



PROFESSIONAL CHRISTIAN COACHING TODAY

Chris McCluskey & Kim Avery

*The podcast dedicated to Raising the Standard of Coaching...
and Changing the World*

Episode 067

Michael Stelzner on Building Your Email List

CHRIS: We've got a special treat for you today. Michael Stelzner, founder of Social Media Examiner is our guest today and you're going to get to hear a whole lot of cutting-edge information about the emergence of social media and specifically using social media for connection for marketing and how you can capitalize upon that as a coach. You'll want to stay tuned for this episode.

Just to give a little bit of history here on our initial connections with Michael, Kim and I went on a cruise a couple of years ago with Dan Miller, a friend of ours you've heard us interview here on the show and Michael Hyatt likewise, and the podcast Answer Man, Cliff Ravenscraft. While we were on that cruise, we connected with this guy named Michael Stelzner. I was already familiar with him from having taken some of his live training. He does training on how to utilize social media effectively. We got a chance to chat things up with him there and then found ourselves winding up reconnecting when I went to this year's Social Media Marketing World Conference out in San Diego, which he hosts every year. We have a little bit of a personal connection here. We also have the fun of having a Christian brother join us.

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So Social Media Marketing and Social Media Examiner, not distinctly Christian businesses that he runs but he very definitely is a brother in Christ. Kim, why don't you give our listeners a little bit more background on the business side of Michael Stelzner and then we'll cue him up here.

KIM: Alright. I'd love to do that. As Chris mentioned, Michael is the founder of Social Media Examiner, author of the books *Launch* and *Writing White Papers*, and the man behind large events such as Social Media Marketing World and Social Media Success Summit. He also the host of one of my favorite podcasts, Social Media Marketing podcast, founder of the Social Marketing Media Society and host and maybe this will come up in our interview today, I find this fascinating, of a weekly morning show, Social Media Marketing Talk Show. Thank you for being on the show today, Michael.

MICHAEL: It's my absolute pleasure to be here.

CHRIS: Mike, our topic today is growing our mailing list and of course, that's one of the single greatest ways in which we can strengthen our businesses, but one of the many things that drew me to you initially was learning through our mutual friends how deeply devoted you are to the Lord and to your family. You're a serial entrepreneur like me. You develop businesses and I got to believe that at least part of the reason you do that is because of the desire to have greater control over your time and your life so you can spend time with your family and with your church. Can you start here for our listening audience by sharing a bit about what did draw you so quickly as an entrepreneur to zeroing in on the power that lay in social media and social media marketing specifically.

MICHAEL: Well, first of all, I do agree with you that it's absolutely critical that we spend quality time with those that matter in our lives and actually, you may not know this about me but I started a project called MyKidsAdventures.com, which is a website designed for busy working professionals that don't have a lot of time to figure out what fun things are that they can do with their kids. It was a one-year project and it was designed to run the different seasons and it was designed to be

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nonelectronic experiences, things in the backyard and the great outdoors that we can do with our kids to kind of open their eyes to the world in a non-digital way.

The reason I started Social Media Examiner, honestly, God's hand was there. Prior to starting Social Media Examiner, I was a writer and I had plenty of work and I was only growing in popularity and people wanting to work with me. If you go to Social Media Examiner and you look at our mascot, it's a little guy holding a magnifying glass and that little character is kind of what I'm really like. I'm a guy that loves to go on adventures. I'm a guy that loves to seek out and try new things and I've always been a tinkerer.

When I started Social Media Examiner, I noticed that everybody was talking about this thing in social. What everybody was sharing their opinion specifically about social media. They were talking about why social media is good or why it's bad, but nobody was actually teaching people how to do it. Because of my background as a writer, I just decided I'm going to create this movement. I'm going to have it be completely free where everybody else is giving opinions, trying to persuade the world that they are experts, and then come buy my services. I figured why don't I just teach the world how to do this and along the way, I'll learn how to do it.

