

For Hypnotic Gold Members Only
"Hypnotic Blogging"
By Dr. Joe Vitale
HypnoticMarketing.com

“The Secrets of Hypnotic Blogging: Proven Tactics for Getting Traffic and Making Sales With a Simple Blog”

Joe:

Hello, everybody! Dr. Joe Vitale here of MrFire.com and this is another hypnotic gold audio moment for Hypnotic Gold Members only. I'm really excited because we have a very focused call and we have a very special guest.

What we are going to talk about on this call is what I am calling “Hypnotic Blogging.” Now, we all know that blogging is really big, but we also know that a lot of people's blogs are very self indulgent and they are not getting any traffic, they are not getting read, they aren't memorable, there are no sales there; nothing is really happening.

I came late to the blogging game so while some people think I'm an expert on blogging, I'm really not. I'm a babe in the woods when it comes to it and I'm still learning, as well. So rather than me talking all about hypnotic blogging I'll chime in every now and then on this call, but I instead went to an expert on it. Somebody that I think has put up what I think is an unusual blog and it is getting a lot of traffic and in fact, just within a few months he is getting 800 to 1,000 visits a day and that is just after four months of starting from absolute scratch. I believe that this is somebody that we can all learn from, including me.

The theme is Hypnotic Blogging and the guest is David Ledoux, the great David Ledoux. David is a life long entrepreneur, author, speaker and training. He is the author of many best selling books, The Road To Gold, How I Went From Welfare To Millionaire Without Winning The Lottery, I love that title. Also, The Ultimate MLM Blueprint. His popular training programs include “How to Make a Whole Lot More Than \$100,000 Per Year On The Internet,” “Big Money, Free Time-A Dream Come True,” and “Million Dollar Secrets.”

David Ledoux has been featured on video, radio; he has travelled globally speaking to tens of thousands of entrepreneurs on the merits of the free enterprise system. He was named the number one trainer in the world in 2000 by *MLM Insider Magazine*. This is a big deal, because that alone; named Number One Trainer in the World in 2000 is who I have on the call.

Get this! David retired in 2005 at the age of 37 to pursue his adventures in mixed martial arts, travel, writing and coaching other entrepreneurs. I feel very lucky for my Hypnotic Gold Members to have him here on the call.

David did a Lifestyle blog, and I'm going to be asking him what that phrase means. What is a "Lifestyle" blog? It is live at this unusual site at www.didyousmellthat.com. That's a pretty interesting name because the last person I interviewed for Hypnotic Gold was a nine year-old boy who has a site selling farts. So I don't know if this is related or not, but we'll find out. Www.didyousmellthat.com is a site that is getting 800 to 1,000 visits daily after just four months of starting from scratch. David Ledoux, are you there?

David:

I am excited to be here and thanks, Jim.

Jim:

You're very welcome and thanks for doing this. It is a last minute, emergency request to get you and you made the time to do it after having what, a half a day of martial arts training today? Is that what you just doing?

David:

Yes. I was at the gym today doing a little bit of Jujutsu and Cage fighting for 2-1/2 hours.

Jim:

Cage fighting? They actually put you in a cage?

David:

Yeah, it's the newest thing and all the kids are doing it. Karate is out and Cage Fighting is in.

Jim:

Cage Fighting is in? It sounds like something you do with a really disciplined young man. They put you in a cage with another person? With a dog, what?

David:

I've come to this sport late. I'm turning 40 on my next birthday and everybody in the class is like 19, 20, 21 and all shapes and sizes but I've led a pretty clean and healthy lifestyle over the last decade or two so I can keep up with them.

Jim:

Thanks goodness for that, huh? Well, I would love to talk about martial arts with you and fitness with you and maybe we can hit on that every now and then. But I want to keep the focus to Hypnotic blogging.

