



**SPI Podcast Session #173–
Tips for Staying Consistent with Your Editorial Calendar
With Garrett Moon from CoSchedule.com**

Show notes: <http://www.smartpassiveincome.com/episode173>

This is the Smart Passive Income podcast with Pat Flynn, Session #173.

Intro: Welcome to the Smart Passive Income podcast, where it's all about working hard now so you can sit back and reap the benefits later. And now your host, he plays right wing on the soccer field, Pat Flynn.

Pat: What's up everybody? Thank you so much for joining me today. I appreciate you taking a little bit of time out of your day to hopefully learn and get educated and then eventually take action on the things that you're going to learn in this episode.

This is a really important episode whether you're a podcaster, a blogger, you do videos, maybe you do Periscopes, whatever. Managing your editorial calendar and staying consistent with the content that you publish on any platform is obviously extremely important.

We're going to talk all about that today, but before I get to that I do want to give a big shout-out to Jared Easley and Dan Franks, the founders of the [Podcast Movement](#) conference, which I just spoke at.

I opened the show with the keynote on Saturday and it was an amazing conference. I highly recommend if you are a podcaster yourself to check it out and get ready for it next year as well. They definitely know how to put on an event and have all the big names there in podcasting as well. Jared and Dan, well done. Thank you for inviting me.

If you're coming over to this podcast for the first time as a result of finding me at Podcast Movement, thank you so much. Whether you're a long-time listener or first-time listener, as always I just appreciate you guys so much, so let's get right into the content.

Today we're talking with Garrett Moon. He's one of the founders of [CoSchedule.com](#), an amazing tool that me and my team are integrating into our workflow schedule and into our editorial calendar to help us manage it moving forward. Being productive and



optimizing those workflows to create the content that I publish is very important to me in this latter half of the year, and I know it's really important to you as well.

After hearing what this tool does, whether you pick it up or not, it's not required but you can see how just the mindset and what it does can be beneficial to what it is that you do. There are certain strategies and tips that Garrett will talk about that are universal for staying consistent with your editorial calendar and making sure that you continue to pump content out there, and great content, content that makes sense, content that is prioritized for your particular audience, then also how to promote that content as well.

A lot of us struggle with kind of getting found. We expect that the moment we publish something it's going to be found, and that is definitely not the case, especially with all that noise out there fighting for everybody's attention. Garrett talks a lot about some of the stuff we can do after a piece of content is published to maximize its reach, so without further ado here is Garrett Moon from CoSchedule.com.

+++++

Pat: Hey, what's up everybody? Pat Flynn here. I'm so excited to interview Garrett Moon from CoSchedule.com, a tool that I'm using now, and I will be using much more in the near future.

A lot of you know that I recently hired a content manager, and she's in there and we're planning stuff. We're going to talk today all about content and your editorial calendar and planning and staying consistent, working with somebody like a content manager, and Garrett is the perfect person for this conversation.

Garrett, before we get into the content, first of all thank you and welcome to the Smart Passive Income podcast.

Garrett: It's my pleasure. I've been a listener and I'm happy to be on the show and excited to talk about content. It's a good subject and there's always lots for all of us to learn on it.

Pat: Yeah, it's like a never-ending thing for us. We're continually posting blog posts, podcast episodes, and videos, and there are good ways to do it and plan ahead, and there are not so good ways to do it, or you can maybe not plan ahead, like what I used to do.



I would kind of just figure out, "Okay, I need a blog post going live tomorrow." I open up my screen and I don't know what to do, or I'm staring at the cursor for however many minutes until I figure it out finally, so we'll get into the content really quick. First I want to just ask you what were you doing before you got into all this? What were you doing before CoSchedule started, and where did the idea come from to create this platform?

Garrett: That's a great place to start. I think it kind of all comes together pretty naturally. Me and my business partner had done a lot of web development and software development for a little agency that was doing help for clients that were doing marketing, or they were building software as part of their business, and we took a lot of different jobs.

It seemed like marketing was just one of those places where we had a lot of strong feelings about how we wanted to market our own company. We wanted to do a lot of drip content using our blog. We wanted to have a strong email list. We wanted to be using social media just to promote our own business, and it seemed like everywhere we went people were asking us a lot of questions along those lines, so we started doing some basic consulting, helping people get set up with a blog, helping people doing some training.

We did a 15-part training course that we'd actually sit in their conference room and walk them through all of these different steps on how to plan ideas, how to get your team buy-in, how to do social media on the end of it.

