Andrew: Hey, this session is about how to increase social media shares and it's kind of a different one for us. We've got a team of people here who all helped promote a Mixergy Infographic that Lemonly created for us. I want to introduce you to them, and then we're gonna work together to show you the process that we all went through to promote this Infographic and get tons of shares for it. Up on your screen you're going to see Steve Young, Stanley Lee, Jason Galoob, Kyle Patrick McCrary, and Anne Marie Ward.

Let me show you guys the significance of what we did here. This is what our typical shares are like on Mixergy. We don't really feature it. We don't really get much of it, but if you can look, you can, tiny, tiny, letters, see that we've got, what, 50 shares at our height, five Facebook likes, 19 for that one on the bottom, so we don't get that many. And then, we did what we are about to show you today and got suddenly this many. Over, here let me zoom in, over a 1000 Facebook likes, hundreds of tweets, promotions on sites like Pinterest and places that are all over the place online.

What we want to do today is walk you through the process that we did as a team to promote this Infographic. And I want to show you one last thing before we get started and teach you how we did it. This is the Infographic. Let me zoom out a little bit here. This is it. But, whether you do it for an Infographic, or a video, or a new business that you're running, or anything else, it doesn't matter.

The idea is if you use this process that we're going to show you today, you're going to be able to get influencers to help promote it. You're going to be able to get your friends to help promote it, and you're going to create this swarm of people who will all help you grow. And we know that it works, because it worked for us. And here's the process we're going to go through to show you how we did it. And the first step is start with the spreadsheet.

Anne Marie, you're the one who helped us get started with this. How many days were you working, or weeks or months were you working at Mixergy before I said, "Hey, let's start this and would you be a part of this project?

Anne Marie: I believe it was a couple of days but then you had told me oh, 30 minutes before. I'm meeting with these guys who are doing some creative project. Do you want to be involved? I guess. So I really, when I stepped in, I didn't know much about the project and what we were doing but I was game.

Andrew: Thirty minutes notice, you were pulled in, and by the end did you feel confident about it? Were you getting results, or did you still feel kind of new and shaky?

Anna Marie: It was exciting and I was confident because we were watching the increase in the number of tweets. I would go home at night and say, "Look, look, it's working!"

Andrew: And one of the things that helped us do that is right here. It's this, let me zoom in, what is this?

Anna Marie: It is a great spreadsheet that Lemonly had handed over to us, to say,

"Okay, look guys, this is how you could get started. You enter in the names and contact information of major influencers," and as a group, we brainstormed who would those influencers be? What target market do we want which we decided basically those who used webcams, and then, from there, all the guys filled out the spreadsheet, and this spreadsheet motivated me to create one of my own, which included all the people that you, Andrew, have had as guests on the show. And then I went on and emailed the guests.

Andrew: And this spreadsheet really became our guide, that we use this spreadsheet and I think some of us used additional spreadsheets to just keep ourselves organized. To help us know who we're going after, how to contact them, and then, we just got to work.

Anna Marie: And then the date that it was completed so I would go online occasionally and look at the spreadsheet and see, "Oh, great, Okay. Now we have contacted all the people that we said we are going to do, what should we do next?" So it was a really good way to keep track of our project.

Andrew: What are the key elements on this spreadsheet? It's names of the person, URL of what they do, what else? Email address that we filled out and we'll show everyone later how to get email addresses. Anything else that's critical to keep on this spreadsheet?

Anna Marie: Well, who wanted to do...

Andrew: Right, since it was a big team of people.

Anna Marie: So who wanted to contact...

Andrew: Who was going to contact them? Okay. And the idea is, over days, if not, if you have it, do it over weeks. Before the launch date put this spreadsheet together so you know where you're going to target, right?

Ann Marie: Correct.

Andrew: Okay. Anyone have anything to add to that before we go to the next point? Nope. Okay. So then the next thing that we did was we said we have this spreadsheet, we have to fill it out. Where is that? So we want to find influencers, influencers who are going to help promote it, influencers who are going to help tweet it. And, Jason, you had this idea. Do you want to walk us through...what is this?

