
A CYT GUIDE

HOW TO REACH 10,000 BLOG SUBSCRIBERS



The no-nonsense guide to dramatically increasing your blog subscriber count. There are no affiliate links, no fluff, no sales messages so buckle up and enjoy the ride.

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WELCOME TO THIS GUIDE ON REACHING 10,000 SUBSCRIBERS

Put the kettle on and get yourself a cup of coffee, you'll want to read this guide in one sitting, and it helps to have a little caffeine in the system to keep you focused :)

This guide is a no nonsense, no fluff, no 'here's my struggle' life story, it's just some great information to help you get a lot more subscribers to your blog than you are currently getting. There are no affiliate links whatsoever in this guide so all links are affiliate free.

Even if you have no subscribers yet or have 7,000 subscribers this guide will show you no nonsense ways to get your subscriber numbers up.

I am a blogger and getting readers eyeballs to my blog has been my goal for the last year, although I've been blogging for 4 years now, it's only in the last year where I really concentrated on my blog as a business and have managed to grow my subscriber list from 3,000 to 10,000.

Buckle your seatbelt Dorothy, 'cause Kansas is going bye-bye.

INTRODUCTION: WHY FOCUS ON SUBSCRIBER COUNT

Simply put, **Social Proof**.

Social Proof is what it's all about. Would you rather visit a blog on personal development with a subscriber count of 35 or would you rather visit a blog with 10,000 subscribers?

It may seem a little shallow at first, but in this day and age when you've got a few seconds to grab a new readers attention, social proof will be one of the first things a new reader to your blog will look for.

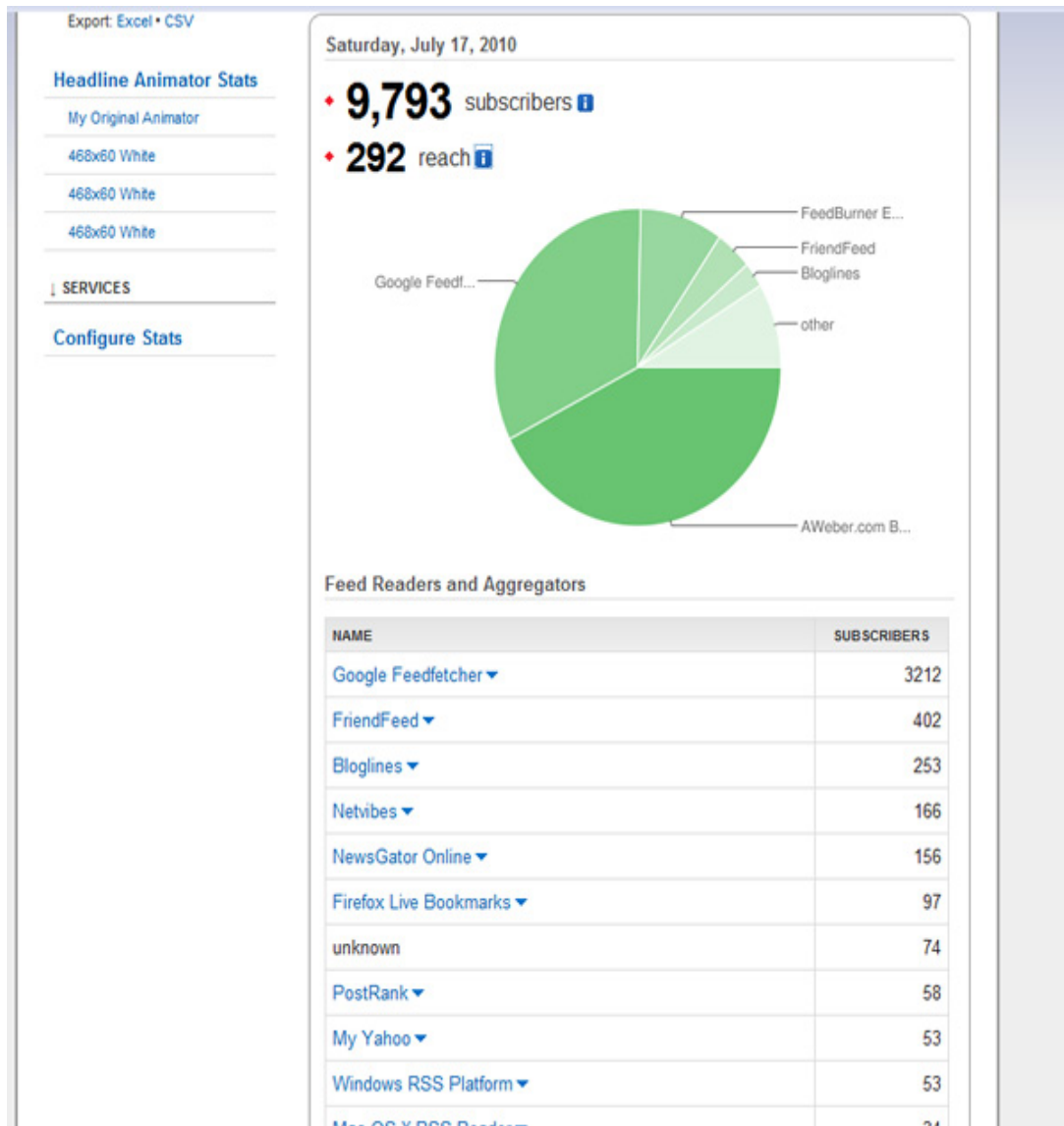
When you build up your reputation as a great writer and blogger you will automatically get more subscribers and your focus will be more on networking to build your blog rather than the logistics of setting up and starting your blog.

