

# ClickNewz!



Hi! My name is Lynn. I'm best known for ClickNewz and work online full time as a Professional Blogger and Super Affiliate. I have more than 18 years experience in a variety of online business models... and a passion for helping others achieve the same success & lifestyle!

~Lynn Terry

## Building Your Audience \* Quick Checklist \*

Instead of trying to “get traffic” I recommend you focus on building an audience instead. It’s less about getting visitors to your site (only), and more about having a large engaged audience on a variety of platforms across the web.

My own niche blog at [TravelingLowCarb.com](http://TravelingLowCarb.com) gets a fair amount of traffic: over 4 million pageviews in 2015, and currently seeing over 80,000 unique visitors a month.

The majority of my conversions don’t actually happen on my website though (anymore), so the idea of “getting traffic” is not my highest priority or even a main goal. The two places I currently see the highest conversions are organic Facebook updates and via Email - not ON my website.

Traffic to your website or blog is great though of course, and that will happen as a natural result of having an actively engaged audience. The more you give them, the more they’re going to want from you! :-)

**On the next few pages, you’ll find an Actionable Checklist of tips & strategies you can easily implement right away - for fast results!**

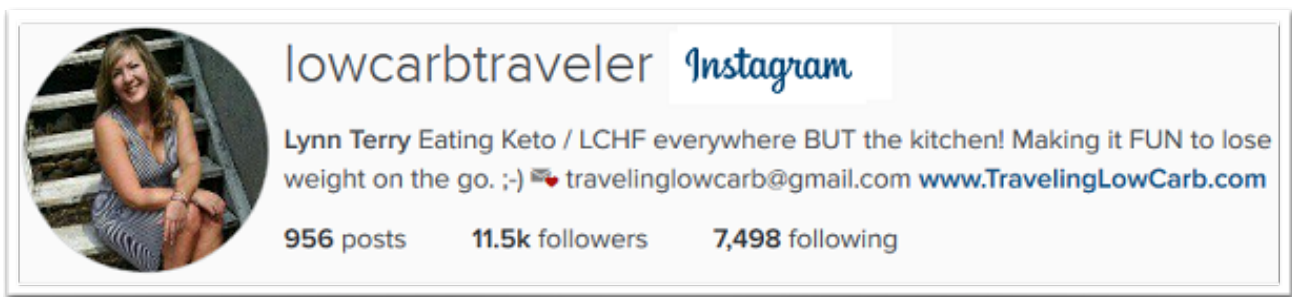
These are all very simple concepts, and super easy to implement, but they are *incredibly effective* for increasing your reach and building your audience.

I included links to helpful resources as well as live examples, to help you visualize each of the action items on the list - and to help spark your creative thinking. Enjoy!

# Tips & Strategies for Building An Audience

- Identify** why people should follow you, and why they should subscribe to your list. It needs to be a strong reason, or an interesting angle. Use this [Objectives Worksheet](#).
- Craft** your social profile bios, blog tagline, opt-in copy, etc to reflect your objective. Use it to pique their curiosity, or give them **a reason** to subscribe/follow/click.

I use a creative angle with my low carb blog, and fill a big need in the market by giving them easy ideas for eating low carb on the go - or anytime they can't (or don't want to) cook. *There are tons of low carb recipe blogs!* Mine tells you what to eat at restaurants, in airports, at cookouts, when camping, at catered events, etc. :) I'm well known in my niche for the "keep it simple" concept, and for EASY creative meal ideas...



- Determine where your market is most active on Social Media.** Instead of trying to figure out how to get people to your site, find out where they are... and engage with them there! It's much easier to "meet them where they are."

My favorite (free, easy!) resource for this is <http://www.TagBoard.com> Simply type in any of your keywords and you'll get results across a variety of social platforms.