Tell me how in the world did you come to blogging and then coming up with what is called a “Lifestyle” blog, which I don’t know what that phrase means. Then...boy, I already half a dozen questions and I’m not even giving you a chance to answer. The phrase, the title www.didyousmellthat.com that has to have a story behind it. And then how did you get traffic. Take any one of those to begin with and let’s get into some verbal cage fighting right now.

David:

Beautiful. I want to serve your listeners and everybody listening to this has different degrees of background on the Internet and I throw any terminology that you don’t get right away I’ll try to avoid slang and, you know marketers, we get a head of steam and get rolling...

Jim:

I’ll do my best to slow you down.

David:

Yeah, jump in. A blog is nothing more than slang for Web Log. The way I think of it now is an on-going or dynamic conversation with your niche, your constituency. That is one of my favorite words: constituency.

The Web Log or Blog is simply a piece of software that enables you to have this on-going dialog with your constituency. There are different types, there are fancy words like “Jumla,” and “Droople,” and maybe “Typepad.” A lot of us listening today use a package called Word press...

Jim:

That’s the one I use on my blog. Word press. I did start with Google blogger, but I found when I put Word Press on my site everything was faster and the search engines liked it better. I don’t know, which one do you use on www.didyousmellthat.com? I couldn’t tell by looking.

David:

Just as full disclosure here, I have thought up nothing. I think one of my attributes over the last 20 years that I’ve been in marketing, is that I am a very good student. I don’t learn quickly. I have to get a repetitive learning in my head and that is how I learn. I am not very good at thinking up new things but I am very good at taking what other people do and then applying it to what I do.

I saw most of the current top bloggers out there using Word Press. It is open source, which means you don’t have to really pay for it and there is an entire community of very intelligent people who create plug-ins for it. They take the original concept and make it better. They talk to each other and make their stuff better. So when you get into this and you start using Word Press all of a sudden you find these little gadget that make your life a whole lot easier as a blogger and that is why I went with Word Press.

And if your listeners don't have a blog you need one yesterday. The Internet is moving...I am going to try and attribute where I heard it from. Mark Cuban, he owns the Dallas Mavericks, he became a billionaire in what I call Web 1.0. He has a blog called www.blogmaverick.com. He said the Internet today is so boring. That is kind of provocative. He said in Web 1.0 when you made a Web site you weren't quite sure if it was going to work today. When you added a credit card, you didn't know if it was going to go through properly and if you were going to get the money. You didn't know if your digital delivery was going to go through and the search engines might change their minds tomorrow and you could go from making "X" per day to zero per day. He called that Web 1.0, the wild west of Internet, very dynamic, very chaotic.

We are now in this Web 2.0 where you can create an Internet business and it works. It moves a little bit slower and it is a little bit safer and a little bit more predictable. He is saying how boring this Web 2.0 is and maybe you won't become a billionaire in Web 2.0 but the chances of you making a nice extra income or a full time business go up as it becomes a little bit more safer and predictable.

Jim:

First of all, I want to know why we should have a blog and is it the guy at www.blogmaverick.com who told you about it?

David:

He was part of this readership. I found myself having an entrepreneurial seizure earlier in the year. Michael Gerber calls it an entrepreneurial seizure. I've started more businesses than I care to admit. I had just sold all of my Internet businesses and traditional businesses, at Christmas just past. I was sitting around getting bored and that is what got me into blogging. I read a report by Yanick Silver where he interviewed Steve Pazlina and he has a blog called www.stevepazlina.com and he was making \$40,000.00 a month off of his blog. What struck me was that Steve was getting five million page views a month after two and a half years of writing. He is like you and I; he loves to write. It is his passion that is how he communicates best. He writes about personal development for smart people and that is his business. He is a full time blogger.

That kind of led me down the path to learning about this concept of being a full time blogger and learning more about how even brick and mortar; off-line businesses need a blog today because of what is going to happen next year.

Jim:

What is going to happen next year?

