
HOW TO GET YOUR FIRST

5,000

SUBSCRIBERS

by Derek Halpern

SOCIALTRIGGERS.COM

I've got a quick question for you...

If you're looking to attract your first 5,000 subscribers, the first question I have for you is this:

Does any of the following sound familiar?

"I've worked myself ragged creating content, and nothing is happening.
It's like I'm working for free."

"I've tried posting to my blog multiple times per week, commenting on other blogs, guest posting, and pretty much everything. None of it is working."

"I've got no idea how to even get started with attracting subscribers.
I write a lot of blog posts, but the traffic is just trickling in."

If you said “Yes,” to any of the above, block out 15 minutes and read this entire free ebook.

Because **it’s not your fault.**

Here’s the truth:

Much of the “common sense” wisdom that “experts” share about building a readership is, at best, flawed and, at worst, flat out wrong.

As an example, has anyone ever told you that...



“The secret to building a blog readership is by regularly updating your blog with engaging content each week!”

That couldn't be MORE WRONG.

I've already debunked this myth on several occasions.

[You can read more about it on my blog. The real secret is about 80% promotion / 20 % creation. Read about it here.](#)

You see, many of these “experts” who dish out flawed advice fall into one of two categories.

They are either:

- **A)** Experts who built their readership back in the day, back when there was almost no competition. Back when it was EASY to build a readership.
- **B)** Experts who are trying to “fake it til they make it” by sharing tips and tricks that they “think” are right, but they’re not quite sure.

That’s why their advice stinks.

They don’t know what they’re doing in TODAY’s overcrowded marketplace.

And it’s costing you your hard-earned money... your priceless time... and YOUR SUCCESS.

But that’s why you’re here.

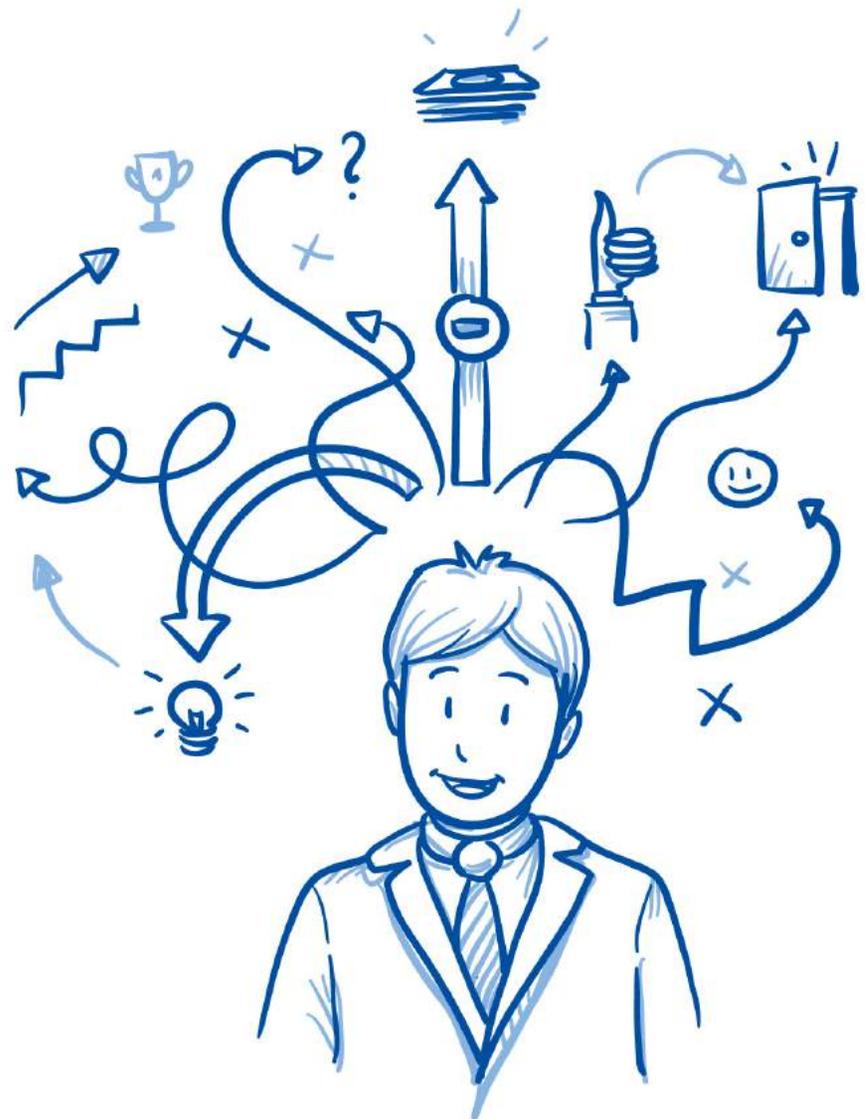
You want to learn my strategies for getting your first 5,000 subscribers.