The thing that we found that was really interesting was that we had these clients that were really interested in doing it. They bought into it. They understood how that type of content could lead into traffic, could lead to conversions, could lead to sales, but doing it and actually putting it into practice was always the really hard part.

They had a hard time staying consistent. They had a hard time following through once content would actually be published, once they'd finally get a blog post or something out there, making sure that they had the proper social media sharing behind it. We found there just wasn't a tool that made it seamless and also kept you accountable to make sure it happened. That's really where we started talking about CoSchedule.

We were feeling some of those pains as well. When it's part of your business or you're really starting to see how it's impacting your customers, it's a lot easier to stay consistent with your content. It's sometimes in those early days when you're getting



started and you're trying to get things off the ground that it's really hard to stay consistent so you need something to kind of bridge that gap.

We wanted to have something that would help you from the planning and idea stage, to creation, all the way to the social media and promotion stage. We wanted to go from "stay more consistent" to "get more traffic," and to connect those two things together.

Pat: I love that, and you're right, it was a completely natural progression for you guys and I'm happy that you took action with the pains that you saw. I think a lot of us can learn from your example there. We might be freelancing, we might be in a 9-5 job, and you might be experiencing pains and these holes and gaps that you could potentially fill in yourself.

How long did it take you to kind of go from the idea stage with CoSchedule specifically to having a product, and when exactly did it come out?

Garrett: It probably took about 8 months or so before we kind of fully launched and covered everything, other than a beta period that we had with a limited number of customers. We took a pretty slow approach to building it. This was back in 2013 so we weren't quite sure what the demand was going to be, so we kind of did your typical MVP.

We did a landing page that said, "Hey, here's a thing called CoSchedule. Here's what it might do," except no one knew that it was not made quite yet. We just wanted to see how many people would download it and how many people would give us their email address based on this idea. Within a few days we had a few hundred people and had been featured on a couple WordPress blogs and we had gained some momentum pretty quickly, so that's when we decided to start building it.

It was probably 6-8 months, something like that, that we started to get it into people's hands and they were testing heavily, at least for the calendar side of it. We had released some basic social media tools just to see how people would react to it and kind of gauge along the way. We officially launched at the end of 2013, right at the end of September.

Pat: That's awesome. I'm looking at my calendar right now on CoSchedule and I can easily see everything that's coming up, from the posts that I have drafted and the tweets and the Facebook promotions that are going out to promote those posts, and podcast episodes.



What's really cool is now my team can come here and maybe start those posts for me, or outline them before I get in there and work myself. I'm really working hard on planning ahead, on optimization, and getting my team involved, helping me do things that maybe I know how to do.

This is the problem that all entrepreneurs have. We try to do everything. You learn as you grow as a business owner that truly how you make a business succeed and how you grow into a real entrepreneur is you get your team involved to do the things that maybe you do know how to do, but you shouldn't be doing as the CEO or the owner of your company. That's kind of where I'm at now, and CoSchedule is fitting perfectly into that.

This calendar situation is something that I struggled with not so much with the podcast, because with the podcast I was almost forced to schedule ahead of time because I needed to interview people and that sort of thing, but in terms of blog content I know I'm not alone when I say I struggle with figuring it out and planning ahead.

Do you have any tips for people, no matter what stage they're at, on how we best organize the ideas in our head and turn them into something that could become a content calendar? How do we prioritize? What are your thoughts on this? You told me before we started recording that you could talk for days about this. I'm really excited to hear what you have to say.

Garrett: Absolutely. I think the worst thing you could do to yourself if you're trying to stay consistent with blogging is give yourself the blinking cursor problem where you say, "I have to blog. I just have to get this done." So you get into WordPress or you go wherever you're going to write and you just stare at a white page and the blinking cursor. Then you're like, "Okay, now what? What am I going to write about?"

One of the things we do is we underestimate just the mental energy that we spend just selecting a topic and how hard that can possibly be. What happens if you have that blinking cursor is you get started on a couple lines and you're like, "No, no, no, I don't want to write about that." Then a couple lines and, "Eh, I don't want to write about that."

Then you may eventually kind of spit something out, but it's not always as strategic maybe as you would have done had you been able to kind of grab a topic that you were thinking about earlier. So I think the first thing is just to get away from that type of approach. You have to plan ahead. You have to have some kind of a system.



The first thing I recommend is what I used to call a blog storm, which is you write 25 headlines that you could write about that's relevant to your audience. You just open up a Word doc or Google doc, numbered list, 25 headlines. Then once you have 25 headlines, expand that to 50 headlines, take it to 75 headlines, then take it to 100 different headlines, and just write that out.

I like to use the headline format because I think it kind of gives you a full picture of what the post might look like at the end.

