



SPI Podcast Session #214: How to Master Content Marketing with Neil Patel

Pat: This is the Smart Passive Income Podcast with Pat Flynn session number 214. Here we go.

Announcer: Welcome to the Smart Passive Income Podcast where it's all about working hard now so you can sit back and reap the benefits later. Now you're host, he imagines a hamster and a ball every time he sees BB-8, Pat Flynn.

Pat: Yo, what's up everybody? Thank you so much for joining me today in session 214 of the Smart Passive Income Podcast. My name is Pat Flynn and I'm just so thankful you're here with me today. It's not just me today. We also have a great friend of the Smart Passive Income community. Somebody who was in, I believe it was episode 68. That was quite a long time ago. This is Neil Patel from neilpatel.com also quicksprout.com. A lot of you also know him because he's the founder of [Crazy Egg](#) and [Kissmetrics](#) and a number of other tools and other great pieces of software.

He's created 4 multi-million dollar businesses and he consults a lot of other great businesses, too. He's just a wealth of knowledge. I brought him on the show today to talk specifically about: content, managing content, how to approach content, how to know what to write about, how many articles you should launch with, if you're just launching for the first time, how often you should be blogging and putting content out there into the world, and how to make the most out of it, too. We put so much hard work into our content, a lot of it just gets put into the archives or we often do too much. What's just right? I asked Neil and I pick his brain on that to help you and Neil definitely delivered on this episode.

Without further ado, no more talking, here we go right into the interview with Neil Patel from NeilPatel.com and QuickSprout.com.

Pat: Hey what's up everybody? Pat here with Neil Patel back on the show with us, Neil from Quick Sprout. What's up, Neil? Welcome back.

Neil: Thanks for having me.

Pat: Yeah, man. Last time you were on the show you ... I get a lot of guests who are on the show. They deliver value, but not as many get so many requests from the audience to have those guests come back as you do. Neil, thank you for being back here.



We're going to talk all about content marketing today and all the ins and outs of it. I feel that you are one of the leading experts in, not just being consistent within creating content, but creating the right kind of content. Content that actually matters to your audience, but also that you could use as leverage for growing your brand, growing your email list and all that stuff.

We're going to dive right in and I want to start out by just asking you a question. Starting off by saying, "Gone are the days where we can just put up whatever." Back in the day, you could just write about a particular topic and as long as it included certain keywords, you could get found in Google and whatnot and get some leverage on that, but you have to actually come up with good stuff now, good topics.

How do you, Neil, and how does your team come up with the topics to write about? Let's just start there. How do you know what to write about?

Neil:

Sure. The simplest thing to do is, there's already so many blog posts out there, look what's already on the web that's done well and hasn't done well. You can use a tool called [BuzzSumo](#), it's free. You type in keywords and it'll show you what's being read in your space in the last year, two years, etc.

The reason that this is really important is blog posts that work 2, 3 years ago won't work anymore. There's too much regurgitated information out there on the internet in which people now are looking for advanced information that they haven't read.

You have to first figure out, 1. What are people writing about and avoid all the topics that have been beaten to death. 2. Look at what's hot. When you use BuzzSumo and you type in keywords, it'll show you, "Hey, here are 'x' lines or 10 headlines or 50 headlines that have done extremely well in your space." You can then take that data and figure out, here are some headlines that work. Let me see if I can write some iterations of that topic, but make it way more advanced. That's the key.

If there's one word that makes content successful these days, it's advanced. Anything that's advanced that people loved before, but it's a newer version that's more detailed, more thorough and it gives new techniques or tips that people have never seen before. That's the kind of stuff that does extremely well these days.



Pat: Okay, I like that. Just to summarize that, BuzzSumo is the tool. That's correct, Neil?

