

SPI Podcast Session #33 - 21 Small Things You Can Do For Your Audience That Can Lead to Big Time Results

show notes at: <http://www.smartpassiveincome.com/session33>

Hey what's up everybody and welcome to the 33rd session of the Smart Passive Income Podcast, Pat Flynn here and I'm feeling great, about 95% recovered from getting my wisdom teeth pulled...finally after 2 and a half weeks. Man, it was rough, but I'm back and I'm back with a ton of energy and a ton enthusiasm, and of course, a ton of content for you today.

I was planning to have some new guests on the show - more success stories from people who are succeeding with their online businesses who are not teaching online business, blogging or social media, but I'm still in the interview process so that will have to wait.

And if you have a success story you'd like to share on the podcast to inspire and to show people that this stuff can really happen - that you can succeed online, then I've love to hear from you. Just head on over to the [smartpassiveincome.com](http://www.smartpassiveincome.com) contact page and tell me a little bit about yourself and your story and if there's room I may get back to you for a quick interview for an upcoming podcast session. The last time I did those about 10-ish episodes ago, they were a big hit, plus I got to meet and chat with some amazing people with some amazing stories - so please contact me if you're interested.

Last thing before we get to the content of today's session, if I in any way have helped you and your online business, I would love to hear from you as well. I would so so so much appreciate 1 or 2 minutes of your time to leave me a little testimonial with details about how I've helped you. Just head on over to <http://www.thankyoupat.com> and that will forward you to a quick page on my blog where you can let me know how I've helped you. I'm actually collecting kind words from those who have used my advice for a couple of different purposes: to share with potential publishers and conference organizers to get more speaking gigs, and I may share those testimonials on the blog as well. Thank you so much in advance if you do leave me a little message - I truly appreciate it!

Now - today's session, or should I say - LIGHTING ROUND of tips to help you and your online business or blog grow and succeed.

Today we're talking about small things you can do for your readers that can lead to big time results. **21** Things to be exact, so these are going to go by quickly, and I don't expect you to do all of them, that would be crazy, but even if 1 or 2 of these tips resonate with you, and you think, "Oh yeah, that would totally be awesome to do..." then I will have accomplished exactly what I wanted to accomplish.

The thing is - when we start an online business and we're on our blogs or websites, it's really easy to think about me. Not me - Pat Flynn me, but me, me, me, as in you - the owner of your blog or business. And that makes perfect sense and that's totally fine - there's no shame in wanting to succeed and grow and make money and make things happen for you - YOU and YOUR GOALS are a big part of the reason for the actions that you take, but unfortunately many people in the process of setting up an online business forget really what is the driving force behind finding success, growing and making money online - and that's your audience - your readers or your viewers or listeners or potential customers.

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Pleasing and leaving a good impression on those who will consume your content should be your #1 priority.

And by pleasing, that could mean a number of things, which I'll be going over throughout this podcast session today, but seriously, it doesn't take that much work to leave a huge impression on people and create a life long fan or a subscriber or an eventual customer or someone who will share your content and help you grow. That's why this session is entitled 21 SMALL THINGS that you can do to for your readers to get BIG TIME results.

And over the course of the life of your blog or website, you're going to get a certain number of people who come across you and your brand, and in all seriousness it doesn't take that many people to really change your life. Sometimes it just takes one person with a lot of influence, and when you think of it that way, that's why every single person on your site should be treated well and given the opportunity to experience some of the little tiny things I'm about to list that could go a long long way for them and for you.

So - this is going to be a series of quick tips - again, I don't expect you to do all of these, but I recommend you at least try one of these things and see what it does for you - and give it some time too - not everyone responds right away or even at all, but I promise the more you implement these strategies, the more results you'll have in the long run. And these are specific tips too so some might not apply to you and your specific website or business...but...

IF YOU TAKE CARE OF YOUR PEOPLE, YOUR PEOPLE WILL TAKE CARE OF YOU

Let's get right to it...

Small Thing #1: Reply

The small gesture of someone leaving a comment on your blog or sending you a Tweet or a Facebook message is HUGE - that's time out of people's day spent in a way that's directed toward you, which is a great sign that you're doing something right - but if you want to take that

little transaction and make it grow into more transactions in the future, whether it's more comments on the blog, more Facebook message or Tweets or an eventual subscriber or fan or even customer, then you're got to respond.