David:

Ah! Next year is called "The Year of The Customer." They have these round table discussions amongst corporate CEOs in the US and they finally, underscore finally, realized that if you have a bad experience with a product you have the ability now as a consumer to go on-line, vent your frustration, have it outrank most of the corporate pages

for that site, enter a social network like a MySpace or FaceBook and tell thousands of people and overnight this company has a problem.

By having what they call transparency, talking to you customers, having their input on a blog, creating an on-going discussion involving your customers as part of your focus group to improve your company and products. This is kind of the direction the Web is taking. The democratization of news and these social communities.

Jim:

Let me slow you down here for a minute. This is all great information, but you are also giving out Web sites that I can't write down fast enough. One of them was www.blogmaverick.com, that was instrumental. Another one was www.stevepazlina.com. You read a special report that encouraged you to start writing a blog. I want to pause here because I want to contribute whenever I can. I was a big blog skeptic for years. I had heard about blogs, I'd been on the Internet since the '90's and so forth, early '90's. So I've heard about these different things and I was very skeptical and the blogs I looked at were very self-indulgent, they were very diary-like, there were millions of them it seemed at the time and they were as boring as could be. I was dismissing them. I was on a cruise, a marketing cruise and one of the other speakers was Brad Fallon and Brad is a search engine optimization expert and at some point I will interview him for Hypnotic Gold folks.

Brad told everybody, including me, you needed to have a blog, much like you, David, and he said you need to have it yesterday. At that point in time, this was a couple of years ago, he said you don't have to add a whole lot to your blog but you do need to post to it on a regular basis. Even if it was a paragraph and he pointed out how the search engines loved blogs and that if you had it on your Web page or tied to your Web site you were going to get more traffic. He put out a very convincing argument.

I went back and my first blog was on Google blogger, I started posting and I started enjoying it, which was the first thing I wanted to point out and that you pointed out, that you were a writer and Steve was a writer. I enjoy communicating with the written word so I enjoyed putting my blog together.

Then I noticed that the search engines were liking it and then I noticed that I was getting readers and more readers. Then the more I posted the more the traffic, the more this thing just kept growing. At this point I write more on my blog than I almost do anywhere else and it has become a very highly trafficked thing for me and helping my main site at Mr. Fire. I just wanted to insert my little story, especially when you realize that I began as a skeptic. I didn't believe any of this.

You read about Steve Pazlina, blogmaverick.com and you decide to do a blog. Was www.didyousmellthat.com your first blog?

David:

No, I had davidledoux.com for many years and got bored with it, I didn't really understand it and it wasn't doing it properly and I let it die off. Then I realized that having my own name as a blog is only good for as long as I want to be that "Marketing Guy." I couldn't sell it, couldn't rebrand it, it was difficult to move and as long as I wanted to be that guy, that was fine. I had the privilege in my early 20's of studying at the feet of men like Jay Abraham and Dan Kennedy. They totally messed me up because I learned so much about marketing and product trials and all kinds of stuff that I look back on and think that I was so privileged to have this education as long as I wanted to be that "Marketing Guy." When I was young I lost everything. I had a business that failed and I learned what it was like to, and most millionaires go broke a couple of times, and I had a promise to myself that I would be a little bit smarter with my money if I ever had the chance to do it again.

I found myself in a position a couple of years ago where I didn't have to work for money anymore.

Jim:

Congratulations by the way. Let's pause and applaud that. Good for you.

David:

I wish I didn't have to live on bologna sandwiches for nine months, but I think at the age of 20 or 21 I had a little more resilience than a lot of people do in their 40's, 50's and 60's. I had good teachers. I have a lot of your content and I have a big library and I wanted to stick some of that information out there. This Spring I thought I'd start a lifestyle blog and the concept of a lifestyle blog was that I didn't know what I wanted to blog about so I didn't want to pigeon hole myself. Kind of like having my cake and eating it too.

