors the benefits of joining your list and claiming their free product.

Tip: If you're using the [ThriveContent builder](#) you'll find a whole selection of predesigned page templates to choose from.

You can then link to your lead page in your main navigation menu, in your sidebar, and you can even put up exit redirects so that people see your offer before they leave your site.

Next...

Post Popular Topics

Make a great first impression on your visitors by posting content that they really want.

Here's where to get ideas:

- Do your market research. Find out what your visitors are buying in marketplaces like ClickBank.com, and then create free posts around these same topics.
- Use keyword tools like MarketSamurai.com. This will give you a glimpse of what topics are important to your audience.
- Find out what's popular on your competitors' platforms. Look for topics with plenty of likes and shares on social media and/or discussion on the post itself. Then create your own content on these same topics.
- Browse answer sites like Yahoo! Answers and Quora.com. Find out what questions your market is asking repeatedly, and then create content on the same topic.

TIP: Create all your content with the goal of going viral.

That means creating content that is:

- **Extremely useful and/or unique.** Even offering a new twist on an old strategy can make an idea unique.
- **Evokes emotion.** This could be a "wow" feeling, joy or even anger that moves them to share the content.

- **Easy to access.** Don't make visitors jump through hoops to get at your content.
- **Easy to share.** Include social media buttons and calls to action ("share this") alongside your content.
- **Easy to consume.** This means creating short videos, articles, memes, infographics and other content that your visitors can absorb in anywhere from a few seconds to a few minutes.
- **Grabs attention with great titles.** Take your time creating article titles that arouse curiosity and promise benefits. If you need examples of how to do this, check a viral site such as www.upworthy.com.
- **Keeps attention with good graphics.** These graphics should be relevant, with bold colors that "pop" and draw in eyeballs. Be sure to include a caption under the graphics to get attention and pull people into the content.

If you do all of these things, then your content will go viral—and that means more visitors streaming into your page.

Next...

Cross-Post On Social Media

Whenever you post to your blog, be sure to post to social media too.

This is an easy way to get visitors flowing into your site.

Fortunately, you can automate this task by using a WordPress Plugin such as Social Media Auto Publish

<https://wordpress.org/plugins/social-media-auto-publish/>

or the more robust Jetpack (<https://jetpack.com/support/publicize/>).

TIP: Of course don't just post your blog posts on social media. Create viral content such as memes that include a link back to your blog.

Next...

Do Guest Blogging

Search for blogs in your niche that accept guest articles, and then submit high quality articles. Ideally, you can offer "Part 1" of an article on the third-party blog, and then use your article byline to encourage people to click through to your blog to get "Part 2" of the article.

E.G., "If you liked these 10 tips for improving your conversion rates, then you're going to love discovering two dozen other ways to double, triple or even quadruple your sales letter response rates. Discover these insider strategies now for free by clicking here to read Part 2 of this article..."

Optimize Your Content

Use a keyword tool like MarketSamurai.com to find out what words people in your niche are entering into search engines to search for information. Then include these words throughout your blog, including:

- In your navigation menu.
- In other internal links on the site.
- In page titles.
- In page links.
- Within the articles and other content.

TIP: Go for the low-hanging fruit. These are "longtail" words that may not get the most traffic, but they also have very little competition. Collectively, optimizing for these "longtail" words will add up to a lot of traffic over the long run!

Next...

Join Ongoing Discussions

The idea here is to post thoughtful comments on related posts on other peoples' blogs and social media posts. Then include a link back to your blog, where allowed.

TIP: *Uncover these blogs by searching for your keywords alongside the word "blog." For example, "gardening blog." On social media sites such as Facebook, you can do a broad search for your keywords to find related discussion groups and pages.*

Where allowed, you can also use trackbacks. This means posting replies to other peoples' content on your own blog, which drives content directly to your article.

TIP: Be sure to join discussions on other platforms as well, such as on niche forums. You can find these by searching for your keywords alongside words like "forums" and "discussion."

Next...

Post YouTube Videos

These could be product reviews, demos, how-to videos or even humorous viral videos. Post them on YouTube, and be sure to include a call to action and link at the end to direct people back to your blog.

Conclusion

If you take all the steps mentioned above, you'll soon have your first 1000 visitors (and many of them will be on your mailing list). If you continue to take consistent steps every day to grow your traffic using these tactics, you'll see your traffic logs and readership swell!