Neil: Yes, BuzzSumo's the tool and look for what people have wrote. Don't write the old stuff that they have already regurgitated. Take all the top posts and see if you can write something that's more advanced and thorough. Typically, if you do that your posts should do really well. Also, look at their headlines, headlines is half the battle. If your headlines suck, it doesn't matter how good the content is, people won't click on it and read.

Pat: Okay. Let's dive in to the headlines, really quick. I think that's really important. You could obviously write the best content in the world, but if the headline's terrible, nobody's going to feel compelled to open it or read it or keep going with it. What makes a great headline for you?

Neil: Yeah, so there's a few things. I actually created a infographic on this years ago. With the headline, what I ended up learning, was that A) if it's too long, like it's more than 6 words roughly. That's the average. If it's 6, 7 or 8, that's fine. If it starts getting to 10, 12, it doesn't do as well. If it's too short, it doesn't do well, either. I don't know why, but that's what the data showed because we started computing tons of headline data. I have a data scientist and that's all he was doing for me for a while.

The other thing that we noticed was how-to guides and lists do extremely well. I know people say they've been beaten to death, people still love them. Just look at magazine articles when you walk down a grocery store in the aisle at the checkout area. A lot of those magazine covers have how-to or list type of posts in there or articles, it wouldn't be a post in a magazine. That still does really well.

Adjectives do extremely well. Anything that evokes curiosity does well. BuzzFeed is a good example of this. Also doing headlines that are really descriptive. People don't like vague headlines anymore. That worked extremely well 5, 6 years ago, but the trend that we've seen is the more specific you get within your headline, the more well it does.

Most writers think, "Hey, if I get too specific, then no one's going to read it." That's correct. You're going to exclude a big portion of the audience, but the people who do read it are much more likely to comment and share.



Pat: Got it. Do you have an example from any article that you've written or any one that you've seen recently of a good headline that includes some of those things?

Neil: There's no one good headline for every type of site. Reason being is a headline that works in the consumer space, for example like BuzzFeed, won't work well in the B2B space. Evoking curiosity, if you're B2B kind of thing, doesn't do that well.

For example, BuzzFeed will use headlines like "Someone got a tattoo inked" or "Someone put a red tattoo on their body and what happened next will freak you out." That may not be the best headline, but that's just an example of evoking curiosity.

Those kind of headlines work really well for consumers on BuzzFeed and news and gossip type of sites. Those headlines would not work really well on a B2B site. If someone's reading an article on your blog, they're in business. They're looking to improve growth. They're not really going to get attracted to clickbait like that.

Pat: Yeah.

Neil: You have to adapt it to your audience and that's why BuzzSumo is such a good free tool and I have nothing to do with it. I don't own shares. I'm not involved in it.

But it will show you, because if you type in keywords within your space, it will show you what's hot and what's not. You can then see, "Oh, in my space, no one's using headlines that evoke curiosity." They'll rank the headlines based on popularity. Popularity is social shares.

While in the B2C world, if you're seeing people use those type of headlines, then you know they work and you should be doing more of them.

Pat: Got it. Okay, you're just pretty much looking at what's already working out there and implying what is and just making sure not to copy, but also make things better than what's already out there. You're using what's already existing as a guideline for yourself so you're not just starting from scratch. I think this is great.

When it comes to, okay, let's say you've found a topic or you come up with a headline that's great, what do you do to prepare yourself to create this content? Do you do any research? Do you use any specific tools



beyond BuzzSumo to help you with the actual writing portion to make sure that the actual content that's included in that post is unique and great?

Neil: Yeah I do. The first thing I do is I outline the post. I use Microsoft Word. I know a lot of people hate that tool, but I love it. I go into Microsoft Word - I even paid a damn monthly subscription or yearly, I don't know what it is, but it sucks. I wish I could just pay the one-time price, but they don't have that option anymore.

I use Microsoft Word. I outline. I start with the headline, I write the introduction and then I bullet out the main points that I want to discuss in the body, just like the headings. Then from there I write the conclusion. Then I go in and I fill in the rest, reread it, add images and publish. That's my writing process.