if you don't think you're a great writer, that's because you are probably not a great writer. However, blog readers are looking for real people who write in a language they can understand, you don't have to be great you just need to be authentic. The more you write the better you will become at writing, so don't ever use 'I'm not a great writer' as an excuse to give up blogging, keep going and you will reap the rewards eventually.

HOW ARE THE FEEDBURNER STATS COMPILED

I am assuming here you are using Google's Feedburner to count your blog subscribers, so here is how they are made up.

Snapshot of Feedburner stats for [Change Your Thoughts](#)



You will notice from the above that the Google feedfetcher makes up 3,212 of the 9,793 I currently have (for some reason the subscriber count dips at the weekend). You'll also notice that Aweber has the largest percentage of subscribers. I'll talk about Aweber later on. I have around 4,100 subscribers from Aweber and it's the area I have concentrated on most when trying to gather new subscribers for a number of reasons.

The other stat that is interesting is the FriendFeed stats, you'll see there are 402 subscribers from FriendFeed. I will be starting to focus on FriendFeed a lot more in the future as they can be a great source for getting more subscribers and interacting with your readers.

WHY USE AWEBER TO INCREASE YOUR SUBSCRIBER COUNT

I have been using Aweber for a number of years for my other online money making ventures, but it's only been in the last year that I focused on Aweber to grow my subscriber list. Here is another snapshot showing Change Your Thoughts subscriber number, month by month:



You'll notice it's only from September 2009 that I really started to grow the number of subscribers in Aweber, I'll speak a little about using Aweber as a fantastic tool for growing your subscriber list a little later.

Notice also that in June 2010 the subscriber figures really started to rise by around 300%, **this was done using 1 tactic that I hadn't really thought of before.**

Okay, now you know a little more about how subscriber counts are made up, we are going to speak about the number of different ways to grow your subscriber list.

GETTING TO THE NITTY GRITTY OF GROWING YOUR SUBSCRIBER LIST

This section will be split up into two different areas:

1. Your blog
2. 7 Ways to dramatically increase your subscriber list

YOUR BLOG

There is absolutely no point in trying to grow your subscriber list if your blog is not worth subscribing to. This begs the question: What makes a blog worth subscribing to?

After many years of blogging, and reading thousands of blog posts there are a few things that stand out that makes someone want to subscribe to your blog:

Design
The blog post itself
Social proof
You

Design

The first thing a reader will see when they come to your blog is the whole blog itself. They won't see anything specifically until after a second or two. So their eyes will take in the whole page before starting to focus on something that's eye catching.

So your design will be judged within the first second of reaching your page, literally the first second.