Pat: Instead of just, "I want to write about this topic or this topic," you actually kind of lay out what that headline's going to be. Maybe it's not the final headline, but it gives you kind of a structure at least, you're saying?

Garrett: Yeah, exactly. You may actually be able to have 4 or 5 posts out of one topic, like just this topic right now. We're talking about how to develop blog ideas. I can probably write 10 different posts on blog ideas – how to categorize your blog post ideas for maximum speed, or how to select the best blog post idea to write about right now, or where to store blog post ideas for when you're going to need them later. You can talk about using different tools.

There's a lot of approaches that you could have where you don't want to just say "blog ideas" because that's not specific enough for you to really sink your teeth. From reading that headline you should be able to get a good idea of what you're going to write about and what's in it for the reader on the other side of it.

Pat: Right, and also ideas like "5 experts share where they get their blog ideas from." That's another example and that kind of tells you immediately, "This one I'll have to kind of plan ahead because I've got to reach out to these people" and that tells your team to do that. That's really smart, actually.

Do you have a specific place where you put all those ideas you have? Do you use Evernote or what has worked best for you or your clients?

Garrett: Yes, I use Evernote, although in some situations what I'll do with that list of 100 headlines is I'll go through and I'll bold or highlight certain ones that I think I really want to write about, and a lot of times I'll actually carry them over, or at least I'll carry a few of them over into Evernote.

I just have a folder called Blog Ideas, and every post that I want to write, or every idea, I usually create a single note with a sample headline in there, and then I'll just kind of



write out a quick 2 or 3 sentences or a couple bullet points on what I might want to talk about, just so whatever that thought is in your head right now about that topic, you get it on paper and you put it somewhere so it's not just going to go to waste.

All of your 100 headlines you probably don't need to do that, but maybe pick 20 or 30 of the best or the posts that have you most excited, and make sure you put them into a little more detailed format.

From there – and this is actually one of the things in CoSchedule – we actually built an Evernote integration where you can connect an Evernote notebook directly to CoSchedule, then on the right side of our calendar you're going to have a little Drafts bin. You can go to that Drafts bin and grab a blog post, drag it onto your calendar, and actually schedule that post right away right from Evernote, and then you'll be able to turn it into content for your WordPress blog. That's one way of doing it.

Another way is actually just creating drafts in WordPress. We have the same type of thing in CoSchedule where on that right-hand side there's a little button called WordPress and in there we put all of your posts that are not scheduled. If you just say, "Okay, here's my Blog Ideas post, 25 blog idea tips," drag it onto the calendar, and we're automatically going to sync the date and time so that when you're ready to publish it everything's going to be ready to go live.

You have to have a system for kind of taking lots and lots of ideas, filtering them down to a few, and then putting them in a place that's going to make it easy for you to take action on them so you don't forget about them, so you don't just kind of do this blog storm in some Google doc that you never look at and never open.

Pat: Creating drafts in WordPress is a great idea because it just makes it more real. Then when you're at that point in time where you're going to write, it's just there and ready to go. The thing I love about CoSchedule is, like you said, you can create these posts ahead of time and these drafts right in CoSchedule. Then you can see the calendar of how they all fit together. "This one I like on this week. This one I'm doing a promotion so these would make sense here," and it's all there and you can schedule it. I think that's the next logical step.

So get a whole bunch of ideas, kind of a brain dump. Take out the ones that don't make sense, but during that brain dump kind of just put whatever comes to mind. Don't use that part of the brain where you're already trying to edit during that time. Then narrow them down, then put them on a calendar so you can see exactly where they fit into what it is that you're doing.



My big question is maybe I schedule these and maybe I do 2 blog posts a week – I used to actually do 3 blog posts a week – but I put them in a schedule and I see them. One of the most deflating things, however – and I’d love to hear your thoughts on this – is when you see something that’s scheduled and then for whatever reason you can’t get to it that day and you miss it. Then you’re just like, “Oh man, I’m behind.” We always feel like we’re behind.

“We’re one day behind, so I can wait another day before I get to it,” then one day turns into a week, turns into a month, then we realize we haven’t blogged for 6 months. How do you overcome that sort of syndrome that we have as bloggers and content producers?

Garrett: I think there’s a few ways. First, I think if you have a lot of different ideas that you’ve already brainstormed, sometimes it’s easiest just to pick the one that you’re most interested or more excited about writing right now, and that can be the difference.