I launched it in October 2009. The thing completely exploded and we weren't selling anything. It was a completely free thing. I was trying to create a movement because back in 2009 if you all recall, we were in a recession, right? The economy had just crashed and I didn't need this. I was very successful but I just kind of sensed that this is something I ought to do, and the thing completely exploded. Fast forwarding to today, millions of people consume all the things that we produce and we give away 95% of everything for free. I feel like God has used me and the team that I built around me to essentially prepare kind of a mission field for allowing people to be empowered to go out there and use free things to share their message. Those free things might be podcasting, blogging. It could be live video, it could be regular video, or it could just be social media.

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The reason social media exploded back then is nobody could afford to go out and pay for advertising. I just kind of was in the right place at the right time and God used me to essentially empower lots of people in the world to be able to share their message and the ripple effects of it have been pretty amazing. I don't know if I answered your question. I might have gone down the rabbit trail but if not, refocus me.

CHRIS: No, man. That was great. And as you were sharing that, what it put me in mind of was when I was out in San Diego this year for the big conference, Social Media Marketing World, you had a team of more than 150 people helping you pull off that conference, and they were volunteers. I remember how impressed I was by that. They all had shirts so we recognized who they were. I guess you gave them shirts but aside from that, they were there because they have that same spirit of just abundance mentality and let's just grow this thing. It's a great place to be. They raved about being part of your community and it was a beautiful illustration of exactly what you're saying. You give it away free. It is a movement. It's something that's just kind of growing organically and it has exploded.

MICHAEL: It's pretty crazy. As a matter of fact, at Social Media Marketing World, we have staff and we have volunteers. There is about 30 or 40 of us that sat in a circle before the conference and just prayed that God would use this conference to accomplish His purpose and people would walk away with some sort of a spiritual kind of transformation in their life even though Jesus wasn't talked about from the stage. We had people walk away saying this was like a religious experience. We had people from all walks of life saying, "This is the most amazing thing. I don't know why, I don't what, but there is something unique going on here," and we know obviously what was really going on.

My mission in life has always been to live by example and I think that by trying to give so much away, in the case of Social Media Marketing World, these are paying customers, right, but to give you some perspective, when you have millions of people that read and listen to all the things that you produce and then

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you have a couple of thousand of them come together, it's just a tiny little representation of the bigger audience that we serve. We know that not everybody can afford to come to social media marketing world but it's things like that that help us create all the free stuff that we create.

KIM: Well like you said, it started a movement beyond the content which is very rich because you are my go to person whenever I want to learn how to do anything or I want the final word on anything, but that what I call with our coaches, generosity marketing. Give first with no expectation. Just give your best stuff, serve well, and people are going to want to go deeper with you. That's what it says in the Bible. That's what works out in the world and people really see your heart and want to work with you and go deeper.

Returning to our topic for the podcast today then, with all the social media marketing techniques and tools that you know and understand, I've heard you say – and correct me if I'm wrong – that your email list is your most valuable marketing asset. For our listeners' sake, could you explain to them why, as a social media guy, you're email list of all things is your most valuable marketing asset?

MICHAEL: Well, the social networks, all of them, use artificial intelligence and technology to decide what you see when you log on to Facebook, for example, or when you're on Twitter, Pinterest, or Instagram. The challenge that we face in the olden days was social media. You could post something and it would just essentially be seen by everyone who follows you, but now that you have almost 1.7 billion people on Facebook alone, they can't possibly show everything to everyone because it would scroll by so fast you wouldn't be able to read it.

The challenge that we face now is the supply-demand problem where there is so much content out there and there is such a diversity of content out there that no one wanted to be on the social network if they didn't somehow figure out a way to curate and show the content based on some sort of guess work. That's where algorithms come in. The challenge for those of us that are trying to build an

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audience, whether that be a ministry or a business is that it's getting harder and harder for us to make sure our message is seen by the audience that we want to see.

In the case of Facebook, those that have been around for a while that have a large following are beginning to see less and less reach with that content, less and less free reach, if you will. We call it organic reach in my world. The only way that you are able to actually get any reach on that content is to pay for it and when you pay for it, it's like the Disneyland express pass, right? You can get to the front of the line. The problem is, we don't have a lot of money to spend on that and what used to be free now cost money for a reasonable reason because the bottom line is that they want to create an experience that's not for us that are promoting but for those that are there consuming.