Jason: Okay. So this is a really... Well, when I was looking to finding influencers, the first question I had was, well, influencers in what area because what we were trying to do is we were trying to promote something that was related to webcam interviews, right? So that wouldn't be as obvious as some other things. So my first step was to find relevant keywords.

And so I found this tool on a site called Twtrland. It's T-W-T-R-Land.com, and they have a really great keyword tool. So what I did was I just started typing in

"interview" on their search bar basically because their keyword tool is connected all throughout their site. And it gave me this list of really relevant keywords actually. So I was surprised. I was like, this is really great. So I wrote down all of those keywords, and then I wanted to search through Twitter bios to find people that would mention those keywords and connect to relevant influencers.

So the next thing I did was actually used a site called Followalong which is a Moz company. And I was able to search through all of the Twitter bios, and I got a bunch of influencers that I'd never heard of. A lot of them had more than 10,000 followers...

Andrew: Okay.

Jason: ...when I searched through all my keywords. So I thought that was really interesting, and then the third step I did to find keywords was I went through... I guess actually there was two steps included in searching through the bios, and that was looking through the keywords that were relevant that I found on Twtrland, but also kind of poking around the landscape of what I found trying to find other relevant keywords. And I was able to find that actually Jobseekers was another really relevant keyword. So I just tried to get a sense of the landscape with those keywords, and I found more influencers as well...

Andrew: Okay.

Jason: ...instead of poking like on the borders of it.

Andrew: And the reason we want influencers is if we're going to ask someone to share it we want someone who will actually influence others to share it too, or, at least, check out what we're sending out. So we wanted as many influencers as possible and in order to think through what kind of influencers to get and where they are, you said I'm going to use some tools that will help me think through keywords. And then I'm going to look for people who have their keywords in their Twitter bios, right?

Jason: Definitely. And if you don't have keywords you can just use that Twtrland search bar, and it will give you a list of keywords. And I found that super helpful.

Andrew: Okay. That was this bar right here I'm using now. Wow, that's giant; right there, right?

Jason: Yeah.

Andrew: Okay.

Jason: Yep.

Andrew: And, Stanley, you used this as a personal guide. What is this? To help you find influencers?

Stanley: This is logically all the situations that I could think of when it comes to... These are all the situations where all the people would want to look good in the

webcam and also not have any of the issues that are mentioned in the Infographic.

Andrew: Right. Mm-hmm.

Stanley: So... Go ahead.

Andrew: So, for example, if someone who uses live stream to broadcast live video of themselves is probably going to want our Infographic which is aimed at helping you look good on camera.

Stanley: Exactly.

Andrew: Gotcha. You were thinking anyone who uses platforms like Wistia, Skype, Citrix. Citrix makes GoToMeeting which is what we use now, okay? And what did you do to put this together? Was it just a brainstorm session where you sat down and wrote it all out?

Stanley: Well, it's kind of like a... The first version started as, let's say, like a brainstorm session where I don't access anything online, to just think about things, and then when I come across new ideas I just added it into the list.

Andrew: Okay. Of all of these, what was most effective? Who was the most effective group of people?

Stanley: The most effective group of people that I found so far, it's probably the podcasters who also filmed video on the interview shows.

Andrew: Right. For example...

Stanley: For example, I actually approached Jaime Tardy of EventualMillionaire. She also has video streaming, an interview component, along with audio interviews for podcasts.

Andrew: Mm-hmm. Okay.

Stanley: So I actually sent her an email telling her about Mixergy has this Infographic out. I think it's going to benefit you. If you like it, can you please share it on the social media.

Andrew: Okay. And we'll take a look at that email in a little bit, but the idea is that you were saying to yourself, "Who's using video and podcasters who do video based interviews are very likely to use video, of course. And they have big audiences because they're podcasters and their job in life partially is to find big audiences. And so you went after them.

Stanley: Yeah.

Andrew: Anyone have anything else to add to this to finding influencers? This was where we spent a large amount of time. Kyle or Steve? Uh-huh?