For a lot of listeners on this, they might be in a really tight niche. If they have a business about raising tomatoes they should blog about raising tomatoes because that is what their constituency wants to read about. I just wanted to get myself in the habit of writing every day again.

Jim:

So you created a lifestyle blog and did you just call it something out of thin air? Where did the name come from?

David:

I was sitting watching TV and there was a Seinfeld episode where Jerry takes this BMW and a parking attendant parks it and he and Elaine get in the car to drive the car away and it has a lingering odor. Jerry turns to Elaine and says, "Did you smell that?" And Elaine says, "What am I? Hard of smelling?" My wife and I laugh every time we hear that and I told her that would be the name of my blog.

Jim:

Does it matter what you call your blog and does it matter what the Web URL is for? Because didyousmellthat.com, like I pointed out, I interviewed the fart boy and that could have been his Web site. There is built in curiosity and I've often said that curiosity is one of the most powerful, hypnotic motivators. We all want to know what that is about. Does it matter what you call you blog and does it matter what the Web URL is?

David:

You are Mr. Fire. That is a brand that is attached to you and your identity. It has tremendous value that you've built up over the years. Your blog is part of Mrfire.com and that is an important caveat for everyone listening. You want to put the blog on your primary site if you can because for search engine reasons not to build a separate site.

Unless you are building a unique brand, you can pretty much have a blog named anything now days. A couple of years ago you wanted key word rich names in the URL and no hyphen but what I'm finding is with the way blogs are being digested by the Web and the way traffic is flowing it is less important than ever before unless you are building a brand.

I hope I answered that clearly enough.

Jim:

Absolutely. It is less important than every before so it doesn't really matter, but if you are trying to build a brand that might be tied into your name or the brand itself, as some sort of extension of the brand.

So you decided to do a lifestyle blog, you watched Seinfeld, you come up with the www.didyousmellthat.com name, that is the name of your blog, you enjoy writing so you start posting there. I have several questions about all of this, but I am dying to know how you get 800 to 1,000 visits daily to your blog when it just started four months ago? Tell me the secret to that one.

David:

I am just doing this every day and I don't think it's a big deal and this is because I've been raised from 19 years old to believe I can accomplish this. I think up an idea and I believe I can do it and some people struggle...the way my first Internet teacher taught me in 1995 was that the hardest thing you ever do is hit the enter button on your keyboard. You might write something and then you'll agonize over it, pull your spouse in, and you'll print it out three times, highlight it, edit it and you never press enter and that is why you never get paid. I am a friend of hitting enter.

Back to 800 to 1,000 a day. The first book I ever wrote I announced to my marketing (inaudible) "Hey, I have a new book coming out on January 23." And it was January 2. I hadn't written word one. Tony Robbins always said you have to put yourself under pressure all that stuff. I locked myself in the basement, grew a beard, didn't shave, I ate dog food, locked in the dungeon and finished it on January 17th. I swore, I never wanted to do that again.

Then the next five books I wrote I wrote one a year by writing two pages a day. I found that a lot more fun. And that was the approach with www.didyousmellthat.com. Every day I was going to post something. This was good for Google. Google loves sites that are dynamic and updated every day.

Now, my blog is four months old, my personal record is that I've had some of my content in Google in 43 minutes, but on average it is four hours.

Jim:

Why is Google indexing you so quickly? Is there a trick?

David:

Because I've trained it. Google has learned that every morning I write something so it comes around lunch time to see what else I've written.

Jim:

Is that true for everyone that starts a blog? In other words, they put up a blog as joeshmoe.com and if they start writing every day, and assuming these other elements are in place, using Word Press, it is on their main Web site, Google is going to come around. Does Google start going there every day to index what they put out on their blog?

David:

The hardest part is the first few days because you have to waive and yell and get Google's attention.

Jim:

How do you get Google's attention?