When you respond and reply, it confirms to the people who left that comment that their comment was actually being read and was worth their time and effort - and that goes a long way and, like I said, and I've experienced, can blossom into many many more awesome transactions between you and that person in the future.

And the fact that you're replying publicly on your blog or Facebook Page or Twitter - that's social proof that other people can see - that you're actually responding and the real deal.

Quick tip for you: batch respond...it just takes 15 minutes or even less of "reply mode time" to hit up most of your comments and social media platforms.

Small Thing #2: Say Thanks

It takes .003 seconds to say the word thanks (and maybe 1 second to type it), but, like replying, and maybe within a reply, it can go a long way. If someone does something special for you, like retweet your posts or link to you or just say something nice about you, just say thanks.

That's it.

When I get a thanks from someone for doing something nice, it makes me want to do more nice things for that person. It confirms that what I'm doing is the right thing, and it would do the same for those who are helping you in one way or another.

Small Thing #3: Use Names

In podcast session #29 with Lewis Howes, which was all about webinars, one great tip he shared was to, during the webinar, mention people's names when they leave messages during the webinar. Like - Jim said this or Rose says to try this instead...

When people hear you mentioning their names, it's really cool and leaves an amazing impression. Like, if I were to say your name right now on this podcast, like Thomas Strock - what's up Thomas (Thomas is my most active Facebook Fan, and he's only 16 people, not 16 people but 16 years old!...and he's building niche sites and hiring VAs - TOTALLY AWESOME) - now, if you were Thomas, how cool would it be to hear that, right? And now just on air too, in blog posts, on social media platforms through tagging...

People's attention goes to where their name is - that's just how it works. If someone calls your name at the mall, you turn around to see who it is - same thing online.

Small Thing #4: Share

If you come across something you like, share it. Retweet it on Twitter or Share it on Facebook or Google Plus. Just that simple act which is just as easy as clicking a button these days, can lead to more interaction between you and that person whose stuff you're sharing in the future.

Maybe they'll retweet you back the next time you write a post - and at least it gives you a starting point for a conversation.

If you're sending an email to someone you've never spoken to before, for whatever reason, you can say: Hey Joe, I loved your article on using the the iPhone for keeping track of your daily calorie intake, I retweeted it for you because I wanted to share it with my followers. Quick question...da da da da da.

Because you've already helped them, they're more likely to help you, or at least respond.

Small Thing #5: Be a Ninja

I call this tip "be a ninja" because this is something I did once and the person I did it to called me a Ninja.

So this is what you do - setup a Google Alerts account. Google alerts is a free tool by Google which allows you to type in any sort of keyword or phrase, and it'll alert you when that keyword or phrase is mentioned anywhere online. It's a powerful tool to use to see what's happening in and around the industry you're in, but I have it setup to collect two specific phrases for the smart passive income brand: smart passive income, and pat flynn.

I have it setup to alert me once a day, and every day I get an email with links to where I and or my brand is mentioned. If the timing is right, I'll go immediately to that page and sometimes, it's a blog. If it's a blog where someone mentions me, I'll leave a relevant comment, say thanks, and then more often than not I'll get an email back saying thanks, or that was unexpected - and you can be sure that leaves a huge impression on those who are talking about me, which pulls them deeper into my brand and what I do.

So that's how you can become a Ninja. Also, it's good just to see if anyone is scraping your content or saying anything negative about you too, just in case.

Small Thing #6: Make Navigation Around Your Site Easy

Any by easy, I really mean - OBVIOUS.

Make it easy to move around your site. The easier it is to do that, the more content people will consume and enjoy, and the more involved in your brand they'll be.

I could talk a whole hour about navigation through a site and design, but for now, just at least be conscious about it. Go to your site and think to yourself - how easy is it to get around.

If you wanted to be a Ninja times two, go to ClickTale.com and use that to actually see recordings of random visitors and how they go through your site - it actually records their screen while on your page so you can see where they scroll what they click (and what they click that might not even be something clickable).

Make it easy to move around your site.

Small Thing #7: Decrease Your Page Load Time

Now I know we're getting into something technical here, and like before, I could talk an entire hour about this or bring in an expert about Page Load Time, which maybe I should do - and further more page load time plays a role in Search Engine Optimization, so it's even more important - but really - if your pages load slowly, people will leave. The faster your pages load, the less likely they are to leave, and this is still something I'm constantly working on and tweaking on my own, but I use a plugin called W3 Total Cache along with a CDN or a Content Delivery Network to speed things up a bit.