Lets take a look at what a reader sees the first time they visit your page:

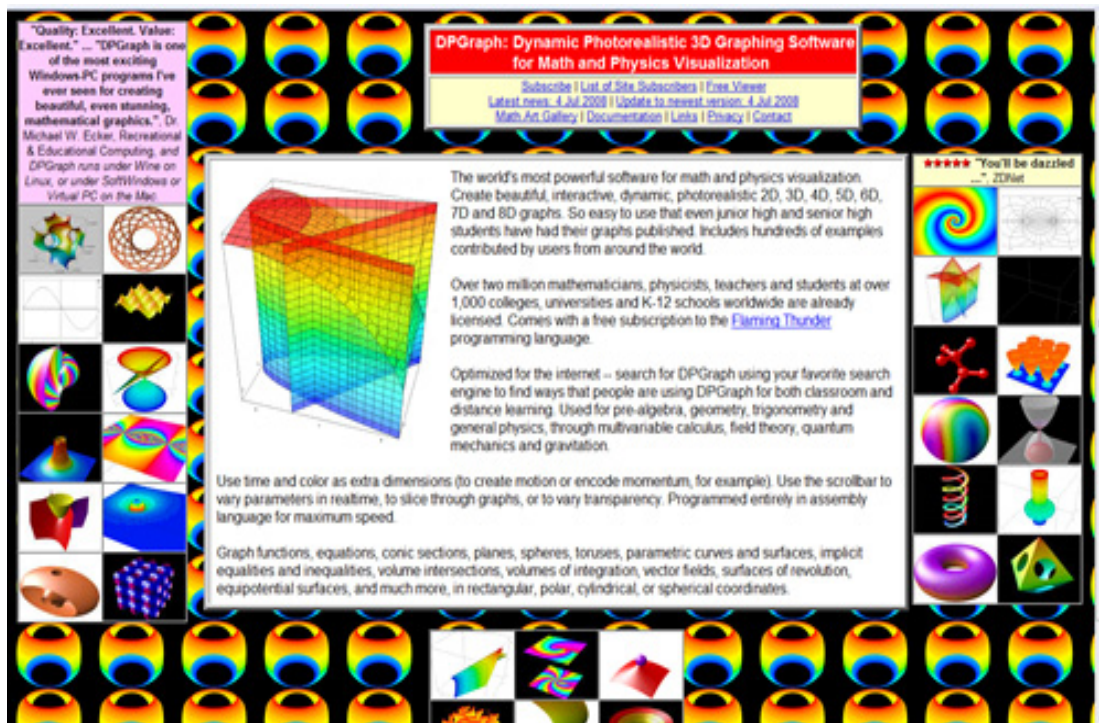


The image is obviously blurred but that's what we see for the first few milliseconds of visiting a site. Notice, even though the image is blurred, that your eyes are drawn toward a particular part of the site, usually the top left hand side of the page, which is the heading:



As you can see I have kept the blog quite minimalist above the fold (the part of the page you see before having to scroll down to view more).

Let's take a look at another site which has a lot more going on:



This site is a headache waiting to happen. You don't know where your eyes should go, the moving images in the background are very off putting and within 1 second of reaching this page you would probably click away.

You can see the difference between the two pages and how your eyes move much more smoothly over the first site.

So design is important when it comes to your blog. This is not an ebook telling you how to design your blog so I can't tell you how to do that, I am not a designer, I can only tell you what works for me. Even my site is not a great design, it needs to be a little warmer and a little more navigable, but it works at the moment.

Here are a few things to consider when looking for a blog theme for your blog:

Does it catch your eye?

Remember I said you have around 1 second to make an impact. If you can afford a blog theme designer by all means hire one, but with lots of great blog themes out there for free and even better ones for a small amount there's no excuse for a really bad blog design.

Some places I would try:

[themeforest.net](https://www.themeforest.net) (paid)

[Wordpress.org](https://wordpress.org) (Free)

[Diythemes.com](https://diythemes.com) (Paid)

[Wordpressthemebase.com](https://wordpressthemebase.com) (Free)

Load time

Another important aspect of the design is that it should load quickly, so don't have too many widgets loaded into your blog theme, this will turn visitors away from your blog before they even have a chance to read what you have to say.

Too many ads

If your blog has too many ads then it's going to look like you're in it for the money and not bothered about the reader at all. If you're going to have ads, have them below the fold where new visitors will not see them immediately.

Keep your content the focus of attention

Your content is the reason you are trying to get readers to your blog, to show them that what you are writing is worth reading. Make sure your content is prominent, as close to the top left hand side of the blog as possible.

Ease of navigation

Readers will not always enter your blog via the front page and will often find it from the search engines. So your blog has to be easily navigable from all of your pages. Typically your sidebar will have a lot of useful links: top posts, categories, popular posts, etc.