Sometimes it’s not so much that we didn’t have time, it’s that we didn’t make the time because we weren’t maybe very excited about the topic or something like that. Don’t hesitate I would say to rearrange your calendar based on mood if you need to, because it might make you more successful. I think that’s a really important thing, is that you want to set a plan, but feel free to change if you need to, and that might help you.

I think the other thing is it’s tough. I think the people that have published 2-3 posts per week just force themselves to do it, like you just have to do it. If that means that you’re planning to publish on Tuesdays and Thursdays, but you didn’t get to it so you’re going to have to publish on Wednesday and Thursday, fine. Publish on Wednesday and Thursday. It’s no big deal. It’s not going to hurt anything.

Shipping and getting it out there is better than sitting on it and not doing it. Don’t necessarily wait for it to be a perfect plan. Just execute it and move forward.

Pat: I love that. Just execute it and move forward. Just ship, as they always say.

Now, putting your ideas into the calendar, I can imagine a few people, myself included, doing this, just kind of picking from the top and going, “Okay, here’s the one at the top. That one goes on Tuesday. Here’s the second one. That goes on Thursday. The next one Tuesday. The next one Thursday.”



What are some thoughts that we should have in terms of where we should put them on our calendar, instead of just kind of down the list?

Garrett: I think there's a few different ways to add variety. How-to posts, for example. It depends what you're trying to do with your blog, but if you're wanting to do a how-to blog then maybe that's what you want to stick with.

If you're trying to mix it up a little bit and add some expert type of advice or content, you want to make sure you have a balance between those different types of content. The editorial calendar does really let you see that from kind of a birds eye view. You can mark them with different colors or icons if you want to get organized like that.

I guess there's two approaches. I generally prefer to have a variety of topics rather than hammer too much on one thing, but there can be times where it's like, "Hey, in these couple blog posts I'm going to focus on this one aspect of blogging or content creation."

Those are both fine ways to do it. I think it's just worth you kind of analyzing your own audience, what do they want, what do they prefer, and then kind of deciding, "Do I want to do a series of posts or do I want to try and mix things up a little bit?"

I think the other one is really keep an eye on what's working. We always pull in social sharing stats into CoSchedule on every single post, and there's other ways you can do this with analytics and stuff, but go back on your previous content. What are people clicking on the most? What's getting the most social shares? What are you hearing from people the most, getting the most comments or the most emails, and kind of mentally noting those types of things.

If it's how-to content that really seems to get the most shares, make sure you keep a steady diet of how-to content in there for social sharing. If expert types of posts or interview types of posts get the most email subscribers or the most comments, then you want a steady diet of those as well, and those are types of things that you can stagger to get the most strategic input from your content.

Pat: There's some really interesting analytics that CoSchedule pulls in for you based on those shares. Just on my dashboard I can see the top posts with the total shares on social media, for example, of all time. The top one actually was a guest post that was done by John Corcoran about "How to Grow Your Blog Audience by Building Relationships with Other Bloggers."



I wouldn't ever have known that unless I went somewhere where I could see the top posts, and it's kind of cool that it's here. Of course, CoSchedule is amazing and I can just click on this and share it again if I wanted to.

I also see that my most recent popular post is SPI Podcast Episode 169 with Nathan Chan, who is the founder of Foundr magazine. It's just amazing to see those things, and I can see absolutely what's working, but I also want to go back to the calendar. Using a calendar you can see that birds eye view, and I think we should all be having some sort of calendar, whether it's on CoSchedule or on a piece of paper or something.

Something I did this year that I've never done before that I learned from Amy Porterfield, watching a video of hers actually, was that I have this giant calendar that is the entire year. Every day is on this calendar, and she highlights what happens on certain days. She can see from a birds eye perspective, "Here's when the launch for my product is. Here's when I'm going to this conference. Here's when I'm on sabbatical," and all these things. She can see really easily based off of that what needs to happen and when.

The same thing is relevant to your content calendar. You can see, for example, and know when you have a launch coming up, and then you can kind of plan ahead of time and see, "Okay, to lead up to that I want to have two weeks of content and make sure there's a case study in there and talk about this."

Like you said, having a mix in there is good as well, but also it's nice to have themes depending on what's going on too. Like you said, it depends on your audience and what you're trying to do. The best way to find out what works is to just experiment and see what's going on.

What we're doing on my team – and again, this is experimentation – is we're going to be batch processing the writing process. I know that starting in Q4 of this year on Mondays I will be just writing and that's all I'm focusing on. The idea is for me to have less opportunity to say to myself, "What am I going to do today?" If I ever have to ask myself that in terms of what I need to do for my business, then something is going wrong. I don't ever want to have to say, "Hmm, I could do this or this one." I want to know exactly on that day what I'm doing.