That all harkens back to email here in just a second, and here's how it harkens back, because if we have a website which I'm assuming we do whether it be a blog or some other kind of site, we have traffic come into that website from search, from emails, from social, and every other kind of channel you can imagine. As these people are coming to the website, the objective is that they get a taste of something that you have to offer like an article and then the hope is that they find so much value in that article they want to receive more of it. What I'm preaching to the world right now is that it's not so much about big numbers anymore, it's not about huge quantities of the hands, and it's not about driving lots of traffic. It's about cultivating and developing small communities of raving fanatical, loyal followers and fans.

Just like anybody who has a church. You get to a certain point where intimacy becomes harder as your church gets bigger and bigger, and anybody who has a megachurch can understand this. How do you accommodate that? You develop community groups, and you develop small gatherings of people that share common interest and topics on Bible studies and everything else that you can imagine. This is kind of the same principle applied to the internet. If you can get

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a percentage of your traffic, let's say you have 1,000 people a week come into your site. If you can get 100 of them, which is a lot, 10% of them, to opt into your email newsletter, then what you can do is you can begin to feed them every week, just like you do at church and you deliver content to them on a consistent basis.

Eventually, some people are going to stop because they don't find it tasteful or they might leave and might unsubscribe from the list, but the hope is that that email communication is something that is not being decided by an algorithm. It is something that is under your control. Unlike developing a fan on Facebook which ultimately is technically worthless if you have to constantly pay to get back to them, with the email acquisition, you can develop a very loyal fan base.

I'll give you an example. We have 540,000 people on our email newsletter list. We email them three days a week. Not every single person opens every day but every time in those emails, we are providing them valuable content that they can continue to receive and feed. What we do at Social Media Examiner is whenever people visit our website, we have all sorts of techniques that we're using to try to get a higher percentage of them to opt into our newsletter list. In our case, we're talking tens of thousands of people that are getting onto our email newsletter list every single month. Really, the goal here is the micro community because if you have 10,000 people visiting your website, maybe you just need a few hundred of them to become email subscribers with the hope that those few hundred will ultimately become people that will be part of your ministry

CHRIS: Well, I think if we were summing up what you're saying about the incredible importance of having an email list in addition to your other followers and other forms of social media, it's the shift control. You exercise total control over how often they hear from you, what they hear from you. You can't make them open it, but short of not being able to control them opening it, otherwise, you're in control whereas the other forms of social media, great to have tons of followers. You want thousands and thousands of people following you especially if they are of

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your same ilk, but when the algorithms change, your message may or may not reach those people. You don't have the same measure of control there.

Taking that, Michael, talk to some of our listeners who have put together a website. they have launched their presence to the world on the web and they followed the basic protocol which says I have something that people would want of value that's going to have them trade you their email address in order to get that free download or that article that you have, or to access that special offer that you have. They are starting out. What would you suggest to someone who is just beginning to start getting their email list built?

MICHAEL: Well, first and foremost, let's just say they are blogging. I think we're going to assume everybody has currently a blog content here, right, because that's how they are probably driving traffic to their website. What I would do is I would look at my Google Analytics data and I would see which of my blog articles are most popular. What I might do is I might say to myself, are these articles popular because they happen to get picked up by a search engine or they are popular because it's actually serving what are our objective is as a company? That might be the first clue as to the type of content that you could create. That's extra content that you could offer as a freebie to get them to opt in.

Another thing that I would consider doing is I might consider doing a survey and that's what we do at Social Media Examiner every year. I might survey everyone that I have access to that meets the ideal demographic of who I'm trying to reach and I'm going to ask them a series of questions. What's your biggest struggle with? Fill in the blank. How do you plan on changing in these areas in the next 12 months, increasing, decreasing, staying the same? Then I would ask a couple of demographic questions like how old are you, what part of the world are you located in, what is your job title if it's job title you're going after or whatever. Fill in the blank, how many kids do you have?