Steve: I just want to say that the offline brainstorm is a great idea, and if you took the podcaster thing... I really fell in love with that Twtrland tool. So take podcaster and plug it in there, and it will probably give you other relevant keywords, too.

Andrew: Gotcha. That we might think of them as only podcasters but maybe they think of themselves as vloggers, for example, or something else.

Steve: Yeah. Exactly.

Andrew: And once we find that alternate, that synonym almost, we can start hunting for people who use that synonym in their Twitter bio.

Steve: Mm-hmm.

Andrew: Okay. Alright. On to the next point. Let me bring it up. Here's the big board. The next big idea is now we've got all these influencers. We know who we want. It's time to get their email addresses, and the thing about influencers is that they don't make their email addresses publicly known because they don't want them to be flooded.

And, Steve, you have this really cool process for finding email addresses that I've used ever since you showed it to me. Here is a spreadsheet that's based on what you gave me, and I kind of expanded on it so the whole team understands exactly what it is. And we'll give everyone who's listening to this a copy of this spreadsheet. Please only do good things with it, but, Steve, what are we looking at it here?

Steve: Yes, this is a spreadsheet that will put in the different variations. If you think about email addresses, there's probably about seven or eight very popular variations of an email address. So it could be Steve.Young@Marchew [sp] or Steve@Marchew, whatever it is, and I've just made it easy. So all you've got to do is put in the first name, last name, and their website, and this spreadsheet will give you all the different variations, other email addresses, along with what I think their Gmail address may be. So I'm assuming that most people join Gmail a little bit later in life. So maybe it's first name.last name@gmail.

Andrew: Okay. And then what you did is you have that last yellow line there is a combination of all the variations that are likely to be the person's email address. We actually plugged yours in. We plugged in SteveYoungSmartShoot.com, and we came up with potentially Steve@SmartShoot.com, Steve.Young@SmartShoot.com, SteveYoung, et cetera. So you copy all that and use a tool called - Where is that? There it is. How is Rapportive intended to be used before we go into what you do with it?

Steve: Rapportive is sort of intended for you to sort of build a rapport. That's why the name "rapport" is in there. But anyone that we're communicating very often with, you get to see their social media profile. So from their Facebook, their Twitter, everything. Their online presence, you'll see it on there. And so one way to build a rapport in a case you're trying to close a big sales deal is to kind of look through their Twitter profile and see what they might be tweeting about or what they may have problems with. You can incorporate that into your email. And so that's the right

way to use Rapportive.

Andrew: So you type in Steve Young's email address. Now instead of having to hunt through Twitter for his recent tweets and Facebook for information about him and LinkedIn for his recent job, Rapportive just shows it on the right margin. So what are you doing with it?

Steve: [laughs] I like to use it to find different people's email addresses. And so Rapportive, what I'll do is I'll copy that spreadsheet, all the different variations, and I'll put it into the "to" field of your Gmail. Rapportive, you'll got it solid within your Gmail, first and foremost. And then after you do that you can then copy and paste all the different variations, and you hover each different variation.

Andrew: This is what it looks like...

Steve: Yeah.

Andrew: ...when it's right.

Steve: Right. And so here, this is where we found it. And so Steve@SmartShoot didn't work but Steve.Young@SmartShoot worked, and it showed me a picture of who I am, all the links to my social media profiles, and then my title, everything else. Now I get a sense that this is Steve. This is the guy I want to reach. I'm going to email Steve right now.

Andrew: And you just mouse over each one of those variations that the spreadsheet gave us, and the right one will cause a photo to pop up on the right margin. You also gave me this screenshot. What is this?

Steve: Yeah. So, this is the Gmail auto populator. I don't know if there's a real name to this but essentially I've used this where Rapportive didn't find any match. And so, on the right hand corner of your Gmail you would just see blank pictures. But, if you look over at Gmail, and this is great when you have somebody's Gmail account, they'll show you their Google+ image. That's one way where I couldn't I find their @mixergy.com domain email but when I found their Gmail address, the different variations that I have, I can actually see a picture pop up for their Google+ profile. And that's when I know that I have the right email address.