As I'm writing and coming up with the data points, either A) I'll know the topic like the back of my hand and I can just get cranking or B) I need to do some research. When I do research, I'm just doing Google searches. I plug in information ... if I'm talking about increasing rankings on how title tags can adjust your ranking position.

Then what I'll do is I'll Google for relevant articles that have stats or data, type in keywords in Google and then link to those sources. Even if I know what I'm talking about, I will still go back, do a quick few Google searches and then try to link to other articles that back up the point that I'm trying to make.

The reason this is really important is if you want to be seen as an authority figure, you want to get more social shares, you can't just write content based on your opinions. Yeah, sure, if you're a political site by all means go ahead and do that. With most blogs people want data to back up whatever claims you're making.

Pat: All right. This applies also for other forms of content like video or podcasting, too, correct?

Neil: Yeah. You can't go and say, "Hey, I have a really popular podcast. I know what I'm doing. Here's how to market it." If you just say that, there's no validity to your claim. If you say, "Hey, I'm Pat. Everyone loves the Smart Passive Income Podcast. It's so popular that we get 100,000 views per episode according to X, Y, and Z." Now when you give tips on 'here's how you can create and grow your own podcast,' people are much more likely



to listen because you've shown them or you've told them that according to X, Y, and Z source, I'm getting at least 100,000 listens per podcast.

Pat: Right, right. It legitimizes not just my points, but myself in the process. To regurgitate what you just said, you outline this topic first and you actually write the intro out to help probably your thoughts. Then you write down bullet points of the things you want to cover. Then you actually write out the conclusion, too. Why do you write out the intro and the conclusion before you get to the meat of the article?

Neil: Meat takes the longest. If you don't have a good intro and a good conclusion, no one's going to read the meat.

I do a lot of heat map testing with blog posts and the pattern that we continually see is a lot of people read the intro, they scroll all the way down, they read the conclusion and then if they're happy, they go and read the rest.

Pat: That's interesting. That's really interesting. What tools are you using to see that?

Neil: I just use Crazy Egg. I use the scroll map report on there.

Pat: Yeah, Crazy Egg. Of course you use Crazy Egg, that's your ...

Neil: That's why I didn't want to mention it because it's mine. I'm not like a... I just use a heat map tool.

Pat: No, it's a great product. I was just curious to see if that's actually what you would say. Crazy Egg is a great analytical tool that you can use. It's beyond just the numbers. It's actually how people use your site. What's hot, what's cold and you can make actual changes. I've used it myself for a lot of the design changes that you see on the website now. It's a great tool. Crazyegg.com is where to go for that.

Something that I've struggled with, Neil, is getting to a point where I feel like every post has to be this amazing, epic, just "oh my gosh", knock them over the head with value kind of post. That has often stopped me from writing some stuff or publishing some stuff because I feel like it's not good enough. You had mentioned that was about title tags and it seemed like it was a very small topic, but I'm sure it was something that people were interested in. How do you balance trying to come up with something amazing and great and epic versus some of the smaller items out there that may not seem as so, but also are still helpful?



Neil: Think of your blog as a store. When someone goes into a store, people are different types of shoppers. Some they want to buy 10 things, some may want to buy 1 thing. Some shoppers buy a product based on looking, trying it on, reading the box, the material. Some just look at it and if they like it, they buy.

Just like a shop, your blog will have different types of readers. Some will be advanced, some will be basic. Some will want to read 5000 word posts or listen to a hour long podcast, some may just want to read a 500 word post. I'm not saying write a 500 word post or do a 5-minute podcast because you can't give much value in 30 words or 100 words unless it's just breaking news and you can put it out in 200 words or whatever it may be.

Pat: Right.