This is how I discovered I HAD to be on Instagram! The majority of the results were Instagram updates. *Who knew?!* I now have a huge active following on that platform, with **tons of results** I was totally missing out on before. ;-)



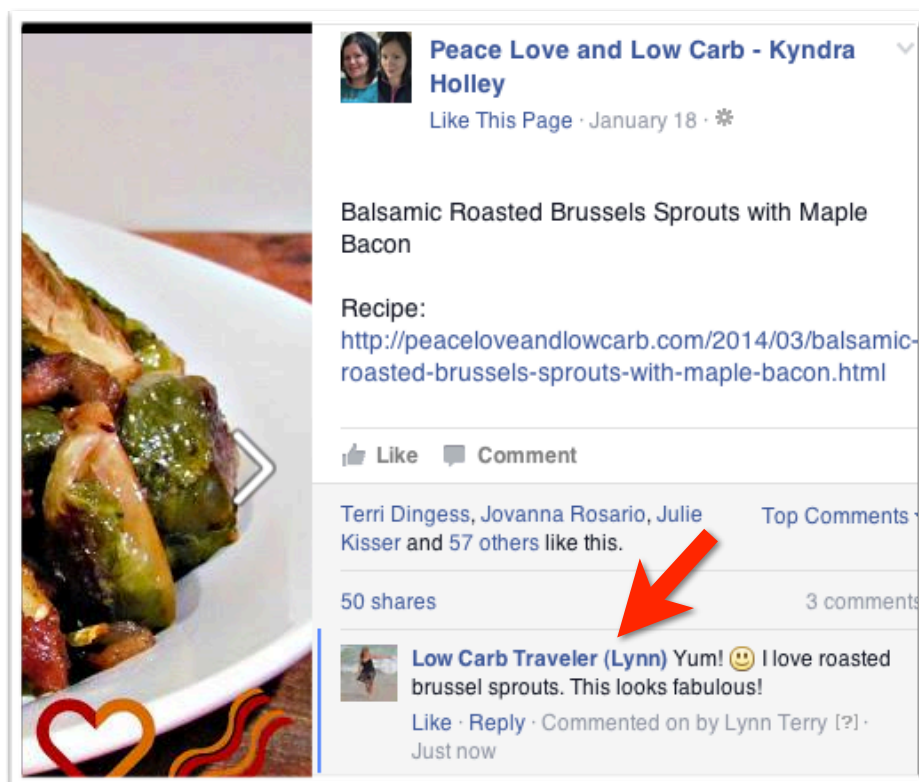
*Not only will Tagboard.com tell you where your target market is most active, it also makes it easy for you to find new people to follow, connect with and respond to!*

**☐ Relevance is KEY.** You want to go “micro-topical” with your social networking.

While it may seem helpful to jump in and answer questions with links to your site, this is often frowned upon. It works well in certain circumstances (like when someone asks you a question directly, or you’re sharing an informational link) but for the most part you want your profile bio and your most recent updates do the “marketing” for you.

Example: If the last thing I posted on Twitter is a ketogenic cookbook, next I would search “keto” and “ketogenic” on Twitter and respond to other people’s tweets on that topic. If they check you out (which is what most people do!), you want the first thing they see to be highly relevant - to them specifically. ;- ) Not something way off in left field or totally off topic. This “instant connection” (relevance) is what will affect that split second decision to click Follow - or close the box.

You can do the same thing on Facebook. You can switch to your Page and interact with other Pages in your niche AS your page. By switching to your Page and “liking” other Pages, you’ll create a niche content stream you can interact with. Again, try to be as topical as you can so that your most recent Page updates attract those people that go to check out your Page when they see your responses in the discussion.



**☐ Use Time Blocks** for Social Marketing & Social Networking. You want to stay in front of our market and be consistent, but it can easily become a “time suck” unless you work in small focused time blocks - with a very specific objective.