Monday is an all-writing day. We're going to write 2-3 blog posts that day on these topics that I know I have ahead of time, because they're in our buckets and they're going to be on the calendar. They're going to be already drafted.



Some of my team is actually going to go in there and already start to outline some of that content for me, or if there's any stories I should read they'll put those links in there, right directly in those posts, so when I go in there I already have somewhere to start. It will never be a blank cursor, so that's kind of what we're focusing on.

Then Tuesdays are my days to record podcasts. Wednesdays are days when I'm doing meetings and interacting with my team and so on and so forth. Batch processing has been really helpful, too.

Let's move on to the social sharing aspect. This is kind of a really cool thing that CoSchedule does, and obviously this can be done on your own but it's kind of cool how it's integrated here. What's awesome is now when I write a post, before I publish it I can scroll down in WordPress and I can schedule these posts to be tweeted or Facebook'd or put on LinkedIn, Pinterest, or Google+ ahead of time.

This is literally what I do with my podcast episodes right now, and it will be done with all the other posts in the future. The podcast is ready to go live, it's already edited and things like that. I just need to hit Publish, but before I go to that I scroll down and I tell CoSchedule to tweet it out the moment that post goes live.

I tell it to tweet it out a day later between 8 and 11, and I can customize the copy and all that stuff. It looks just like Twitter down there. That has made a huge impact on how many views each of these posts and podcast episodes have had since I've started working with CoSchedule.

You had mentioned this earlier, how a lot of your previous clients were doing the right things, but then they would kind of drop the ball on what happens after a post goes live. I'd love for you to speak on how can we best utilize – in terms of social media – the maximum reach with these posts that we publish, because we want to get the most out of what we write. We spend a lot of time doing it.

Garrett: Exactly. I think it's the "Tweet it once and kind of never again" type of problem that we have when we publish content, and it's crazy. It's like you get to the finish line – you had the blinking cursor, you had some ideas, you finally get this post cranked out, you hit Publish – and it's almost like you want to run in the other direction and forget about it. It's like it's finally done, and it can be kind of a big process to get something out there.

So we use these simple plugins that send it to all of your social channels one time, but they kind of never come back to it. What happens is that when you publish that post,



all of the work on promoting your content now begins. We always felt like that was the backwards approach.

What CoSchedule allowed us to do – and this is my favorite feature in CoSchedule, and it was one of the very first things that we ever built – was allowing you to create those social media messages right in WordPress while you’re creating your blog post. You can actually pre-schedule your messages. We’ll automatically pull in your images. We’ll automatically pull in your headline. We’ll automatically pull in your link once the post goes live, because we’re built into WordPress so we have all that information.

Now, if you’re creating content somewhere else, not in WordPress, you can still do all this from CoSchedule. We’ll be able to pull your images in. We’ll be able to pull your permalink. All that stuff still works, it’s just not using the WordPress plugin.

The cool thing about it is it saves a ton of time. When you go to create a new tweet we pull in your image and we pull in the headline. You don’t have to copy/paste, you don’t have to type it, but even more, you can do it while you’re creating your blog post, not once it goes live.

That sounds small and it sounds simple, but it’s a huge advantage. What we find is people are more successful because they create their social promotion before their content ever gets published. They’re more intentional about it and they drip it out over a number of days.

Right in CoSchedule in the interface we kind of give you sort of a template. We say, “Okay, what are the messages that you want to send right when this post goes live?” so it’s the day of. Usually it’s something like, “Send it right when it goes live, maybe 3 hours later, 4 hours later, and repeat it again.” Then what do you want to do the next day? The next day we’re going to repeat it on Twitter a couple times. Maybe we’re going to send it over to our Facebook page again, depending on our audience.

Then maybe a week later we’re going to send it out again, a month later, and then you can also even choose custom days, and we do that all relatively. You can say, “In 6 days from now send out another tweet, in 7 days from now send out another tweet.”

What we see from most users is a 30-40% increase in traffic to a post overnight, just because they’ve created better habits sharing their content.

Pat: Right. So after a post goes live, is that the ideal frequency in terms of re-sharing that post? Obviously sharing it the moment it goes live, and then sharing it a day later,



then you have a week later, then a month later. Are those specific to any data or analytics that your team has collected over time, or does it kind of depend?

Garrett: It kind of depends a little bit. We set that up as sort of the ideal timeline as far as the average length of most content will fit into those categories or buckets. We actually have found that it's very useful to say schedule it and share it at least once a day every day for the first two weeks. Then after that we rotate it in with a bunch of other types of content. That's how we personally do it.