You know I can deliver... I'm Derek Halpern, the founder of Social Triggers.

And I've got a proven track record for building blogs from scratch to Everest-like subscriber numbers.

And I did it over, and over, and over again.

1. I built a celebrity gossip blog from scratch to almost 70 million hits.



2. I then built a Fashion / Makeup blog to more than a million hits.
3. Then, I switched gears and built up the DIYthemes blog from scratch to tens of thousands of subscribers.
4. Finally, I ended up with Social Triggers, which you probably heard that I built from scratch in March 2011 to more than 125,000 subscribers just 2 years later.

And I want to “pull back the curtain” to reveal some of the most effective strategies I’ve ever used... period.

First, let me make a few things clear. The number of subscribers you have is directly related to...

1. Your ability to **drive highly-targeted traffic to your blog.**
2. Your **ability to convert that traffic** into FIERCELY LOYAL subscribers.
3. Your ability to **get your readers to promote and refer you** to friends.

Now, I want you to notice that no where did I say “You need to be the next Hemingway.”

I also didn't mention anything about grammar.

“Why?” you ask.

Because none of that minutia matters.

It's about traffic, conversions, and referrals. And in this ebook, I'll show you how to engineer ALL of it.

How can you do it?

I've got a quick story for you...

Back when I worked for a Fortune 100 company, the CEO retired and they appointed a brand new CEO.

I asked one of my colleagues, "How do you think he landed that job? He's so young."

(He was like 40 at the time).

They said, "He's real smart. He processes information so fast."

“Wow - dude is like a computer,” I thought.

But then I asked another colleague, a colleague who wasn't friends with and didn't know the other person I asked.

I asked them “How do you think he landed that job? He's so young.”

And that's when they said, “He processes information so fast.”

WHAT?

I've never heard this expression in my life, and now I heard two separate people say the same exact thing.

So I went on a little “rampage.”

I started asking everyone I knew. “How do you think he got the job?”

And almost everyone said, “He processes information so fast.”

At the time, my brain was like $2+2 = \text{ERROR}$.

Here I am, I don't even know what processing information so fast even means, and everyone was using that exact arrangement of words.

What was going on there?

The chances of people creating the same sentence... some obscure sentence... like that is impossible.

But that's when I realized something: The reason why people said the same things about him is because he must have SHAPED it.

It must have been PLANNED.

What Does This Have To Do With Blogging and Subscribers?

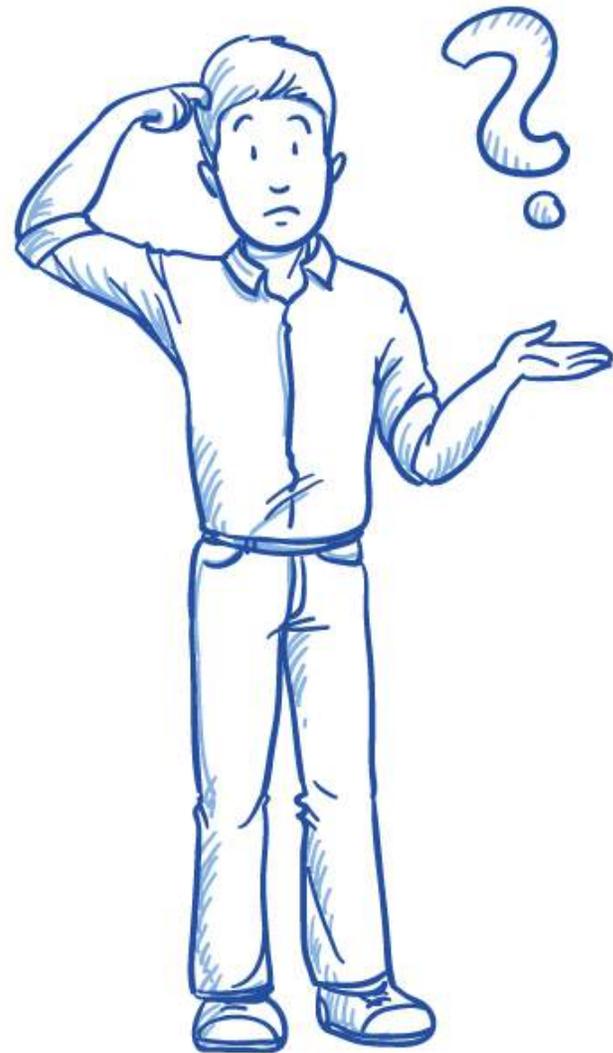
Back when I launched Social Triggers I got featured on almost every major blog with a "conversion site review video."