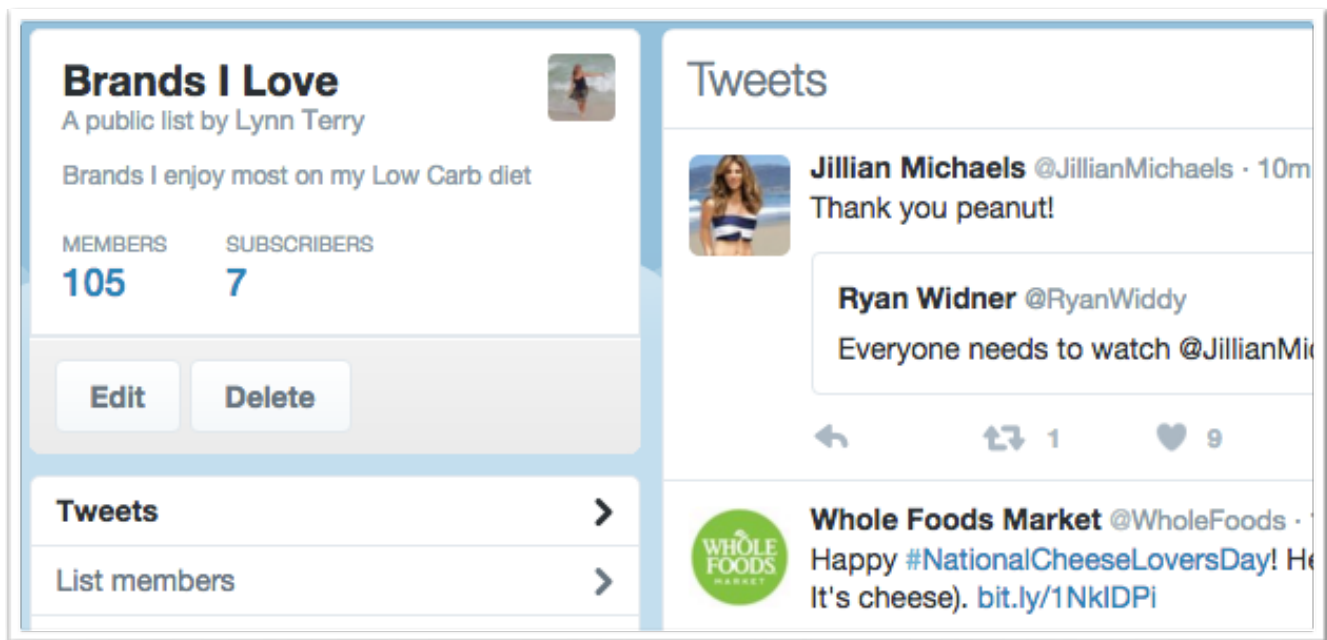
You might set aside 15 minutes a day, in your downtime, to find and follow relevant accounts. You can set aside 10 minutes after each update you post, to find related updates to comment on. Keep it simple! ;-)

**☐ Organize Your Social Accounts** for the most effective, efficient use of your time.

It helps if you [don't read your content stream](#). (Yes, I'm serious.) I save my content stream for downtime when I might flip through it now and then, but for the most part I use lists and notifications to make it easier - and for a more focused experience.

On Twitter simply set up a Twitter List, or several - one for business content, lists for specific topics, one for brands or market leaders you're following, etc. You can set up lists on Facebook too, but I find it easier to use the "Get Notifications" feature there.

To give you an example, I have a public list on Twitter for "Brands I Love". You can make your lists private, but in this case I wanted them to know that I love them - which is a great way to get in front of them! During the Time Block I set aside for working with brands in my niche, I go straight to this list and do the task without distraction. :)



The screenshot displays a Twitter list interface. On the left, the list is titled "Brands I Love" and is described as "A public list by Lynn Terry" with the subtitle "Brands I enjoy most on my Low Carb diet". It shows 105 members and 7 subscribers, with "Edit" and "Delete" buttons. Below this are navigation options for "Tweets" and "List members". The main area shows tweets from list members: Jillian Michaels (@JillianMichaels) says "Thank you peanut!" and Ryan Widner (@RyanWiddy) says "Everyone needs to watch @JillianMi...". A tweet from Whole Foods Market (@WholeFoods) is also visible, celebrating National Cheese Lovers Day with the hashtag #NationalCheeseLoversDay and a link to bit.ly/1NkIDPI.

❑ **Build Your Email List!** The time you invest in building a loyal, engaged and buying audience online will be beneficial and profitable on it's own... but you ultimately want to funnel that audience into a single platform where you have full control: *your list*.

I am currently building large audiences on Instagram and Facebook. Why? Because that's where the majority of people are hanging out online right now. ;-) But as any smart marketer should, I am constantly using those platforms (and others) to bring traffic back to my site, and also to build my list directly ON social media.

**See: [Social List Building: How I Got Over 2,000 Subscribers In ONE Day](#)**

*That case study (link above) will show you exactly how I use "pop-ups" in social media updates, that convert quite well!*

Another great way to build your email list is to offer both free and paid products or downloads. It doesn't have to be a huge undertaking or high-end product. Even a simple checklist, worksheet, pattern, recipe, or other valuable download (specific to your niche) is a great incentive for them to sign up to receive it via email.

I have a landing page for my Facebook Group at [90DayLowCarbChallenge.com](http://90DayLowCarbChallenge.com)

There are a few *great* reasons to do this. The primary goal is List Building. I encourage Facebook group members to visit the page for challenge details and to sign up for the challenge by email.