Hopefully in the future I'll have more concrete and actionable information about this, but for now just something to start paying attention to if you haven't already.

Small Thing #8: Get Rid of Anything Annoying On Your Site

Annoying things being anything that may distract people from what would help them or what they are really there for. It's different for every audience so you may have to just listen to them or at least test and tweak things to figure it out, but for me - popups are a big no no, distracting advertisements, and, of course, disrespectful people. Those are pretty annoying too.

Small Thing #9: Surprise Your Audience

Do something unexpected, or above and beyond the norm. Maybe it's offering something for free that people would expect to pay for, for example, I just launched <http://www.creataclickablemap.com> which helps people create a clickable map of the US they can use on their websites, and it's 100% free.

Or, maybe it's when they sign up for your course, they get a phone call from you saying thanks, of a post card - again, something totally unexpected.

Whatever the little unexpected gesture may be (which aligns with many of the things we talked about already on this episode), it always leaves a kind impression on people and that's how you

really get people involved in your brand and supporting you all the way.

One thing that recently left an impression on me was my experience at the dentist, after getting my wisdom teeth pulled. A day later, I got a text message from my Dentist saying that that was his personal number, and if I ever needed anything to message him right away, and it didn't matter what hour of the day it was if I needed something.

Definitely made a huge impression on me, and you can be sure I'm going to recommend him to anyone I know looking for a dentist in the San Diego area...and they got TVs in the ceilings in their office too so you can watch ESPN while you're getting dental work done...another cool little thing that goes a long way for me...

Small Thing #10: If You Have a Podcast or do Video - Also Include a Transcript

Again, like I said, not all of these tips will apply to everyone, but I include a transcript with all of my podcasts and most of my videos, and I'm always getting emails and messages from people saying thanks. It's a small thing to many, but for others it's the only way they can consume the content at that time - whether they are hearing impaired or just don't have the capability to listen to audio or watch a video at that time - maybe they're at the office or something.

It does cost a bit to get transcripts done if you don't do it yourself, so if you can't spring for them that's totally understandable - they're not 100% necessary, but like I said they do matter to people and for those who read the transcripts - I know they're thankful for the opportunity.

<http://www.speechpad.com> is who I use for my transcripts.

Small Thing #11: Speaking of Audio and Video - High Quality Productions Matter

If you're doing any type of audio or video for your brand, bad quality can just ruin it - even if the content is amazing, it doesn't matter, if the sound quality is bad or the video is choppy or not too interesting, people are not going to enjoy it.

On the other hand, if you do get high quality stuff going that makes you look a lot more professional, and seriously, if people are going to listen to you for a half an hour, you've got to make that audio good.

Just ask my friend Cliff from <http://www.podcastanswerman.com> - we've had long chats about the purpose of audio and why it must be high quality, so a good microphone is in order, I use a Heil PR-40 Microphone which is a high-quality podcasting mic, makes me sound a lot better on the mic than I do in real life, but there are other cheaper options available you kind of just have to do a bit of research which I won't get into right now, but Cliff's site is a good starting point - <http://www.podcastanswerman.com> - and as far as video - a Kodak zi8 HD camera - just a couple hundred bucks, that's all you need. Recently I've been using a DSLR camera with a built

in HD video recorded - a Canon Rebel T3i, and it's been amazing - the last video I did with it, I got a lot of comments on as far as the lighting and quality, and it's all the camera's work, not me...so I'll link to that in the show notes for you...

Bottom line, your multimedia must be high-quality.

Small Thing #12: Skip the Sales Pitches

Here's a quick story...

Not too long ago I was really pumped to meet an old friend from high school who said he was starting his own business. I was stoked to share some of what I've been up to also and offer some advice, so we met up for some coffee.

After some good catching up, I asked him what his business was about, and five minutes later I realized that I was sitting in on a rehearsed MLM (multi-level-marketing) presentation, all about how if I joined this program we could be making loads of money together. He actually broke out his laptop and showed me a powerpoint presentation with a typical pyramid, us at the top, and people below us who we earn money from if they get people under them, blah blah blah.

I politely declined, and although we are still friends, ever since that day I just felt like I was just there to be sold to, and it almost leaves a sick feeling in my stomach. Now that I think about it, we really haven't made an effort to meet up since, and I would be worried that if we did he'd ask me about that MLM program again.