Neil: What I would recommend doing is write real cornerstone pieces of content, epic pieces. The ones that are so thorough and so good that it's going to drive a ton of traffic. That will help build a foundation for your blog. At the same time you'll notice that those pieces will start bringing in other visitors from Google, social media sites, etc. A lot of those visitors may not want to read 5000 word posts on a continual basis, especially for someone like you who collects emails because then you're remarketing to your list every time you release a new blog post or whenever you blast out to them.

You also want to write posts that are good that answer specific questions. For example, [Quora](#). It's really popular because people have questions and they want the answers. You could end up writing a 1000 word post on how to adjust your title tags to maximize your search engine ranking. It's basic, a lot of people have already known about it. The post isn't going to do as well, but because your blog has so much authority due to those epic pieces of content, those other smaller pieces will still do well. They won't get as much traffic, but they'll rank high on Google. You may not want to blast it out to your whole email list because then you're going to burn it by just releasing short pieces of content. If it's good enough, people won't mind. Just don't blast out every piece of content to your email list and do a bit of variety.

Do long posts, short posts, posts that could be video or images or podcasts, whatever it may be. Think of it as a shop. Not every person coming to your blog is the same. You have to have different pieces of content for different reader types.



Pat: I like that. For somebody just starting out, though, maybe they're about to launch their blog, how many posts would you recommend to have on when they launch? What kind of posts in terms of length and epicness and smallness? What would an ideal launch look like when a blog launches for the first time? What kind of content should be on there at the start?

Neil: There should only be one piece of content. The one that you just wrote and published. You don't want to have 5, 10 pieces, launch a blog and then people think they can go through and read the old ones. Because, you know what? If you look at the analytics on most blogs, whoever comes to your blog and reads one article, the chances are they're not going to read another article.

Don't publish 5 or 4 or even 2 before you launch. Just write one epic piece of content and fully write epic piece of content, really thorough, detailed guides, long to the point of thorough. It doesn't necessarily have to be long in text. It could be long in audio or video, whatever it may be, or even thorough in images. Release it. Do at least 5 of those over the course of the next 30 to 45 days. Then you can start mixing it in with shorter posts.

Pat: Start off strong, you're saying with the content you're coming out with. Make some noise out there with the epic content that you're writing. It's interesting because in the podcasting world, the best practice is to launch with 3 to 5 episodes. That's because people with podcasts, they'll binge listen. Once they listen to one, they'll want to keep listening and that allows you to get more chances to have your call to action in front of them and more subscribes and more downloads. It's great at the beginning of the life of your podcast. You're saying it's actually the opposite with blog posts.

That sort of makes sense because I look at my analytics even now that I've been blogging a long time. Most people on the site will go 2.5 page views or 3 page views at most, on average. That's not a whole lot.

Neil: No and your analytics are above average, by far. Most people on your blog, I'm going to guess, go to your homepage, I think you have a section for your income reports.

Pat: Yep.

Neil: Unless you changed that. Then they also can go to a blog post. I'm going to assume your income reports are really popular.



Pat: Yeah, you're absolutely right.

Neil: Most people don't even get 2 page views for every visitor. They're averaging 1.2 to 1.7.

Pat: For that first time that person who's just launching their epic blog post, what can they do to maximize that post? I guess this is a question for everybody really, but for specifically for that first time blogger. They're putting out that epic post. A lot of times we feel like when we write something that great, it should be seen. When we're just starting out, there's really nobody to see it. How do we make sure that people see it? Do you do any promotion for a launch of a blog before that post actually goes live? How do you approach it?

Neil: I don't do any preparation. You may be saying, "Hey, Neil, you have a big social following so it's easier for you," but I'll share the strategy that works for any niche, any vertical, even if you have 0 social media followers.

As I mentioned earlier, when you write a blog post you want to link out to other sources that back up the data points that you're making, correct?

Pat: Correct.

Neil: When you do that, typically if you have a 1000 word blog post you usually linking out 10 times. You don't want to link out just to link out, you want to link out when it A) backs up your point and B) it's relevant to the reader.