Andrew: Okay. I wanted to interview the founder of GoldieBlox on Mixergy because she was in the news. I didn't know her email address. I don't think we have any friends in common. I just did this exact process and I came up with her Gmail address. I came up with two GoldiBlox email addresses. It totally works. Anyone find a guest through this process or another process? Kyle, I see you're nodding.

Kyle: I just use the Google+ by typing in the name, the different emails, drawing a few separate emails, and see the picture pop up and you know that's the jackpot through the email. If you don't receive an error back then hopefully it got through.

Andrew: So you aren't even installing Rapportive, just the built-in Gmail ability was enough for you?

Kyle: Yeah. Yeah, it was.

Andrew: Okay.

Steve: I can usually find an email address just by taking the suffix like '@smartshoot.com'. If you take the first name, space last name, space '@smartshoot.com', and do a Google search a lot of times it will come up. I've had a lot of luck with that formula.

Andrew: So, if you wanted to find Andrew Warner via Google this process, what would you do? It's Andrew, space Warner, '@'?

Steve: I would do Andrew space '@mixergy.com' and see what came up.

Andrew: Gotcha. Okay. And just pop that into Gmail and there's a good chance that you'll come up by email?

Steve: Yeah. Sometimes you can extend it by just using the first initial or the last initial and put that into the variables. And yeah, a lot of times it'll come up. In articles, you know, different places.

Kyle: Yeah. I second that. I use the exact same method and to be quite honest one thing that I did after hearing the ways that Stan, Steve, and Jason, the ways they found people, I also just Googled how to find to find people online and that actually popped up with a few extra things.

Andrew: Anything thing that was especially helpful that we can share with the audience? If it worked for you, I want to know about it.

Kyle: No. You all hit the key ones. I don't think I found anyone else through the other methods.

Andrew: Okay.

Kyle: So I think you all hit on the most important one.

Andrew: For me I find that spreadsheet and this Rapportive process gets it so fast that I almost don't want to check anything else and don't need to check anything else. GoldieBlox is a great example. I just typed it in and got her email address. Okay. Anything else before we move on? Nope? Let's do it then.

Next big one is now we got their email addresses, it's time to draft the email itself. We talked about this before guys and we could have tweeted at them. We could have LinkedIn them. We could have Facebooked them, but we all used email and it worked best. Right? Ann Marie, you' re nodding. Best approach email.

Ann Marie: It's true. Yes.

Andrew: Okay.

Ann Marie: I even received responses email back from people saying, "Oh, I tweeted it." I didn't have to go check to see if they tweeted.

Andrew: That's the cool thing.

Ann Marie: Everybody was awesome. Your guests are amazing.

Andrew: What you did was you said, "You know what, Andrew? The people who you've interviewed are really connected to you. You should ask them to tweet this Infographic out." And you put together a list of all the people I interviewed recently. You got their email addresses because they were in our address book and they tweeted it out. I think, by the way, I want this to be universally applicable. You don't have to have an Infographic. You don't have to have to do interviews the way I do.

I believe that if someone has, say, a new product or before we get into this drafted email let's talk about this. If someone has a new product, a new video, a new blog, a new whatever, if they just contacted people who they know who are in their address book and went through this process, do you agree that it would work for them too? Yeah? You're all nodding?

Ann Marie: Yes.

Steve: I think you'd have to find people that are willing to spend the time on it. That would be the only challenge, I think.

Andrew: You mean, find a team of people who help out?

Steve: Yeah. That would be open to really helping. I mean, take the time to do it.

Andrew: Yeah. You're right. We did this as a team. If we did it individually it would take at least six times as long and maybe produce fewer results because each new person brings on a whole new kind of creativity that more time couldn't compensate for. Right? So, Jason, for example. You're coming up with processes that I could spend twice as much time and still never come up with them.

Jason: Yeah. And one thing that you have going for you is that we all love what you do. So hopefully you can find a way to get people interested in the process.

Andrew: Thanks. That's a good point. Alright. So get a team together if you can, work through this process, either way. Yes, Kyle?