Pat: Can you repeat that? I think that was pretty important.

Garrett: For the first two weeks after a new piece of content goes live, we share it at least once a day every day for two weeks.

Pat: Once a day every day for two weeks.

Garrett: On our Twitter channels.

Pat: How would you respond to somebody that says, "That's a little too much. Wouldn't my audience feel tired or fatigued from all that promotion?"

Garrett: If you sent the same message over and over again, yes, they definitely could. I think that's the key, is making sure you add some variety to it. We use different images every single time. We'll pull different pull quotes or different facts from our post. If you're just using the headline and the permalink every single time you can kind of wear them out, but pull in a different image.

Sometimes we'll make our post more about a graphic or we'll cite a fact or we'll ask our audience a question based on that certain topic. If you add some good variety to your sharing, you're fine.

The other thing is when I say that I primarily mean Twitter. We all know that Twitter can handle a lot more of that type of activity than Facebook. On Facebook we may share it the day it goes live and maybe 30 days later or a couple weeks later, but it's not something that we're going to share every single day for 2 weeks on Facebook.

You have to be careful with it, but as long as you're being conscientious of what you're sending out there and really looking at your social schedule and not sending out like 20 messages all at once, you can get away with probably a lot more than you think on channels like Twitter.



Pat: I think everybody should have an editorial calendar, obviously, and this is something that we're implementing on my team, like I said, but a social calendar is interesting as well. "Here's when I'm tweeting what." I think it's a lot more difficult for people to grasp, especially because there's a lot of tweeting that goes on. There's a lot of promotion on Facebook and other content platforms.

That's why I appreciate that you guys put our social posts on the calendar as well. I can go in today, for example, and see that I have a post going live and I have 2 tweets. They're not too far apart from each other and I can make them further apart if I need to. Again, I just get that nice constant peace of mind that things are rolling and things are scheduled where they need to be. I think that's super cool.

How about posts that are much older? I know a lot of us have written a lot of great content that is kind of deep in our archives now. Especially when we first start our websites we often write our best stuff, but then that's when we have the least amount of people on our site. What are some tips for everybody out there to kind of re-engage our audience with our older content, some of the good stuff that's in the archives that is kind of hard to find now?

Garrett: This is where that top post page that you mentioned before comes in really handy. We create a page that goes through all of your WordPress content and we say, "Based on social shares and social activity, these are your most popular posts." You can break those down into different windows like all-time, 24 hours, 30 days, whatever. And like you said before, we make it really easy to share those posts.

The approach that is fairly common is, "We're going to use something like a 'tweet old post' plugin and we're just going to constantly re-share all of our content over and over and over again." You can tell usually on somebody's Twitter feed when they're using that because what will happen is they'll have a post that is very timely, something that happened 6 months ago in the news, and it sort of feels out of place right now. Or the bigger problem that happens is you're burning up a lot of social media time on content that maybe wasn't that popular.

What we see as the best approach is to re-share your best content that performed the best, not just content that you created. Some posts you write are going to do okay, some posts are going to be duds, and some posts are going to be awesome. Why don't we share the awesome ones over and over again, and let the duds kind of go to the wayside. That top post allows you to squeeze as much traffic and as much influence as you can out of your most popular content.



Think about how you use Twitter. If you're a Twitter user, just think about how you use it. No one reads everything you send, so you're actually doing your audience a disservice by not re-sharing some of your best content. They're not going to see all of your tweets. They're not going to see every message. They're not going to see most of the tweets that you send, actually, so you're probably not going to hurt your audience by sharing it a few times. You're helping them.

Pat: You're absolutely right. I've never heard anybody complain from over-sharing something too much.

A couple final questions here, especially on the social stuff, which I know we're all involved with. I did a recent survey and it's interesting the two things the people did the most in their business. I asked everybody, "What activities do you do in your business?" and the top two were writing blog posts and social media, so it's perfect for this conversation.

What have you noticed with your own content? You guys create a lot of great content on CoSchedule.com, so with your content and everybody else's content, what gets the most shares? What are the features of a blog post that tends to get shared more often than others?

Garrett: We created a plugin called Click to Tweet and it's free. It's something that we give away and it just adds these little tweetable quotes to your blog content that people share. So rather than just sharing the headline and your link, they actually share a little quote from the middle of your post.

I've found that those don't actually take away from the traditional shares that people will do, they just add to it. You can usually increase your shares 10-20% by having those types of quotes in your post, and they need to be good ones, but that helped a lot.