When I publish a blog post, I'll email all of those people that I linked out to and I'll say, "Hey Pat, I just want to let you know I'm a huge fan of Smart Passive Income. So much so that I even linked out to you in my latest blog post. Feel free to check it out here. Cheers, Neil. P.S. It would make my decade, not year, but decade, if you shared it on your favorite social site." That's it.

By doing that, you usually get like 20, 30%, sometimes 40, depends on the industry, to share out your article. If you wrote a 5000 word blog post, you link out 50 times, you're going to get quite a few social shares.

The other thing I do is using a tool we talked about earlier, BuzzSumo. I type in the specific URL of highly popular content in my space. If you wrote a article on creating a podcast, you can type in those words into



BuzzSumo. It shows you popular articles in your space. It shows them by Facebook count, tweet count, etc.

Now just within the tweet count, then take that URL, the ones that have a lot of tweets and shares. Take that URL, put it into Twitter search feature. You go to [Twitter.com/search](https://twitter.com/search), put in the URL, it will show you every single person that shared that article. Click on their bio and then click on their username, some of them have bios, websites. You can Google their name. You can try to find their email address.

Once you find their email address, shoot each of those individuals out a email saying, "Hey Pat, I noticed that you shared a article called '52 Ways to Create and Share a Podcast.' I've actually created a similar article that is about '101 Ways to Create and Share a Podcast.'" The title needs to be better, but you get the gist. "Let me know if you'd like to check it out. I think you'll love it and it'd be beneficial to your followers, as well." That's it.

You'll get quite a responses, well above 10%, it'll be under 30%, of people that will be like, "Yeah, I would love to see it." At their response, you say, "Here it is. Cheers, Pat. P.S. If you love it, feel free and share it on your favorite social network."

Pat: You're not sharing it on first contact?

Neil: No. You're getting them engaged.

Pat: Cool.

Neil: If you link to them, you can ask them to share on first contact. If you don't link to them, you want to engage and create a conversation. If you go up a random stranger and you say, "Hey, marry me." That's really weird. Someone doesn't even know you. I know asking for a tweet isn't as big of a deal.

If you get to know someone, you talk to them and then you ask them to marry you, you have a much better chance - they'll still probably say no - but you have a much better chance than if you ask someone to marry you without saying anything else.

Pat: Awesome. I love that strategy. BuzzSumo to find the top shared articles via Twitter about that particular topic. Put that URL for those top posts in Twitter advanced search and you'll be able to find the actual users who shared that post. You know that because of that they've found interest in



that particular topic so you could reach out to them, say you have something similar. Don't link out to your article right away because you just met them. Engage with them first and when they reply, if they do, then you can share that article. If not, then no harm, no foul.

Neil: Exactly.

Pat: Great.

Neil: If you don't have a following, you don't have a budget for marketing, if you follow that strategy you will get traffic to your blog.

Pat: Okay, let's give something to the more advanced users out there who have been blogging and creating content for a while. Let's say we've been doing it, we've been consistent, we're growing steadily, what's something that we could do content-related that could really give us a huge bump or spike in our email subscriptions, but more than that, just exposure? What's 1 or 2 particular things that we could do that you've done yourself that we could do to really ... things have been great and consistent, but we really want a big spike in our future. How do we make that spike happen?

Neil: Once you have an audience, you're a bit more advanced, I would start doing round ups. There's a lot on the web, if you take everyone who's popular in your industry and your blog's been around for a while, who wouldn't be like, "Yeah, sure. I would love free press." I want to be included in the round up.

You can say, "Here's what 101 experts have to say about content marketing." Then you can say, "Number 13 will shock you." I don't know, I'm making that up. Then interview 101 of them, once you publish it, they're going to all want to share it. You'd email them saying "Hey, the article's live, feel free to share it." That does extremely well. Those type of posts get 1000s and 1000s of visitors.