If you're not familiar with those videos, [here's a link](#).

[Watch a few of them](#) and you'll see exactly what I mean:

Why did I do that?

Why did I run so many conversion site review videos in such a short period of time?



Why did I seemingly say the same things across all of those videos?

I was shaping what people thought about me and my company.

So every single person would say the same exact thing as everyone else.

"There's Derek. He's the Conversion Guy who talks about psychology."

The best part about all this:

I wasn't struggling to come up with new content ideas... I was doing the same exact thing on every other site.

I figured there's more than a million people who would want to learn about what I was teaching...

...and since each video had less than 5,000 views, I figured I could do this video thing 300 times.

There would ALWAYS be someone else who did not see me and would benefit from it.

But Now Check This...

I asked every single person who introduced me on those videos to say...

"Derek Halpern shows people how to turn traffic into leads and sales. And if you're not getting traffic, he shows you how to get that too.

How? Psychology + Marketing."

If you've ever heard about what I do at Social Triggers, chances are you probably thought "psychology and marketing guy."

You thinking that wasn't an accident. I shaped it.

And That's What You NEED TO DO.

Before you get your first 5,000 subscribers, you've got to create a brand - a position - in the marketplace that people can remember.

You need to SHAPE what people think about you. And it has to be INSANELY specific.

You have to drill down to exactly what you want to be known for... and sum it up in a few words.

And I can't reiterate this enough: It needs to be memorable and unique to you.

Then, get featured on another blog, interviewed for a podcast, guest post on another site...

...you need to SAY YOUR MESSAGE UNTIL YOU'RE SICK OF IT.

And eventually, you'll burn YOU, YOUR BUSINESS, and YOUR BLOG into everyone's mind.

Why Is This Vital For Getting Your First 5,000 Subscribers?

Well, remember when I said:

The number of your subscribers you have is directly related to your ability to get people to promote you like it's their job?

If people remember exactly what you're awesome at, when a friend comes to them with a problem, you become linked as the DEFAULT recommendation for that problem.

And those recommendations convert like crazy.

Think about how you found Social Triggers. You probably found me because someone told you check me out. Right?

Someone probably said, "Derek is the guy who's great at... Go check him out."

Well, you can only get those types of recommendations IF people remember you during the conversations with their friends.

Most people don't talk about this. Most people give you silly little tactics for getting more subscribers. This is the REAL stuff. The stuff that's not going to help

you get 5,000 subscribers. The stuff that's going to help you get 50,000 or 100,000 subscribers.

So You Want To Create A Concise Sentence That Describes You...

You need to figure out what you're going to say about yourself. You need to figure out your phrase like I had so people remember you.

Now here's something to consider:

When you're coming up with this specific phrase, you want to make sure people aren't already known for it. You don't want to compete for the same mind share. You want to find the "Blue Ocean" as they say.

How do you come up with something completely unique?

This simple exercise will help. First, answer these questions:

1. What do your ideal subscribers want?
2. What's the main problem they have that you believe you can solve?
3. What's your method for solving that problem?
4. What do you love to talk about more than anything?

Once you're done, you simply **COMBINE THEM** all.

See here:

1. What do your ideal subscribers want?

My subscribers want more traffic, leads, and sales.

2. What's the main problem they have that you believe you can solve?

I believed people were getting traffic, but they weren't converting it.

3. What's your method for solving that problem?

By using psychological principles and conversion rate best practices.



4. What do you love to talk about more than anything?

I love academic research.

And BAM. The Social Triggers unique brand was born.

“I want to show people how to get more traffic, leads, and sales, by helping people increase their conversions with psychology + conversion rate best practices. And I’m going to talk about research every chance I get because I love it.”