Kyle: Also I want to note that one thing I take from this was even if you're trying to reach out to one person, say you just wanted to contact that person using this metric, after doing work on this project now probably constant, that I can get you a hold of a lot of people that I had known forth with that I don't have any connection to if you just use this method. You don't necessarily need a team. Yeah, if you want to promote but just using it as a networking tool You can use this method with the same process.

Andrew: All right. So let's talk about now drafting the email, asking them for results. Kyle, since we're talking with you now, who is this Brian? Walk me through what you did right here.

Kyle: Let me see what they're... Brian from CopyBlogger. Let's see, he was on the spreadsheet. I'm going to pull the spreadsheet up real quick.

Andrew: We were thinking CopyBlogger is a site that's aimed at podcasters and bloggers whose audience is filled with people who broadcast. If he can tweet out it'll help us.

Kyle: Exactly. So I got the name off the list and... You actually sent a template. I don't know if you have that pulled up but you sent a small kind of, "Hey, guys, send out emails. People want to use this method." So I kind of used a little bit of that method. It was compliment them to begin with. Tell them what you're doing and compliment them again and thank them. That's basically the method I used. The keys that I pay attention to were I want to be first. Of course, that's one of the biggest ways that you can gain rapport immediately. I suggest being very personal.

So I was really honest with Brian, and I got a hold of a couple of other people who responded through email. And really what I did was I started the compliment after checking out their website or whatever they did. Brian, for example, I went to CopyBlogger.com or Chris Tucker, I got a hold of him. I went to his blog and I would read some of his blogs. I would take the time to read or find something I was personally attracted to.

Obviously, they have some good content. So I wanted to get a hold of that content and figure out what they were offering to their viewers, and then at that point I had something to compliment them on. It wasn't just I came up with a compliment. It was, "Hey, I really like this." For example, in Brian's email it was, "I really enjoyed the influence your site offers to entrepreneurs like me, and your content is top notch which is why I decided to contact you."

That's a very broad statement, but it's completely true. That's the key. I don't want to make up a compliment to him. I told him exactly what's going on. I'm friends with Andrew Warner. He asked me to find following websites to share this Infographic with, and I picked you as one person that I figured would be interested. I gave him the link and, let's see, the rest of the email consisted of just letting me know that I think CopyBlogger and his followers at Google would benefit from it. I really wanted to stress that point. So I tried to make as concise as I could while still having some really pertinent information to ask why he would want to share it with people.

So I complimented him. I told him what I was doing very briefly and then told him how he could use it. It's not so much how he could use it but how his followers could use it. Of course, that's why most of these people that we were trying to get a hold of, they're bloggers. They're getting key information to their bloggers so keywords letting them know that this information was what their followers needed. So that's basically the method that I use. It works pretty well. I got a good response.

Andrew: Okay. And we'll get everyone that's listening to this a copy of the template

that we used. It was just a guide, but it was a helpful guide. I'm glad that it worked for you. It just didn't result in CopyBlogger, one of all of our favorite bloggers tweeting out. He also sent this out. He emailed you right back and he sent this to you. "Kyle, thanks, just tweeted it. Tell Andrew I'd love to be on the show some time if he'll have me"...

Andrew: Of course, I'll have him. I love Brian. One of the guys who helped me understand how to blog, how to write, how to be a human being, not just be a robot online. And because it was so heartfelt, what you sent out, the response that we got from him was so positive. Alright.

Kyle: Well, that's where the networking thing comes into play, we know you know a lot of people for the promotion and end up actually evolving our force and next time, say you're promoting something else, you have this one person that, if they like your content, they're very likely to promote it again.

Andrew: We have one other email that we talked about earlier from Stanley.

Stanley: Yep.

Andrew: This is to Jaime, what is your thought process behind the way that you contacted other people? Jaime Tardy, who also does interviews on her site.