Later on to kind of maximize that we started moving towards image-based content and get Pinterest traffic on more like infographic-style images. That does really, really well, so you'll see on our blog we've greatly increased the amount of visual content and it makes our posts really readable. It helps people kind of get some of the main points very quickly, and actually doing a lot of these infographics has helped a lot.

I think the other one is making sure you really tie it into a very good email newsletter and marketing program. Here's a great one. We used to send out a digest email once a



week that said, "Hey, here's the top content from the CoSchedule blog, and here's a few other posts that we found around the web that we really like." We call that our content marketing update and it's been a great newsletter for us and people love it.

But we just said, "You know what? What about sending out notifications of new content? We only publish 2 or 3 posts a week. Let's just email everybody and let them know, 'Hey, this post went live. Here's a quick summary. If you want to read it, here's a link.'"

That alone was a 30-40% increase in traffic basically overnight because we started sending those emails, and all we had to do was give people a little option that says, "I want to receive weekly emails or I want to receive daily emails." If you give people an easy opt-out for that kind of thing it's a huge step and it's a big traffic driver.

Pat: I've noticed hundreds of percents of increase of traffic to certain posts by sharing it on the email list, that's for sure. One thing that I do, and I've noticed on Twitter specifically and of course on Facebook as well, is the posts that go out that have an image attached to them are always the ones that are the most shared.

I'm looking at all of my top posts right now on Twitter and in CoSchedule in the entire archive of SPI, and all of them have great images attached to their social media.

Garrett: That especially is a big impact on Twitter. The way that Twitter features images is really nice, so if you kind of look through your feed you'll notice that you're easily gravitating towards posts with images. They're getting more common, but particularly in the early days when Twitter was updating all their apps to feature those images, that was a big thing. The Twitter cards and some of those types of link posts and stuff in Facebook can also be really good ways.

One tip I'd say is experiment with your audience on Facebook between text-based posts with a link, image posts with a link, and then the link-based posts. We've seen several people that use CoSchedule where they have better luck with one or the other. It just depends on your audience, but it's worth trying.

Pat: Awesome. Thanks for sharing that. For those of you who are like, "How do I make those images that I can put on social media?" there's a great tool out there called [Canva.com](https://www.canva.com), which I've used. I have a graphics guy that does all the images for me, but I used to do them all myself in Photoshop actually, which took forever, but Canva is really quick, super easy to use, and it doesn't take very long. No matter what social platform you have, they can help you out.



Garrett, this has been a great conversation. Are there any final tips you have for everybody out there? Most of my audience blogs. Most of my audience creates content. What are maybe one or two tips you have, maybe a couple things to look out for to make sure they get the most out of what they do?

Garrett: First, don't psych yourself out if you're not creating a lot of content. The calendar will provide a really good base of motivation if you put it on there and you say, "Okay, next week we're going to do this post. The week after that I'm going to do this post." Just make sure you get it done and hold yourself accountable to that calendar. There's really nothing that can beat your own motivation to get it done, and I think that comes down to setting goals and making sure that you follow through with them.

I know you did a podcast with Michael Hyatt not too long ago, and I've been listening to that one, and he's so good about how to set goals and how to motivate yourself to get them done. I think listen to that once a week if you need to to kind of just motivate yourself to do it.

We find that if we set a goal like, "We want 500 social shares per post," that changes the game on how you think about content, because not only are you saying, "Okay, I'm going to publish once a week, but now I have to figure out how to promote it enough to make sure I get those 500 social shares," so that's a good one.

What is your content doing for you? Are you driving to a newsletter or are you driving towards a contact form? If you're thinking influence then it should be maybe the number of people that are asking for an estimate or something like that. Have that one driving goal so that you know instinctively – not just something where you go into your analytics, but instinctively you know that this is working. Once you start to see it work, that's what's going to motivate you and push you forward.

We have some really great dashboards that we've made for our users that have Google Analytics tracking turned on, and what we try to do is just boil it down to a few different things that matter, like what pieces of content were getting the most social activity? What social channels that you're sharing on are giving you the most return on your time and your investment?

We just kind of boiled it down to some really simple dashboards that you can turn on with like two clicks in your Google Analytics account if you have CoSchedule sharing your social messages, and they will help you kind of focus in on a couple of those things and track those goals. I think it's really important to attach it to something other



than, "I just want to publish." What's the why? Why are you publishing? I think that makes all the difference in the world.

Pat: That's so good. It's such a great way to end the show too. I'm looking here at my top posts and I'm kind of taking your advice. I'm seeing what has been working very well.