David:

This was the dilemma a couple of years ago. We all as marketers played in the rules of the Google Universe game and we would try making junk pages and doorway pages and different schemes to get Google to love us. The problem was they were always short lived and created a lot of heartache for marketers that spent oodles of money trying to get Google to love them. Google says that they will love you, it is very simple. Become recognized as an authority in your niche.

Jim:

Ooh, that is good. Say that again.

David:

Become recognized as an authority in your niche. If you are an authority, we will love you. This is the new thing. This is the real thing and it has been the thing for all time, we just didn't verbalize it. If you are an authority in your niche other authorities in that niche will link to you because you are relevant. If you are an authority in that niche your visitors will come to you and stay for a longer period of time than the junk page. People don't realize that if you type something into Google, click on the link and go to a page, Google will monitor how long you are on that page. If you are there only 2.5 seconds, Google says, "Nope, not relevant. Let's move them down in the ranking."

Jim:

I didn't know that Google had a stop watch on me.

David:

Yeah, they are crafty. Becoming an authority in your niche. Now, we shouldn't be beholden to Google for our traffic and this is what I've been able to leverage for the last couple of weeks. I've learned this from a man named Jack Humphrey. Jack has been doing this and only this for longer than anyone can remember and while everyone is trying to get rich fast, Jack would say, "Come with me and get rich slow. Create a blog, become recognized as an authority in your niche and then in time you will not be able to turn the traffic off even you tried." I went under Jack's wing and asked him to teach me this get rich slow thing.

I began as a good student and I do it everyday. So I have a case study that I'd like to share with your listeners. This happened on September 6th, and today is September 18th. I wrote an article called "Seven Sexy Blogs I Read Every Day."

Jim:

It's a good title.

David:

I had good teachers that peek over my shoulder at the RSS feeds of blogs I like and I read every single day. I freely gave recognition to seven other blogs because I wanted to first give to them in hopes of them giving back to me. Rather than me going to a blogger and asking that we should link to me, don't you know how cool I am? I decided to link to them first; I'm going to give them link-love. I mentioned John Chow from johnchow.com. He is making a six figure income blogging from Vancouver. I mention Tim Ferris of the Four Hour Work Week fame. I mention Shoemoney.com. He's been blogging about making money on the Internet forever. I mention my friend Jack Humphrey, jackhumphrey.com. I mentioned Ed Dale. He is one of the most generous, giving Internet marketers I know and he has a blog called www.tubbynerd.com. I mention Yanick Silver. Yanick has a brand new blog. Yanick is one of the most gifted copywriters I've ever met. He is young and very adventurous and he has a blog called www.internetlifestyle.com and I wanted to give back to Yanick. I mention a lady named Justine, they call her IJustine. She is 23 and she is cursed with model good looks and she has one of the most cutting edge new media Web 2.0 presence I've ever seen. This kid, 23 years old, Steve Jobs knows her name, she is on TV, on ABC News. She became famous because she got a 300 page iPhone bill. She is the new wizard at media and on the list of sexy blogs I listed her.

I wrote the blog and boom. That is where most people finish. They write a good content, good article and post to their blog and it just sits there. What I did was submitted it to these new democratic search engines which is changing the way young people get their news. And by young I mean young at heart or young in spirit. There is a Web site called Digg. It has 20 million daily readers. People vote on your content and they vote on your news story and either thumb it up or they thumb it down. It is very democratic. It put it out to Digg and I put it out to Netscape. Anybody who is listing and has been around a while will say, "Netscape? Isn't that a browser that went bankrupt?" They rebranded it as a democratic news site.

There are hundreds. www.readit.com, onlywire.com, the list goes on and on. You can find these by searching on Google of all things. I put this article out and asked a few of my friends that if they liked it go and vote for it on Digg.com and netscape.com. Three or four dozen people voted for it on those sites and it started to rise in the democratic news and it got picked up and more eyeballs saw it. A new engine called stumbleupon.com picked it up.