Jason: Right, so I just went on her website and saw she's having webinars, and the first sentence just asked, "How's it going?" And then it kind of stands out from probably most other emails that influencers get, which it's asking them to promote something or sell them something. So I think that would stand out. And then I just used the basic copy, added some benefits that were relevant to her based on the previous process I just talked to you about. And then in the PS, I listen to one of the interviews and she mentions something, and I thought about adding that personal note in there. Usually, the PS, it's actually read by a lot of people, like direct mail or email pieces, so I just thought adding that all in when it's applicable.

Andrew: Yes. I like how you and I think, everyone here basically said, check out the website of the person who you're asking for a tweet or asking for help with promoting, and you did a great job here of including what you saw on her website. "How did your webinar go? Hope it went well." And then you ask, as a result, here is what she sent back to you. She tweeted, and she liked the Infographic so much she asked where was it made because it looks nice and not only did we learn this whole process from Lemon.ly, but they also taught us how to promote. So we're able to give them a recommendation with Jaime. Alright, anyone else? I know, one last thing, Jason, you've got to go, do you have a couple more minutes, Jason?

Jason: Of course.

Andrew: Okay. Great. So anything else, anything about email, any other tip about what to say in an email, what to do to get results? Yeah, Steve?

Steve: Andrew, I think it's important to point out that the subject line that you crafted is beautiful. It says, I added the person's name, but it says, "I thought of you and

website when I saw this", and I think that's very compelling in terms of "I got that email address, somebody's actually thinking about me", makes you want to open it a little bit more, and whatever website that it...

Andrew: Okay. We're going to include that and make sure to give that to everyone. Again, it's a guideline and it's just a way of saying, "Hey, think about the person and also think about their site before you send out the email" Jason, yeah?

Jason: You know, one of the pieces of gold that I got from Mixergy that I hold with me, is that when you're asking one of your, a lot of times these influencers will be kind of like our idols, so to speak. You know they're like guys like one day, I'll talk to that guy, one day I'll work with that guy. So you can kind of ask for anything as long as you give them an easy out.

And I don't know, if that's applicable here because it's just a tweet. It's not like a big deal, but one of your guests once said, "if you're asking someone for something and you give them an easy way to say 'no', you kinda, and you don't give them, "You don't want to do it, that's cool, I still love you" or your blog, whatever it is, that's really helpful because that keeps the relationship kind of smooth. And I always remember that when I'm asking someone, through email, to do something.

Andrew: You're so right. I grew up reading Guy Kawasaki's books. When I wanted to start a business, or I did start a business, I remember reading his books about entrepreneurship and thinking, "This is so practical, I wish that everything I learned in school was like that". I asked him to help out this conference in LA by coming out and speaking there, and I gave him an easy out and he actually took it, he said, "no, I'm not doing it". But because of that, I was able to then go back and reconnect with him, and reconnect with him, and over the years, he's one of the people who has helped me out more than anyone by doing interviews, by being there for a course, by doing all kinds of stuff. And its just like you said, give them the easy out. It's not about the result today, it's about just continuing that relationship or starting it.

Jason: Mm-hmm.

You know what I actually did? I think the first email I sent out was, "Would you do this, speak at this conference that's coming to LA that I'm volunteering with?" He said, "no", and we went back and forth a little bit afterwards about other things, like how much I love his books. I think the next time I asked him to do an interview or asked him to do something, I just hit reply on that original thread, just to show, "Hey, I'm not just a guy out of nowhere. We had this great conversation." But if you're interested in doing a Mixergy interview, here's all all you have to do. So he got to see the context and got to respond.

Alright, I want to be aware of the time, so let's go back here to the very last section here which is, "Learn from our mistakes". Here at Mixergy, we weren't perfect, we were just following a process. We did it well, but we also learned some things from it. I have one mistake in mind, but I'll save it because maybe one of you has a mistake. Maybe one of you has thought of this exact mistake, but is there one thing that you think that you wish we would have done differently? Or when we do this again or when you do it again for your project you could do differently? Anyone

want to start us off? Ann Marie, maybe?

Kyle: I can, so one thing.

Andrew: Mm-hmm.

Kyle: Or one thing that I mentioned earlier, I related to you, Andrew, was maybe just trying to promote it again just to see, after we go through our initial list of people, trying it again, just because it never hurts, playing around with it, experimenting with it.