The blog post itself

Back in 2006 Seth Godin wrote this about writing a blog post:

An appropriate illustration,
A useful topic, easily broadened to be useful to a large number of readers,
Simple language with no useless jargon,
Not too long,
Focusing on something that people have previously taken for granted,
That initially creates emotional resistance,
Then causes a light bulb go go off
and finally,
Causes the reader to look at the world differently all day long.

The same holds true for today. We can simplify it down to:

Great image to go with the post

The image you have to go with the post is the first thing a reader will see when they decide to read a post of yours. If the image does not look professional or interesting in some way they will click away.

I love a blog called [ChangefulStorm](#), not because of the poetry, but because every image the owner, Neva, puts up is just beautiful. If the images were not good I don't think I would have bothered with the blog and got to know the owner better.

Great headline that tells you exactly what the post is about

Look at these two headlines and ask yourself what one would you click on if you were looking to get more readers to your blog:

Getting More Traffic

How to Get 963 Extra Readers to Your Blog Every Day Starting Today

The second headline, although a little long, would grab your attention straight away because of the preciseness. It tells you exactly how many extra readers you can expect, where to, how often and when.

Great first paragraph that will tell you what the rest of the post is about

Okay, you've managed to get a new reader to like your image, like the headline and they have started the first paragraph.

Your first paragraph is crucial in getting the reader to keep reading, once you got past this part you have almost got them hooked and willing to read more.

Your first paragraph should contain what the reader can expect to get from the rest of the post. You are effectively saying to the reader: Here is why you should read this post, here is what you are going to get from it and here is what results you can expect after reading this post.

Here is the first paragraph in a post I wrote called: The magic Inside of You

I'd like to tell you a story if you're willing to read on, I think it can change your thinking and could change your life.

That one paragraph tells you what to expect (a story), what to expect (change your thinking) and what results you will get (change your life).

There are other ways to start blog posts:

- Asking a question (usually rhetorical)
- Making a bold statement
- Get the reader to imagine something
- Share a quote or anecdote

Break the post up with headers and bullet points

First time readers to your blog will often scan the first blog post to see if it's interesting. the only way they can do this is if the blog post has a heading, subtitles and possibly bullet points.

Nobody wants to read 1000 words without there beaing some kind of break for the eyes.

Imagine going to a blog post and seeing a sea of words before you without anything to tell you what the post is about apart from the header (and it has to be a good header). when you write posts without subtitles, images, bullet points etc you are almost forcing the reader to read your first paragraph, and guess what, nobody likes to feel forced to do anything. Make it easy on your reader and add in sub headings,, quotes, bullet points, images, etc.

There is one exception to this and that is if you write very short pieces like Seth Godin then there is no need for the above, but generally most bloggers write between 500 - 1500 words of content in each post.

End the post with a call to action

Invite your readers to join in the conversation by asking them to. A simple 'Let me know what you think' is enough to elicit some comments to your blog. The more comments you have on your blog posts the more social proof you have. We will speak a little more about social proof later on.

A good, well structured, blog post is critical to your success of becoming a blogger so master the art of writing great blog posts. Copy the masters and see how they construct their blog posts and deconstruct it to suit your own style of writing.

Social Proof

Whether we like it or not social proof plays a key role when readers decide if it's worth staying on your blog long enough to get to know you.

We are social animals and if a lot of people have already made a decision about something then it's a short cut to thinking for us. With regards to blogs, if I visit a new blog and I see it has 10,000 subscribers, I immediately think there must be something about the blog that others like and I will give it a little more attention than I would if it only had 35 subscribers. The less time I spend having to make decisions about whether or not to read a blog the more time I have to read more blogs and social proof cuts down, dramatically, my thinking time.

What is social proof?

Social proof is anything that shows other people/readers have already decided they like you/blog and have taken an action of some kind, usually by subscribing, tweeting, bookmarking, thumbing up etc.

Some social proof indicators are:

- Your subscriber count
- Your comment count on your posts
- The number of Facebook fans you have
- The number of tweets to a post
- The numbers of SU likes you have had
- The number of Diggs to a post
- Your Alexa ranking

And the list goes on and on.

By writing great content, which is useful and helps others in their field of interest you will be able to increase your social proof. By networking with other bloggers in your field of interest you will be able to increase your social proof.

you can of course game the system and get more Tweets, Diggs, Facebook likes, thumbs up etc, however it's harder to game the system than to actually focus on the quality of your work and the quality of your network.

You

Believe it or not readers subscribe to your blog because of the person who is writing it, mainly you.