Long story short, that article has been in the blogosphere for 12 days. It has 1008 people click on it and come to my blog. So it brought me 1,008 visitors. I've been tracking and the people I mention in my blog are averaging five to ten people leaving my blog for their blog per day. So I am sending my new blog friends 100 visitors a week each. That is what is driving this. Of interesting note, this month, 18 days long, I've had 10,126 visitors. Of those 10,126 visitors 276 have come from Google and 56 from Yahoo. That is roughly 350 from the search engines, 9,700 visitors from all of these Web 2.0 social networking and bookmarking sites and I've become part of their conversation.

Jim:

When you said you can search for these on Google, what phrase would you put in? Would you put in the social networking site or blogging, what would be the phrase to find Dig and some of the other ones so we can find them all in one place?

David:

There is a list that Jack Humphrey has compiled at BendingTheWeb.com. He positions that list as "don't wait for Google." We've all been waiting for Google. If I was waiting for Google I'd have made 270 visitors, but I would have missed out on 9,700 visitors because I just went out the Google. I went out to where the real humans and live and read and share and participate in these communities.

Jim:

Is the list for free at Bendingtheweb.com?

David:

Totally free. Jack is one of those radical breed that I like and I noticed that you do, you give way more value for free. You give it and it comes back. It is funny how a paper with pictures of dead president's pictures come your way if you give it away.

Jim:

That is one of the secrets of the Universe. I call it Karmic Marketing. Give it away, it will come back, multiply and spilling over in some surprising, joyous way down the road.

Boy, I have several questions for you. David this is wonderful stuff. Great information, great Web sites and great stories. There are a couple of things I don't want to leave undone. One of them I'm sure there are people listening, got to be at least one, who is dealing with that issue that they weren't brought up like you. They might write a blog, they might write an email, they might write a Web site, any number of things, but they don't press enter. What would you say to somebody who saying that this sounds exciting and I have an idea for blog and I want to put up my site, start writing. But I don't have the inner belief; I don't have the past experience that David or Joe does. They are afraid to hit Enter. What do you tell that person?

David:

Well, people listening have different sizes of businesses today. If you are a traditional business owner and you are very busy, you are using all 24 hours in the day. Find

someone with youthfulness, who likes to write and appoint them Chief Blogging officer. Keeps the reins close. The way Word Press goes is that you can set it up that they write it but you approve it first. Word Press empowers you to have that level of control. You can have multiple writers and it all comes through you first for authorization. That is built into Word Press. Delegate it. Have them interview you. Talk. Because there is nothing that says a blog has to be all words. Now, with the new technologies you can do a pod cast like we are doing. You can put that audio on your Web site for your customers to listen to, you can put it in an iTunes store for free and everybody with an iPod and iPhone and a Touch and all these wonderful toys will automatically get your updated pod casts subscribed right to their desktops or their handheld unit.

You can use video. Video is so powerful. There are many ways of doing it. Maybe you talk better than you write. Well, talk your blog. Use video and take advantage of that power. If you are a one-man show like a lot of us are you can get ghost writers? They will do a lot of the writing for you and then you just spin it into your voice. This is very important for the listeners are that you have to have a voice. The greatest crime is to be boring. They don't want to read generic fluff. The more polarizing and the more edgy and the more controversial and the stronger your opinion the more you will attract people who think like you and repel people who don't think like you.

If you are namby-pamby and mediocre, that is who you will attract and that really isn't your target market.

Jim:

Great tips. For people who are listening that may not be aware, I not only have a blog but I have a video blog and I do have a podcast and they are all branches off of mrfire.com. So if you go to www.mrfire.com look on the left and you'll see links to the video blogs, blogs, and the podcast. I'm glad that you brought up the idea that you can do what is appropriate for you, what you skills are and I also want to point out that I tell everybody to watch Donnie Doitch on TV, he is on CNBC. The show is called *The Big Idea*. He interviews guest after guest. People like you and I, many of which had no money, no clue, no education, but they went on to make millions. When I look online for the Donnie Doitch blog, what I find is that he has a visual blog. It is nothing but clips from his TV show. It is like a video blog and I'm glad you pointed this out because most people, me included, tend to think of a blog first as a writing oriented one. One that you read. What you are saying is that there can be a variety of this and even use all three. Voice, video and text.