Andrew: I see. We went through one round where we really focused on that one day that we launched, which was Thursday, and then continued Friday, petered off by the following Monday, but you're saying, "Hey, how about another round where we come back and you hit the people who said 'no' or didn't respond and say 'would you tweet it?'" Or maybe actually I found myself a week later thinking, "Oh, I wish I thought of this guy". So you're saying, "Don't just make it about the initial launch, you could keep it going." Okay.

Kyle: Exactly. And it doesn't hurt, if it's the main thing there.

Andrew: Hey, Ann Marie, how about the fact that I just grabbed you here to be on camera and I just tossed it at you last minute and said, "Hey, do you have something before we even discussed it"? Does it stink to work here at Mixergy?

Ann Marie: Does it stink to work...

Andrew: Does it stink to work here at Mixergy because I just keep tossing stuff at you out of the blue?

Ann Marie: I love it.

Andrew: Oh good.

Ann Marie: I actually love it. And one mistake that we could have but the spreadsheet prevented us from having is contacting one person multiple times. Like we all could have hit up one person but we have the spreadsheet to really give us a way of saying "We're doing this person, and so we won't hit them up as well". That could be a possible mistake but we prevented it through that spreadsheet.

Andrew: Yeah, you know what, I didn't think of it at the time, but that would have been so painful if I don't know, Jason Calacanis might have gotten five emails, one from each of us, "Hey, would you tweet this out?" That's a good point. Jason, yeah?

Jason: Well, another idea, just following up, for example, like I reached out to one of your past guests without saying his name on air, but he just happened to be very busy, but I really think that if I were to follow up with him and say "Hey, did you get my email. I just think this is a really useful Infographic. Maybe you want to help spread the word." I think he probably would, knowing his personality. So I think

following up, keeping a list, and if people don't tweet about it, just ask them again, "Did you get my email, and if not, cool, but I just want to make sure you saw it".

Andrew: Yeah, that's a good point. Sometimes, I miss emails or I wish I could get to them and I don't get to them in time. A reminder helps. So follow up without being a jerk. How many times would you say following up is okay or how many days in between?

Jason: For you, like every day, for two weeks.

Andrew: [laughs]

Jason: I would just do like three days later I would just do a follow up, I wouldn't for these kind of guys, I wouldn't probably follow up more than that.

Andrew: Okay. Yeah, Steve?

Steve: Hey, Andrew, so one thing I would have liked to test is making it easier for people to tweet. There's a site called "click-to-tweet", and I use this very often when we're at a conference. I meet somebody. I'm like, what we've been doing is giving out free head shots, and I'll say "Hey, thank the conference of organizers", and spreadsheets to that for the [inaudible 33:53] conference, and I just put this little click-to-tweet, little button at the PS and they do it. It does great, and so I think one thing I would love to test is make it easier for them to tweet, and just say, "Hey, click here to tweet it out. They don't really have to go into the content. They just wanted to share the content.

Andrew: That's the one that I was thinking of. I really regret that we didn't do that, that we didn't give them one link that they could click on that they could automatically pre-populates, doesn't tweet on their behalf, but pre-populates a tweet with the words that we found worked best. And so that we're more likely to get clicks on that tweet and also to just make it easier for them so they don't have to write the tweet themselves. Or even copy and paste our tweet into the Twitter box. Yeah, I got a few responses from people that said, "If you do this, your conversions will be higher" or "You'll make it easier for us". How about you, Stanley, any big mistake or anything that you think other people can learn from?

Stanley: Yeah, I think Jason already kind of mentioned it. It's following up with the influencers on whether they had a chance to look at our email and I would suggest alternating between, let's say, email versus Twitter or Facebook depending on the influencer because they have multiple mediums, but if we got at them at the same time, they're more likely to at least take action to what you have to say.

Andrew: Okay. And let me give one more thing that I learned from you. And then afterwards, to close it out, how about if each one of you just gives a website or a Twitter handle where anyone who connected with this wants to follow up, or maybe ask you to tweet out their Infographic, can follow up. Or just check out who you are because we didn't get a chance to go through full introductions, even though we'll have links on the site.