Whenever you become popular in your field people automatically turn to you and try and emulate what you are doing and how you are doing it. They also want to have your attributes and look up to you, and respect you. In essence they want to be you, that may sound a little weird but it's true.

If you have a compelling story or are a little different and you have a little success you will gain a lot of subscribers simply for being you.

this is when you realise that you have to blog with integrity and be authentic both to your readers and to yourself. There is no point in having a blog about a loving marriage if you're out having affairs all over town. when you are true to yourself and are writing from the heart it will shine through in your blog and others in your field will automatically be attracted to you and you will quickly gain a respect.

Being with you

When a subscriber subscribes to your blog it is a way of getting to know you a little better, they feel a little closer to you and have more of a sense of loyalty toward you.

This is another reason to act with integrity and authenticity. the more popular you become the more you are scrutinized, much like the celebrities being scrutinized by the press.

You have a gift

You have a gift and it's unfair to keep this gift to yourself. If you are a blogger and keep up with your writing and try your best to perfect your craft you will develop your gift into something that can be shared with thousands of people around the world. Don't underestimate your influence when you start to gain more subscribers.

It is your responsibility to share this gift with others without expecting anything in return. When you get to the stage that you have given so much then it's time to start making money for yourself to keep developing this gift. even if you write an ebook after a year or two of blogging and start selling it for \$15, you are still sharing your gift, but also helping yourself.

A lot of people think that they shouldn't start selling from their blog, that's nonsense. As long as your are not just in it for the money and what you are

selling or promoting is going to help someone, then selling your items is a must if you want to continue to develop and keep in touch with your subscribers.

Part of your tribe

A lot of readers will subscribe to your blog simply because they feel they have connected with you and want to be part of the community you have going at your blog, whether that be with the comments you get or the forum you build it doesn't matter. Making readers feel welcome and replying to each comment is a must for making readers part of your community.

Well that's it for the whole blog thing, I could write a hell of a lot more about 'Your Blog' and how you can make it better to entice more readers to subscribe but I think you get the picture just now.

i want to go on and give you some concrete tips for getting more subscribers by using some of the methods I have employed to reach 10,000 subscribers.

7 WAYS TO DRAMATICALLY INCREASE YOUR SUBSCRIBER LIST

This section will show you what you can do today to get more subscribers to your list.

#1 - Offer your readers something for signing up

You've got to think like a typical reader if you want to have more subscribers. Ask yourself the question why would someone give up their email address. Yes, to get updates whenever your blog publishes a new post, but if you offer them something for free which is also valuable they are much more likely to sign up.

You can offer a free ebook as an enticement, you can offer software, a free 7 day course.

You don't need to make the free product yourself. when I have been doing blog coaching with clients and I have advised them to offer something for free, the typical response is, I don't have anything to give them. The very fact that you have a blog means you have something to give. Just make a 'best of' compilation of your best posts, turn it into a pdf file and you have an ebook worth between \$10 - \$20.

If you are literally just starting out and have nothing to give away go to www.master-resale-rights.com/ buy something for \$5 and then offer it to your readers for free. **Who says it has to be your product you give away for free.** When you become more established then you can produce a free report or ebook, stamp your name on it, and then offer that for free.

When subscribers sign up via the RSS feed button, they don't have to give up their email address they just have to hit the RSS button and add your feed to their favourite reader service such as [Google Reader](#) so you can't offer the reader something for free in this situation. That's why, I believe, it is best to get an Aweber account, so you have a lot more control over interacting with your subscribers.

#2 Start Using Aweber

[Aweber](#) is an auto responder service whereby readers will subscribe to your list and you can write to them directly as you have their email address. It costs around \$19 per month, but I honestly believe it is worth the investment as it will dramatically increase your subscriber list in the shortest time possible. As your list grows you pay extra, for example I am currently paying \$50 per month as I have nearly 10,000 subscribers from various other lists as well.

With Aweber they have a feature where you can make your own subscriber box like the one time subscriber box I have on my site:



A lot of people don't like these pop ups, however it only shows with a first time visitor. So if you are going to get people passing through, you might as well show them this box and increase your subscriber count.

You will notice I have an offer to entice the first time reader to sign up, free ebooks worth \$39. The ebooks are just 'best of' posts from my blog and turned into an ebook.

This pop up box, which I implemented in June 2010, is responsible for a 300% increase in my daily subscriber count, which went from around 13 per day to 40 per day from the day I started using it.