The funny thing about this little exercise is that what you plan on becoming known for ends up being so specific that it’s almost impossible that anyone else will have that brand already.

You don’t need to worry about pigeon holing yourself in the beginning. In the beginning, all you are trying to do is build something that people can remember.

So you can take up that mind share and start leveraging the power of “real” word of mouth (not social media).

Okay, so what's next?

Once you know what you want to become known for, you need to figure out the exact audience you're trying to reach.

And you need to talk their language.

If you're not talking their language, they'll label you an outsider and ignore you.

Now remember when I said:

The number of subscribers you have is directly related to your ability to drive highly targeted traffic to your blog.

You can't drive highly targeted traffic if you're not sure who you're trying to reach.

Here's A Quick Case Study:

A few months ago, I decided I wanted to attract more massage therapists to Social Triggers.

I'll tell you why in a minute.

So what did I do?

HOW TO TURN NEW CUSTOMERS INTO REPEAT CUSTOMERS (CUSTOMER LOYALTY SECRETS)

The other day I walked into one of the local spas by my place...

...and I realized how clueless small business owners are when it comes to using the web to market their businesses.

They thanked me, and they also said they hoped I came back again soon.

And that's it.

Take a look at that blog post introduction.

See what I did there?

“The other day I walked into a local spa by my place, and I realized how clueless people are when it comes to using the web to market their business.”

Did you see how I’m writing an article that calls out massage therapists...

...but writing an article about what I’m most known for - marketing?

THAT’S THE KEY.

When you’re writing content, you want to think about the audience you’re trying to reach... and call them out.

And then circle it back to your main message so you don't piss off your subscribers.

Now why is this so smart?

Well, this article allowed me to reach out to massage therapist communities to promote this article specifically to them...

...and it went viral in that community. People offered me free massages from all over the United States.

When you're building your audience you have to stop looking at blogs that write about the same thing as you do.

You need to start looking at "What types of people do I want to read my site?"

Then GO GET THOSE PEOPLE.

Going to related blogs is lazy. Figure out exactly who is reading your blog and find more people JUST LIKE THAT.

So why did I go after massage therapists? Here's the secret:

A while ago I wrote about a simple question I tell people to put in their autoresponder --- it's called "The What Are You Struggling With Question."

[I wrote about it right here.](#)

Well, I noticed that a massage therapist emailed me.

And I was like, "Hrm! I don't have many massage therapists on my list."

That "weird" little email meant I knew massage people would benefit from my marketing advice.

And I knew if I reached out to those communities, even if they were small, most people would not know who I was.

Meaning, even if a blog only had 1,000 readers, that's 1,000 NEW people.

When you post on blogs like yours, chances are you have reader overlap.

However when you go out to these weird sites and get traffic, you'll find the "untouched" people and bring people into your community.

THAT'S WHAT YOU NEED TO DO.

So, that's the trick:

Find people who can benefit from your content. And then reach out to those people SPECIFICALLY.

How do you find out “what type” of people you should reach out to?

Well, you need to collect data from your subscribers.

Use these three strategies:

1. When people subscribe, ask them a version of the “What are you struggling with” question to get their story.
2. Get people to fill out short answer surveys all of the time and you’ll find interesting groups of people like massage therapists.
3. Encourage people to reply to your emails and share stories about themselves with you. Use that data to figure out who else you should look for.

Once you have that data collection in place, you need to make strategic strikes at SPECIFIC verticals.

[Here are some more examples.](#)

What did I do there?

I was targeting “writers and web designers.”

I then reached out to them.

As another example, take a look at my podcast on iTunes. I feature academic researchers. Why would I do that?

Think about it...

It's beneficial content to people like you. Right?

But I also feature academics because it gets my brand alongside some teachers at colleges and universities, and eventually, their students may find my stuff because they have them as a teacher. ;-).

Now how do you go out and START GETTING TRAFFIC?

Well, I just shared that simple technique for targeting SPECIFIC people, and getting their attention.

But here's what else you can do...

The Drafting Technique: The Easiest Way To Land Press For Your Business

Over the last few years I've built several successful websites for myself. I've also helped many other people build up their websites from scratch.

And while some people “think” I have some natural talent at building sites, attracting subscribers, and getting users, I can tell you this:

Learning to attract people to your startup, small business, and website is NOT something you're



born with. It's a skill that you can learn. And when you have the right person teaching you the skills, you can learn them fast.