The landing page is also GREAT for search traffic. My landing page ranks very high for several terms (usually #1 for "low carb challenge") which is great additional exposure for my challenge group & niche email list.



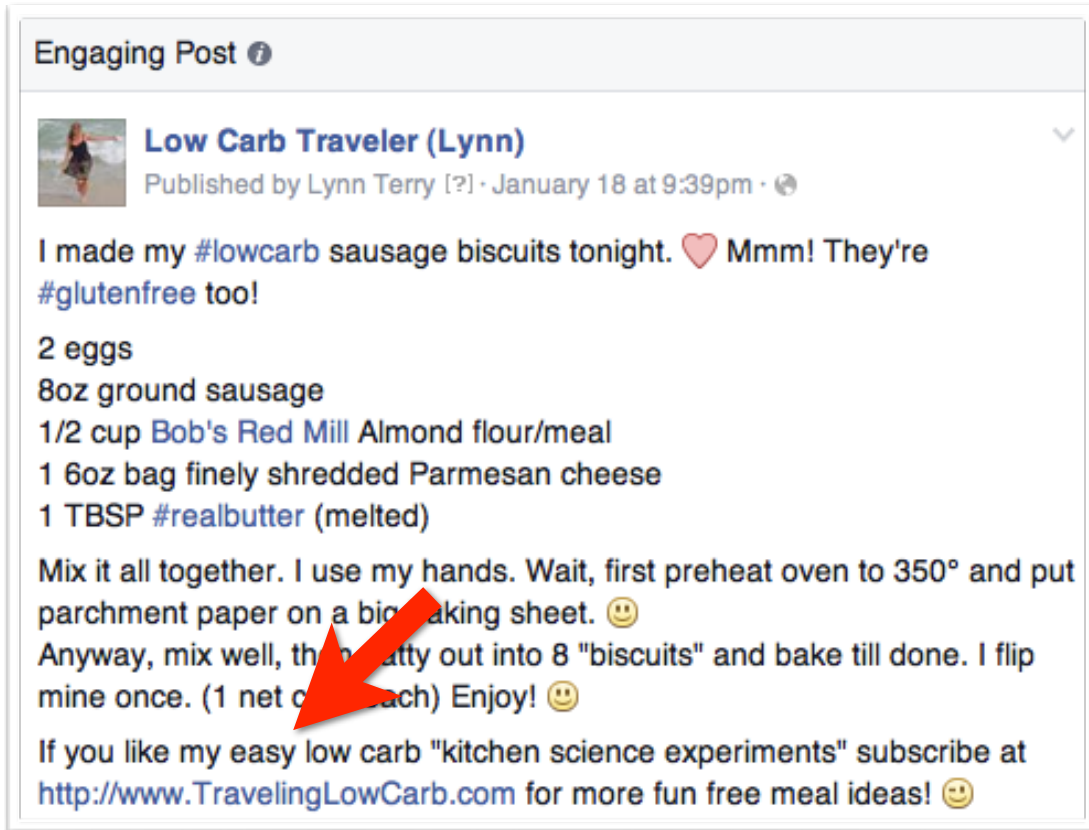
Consider that strategy if you are [running a Facebook Group](#), or plan to start one!

*As with all social media channels & off-site platforms, I don't try to "game the system" but simply use the platform as it's meant to be used. That gives me the best results!*



## ☐ Tell them WHY they should subscribe!

Don't be afraid to let your audience know where they can get more great information from you. :) The example below was a "photo update" on Facebook (a picture of low carb biscuits I made). I simply uploaded a photo, and copied the recipe from my blog into an update - then encouraged them to subscribe for more free recipes:



People subscribe to my email list to get my Daily Food Diaries, for ideas & inspiration. That's me **offering a service they want and need**: meal ideas, a food diary to follow, whether they're learning how low carb works or just like easy new ideas to try.

I also host low carb challenges, and low carb meet-ups on my travels, so people will subscribe specifically for that information... then get hooked on my story, which is weaved into my daily food diaries. :)

**Does it all happen overnight?** No, but it's EASY, it's FREE, and it WORKS. I have a highly engaged, responsive, buying audience... that is growing by the minute! :-)

## ❑ Leverage = Fast Growth

Many people ask how to build an audience starting out, or the best ways to build your audience faster. The absolute best method is via Leverage. Remember the example earlier where I commented on another Facebook Page AS my own Page?