Once you have someone's email address and they have opted in to receive emails from you they are added to your subscriber count.

You can then start sending them emails about your blogs posts, your ebooks you have for sale, and just generally keep in touch with them and offer them great value to keep them subscribed.

Whenever I am thinking about producing an ebook, such as the one you are reading just now, I ask my list their thoughts about it and what is their biggest issues they have around a particular topic. In return I will offer the ebook for free or half price just for being on my list.

Imagine being able to write out 1 email, which may take you 10 minutes to write, and have it sent out to 4,100 people with the click of a button. This is the power of Aweber. Internet marketers have a saying 'The money is in the list' and it's is very true, if you have a large list of subscribers via aweber you can sell to them quality products and make money with your products or affiliate products.

You can't do this with RSS as you don't really know who is subscribed to you and you can only talk to them via the medium they signed up with i.e. your blog. We will talk a little about RSS email subscriptions which has a little more control.

You can of course sign up with another autoresponder service such as [GetResponse](#) to do your email marketing, however their stats are not included in your subscriber count automatically, I think there is some work on your part to integrate GetResponse to Feedburner.

#3 Join in a giveaway event

A great tactic to use to grow your subscribers is to participate in a giveaway event. A giveaway event is where you give away a free product to the visitors to your site, but you are part of a group of people offering free giveaways. For example, I participated in a giveaway event recently for selfhelppgiftsgiveaway.com and it was very successful, bringing in an extra 400 subscribers to my site and more importantly bringing new readers to my blog.

Giveaway events fall into two categories: Participation giveaway or organizing a giveaway event.

Participation giveaway

This basically consists of finding a giveaway event to join and offering your free product to anyone who signs up. The power of this model is that everyone who participates emails out their list, or blogs about the event and their readers get to see your product and gets to sign up if they wish.

This is extremely powerful as you are compounding the number of readers to your site as you are joining forces with other bloggers readers.

Okay put it like this:

You offer a free ebook and blog about it. Say 5% of everyone who reads your blog signs up for the free ebook. So for every 1000 visitors to your site 50 people sign up for the ebook. So as long as you keep getting visitors to your site you will get readers signing up for your ebook.

Now imagine you have 200 bloggers blogging about the event and sending readers to your site.

So say out the 200 bloggers participating if they each send a small proportion of readers to your site (not everyone will come to your site from other bloggers). So every blogger sends 1000 readers to the event, so potentially 200,000 readers see your offer. Of that 200,000 a small percentage will click to your site to get your offer. Even if 0.25% of the 200,000 click to your site to sign up you have just gained 500 extra subscribers. This won't all happen in 1 day, typically a giveaway event last for 1 month, and if it's a big event you can gain a lot of subscribers simply by offering your free ebook.

The downside to giveaway events is that a lot of readers will unsubscribe once they have your free giveaway, but I still think it's a great tactic to grow your subscriber list.

Organizing a giveaway event

Organizing a giveaway event can be much more lucrative in terms of growing your subscribers

However, there is a hell of a lot of work involved in organizing these events as you will need a website, a good giveaway script to manage the event and a few helpers helping out with the organization of this.

I have not, as yet, held a giveaway event as I think it is too much work to take on just now but you might be interested in this.

Finding giveaway events

This is quite simple to do.

Go to Google.com and type in (your niche) giveaway event

So for example if I want to find out about a self help giveaway event I would type in:

Self Help Giveaway event and I should get a few results.

Another way is to go to a prominent forum in your niche and ask about giveaway events.

As I said, giveaway events can be very lucrative but there are downsides and things you have to look out for. be careful to choose a well organized event as your readers will be put off by a poorly organized event.

Also a lot of readers will give false names and email addresses, but if you are using aweber as an autoresponder this should be minimized as it is a double opt in.

#4 Use other lists you already have

A lot of bloggers are also internet marketers and have various lists that they have marketed to in the past. For example before I sold all my websites, I had a binaural beats website which I used to sell various binaural beat products for personal development. I had a few free products that I could offer to readers. So I simply emailed out my binaural beats list of subscribers and told them if they would sign up to my personal development blog i would give them a few new binaural beat downloads for free.

This may seem a little crafty, but it worked, it brought an extra few hundred subscribers to the blog and a lot of them wrote to me to thank me as they didn't know about my blog previously, so everyone's a winner.

If you have a list of previous dead lists you can revitalize the list by giving them something for free, in their field of interest, in exchange for signing up to your blog.