Pat: How do you ... It's easy to say, "Go and interview 100 people and facilitate that," but how does one manage that whole process? You want to do a round up post, maybe you're going to be like, "Okay, I'm going to find the experts out there and they're all going to answer one question for me." What's the best way to approach the organization of that, that you've found?

Neil: Google has this thing you can create your form fields that people fill out, it's in Google Docs. We send them the link, then they click it, and then



they type in their response. They type in their name, their URL, their Twitter handle, and they type in their response.

The reason you do it that way is you now can, when you publish a post, copy their URL, their name, their Twitter handle, etc. The beautiful part about this is a lot of people take that link and send it to other experts. They're like, "Oh, I'm in this round up. Do you want to be included in it as well?" Now you have a Google Sheet that has all the information and text in there. You copy and paste it, format it into a blog post and you're good to go.

Pat: Wow, okay, create a Google Form. The Google Form, correct me if I'm wrong, those entries actually can get put into a spreadsheet. That makes it even easier to organize and see all that.

Neil: Yes.

Pat: Okay. Because you're sharing that link, might you even say, "Hey, here's a link to where you can fill out this information. If you know anybody else who's also done A, B or C, feel free to share it with them, too."

Neil: Exactly.

Pat: Then you might end up getting 100s of responses. Literally it's just copy/paste from there. I think that's ... Man, I've been looking for a great way to facilitate that and I've always just reached out on Skype or Twitter and sometimes I get Twitter responses, sometimes I get email responses or they'll text me. It just becomes a huge mess. I think that's a great approach. I think that's something that will definitely help people get a spike. Is that something a beginner could do, too? I feel like it can be done, but maybe they won't have as much authority. People might not say "yes" as much, but is that still ... Are round up posts still smart for those who are just starting out, too?

Neil: You got it right. It won't work for beginners as well. It's not going to get the response rate compared to someone who has this published blog and is more well-known in the industry.

Pat: Very cool. All right, we're closing up here. We've talked about a lot of great actionable things. How do you best make your content work for you? Specifically, I'm talking about content that's in your archive. I think a lot of us have been blogging for a while. We have content in any sort of format that's been around that was great when it came out, but it kind of got lost because we've written so much more stuff since then.



How do we re-engage our older content? What are the best ways to bring people back or bring those old articles back to life?

Neil: Sure. I'm going to give you some rough numbers. My personal blog, neilpatel.com, gets - it's still new - around 190-something thousand unique visitors a month or at least that's what it's on track for in March.

Pat: Nice.

Neil: Out of those 190-something thousand visitors, 80+ come from social. Out of those 80+ that come from social, almost 2/3rds of it is from older posts. What I do is on a daily basis, I try to share at least one old article on Twitter, Facebook, LinkedIn, that's done well.

I'll take an article that I wrote a year or two ago, and the blog hasn't been up that long, but let's say a year ago. It did well, got tons of social shares. Then I'll go share it again to the same audience because a lot of people forgot about it or missed it, never saw it in the first place. If it did well in the past, chances are it's going to do well again in the future. That's one strategy.

The other strategy that I do is older posts tend to rank better on search engines. I use Google Search Console - it's a free tool from Google - and you have to verify that you're the site owner. What they'll do is show you your rankings per page, your click-through rate and how many impressions that article got, and what keywords it was for. Then it will take those pages that have a low click-through rate and decent ranking and start adjusting the title tags. The title tag in this case because you're a blog, would be the title of the post. If you want to adjust it to be more keyword rich, yet it's still readable by a human and still sexy and appealing so that they'll want to click through.

If you can find the perfect match, where I can't tell you that, "Hey, just add in this keyword or adjust it by this and you're going to get 10 more clicks," it doesn't always work that way. You'll find yourself ranking for specific terms. If that term is at the end of your title tag, in many cases moving it towards the beginning increases click-through. That's just one tip.