That's why I'm proud to share what I call "The Drafting Technique" with you today.

It's a simple press-getting technique I've personally used over the last few years to land major media.

[Watch this short video:](#)

Then keep reading...



<https://youtu.be/3me1Xj5K5Mk>

Now, you may be wondering, “How do I use the drafting technique?”

There are three simple steps for using “The Drafting Technique.”

Step 1: Figure out what you’d like to promote.

Step 2: Find people who are interested in it.

Step 3: Persuade those people to cover you.

Let’s go over each step in detail.

Step 1: What Would You Like To Promote?

When you're looking for something to promote, in general, it will likely be a piece of content. If you're a startup, it may be your new software service, but for bloggers, it's mainly a piece of content.

Now you really can't skimp on your content.

You've got to create content that's **TRULY WORTH PROMOTING**. If you don't, when you start using the Drafting Technique (in step 2), you're going to burn your bridges with people for life.

For now, let's assume you're starting out with a **SOLID** piece of content that's worthy of attention.

Step 2: Find People Who Are Interested In Covering You

This is where The Drafting Technique comes into play...

Remember, after you watched the video, it's all about finding people who have a history of covering what you'd like to have covered.

Why? Because there's no friction!

(If you didn't watch the video, and you don't know what I'm talking about, stop being lazy. Go watch the video).

That said, there are 3 types of things that are extremely easy to “draft” behind:

1. Competitors

Let's say one of your main competitors scored a HUGE writeup on an industry blog or magazine. That's your opportunity to land major media as well. How?

You can reach out to the journalist (or blogger) who covered your competitor, and begin building a relationship with them. Eventually that relationship can lead to press.

Or, better yet, you can reach out to one of the competitors of the journalist that covered your competitor, and convince that person to cover you instead.

(Wow, I said the word competitor a lot there, but you get the point).

Again, this works splendidly well because there will be less friction between you and the major press that you want... and deserve.

2. Topics

This is one of my favorite ways to use the Drafting Technique.

As an example, back when I wrote the “Content is King” Myth Debunked article, I used the Drafting Technique, to promote it.

How?

After the article was done, I did a simple Google search for “Design is King.” Then, I reach out to everyone who wrote about design is king and shared this new research with them. They enjoyed it because it confirmed their previously stated opinion.

Then, I did another Google search for “Content in King” and reached out to all those people, too. They were interested in the article because it because it opposed what they believed to be true.

All-in-all, what was I doing? I was “Drafting” behind the topic of “Content is King” and “Design is King.”

3. People

And finally, here’s the last way to use “The Drafting Technique.”

Like with topics, you can also draft behind people. As an example, when I first got started building Social Triggers, I analyzed some of the other marketing blogs in the space.

Then, I Googled the author of those marketing blogs to see where each author was featured or interviewed and reached out to those places to see if I could land an interview as well.

It’s that easy.

Step 3: Persuade those people to cover you

This is the big question now, isn't it? How do you persuade these people to actually cover you?

It turns out, it's all about incentives.

[I talk about it here.](#)

Now I'm not telling you to bribe people, but remember this: Journalists and bloggers are people just like you. They're busy, starved for time, underpaid, and under appreciated.

Anything YOU can do to make their life easier will be greatly appreciated. Additionally, if you can work economic, social, or moral incentives into your pitch, you'll be THAT MUCH better off.

So to break it down...

Figure out one thing you'd like to use the Drafting Technique on.

Then, do some research and decide what you can draft behind - a competitor, topic, or person.

Find people who would be interested in what you have to say and get them to promote you.

And that's it.



Let Me Wrap This Thing Up

The number of subscribers you have is directly related to...

1. Your ability to **drive highly-targeted traffic to your blog**.
2. Your **ability to convert that traffic** into FIERCELY LOYAL subscribers.
3. Your ability to **get your readers to promote and refer you** to friends.

And we covered ALL of that in this free ebook.

I showed you HOW to find your audience. What to do to get in touch with them.
And more.

Now it's UP TO YOU to take action on this material.

Because education is meaningless without action.

Go use this material now.

And if you liked it, here's what I want you to do next:

1. Send me an email at news@socialtriggers.com saying, "Hey Derek, just read your ebook. Loved it."
2. If you haven't yet started a blog, [follow this quick tutorial right here](#) and you'll see how to set up a blog in just a few minutes.
3. Pat yourself on the back. You read a 43 page ebook ;-)