The point of this story is that people, especially friends and people who have learned to trust you (and double-especially **people online**) don't like to be sold to.

People are tired of being sold to.

As our good friend Corbett Barr from ThinkTraffic.net so eloquently puts it:

"The best sales pitch ever is no sales pitch at all.", and I truly believe in this statement.

So skip the sales pitch, and if you're selling something, let your results, and the results of those who use whatever it is you sell do all the "pitching" for you.

Small Thing #13: Reply with a Video

Someone the other day actually sent me a video, just to say thanks for what I was doing. It was a private video so I won't share this person's name, but honestly it was pretty darn awesome. It totally caught my attention because it wasn't just another email, you know - it was a video, and seeing this person's face and hearing this person talk - it was really really cool and left an

amazing impression on me and who this person was - so, my recommendation to you here is maybe try shooting a video for someone instead of sending an email - if you know how to do it right it can actually be much quicker than sending an email, and like I said it stands out and can leave a deep impression on someone.

I really really like that idea...I'll have to think about that more myself...and watch now I'm going to get like 100 videos from the Smart Passive Income Audience! That would be cool though and I'd totally watch each and every one of them.

Small Thing #14: Invite Participation

One thing I love to do is get my audience involved. Whether it's through a reader challenge, or simply just asking for answers for a specific question or an opinion, I love to get my reader involved.

This does a couple of things:

One, the calls to action get people to take action, which is, like I mentioned before, that first initial small transaction that can lead to further and bigger transactions down the road, but furthermore...

Second, it gets people involved which makes them feel included, or like they're part of the team, and if someone feels like they are involved in something or that they are a part of a team, what do they usually want to happen? They want that team to succeed, because they are a part of it!

So for example, with my reader challenges, when I share the results and link to everyone's submissions (and mention their names, of course), all of the participants share that post like crazy, because they're a part of it. They're a part of the team and they want that team to succeed...

So bottom line, invite participation. Recruit a team of involved fans and you'll have that many people people looking for your brand to become a success.

Small Thing #15: Be honest.

Dude...honesty, especially online, means a lot to people. This means showing all sides of a story, being transparent about something - if you're offering a product as an affiliate, and you TRULY care about your audience, what are the downsides of it, and what should people look out for?

I'm not going to spend too much time on this tip, because it's self-explanatory - just be honest and upfront with people.

Small Thing #16: Be Passionate.

This is as much of a tip for you as it is for your audience, because if you're enthusiastic about something, passionate about something, that will transcend onto your audience and they will have that much of a better experience going through your content and becoming a part of your brand.

If you're not really enjoying what you're doing, you can't really hide that - through voice or through text - people can sense how you feel about something, which is why I love the podcast because I know I'm very passionate about stuff and I know it comes through in my voice so I know people enjoy listening, as opposed to if I was talking about something I wasn't really passionate about, you can't really fake that.

So for your sake, and your audience's sake - be passionate, really want to help people and if you're having trouble with that, you've got to reassess why you're doing what you're doing and what your goals are.

Small Thing #17: Be a Ninja Again with Rapportive

I've written an entire blog post about this before, and it's this GMail application called Rapportive!
<http://www.rapportive.com>

Rapport, as in relationship, and what this tool does is that whenever you get an email from someone, or even send an email to someone, it detects that email address and shows you more information about this person based on their social media profiles and contacts...

So for example, if you were to hook up rapportive to your Gmail (and you don't need a gmail account to use it, you just need to use the gmail platform to handle your emails, which I've done for the past year and it's been amazing for productivity, but we'll save that for a later podcast), if you hook up rapportive and I emailed you, you'd see a picture of me in the sidebar, along with my LinkedIn profile which shows the various companies that I own, plus my latest Twitter and Facebook messages, and even what newsletters I'm subscribed to if I was subscribed to one of your newsletters through Aweber. It also shows a snapshot of the previous email discussions we've had together - a whole bunch of things that you can use to send me a more personalized, up to date, almost Ninja type of email.

Like one time, I replied to someone who I saw was an Ohio State Buckeyes fan - I noticed this through Rapportive, and at the end of my email I said "Go Buckeyes", and I got a response back saying that he thought that was a really cool gesture.