Then what you can do is once you collect that data and you could use a tool like SurveyMonkey to do this then you can segment that data and you can say,

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“Alright, we know who we’re trying to reach. We’re trying to reach women with children that have children that are preteen.” You could say for all the women that are preteen, how do they answer these questions? You could see what their biggest struggles are and then what you can do is you could create a video. You could take that video and you could transcribe it if you want and you could give away a video and a transcript as a freebie very easily. So many people in the ministry have no problem talking so you could simply record something, create a PDF out of it, and then offer it as some sort of cool little bundle. That’s what you can do with that.

KIM: I love that. As coaches when we’re working with our clients, when we’re training them, one of the things we say is whenever you’re stuck as a coach, you don’t have to worry about it because you have an expert on the call, and the expert is the client. Where do you feel this should go? What have you gotten so far? What’s coming up for you as we discuss this? I hear what you’re saying is the key to find out what people want is to remember that there’s always an expert in our audience and that is the consumer themselves. Take the time to ask them what it is they want in that survey form. I’ve done that myself and I have to confess, Michael, I work with coaches all day everyday and I almost thought this is a silly exercise, my first survey, because of course, I’m a mind reader and I know exactly how they are going to answer these questions. I was surprised and humbled to find out that I’m not nearly as good a mind reader as I thought I was. I don’t know if that’s ever happened to you.

MICHAEL: All the time, yeah. The bottom line is, we all think that everyone is just like us, but in reality, that’s just not true. That’s the dilemma that any marketer or anybody who is trying to promote faces is that they put themselves in the shoes of the person that they are trying to connect with. The only way to get that is to actually understand them and one way to study them is to simply survey them.

KIM: Absolutely. Let’s say that all of this is working, and it should, because it’s like a recipe. Just put the ingredients together and these things work. So people have

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people on their email list. They are writing content that Lord willing will really minister to the heart and soul and life, but now we have this problem that we call deliverability, right? I know fewer and fewer of my emails organically get through to people and they get put in this pesky little tab. Those of you who are listening who use Gmail understand what I'm talking about, that promotions tab on Gmail where you disappear into this black hole of the universe and you're never found again. What are you doing at Social Media Examiner about that problem?

MICHAEL: Well, we've got some really cool things that we do. You can test your message before you send it, which most people have no clue that you can do this. There's a really cool piece of technology that we are using called GlockApps, glockapps.com. What it allows you to do is it allows you to add about 10 or 15 different email addresses to your email system and create a little segment or group, and then you send that message just to the people on that little segment or group. In a matter of minutes, it tests those emails through Yahoo, Gmail, and every other major email platform and it tells you whether it went into spam, whether it went into their promotions folder, and it gives you recommendations on how to change it. What kind of words are bad in it because the bottom line is, there are, believe it or not, algorithms that play even with email and they are trying to make sure that stuff that they are trying to make people that are users of Yahoo and Gmail and all this stuff want to stay on those services as well.

You'd be surprised like the word amazing is actually a trigger and if you use the word "amazing" sometimes that's going to trigger a spam filter. Even something as simple as having an image in email that does not have a lot of texts, that's also a trigger. These are just the kind of things that we've learned through trial and error. If you believe what I said is true which is email is your most valuable asset but the message in the email is actually getting intersected and put into a spam folder, then we have a serious problem here and this is the way that you can solve that problem is by using software to test it before you actually send the actual broadcast.

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KIM: I love that and you do that with every email that you send?

MICHAEL: Every promotional email we do that with and every single email that we send with our newsletter is tagged and we monitor it to see whether there were some triggers in there because we look at the open rates of the emails. Sometimes, the open rate is the subject line. It's always the subject line, but sometimes the open rates could be dramatically down and then that's when we look and say, "Okay, maybe there is something in that message that triggered something. We send a lot of emails. We send three a week on our newsletter but then we also promote the different things that we have and those ones all go through extensive testing.

