

Create Brand Advocates From Your Passive Readers



If you are not getting the results you want from your blog readers, it might not be apathy that you are fighting. You might just need to engage with your audience in a slightly different way. There are some activities that popular bloggers all seem to do that are generally written off by beginner bloggers because they don't understand why they do them. I call these activities the 5 laws for turning passive readers into brand advocates, and here's how you can make these work for your blog.

Law #1: Use Surveys to Find Your Reader's Deepest Desires

- How do you write content that helps people achieve their goals and define themselves to others?
- Create a 2 question survey
- Ask: On a scale of 1-10 how likely is it that you would recommend my brand/product/service to a friend or colleague?
- Ask: What's the most important reason for your score?

Use the scores to gauge if you should keep promoting content or if you could get new ideas from the feedback.

Law #2: Create Conflict and Drama

Does your blog post leave people with something to talk about?

- Make a list of at least 20 hopes, dreams, fears and frustrations of your readers collected from the action item in Law #1
- Think of 20 personal anecdotes or stories where you or a friend had similar dreams or frustrations for each one, and how you achieved the goal or overcame the frustration.
- Review previous blog posts to see if you can optimize them with stories

Law #3: Train Your Readers To Be More Active

If you want people to join your mailing list, you must ask them explicitly.

What kinds of incentives can you give away to incentivize your readers to promote your content?

Pro Tip: It's usually better to give away 10 items one at a time than one giveaway with 10 items.

- Make a list of 20 things you could give away: paper books, eBooks, audiobooks, interviews, checklists, cheat sheets. Make sure they are hyper-relevant to your audience's hopes and desires.
- Personality quizzes are a great way to activate your passive readers. WordPress plugins like WordPress Viral Quiz make them easy to build. Add them to your blog and watch them convert like crazy.

Law #4: Create More Personal Relationships

What stories could you tell your audience to create more personal relationships?

- Review your 3 most popular blog posts for impersonal pronouns (he, she, they, people, them, one) and see if you can replace them with more personal ones (I, you).
- Call or email your 5 best customers. Ask them to tell you about the last big challenge they had and how they overcame it. Listen and write notes.
- Carefully read some of the popular blogs in your space and see what they do to draw people in. Do they use personal pronouns?

Law #5: Tell Your Audience What To Do

What call-to-action can you use at the end of your blog posts to tell your readers exactly what to do next?

- Think of 1 thing that has inspired you recently that wasn't related to work.
- Combine postscripts with the giveaways created in Law #3 to make irresistible actions for your readers to take.
- Think of ways to make more content out of your most popular posts.

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