Again, a nice little, quick surprise which I know can leave an impression on those you email.

Small Thing #18: Get a Little Personal

As many of you know, I like to infuse a little bit of my personal life into my blog - obviously there's a line that you have to draw somewhere, and everyone's line of comfort-ability will be different, but the point is if you show a little bit about yourself and who you are as a person outside of your website, ON your website, people are going to connect with you that much more because you'll seem more like a real person, and people connect with people not websites and not the content on those websites.

People connect with people. That's why on my front page I have a picture of me and my son, which reflects what I value most in life and is something I want people to know right away when they visit the blog, because that's exactly who I am.

Just think about it from your audience's point of view - what would make them feel like they can connect with you and trust you and the information you have to share on your blog.

Plus, if you want to talk about standing out from the crowd and being unique - nobody in this world is like you. Nobody, so putting a little of your personality into your blog is definitely one quick and easy way to stand out and be unique.

Small Thing #19: Provide Unique Content

Simply put: give your audience something they can't get anywhere else.

Provide unique content, and they'll stick with you forever. Re-hash the same ol' information that's been said before and elsewhere, and they might as well leave and go to where they can get the latest, most unique content first.

It's as easy as that.

For me, one of the easiest ways to provide unique content is to report case studies or results from experiments that I do on my own. No one else has that content because the experience and results are uniquely my own.

Boom - unique content, and it's interesting, and sometimes it even adds to my passive income portfolio too, like with the Niche Site Duel at <http://www.nichesiteduel.com>.

Small Thing #20: Proof-Read your Content Before You Post It!

I'm guilty because I've done it before, I've posted content without proof-reading it to make sure all the mistakes are gone. It's hard to catch everything, and I still don't always catch everything, but please proof-reading any of your written content before it gets published, and that means previewing it and reading it aloud. This can help you catch those grammar and spelling errors you wouldn't have caught otherwise, which can decrease the quality of the post in whole, and sometimes, for some people who are like Hawks that can't help but catch those mistakes, it

ruins their experience - and we don't want that.

Small Thing #21: Remember Who You Are and Who You're Serving

There's no reason not to be who you are online, especially if you're building a blog that's branded around you, or you're a major part of that brand.

If you try to be someone you're not because you think you'll get more subscribers or you're going to make more money that way, it only comes across as being fake, and like I mentioned before people can see that, they feel it and it detracts from your overall growth and success.

Sure, you may have to make some internal changes to find success, but become those changes, don't fake them. For example, if you're a writer looking to expand onto other platforms, it may take some courage and getting over some fears to get behind a microphone or a camera. Trust, me, I know exactly how that feels - it took me 2 years to finally get behind a microphone for this podcast after saying that's what I wanted to do, but I don't fake who I am on this show, this is the person I've become because I really wanted to make this a part of my brand, so I learned it, experienced it and I can feel myself and my brand growing as a result of putting myself out there and being comfortable with myself in a different way.

Bottom line, just remember who you are, but don't be afraid to get uncomfortable if you know it will help you and your business grow - just remember who you're serving at the same time - your audience.

And Lastly, Small Thing #22: (And I know I said there were only 21 things, but this is a bonus) Always Over-Deliver:

Always.

Always give more than what people expect, and even more than you originally anticipated to give away yourself.

Going above and beyond and just - blowing people's minds away - that's what this is about and that's how you take big leaps in your business and brand. Just think about any successful company or blog or brand - they always do something that just blows people's minds. Gets them to start thinking about them and talking about them like there's nothing else COOLER than that at that moment in time. That's the approach you have to take and that's what you should be aiming for.

Over-deliver and it'll happen.

And that's it! 22 Small Things that can lead to Big Time Results for your blog, online business and your brand.

I hope you enjoyed the show - as always I appreciate you and your time listening in today, and if you wanted to do me a quick favor, just do something kind for someone today - someone you know or even someone you don't know, buy the person behind you at Starbucks a free coffee or something, just do something small for someone and you'll see just how good it feels, and I promise, in some way, shape or form, maybe it's just a simple thank you, or maybe you walk around and find a 100 dollar bill on the ground later - in some way, shape or form, it'll come back to you.

Cheers, thanks for all of the great reviews on iTunes, we're up to like, 315 5-star reviews - totally awesome.

Come say hi to me on Facebook at <http://www.patonfacebook.com>, and I'll see you in the next session.

Bye!