But first, here's the thing that I wanted to close out with. This I learned from you, Stanley. That Stanley, you emailed Moniche Sethi, and you said, "Would you ask Wired? I know you're connected with Wired. Would you ask them to write about this, or tweet it if you think it's useful." I forget the exact words that you used.

But Moniche emailed me afterwards and said, "Hey, do you want to chat?" And we got on the phone, and last Thursday, he and I spent maybe about half an hour, maybe even 45 minutes, just catching up. He showed me what he was working on. He was in his lab. He was in his office, and he showed me this new project that he's building, and we got to talk about that. And we got to talk about where I was with Mixergy.

And then he showed me his computer screen and showed me how he does his work. I showed him my computer screen remotely, and showed him how we keep track of all these interviewees. We got to learn from each other, and then we talked about reconnecting in person and about him potentially doing a Mixergy interview.

Wired did not write about this. He... I don't know if he even tweeted, if Moniche did. So... but we still got to connect. We still got to help each other out. And the reason I want to bring this up is because at the top of the interview, I showed all these different share numbers. Because numbers are important, and because we're here to talk about shares and get people to help promote the work we're doing.

But I want to close out with this to remind everyone, and myself, that it's not just about shares. It's about those relationships that you can start off or you can continue building, if you ask for this in the right way. You just connect with people the way that Stanley, you helped me reconnect with Moniche. And throughout this process, I've been really lucky to meet Brian, whom I've admired for a long time, and to reconnect with people who I've known. And that, to me, is one of the best benefits of this.

It's about the numbers, but if you're doing this at home, if you're following this process, and you don't get this super huge numbers like we have, remember, make it also about those relationships because they will help you in the future, the way Guy Kawasaki did... I think it was three years later. All right, so how do we reconnect with you? Who wants to give out a URL first? Or... Steve, I see you're smiling.

Emery: Mixergy.com.

Andrew: Yeah. Emery works at Mixergy. The first full-timer at Mixergy.

Emery: Yeah.

Andrew: Yeah. Thank you. Who else Steve or Kyle?

Kyle: I'll just go ahead and go. I'm Kyle Patrick McCreary. Some of you all might recognize me as the note taker from Mixergy. I'm the new kid on the block, so don't check me out now, but check me out in another year. I hope I'll be doing bigger then. I will be doing bigger then.

Andrew: Is there a good way for someone to connect with you now? Do you want them to connect with you on Twitter?

Kyle: I kind of want them to use the methods we mentioned.

Andrew: Okay.

Kyle: If they even want to. But, yeah, Kyle Patrick McCreary. And they should be able to find me by checking out that name.

Andrew: Okay.

Kyle: Facebook.

Andrew: How about you, Jason?

Jason: Yeah. You can just email me. JasonYoung@gmail. That's probably the best way. And I'm on Twitter, I'm on Facebook. But my... that's the best way for sure, yeah.

Andrew: Okay. So that email hack that we showed earlier would work with you, for sure.

Jason: Yeah. You can find all sorts of, you know, dirty laundry. But just reach out directly.

Andrew: Stanley, how about you?

Stanley: Well, my website, it's @ssylee.com. I'm going to give you the URL. It shows me what I do, not just promoting Infographcs but helping you capitalize on the traffic that comes to your Infographic or whatever else you're promoting, after you get the traffic. and you can also email me at stanley@sysil.com. I can also give that email out as well.

Andrew: Cool. All right. And Steve?

Steve: And, yeah, I'm smiling because I didn't want to go first. But you can check out SmartShoot for all of your video/photo needs. And I also host a podcast of my own called Mobile App Chat, and you can check out all the information that you need.

Andrew: What's the URL for that?

Steve: MobileAppChat.com.

Andrew: All right. Good. Great. Thank you all for doing this with us. If you've listened to this and you used any part of this, please reach out to me or any of the people here and just show us what you've done with it. We're always eager for you to not just hear this but to use it. And it's also a good way to reconnect. Thank you for being a part of it. Bye, guys.