CHRIS: Man oh man. That's good illustration of what Kim was saying about why we go to Social Media Examiner for the final answer on whatever is on the cutting bleeding edge of this constantly evolving medium. So Mike, our ultimate goal here is to get subscribers and then once they are subscribing to us, to get them to actually receive our emails that we send and get them to open them, but of course, all of that is ultimately hoping that then they take action on those. If they are connected to us but they are not actually some percentage of them that are acting, we're still kind of just shouting into the wind. For a coach listening to us right now, that means that a subscriber is hopefully going to click on a link in an email to maybe sign up for a group that they are launching or to schedule a free inquiry call to see about their services or that kind of thing. What are some techniques that you're using to get your readers to respond to your calls to action?

MICHAEL: Well, now we're getting into a fun area for me, which is copywriting. That used to be my former trade before Social Media Examiner. There are lots of things that you can do. First of all, I strongly recommend you use their first name in the email, and this is actually not very hard if you're collecting their name at the point of registration. Almost everybody is familiar with going to a page where it says "enter your name and you're email address." A lot of times, they will say first name or they will say name. Most email providers allow you to segment automatically, if you will, and just show their first name.

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A lot of times, we will inject their name into the email as if we had privately written them a message. We might say, “Chris, what are your thoughts on....?” and then we might go through the email and later in the email, we might say, “By the way, Chris, just in case you didn’t catch it, we do have a sale that’s ending or we want you to check this out.” So you can insert those into the message and even into the subject line. We found that when the name is in the subject line, the likelihood of it being opened is going to be much higher. You guys know this to be true, right? I mean, if your name is in the subject line, “Whoah, okay. What is this?” That’s one technique that you can use.

Obviously the subject line of the email itself is absolutely essential. There are good ways and bad ways to do that, but you want to think like you are a consumer and you want to say to yourself, “I get a lot of emails in my inbox. How is this one going to stand out?” That’s where writing something that’s of interest is powerful. There’s also a brand new thing. I don’t know if you’re familiar with Robert Cialdini. Have you guys ever heard of Robert Cialdini? Do you know who he is?

KIM: Absolutely, yeah. Persuasion.

CHRIS: Yeah. He wrote the book Persuasion, another one called Influence, Science and Practice. I had him on my show recently. He’s an older gentleman. I think he’s about 80 or something like that and he recently came out with a brand new book called Pre-Suasion and what he said in the book, Pre-Suasion, is that you can actually prepare someone to receive or increase the propensity that they will receive the intended action that you want them by putting a quote out there that sets them into a certain mental state.

For example, I’ve got a couple of quotes that I’m going to tell you right now and one of them is “simplicity is the ultimate sophistication” said Leonardo da Vinci. Now if I went on to say how are you looking to simplify your life, are you looking to not have to work as hard? Can you see how all of a sudden what it has done is it has prepared you to receive the message that’s about to be received. Another

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one is, “If you can’t explain it simply, you don’t understand it well enough,” said Albert Einstein. I could go on to say, “The importance of communicating clearly is so important” and I could set someone up to about to receive the message. This is something we’ve been experimenting with in our emails lately especially those that are designed to persuade is to open with a quote from someone who is famous whether they are known or not, but a quote that is designed to get the person to the right state of mind to receive the message that’s about to be received. We literally put that right at the top of the email.

KIM: And how is it going?

MICHAEL: It’s working.

KIM: Is it working?

MICHAEL: Of course it’s working. Robert Cialdini has all sorts of science to back it up and it’s pretty powerful stuff. Another thing that we do in our emails which is really, really cool that you all should consider is when you want someone to take an action step, people like to actually complete an assignment. What we do in our emails for example when we’re promoting Social Media Marketing World, we’ll say, “Here’s the three steps that you need to take. 1) Click on this link and watch this video. Imagine yourself at the conference. 2) Look at the agenda and make sure there’s something there that’s useful for you. 3) Register. 4) Envision yourself achieving great success in the future.” They get 1, 2, and 3 done and the hope is they know and they’ve got a path. These are just simple little psychological principles that we use in our email communications with great effect.