#5 Help another blogger

This is another great way to grow your list.

It is a lot like a giveaway event, but it is much more personal and the power of a recommendation from someone you know will yield much higher results.

It works like this:

You know 4 bloggers, in your field, very well and you respect their work and know it's quality stuff.

They each have a list of 1000 email subscribers. So all in all between you, you have 5000 email subscribers. Once every two weeks for 10 weeks you each send out an email to your list advising that blogger friend 1 has a great ebook for free they can get for signing up to blogger friend 1s site. The subscribers on your list, because of your recommendation and the trust you have built up with them will go to blogger friends 1 site and sign up for the free ebook, increasing blogger friend 1s list size. You do this again in two weeks time saying blogger friend 2 has a great new ebook.

Meanwhile your blogger friends will be doing the same, so you will promoting each other in a circular fashion: Blogger friend 1 promotes blogger friend 2 who promotes blogger friend 3 etc etc

If the group of five of you in the circle do this for each other you can potentially grow your list by a few hundred each month. If you produce an ebook every 10 weeks you can start the process all over again. Or even better get a bigger group of blogger friends who you trust and promote their stuff whilst they promote yours.

I recently launched a product in which [Sid Sivara](#), [Jonathan wells](#) and [Dragos Roua](#) promoted it to their lists and within the space of 2 weeks a brand new list grew from 0 to 700. That is the power of personal recommendations.

If you are going to do this make sure your ebook has some great quality and make it the best it can be, you don't want to get a reputation for putting out rubbish, as that reputation will last a long time.

#6 Building your tribe

Social Media can help you tremendously in your quest to grow blog subscribers. however you have to build your own following first using your blog.

To start building a tribe of loyal followers you have to get into the trenches and start interacting with your readers on all the platforms available. These platforms include:

Your Blog - reply to every single comment, answer every single email and write great content.

Twitter - Mix with the influencers in your field of interest and start conversing with them. They may not respond to you however their list of twitter followers will see your interactions with them and hopefully start following you.

Facebook - facebook has become a must for everyone trying to build their following. try and use facebook every day and 'like' other bloggers quality content as a way of rewarding your followers from Facebook.

Stumbleupon - This is not as big a traffic generator as it used to be, but it's still a great way to interact with your followers. I have more conversations with blogger friends on SU than I do with twitter or Facebook.

There are lots of new ways to interact with your readers and keeping up to date with the popular platforms is a must so I would suggest subscribing to somewhere like [Mashable](#) to keep up to date with all things techie.

Once you have a tribe of readers following you they will do a lot of the work in your promotional efforts such as digging, tweeting, facebooking, SUing, Buzzing etc.

#7 JV with the bloggers above you

You are a blogger who is on a ladder, where you are on the ladder depends on all the factors I've mentioned previously. To move yourself quicker up the ladder it's important you stay in touch with the ones who are a few rungs above you on that ladder.

A great way to do this is to interact with other 'higher rung' bloggers by commenting on their blogs, tweeting their posts and generally helping them out. You will get noticed and after a few months of doing this you can ask to help out in a bigger way.

If you see a blogger who is bringing out a new product you can write a complimentary report which you offer to them for free. So when 'Higher rung' blogger brings out his product he offers your complimentary report as a bonus.

You will need to make sure this report is top quality and has great information for the 'higher rung' blogger to even consider giving it away. You see their reputation is on the line, even though you are giving it to them for free, so it has to be great content.

Although you won't directly get subscribers from the free report you will get some new readers who have bought 'higher rung' blogger's product and downloaded your free report and consequently they come to your blog if they like what they read. If they like your blog they will subscribe.

Now, when the 'higher rung' blogger thinks of someone who might be able to help him produce his next product he might just come to you and ask you to help out. Now you have moved yourself up another rung of the ladder as the 'higher rung' blogger will tell his friends about a great blogger who gave him a quality free report, and they recommend you to help them out in some way, and the subscribers just keep coming.

BEFORE YOU LEAVE ... A HEADS-UP

Hopefully you have enjoyed reading this guide on building your blog subscriber list and you're itching to find out more information. I would like to give you a heads up about how I can help you.

If you want to build a great blog and build your subscriber list in the fastest possible time, then I think you might benefit from my one on one blog coaching lasting from 1 session to as many sessions as you want.

why not take a look and find out if I can help you at

www.stevenaitchison.co.uk/blog/coaching