Garrett: You had some guest authors that you mentioned that were at the top. Reach out to them and ask them for a second post. We've done that. That's a great way. Or usually you have to figure out, "Okay, why is that post a top post? Is it the headline? Is it the topic? Is it the writer?" and maybe try two or three of those different things.

Put some stuff on your calendar over the next month or two that says, "Okay, I'm going to try to duplicate this type of headline idea. What was it about this headline that was really great?" or "I'm going to have this guy write another post for us," or it's the topic. Use that and make some guesses on why it's successful, and repeat it again.

Pat: Let me read you really quick the list of top posts on SPI for all time. The first one is, "How To Grow Your Audience By Building Relationships With Other Bloggers: The Ultimate Guide." That was shared almost 5,000 times. That was a guest post.

#2 was Episode 96, "How To Make A Living Selling Your Art Work," another how-to post. That was a podcast episode.

Then #3 was "How To Start A Podcast: Pat's Complete Step-By-Step Podcasting Tutorial."

#4 is "The Backlinking Strategy That Works 2014 And Beyond," so how to do backlinking. This one was a guest post as well.

Then there's a few other how-to articles like how to create a Facebook page. That one's from a long time ago, but still one of the most shared. So that one I'm not going to re-share because it's not relevant, but all these other ones are absolutely relevant and I can share them and I will share them. Literally while you were talking just now I scheduled one post to go live so it should be live on Twitter just now, just to get a little more out of that older post.

Garrett, thank you so much for coming on. I appreciate this. I appreciate you and the team and what they're doing at CoSchedule.com. I highly recommend everybody check



it out at www.smartpassiveincome.com/coschedule, a tool you're going to love and comes highly recommended.

Garrett, thank you so much. I can't wait to connect with you in the near future.

Garrett: Thanks Pat, this has been fun.

Pat: Cheers.

+++++

Wow, what an amazing interview. That is again Garrett Moon from CoSchedule.com. If you wanted to pick up CoSchedule you can actually check it out if you go to www.smartpassiveincome.com/coschedule. Simple enough.

Of course you can get all the notes and the links and the resources mentioned in this particular episode at smartpassiveincome.com/session173.

Again, I appreciate you, Garrett, for coming on and sharing that, and also I appreciate your tool so much because it's going to be integral and absolutely vital for us moving forward in terms of organizing everything that's going on in all the different legs of my business, so thank you for that. Again that link is smartpassiveincome.com/coschedule.

I also want to take a quick moment to give a shout out and thank today's sponsor for this episode, and that is 99Designs.com, a website that you can go to if you need any images done for your business – and anything is really what I'm talking about, from a logo to a t-shirt design to a completely brand new fully refurbished website, anything you can think of.

All you have to do is sign up, give them the description of what you'd like, and then within a day you're going to have dozens of designers from all around the world competing for your favorite design. You can also have your audience or your family vote on their favorites as well. You pick the winning design, and within 7 days you're going to have a complete design done for your needs.

Now, of course, one of the best things to have is a designer on your team, which can run fairly expensive, but 99Designs.com is very affordable and it's a great place to start if you're building your online business. Check it out by going to 99Designs.com/spi. That will also get you a \$99 Power Pack of services for free, which you can put toward your next design project. Again that's 99Designs.com/spi.



I also want to give another shout out. This isn't an official sponsor but I just wanted to mention this because a lot of people have been asking me, "Hey, where else are you speaking this year?" I just finished Podcast Movement, so where else am I going to be?

One of the places I'm going to be is in the Twin Cities for Converted 2015 in mid-October. If you go to smartpassiveincome.com/converted, you're going to see that I'm going to be speaking at this event, which is put together by LeadPages.

LeadPages is a company that you've heard me mention several times in the podcast before. I'm an advisor for the company and I'm honored to speak on the first day of this event and I cannot wait to see you there hopefully, if this is something that is going to help you.

By the looks of it, with the guests who are going to be there and all the content that's going to be talked about, it's going to be fantastic, so I look forward to seeing you there in Minnesota. Go ahead and check it out at smartpassive.com/converted.

Thank you all so much for listening in. I appreciate you and I cannot wait to serve you in the next episode of the Smart Passive Income podcast. Until then, keep pushing forward, keep shipping. Cheers! Love you guys. Bye.

Outro: Thanks for listening to the Smart Passive Income podcast at www.SmartPassiveIncome.com.

Links and Resources Mentioned in This Episode:

CoSchedule.com

[Smart Passive Income Podcast Episode 163: Michael Hyatt on the Secrets of Team Building and Leadership](#)

[Canva](#)

[The Podcast Movement](#)

[Converted2015 Conference](#)

Today's Episode Sponsored by:

99Designs.com