KIM: That’s beautiful and coaches are students of humans and human nature in the way people change and grow so I know this is fascinating to them and they are going to want to incorporate it. As a matter of fact, it is so powerful I remember Robert Cialdini saying in that book that people were questioning whether it was ethical to

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even read and use his principles because they were so effective, but of course all tools are, I think, agnostic. It's how we use them.

MICHAEL: Well if you think about it, isn't this what a good preacher does anyway? If you think about it, they pull a line out of Scripture. They kind of help set the position for what they are about to say or they might share a story that allows everyone to get unified to receive the message they are about to receive. This is just a human principle and I think it's pretty powerful when used correctly because we do live in an era where there's lots of messages going around us and to have something that can ground us, pause us temporarily to understand something, opens us up to be able to receive the message that we hope is important and can be received, and therefore it should be used as long as it's used for good.

CHRIS: I love this. Michael, most of our listeners will never have and probably don't even need a huge email list like you have there at Social Media Examiner, but a recent interview that you did with Amy Porterfield, you talked about the important distinction between quality of people on your email list as contrasted with just quantity, how many are on there, and you kind of referenced that earlier that you're saying we're not trying to reach huge mass numbers of people and just constantly get more people coming in. You're using filters and you're looking for people that are in your areas of special interest. In coaching, we would say that they are most interested in the niche areas that you coach around. Can you flush that idea out for us a little bit about quality trumping quantity here in terms of building your mailing lists?

MICHAEL: Well, there's so much talk in my industry about automation because with big numbers become less humanized and are harder to have true connections. The greatness is it's actually a blessing to have a small audience because you could actually send a customized thank you to every single email subscriber that adds their name on their list. You could follow up and ask. You could set an auto responder that says, "Tell me what your biggest struggle is" and then when they tell you, you can respond back one at a time because in reality if we think about it,

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and it's the same way when we go to an event. If you go to a conference that has thousands of people, do you say to yourself, I need to walk away with 1,000 connections in order for it to be valuable, Chris?

CHRIS: No absolutely. In fact, I am there specifically to have those one on ones over coffee or an ice cream break or a run out for lunch/breakfast or whatever. I want that high quality, not necessarily the quantity. How many business cards should I come home with in a big old stack?

MICHAEL: So maybe it does in high quality and you would call it a win, right? If you think about it, this is exactly how I think we ought to be thinking online and the problem is the siren on the hill has been the big number, right? Singing the "Hey, you can get lots of followers. You can be famous" and in reality, what I'm trying to tell people is it's much more about developing and cultivating small communities of people like the cheer song where everybody knows your name. You know their struggles and they know your struggles because all it takes is a very small group to change the world.

I think that if you're able to develop and cultivate those relationships via using Twitter, Facebook, email whatever at the smaller level, stop comparing yourself to the people that have the big audiences. Stop comparing yourself to those people who were the few fortunate ones that were there at the right time and the right place. Instead, just try to change the world very small and very locally, and you can have a monster big impact. I have seen so many people be depressed about the fact that they only have 1,000 people that they are emailing. I mean, come on. Let's be realistic. A 1,000 is a gargantuan number, right Chris?

CHRIS: It is and actually, this may be one of the most important takeaways for our audience from this entire talk because it does really say if anybody listening began to kind of let your eyes glaze over when we were talking about some of those various things that you can do to improve your open rates or how to battle the algorithm challenge and that kind of stuff, what it really comes down to is keep in mind we're coaches. Coaches work individually or in small groups with

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people. You have a full coaching caseload if you have 25 clients. We can afford to work in, we should even intentionally set out to work in smaller numbers that are very focused. Be very specific about the niche audiences that you're primarily trying to reach. Survey those. Find out what they want to follow and deliver that to them. You'll draw just those people and you'll still wind up with more clientele that you know what to do with.

KIM: Oh, it's a beautiful point. Listen Michael, you have shared some great principles, strategies, techniques today and I really appreciate it. As we finish up, would you share just maybe one or two very small practical steps that our coaches can take to begin or grow their email list no matter how small from the information today?