It doesn't benefit you to interact with other Facebook Pages in your niche from your personal profile. Using your Page, you can join the discussions on more active Pages, which will put you (and your Page) in front of active audiences.

Obviously you don't want to spam. Just be the smart, interesting person you are! :)

Make a list of the larger, more active and influential Pages in your market and make it a point to Like them AS your Page, and start interacting with them in daily time blocks.

## ❑ The Benefit of Using Tags & Hashtags

A hashtag is basically a keyword, or a search term. Tagging someone in an update with the @ symbol notifies them they've been mentioned. As you see in the examples below, large companies like Atkins and Daisy Brand frequently share my content to their audiences, which of course grows mine! Using Tags and Hashtags strategically is an easy way to increase your reach, especially when you're just starting out.

Daisy Brand Health Retweeted

Lynn Terry @lowcarbtraveler · Jan 17  
Mmm! A healthy #lowcarb breakfast with @DaisyHealthRD cottage cheese, pecans & berries. :-) #lchf #

Retweeted 3 times

Lynn Terry @lowcarbtraveler · 30 Jul 2015  
Beautiful #lowcarb dinner at @tupelohoneycafe : Salt & pepper grilled salmon, asparagus & cheesy mashed cauliflower. [pic.twitter.com/xV1BBbTNMP](http://pic.twitter.com/xV1BBbTNMP)

Atkins @AtkinsInsider  
Your support center for the Atkins lifestyle. Join Atkins today to get all our tools, low-carb recipes, meal planner and support - 100% free! #AtkinsAllDay

Tupelo Honey Cafe @tupelohoneycafe  
Creative southern food and spirits scratch-made daily.

**Actionable Content** is a great way to engage your market and increase response. Consider things you can create, do, say or offer to help them see RESULTS.

If you're promoting your own book, product or course for example - what would help them better implement what you teach? Ideas include: checklists, worksheets, tips, tutorials, resource lists, case studies - as well as inspiration and motivation!

Tools and downloads are a great way to build your list, and any type of actionable content or great resource will result in more engagement (likes, shares, tweets, etc).

Remember: As long as your market is **seeing results**, they'll continue consuming products & services - plus opening emails, sharing & liking updates, etc. ;-)

**What else does your audience need?** Consider anything that might complement what you offer them, or that they'll need along the way - or next.

Start by making a list of things you use, buy, love, want, read or subscribe to yourself. Make an exhaustive list. You can use this list for product reviews to publish on your blog, case studies, and also product discussions across your social media channels.

**Update Your Call-To-Action.** Go through your blog archives and update your call-to-action (or add one!) to improve conversions. Obviously you do this with the question in mind: What will benefit my reader the most? Make sure every piece of content on your site has a very clear "next best click" for your visitors.

Sometimes the best call-to-action is for them to "subscribe for me" or to read a related post next. Other times it may be a product recommendation. The more you can engage them on your site, or the more content they read on your site, the more likely they are to become a loyal reader - not just a one time visitor!

Tip: Start with those pages and/or posts on your site that are already seeing the most views. Look in your stats and browse through the last 3-6 months to see which pages consistently get viewed on your site - and start with that list to see how you can improve your engagement and conversions. Starting with the higher traffic areas of your site will help you see results quicker. ;-)



## Note From Lynn...

I hope you enjoyed these easy actionable tips for building YOUR audience, as well the notes & examples I shared. Even more than that, I hope it gave you some creative ideas for your own blog or business you can implement right away!

I'm all about "Fast Action" and using the most efficient means to achieve the BEST results - in as little time as possible. It's how I run my own online business.

If there's any way I can help you start or grow your business, I'm happy to do that. At the very least, I can give you my best recommendation or point you in the right direction. While I don't offer free email consulting, you are welcome to send me an email - [asklynnterry@gmail.com](mailto:asklynnterry@gmail.com) - for a quick chat to help you figure out the next best step for YOU, based on where you are with your idea or business.

Best,  
Lynn Terry

**[Join us in the Private Brainstorming Group!](#)**

**[Social Marketing Results Exclusive Discount](#)**

[Social Media Content Brainstorming Checklist](#)

[Objectives Worksheet](#)

[Facebook Group Profits Report](#)

*Bill Carrington said: "I know there are a few group members here today, but I want the rest of you to know that Lynn's group works just like this meeting today. If you can do it and you are serious about working online... [Subscribe!!!](#)"*

*Elaine Perry said: "Yes, I can't recommend this group enough! It's life changing! :)"*