Putting how-to's, lists, evoking curiosity, adjusting your title tags with some of those elements also increases clicks. You don't want to put how-to in your title as if the post isn't a how-to type of post. You could adjust the post if you want to put the how-to in there. If you do these things,



you'll notice you'll get a increasing click-through rate. If your click-through rate goes up, your rankings will go up over time. This will help your old posts continually get more traffic from sources like Google which will outweigh any sort of traffic you're getting for a brand new blog post through social or any sites like that.

Pat: Nice. To recap that, we have older posts that are typically found on Google Search. We could use Google Search Console to see what those posts are and sometimes you'll come across posts that are ranking, but they just have a low click-through rate. Meaning, when people find them in Google and they're on the results page, not very many people are actually clicking on those because maybe the title tag is uninteresting. You can actually adjust those ... will they adjust in real time in Google? How long would it take to populate?

Neil: No, look at your data in 2 week pockets and, typically, when a low click-through rate is anything under 5%, you'll find a ton of pages that under a 5% click-through.

Pat: Then you can just adjust those and check two weeks later and see how it's increased.

Neil: Yes and Google has a date range feature in Search Console. You would just say, "All right, I made the change today. I'm going to wait 2 weeks." Keep in mind the data in Search Console is at least 2 to 3 days delayed. When you make a change, you've got to wait 2 to 3 more days and from that point the data will then be accurate with the new title.

Pat: Awesome. Neil, what do you feel is the biggest mistake people out there who are blogging or creating content make?

Neil: They're not consistent. The biggest thing that kills a blog or makes it not succeed in the first place is inconsistency. If you can't blog once a week or once a month, pick whatever the frequency is, but just be consistent with it. You won't do well. Ideally, it should be at least once a week. I haven't seen too many blogs create content once a month and then crush it. Typically, it has to be at least once a week. Ideally, 2 or 3 times a week. If you're not willing to put in the effort, then don't blog on your own site, just guest post on other people's sites.

Pat: What do you feel about [Medium.com](https://medium.com) for exposure?

Neil: Medium's not bad. It's a great way to generate more traffic. A lot of people are on there. They use it more like a journal. Whenever you want



to write, you write. If you don't want to write, you don't write. I just don't like the concept of ... Again, if you want to use it for guest posting, by all means do it. I don't like the concept of having your main blog on a medium or a tumblr. I like it on my own domain using [WordPress](#). The reason I use WordPress is it's open-source, it's flexible, there's a lot of plug-ins that make your life easy and it doesn't cost any money. Plus, you can control it. If you have a problem with the blog - like yours, you release your income reports. I don't know what your last month's income was, but I'm guessing it was around 6-figures a month, right? Plus or minus, 10, 20 thousand bucks.

If you look at your income reports, would you have been able to generate that much income if you were on Medium or Tumblr?

Pat: Definitely not.

Neil: Exactly and that's why I recommend people not to fully blog on Medium or Tumblr. Use it as a guest posting platform, don't use it as your main blog.

Pat: You had mentioned the biggest mistake is inconsistency. How does one stay consistent? What are one or two pieces of advice that you have to allow people to be consistent with their content? Not just picking a frequency, but do you ... I don't know, tools? Do you actually schedule out when you write and what are some devices that you use to help keep you consistent?

Neil: I use a content calendar. There's a lot of WordPress plug-ins that are free that are content calendar related or you can just use your Google Calendar to map out when you're going to blog. I also map out when topics are going to be released.

You know how we mentioned earlier, "Hey, when you're releasing a blog how many posts should you have published?" And I say 0, just the one that you're writing that day should be up. Before I publish a blog or before I really try to grow one, I have at least 4 or 5 pieces of content written in advance. They're not published, they're just written in advance.

That way you can continuously crank out content and you should plan out, "Hey, I'm going to be writing every week during this time," and you have to come up with the topics in advance.