MICHAEL: Okay. A couple of things is you want to visit Social Media Examiner and look at how we collect email addresses because we just use a gazillion different techniques. The coolest thing that I think you could do is have what I call an exit intent pop up. You probably have seen this before where you're about to leave a website and something flies up on the screen and it says, "Hey, before you leave, would you like to get this free offer?" Simply you could do this through one of the tools that we use is something called optinmonster.com. This is a tool that is subscription based tool and it can plug into MailChimp or Aweber, whatever email service that you're providing and literally overnight, it doubled our email subscribers just by having this one thing because if you think about it, the intent of someone who is about to leave your website is that they are likely never going to come back, but if you can pop something up that's a value to them after they have consumed your content and as they are getting ready to go, that can be all the difference in the world.

If you want to really take it to the next level, you can check out, I did a podcast episode on conversion rate optimization with a guy named Chris Daley. You can just Google the phrase "conversion rate optimization." Once you get these pop ups things working and nobody really likes them but they love them when they are exiting because it's never obstructive because they are planning to leave

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anyway. You can start experimenting with different colors of buttons and you can start experimenting with different things like yes and no, and all these kinds of things and you can double again because you can begin to understand what kind of little principles will allow you to get more people on your email list. If you're getting five a week and you can take it up to 10 or 20 a week, that could be a big deal for you. So I would try some of those techniques as a good first step.

CHRIS: Well man and that's a great tip and as he said, go out to Social Media Examiner. Let's start to make it clear. How are people can get connected with you and start to follow if they are not already? The website is SocialMediaExaminer.com. Pretty simple straightforward, SocialMediaExaminer.com, tons of different free things out there. As he said, about 95% of what they do is free stuff. You will find information out there about several things including that Social Media Marketing World, that conference that I was mentioning I went to earlier this year. That is an every year kind of a thing and the next one is coming up here just around the corner. Here we are in the beginning of January and in March 22-24, 2017 in San Diego at the San Diego Convention Center is going to be the next Social Media Marketing World.

I'm going to toss some of the names in there, Michael, because I think it's important for our listeners to understand the caliber of people. These are household names. These are some of your huge list of presenters, Guy Kawasaki, Michael Hyatt, Amy Porterfield, Chris Brogan, Mari Smith, Ann Handley, of course Michael Stelzner and a whole bunch of others are there. Now, if you're not sure yet about signing up for a conference, you can get a steady slow drip, a feed weekly of Michael Stelzner and you'll get that on his podcast. You can find information about that at the website as well or just going on and subscribing on iTunes, Stitcher, or wherever you listen to podcasts to Social Media Marketing. That's the name of his podcast, Social Media Marketing. Once again, just lots of other things there. Michael, before we wrap up here, Kim had mentioned earlier that you have a live broadcast that you do. Can you tell our listeners a little bit about that?

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MICHAEL: Yeah, we have a weekly show called the Morning Social Media Marketing Talk Show that we broadcast on four different platforms at the same time surprisingly, on YouTube, Facebook, Twitter, and also on something called Huzza. It's for the real geeks that are listening right now. Every Friday morning at 8 AM Pacific, 11 AM Eastern we go live for an hour and we talk about what happened in the news of Social Media Marketing for the last week and people can discover that show at SocialMediaExaminer.com/live. This is for the true die hards.

KIM: Always good stuff. I've certainly listened to an episode or two to keep up on what's happening out there in the world. Also to our listeners, if this discussion around quality followers versus quantity of followers tweaked your interest, we'd also encourage you to go to ProfessionalChristianCoachingToday.com to pick up a copy of our free report, 50+ Hottest Niches, so that you can decide how to narrow down and really reach the people that God is calling you to reach.

CHRIS: Michael, thank you so much for the gift of your time and for the gift of your service through Social Media Examiner, all the incredible training that you do, this amazing conference, these shows, etc. This time with you today has just been a rich blessing. Thank you from the bottom of our hearts.

MICHAEL: Oh, it has been my pleasure. Thanks for having me.

CHRIS: Alright gang, you know the drill. Until next time. You keep raising the standard of coaching and changing the world.

KIM: God's richest blessings to you.