Pat: I've learned that scheduling that kind of stuff really helps me. For me, Monday is my writing day. Tuesday is my podcasting day and since



actually making that concrete in my life, it's been a lot better. I have become more consistent. That definitely helps. Neil, thank you so much for all that and everything.

Every time you come on the show, you always bring super-actionable strategies and tactics for people. I know I speak for everyone when I say thank you for that.

Also, where can people find out more about you? What are the big things that you have going on right now that we could support?

Neil: Sure, you can find out about me more at neilpatel.com. The big thing that I'm releasing soon is a book. I'm just trying to get it out there. It's called Hustle and hopefully people buy it. I think it will do well.

Pat: Nice, when's it coming out?

Neil: September.

Pat: September, all right man, we'll look out for it.

Neil: Sounds good. Thanks for having me.

Pat: Thanks, Neil. We appreciate you.

All right, I hope you enjoyed that episode with Neil Patel. Again, you can find him at neilpatel.com, that's 'N,' 'E,' 'I,' 'L,' 'P,' 'A,' 'T,' 'E,' 'L' dot com. Also quicksprout.com and actually on neilpatel.com there's a lot of great tools, free tools that you can use to help you do a number of things. For example, SEO analysis and there's a marketing checklist you can download and all this competitive intelligence. He's just a super smart guy as you could tell and has a lot of experience building multi-million dollar businesses. I know him as a content marketing expert. I hope that you got a lot out of this episode. I did.

I remember conducting this interview and getting so much out of it. I was taking massive notes and I'm sure a lot of you have done the same. If you want to check him out, neilpatel.com. You can also check out the show notes for this episode on SPI at smartpassiveincome.com/session214. Again, that's smartpassiveincome.com/session214.

Also want to give a quick shout-out and thank you to today's sponsor who's helping pay for the editing and all the stuff that goes on behind the scenes here at SPI. Today, it's 99Designs.com. I want to thank them



because they are an awesome company that you could use to help get some design work done for your blog, your business. Whether it's just a small thing like a logo or an entire website, you can get things designed by multiple people and pick your favorite design from those designers out there who are offering this service on 99designs.com.

It's really cool because it's sort of run like contest. You put in the description of what you want and what you're looking for and, within a couple days, you're going to have dozens of people around the world who are going to create their own version of what it is that they think you would like. You get to pick your favorite. You can even have your friends and family vote on their favorites, too. I've used it myself on a number of different projects. I know people like Tim Ferriss has used it as well and many of the SPI community, too.

The cool thing is if you want to get a discount or get \$99, actually, that you can put towards your next design project, all you have to do is go to 99designs.com/SPI. Again, that's 99designs.com/SPI.

Thank you so much. I appreciate you and I look forward to serving you in next week's episode where we're going to be continuing our conversation about content. I'm actually inviting my content/editorial manager who has been a massive addition to the team here on Team SPI. Who has really cracked the whip on making sure that everything is being done on time, that we're actually ahead of schedule. Everything from Ask Pat to the podcast to the blog content to SPI TV she's really the mastermind behind what the content has become over the last 6 months here on SPI. We're going to talk with her, talk about what she got in to, how she helped fix the problems that were happening before she came onboard and what we're doing to get ahead, too.

You'll hear from Janna in the next episode. Until then, thank you so much. I appreciate you. If you have a moment, please leave a review on iTunes. I don't ask for them much. Sometimes I forget because I know that a lot of you just need to be reminded sometimes to leave a review. They help out very much. Doesn't have to be very long. Just an honest review on iTunes would be massively helpful for the show.

Thank you. Cheers. See you next week.

Announcer: Thanks for listening to the Smart Passive Income Podcast at www.smartpassiveincome.com.

Links and Resources Mentioned in This Episode:



NeilPatel.com
QuickSprout.com
[Crazy Egg](http://CrazyEgg.com)
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