David:

I live this fear or apprehension just the other day. This week my wife started her first blog. She has watched me for four months and we never had kids, but all of our friends have kids and she is like the fun aunt. She has all of these friends who are moms that are so busy that I'm going to create a blog for moms. She has a blog called newmomsontheblock.com. On Monday, three days ago, she agonized over her first blog. She wrote, rewrote it, read and read it and asked me. I told her, "Look, it is good, really good." She wouldn't have hit enter on her own if I hadn't been there. That is why I think

people get on a coaching program like this to get someone to look over their shoulder and give them that loving nudge. She made her first post and I told her that she now has to throw out her other categories. She did three more posts in about forty minutes. Without agonizing over them. She had a mission now, she had to get three more done. I was excited to see her does that? She asked if she has to write all of this stuff everyday. What if she runs out of ideas? I told her that was the point of repurposing your content. I want to share a confession. I went on your blog a couple of hours ago to see if you were repurposing your content and you do that brilliantly.

The article on sexy blogs. Well, it doesn't end there. I am going to have someone make some PowerPoint slides for me. I feel everyone listening has a computer; they have a Windows or a Mac. Mac's are brilliant for making movies. But in Windows, there is a free program called Windows Moviemaker. You take your PowerPoint slide, you talk over top of them and boom you take that content and you have made a verbal movie. Then you upload that movie to 34 or 45 video sharing sites. They all will give you a link back to your blog helping you rank higher in the search engines and you can create your own description of that and one of the things that is so brilliant, if you ever look at youtube.com and you watch a movie the first thing it says is, "Would you like to share that movie?"

All of a sudden your content is out there, running through the interweb, the kids are sending to other kids and people are finding their way back to your site from all these videos. I would encourage everyone to set a goal over the next 12 or 18 months to have at least 50 or 100 videos out there working 24 hours a day for them. They can be 30 second videos, 1 minutes videos, and they don't have to be long. To the point of value you will be amazed at how many people have been looking for you and will suddenly find you through video because of the viral nature of it.

Jim:

Would you put these videos on your blog or just on youtube.com or both?

David:

Both, all of the above. As authors, I'm sure we believe sometimes late at night that every reader reads every word that we write.

Jim:

Yes, I'm guilty of that.

David:

They don't. They'll read it and skim it and then they come back to the video version a month later and go, "Wow that sounded familiar. Somebody important must have talked about that and I'm agreeing with them now." It gets deeper into the subconscious. Repetition.

Jim:

David, this is great. I want to ask you a few more questions if you don't mind. I want to remind everyone that I'm talking to David Ledoux and he has written many books, [The Road To Gold: How I Went from Welfare to Millionaire Without Winning the Lottery](#), [Ultimate MLM Blueprint](#) and many more. The blog we are talking about is www.didyousmellthat.com.

You are encouraging people to write every day, it is good for Google, the search engines; it is good for the reader, good for you. Does it matter how long they write. In other words is a paragraph okay or does it need to be a certain word line. What have you discovered?

David:

Most Americans are funny in that we tend to wait for the other person to finish speaking then we speak. We kind of parse our dialog into equal sized bits in a conversation. My in-laws are all Greek and their dialog is whoever is the loudest, gestures the most and they talk over the top of each other and it was very disconcerting in the beginning. But that is how their language evolved; it is different than North Americans.

When blog writing you write for people. Don't write for search engines, write for people. If it takes 500 words to make the point. If you feel inspired that day and you write a 2,000 word article, great! What Google really loves is natural, organic looking sites. That is one of the attributes of an authority. If you don't feel inspired that day to write there are tricks you can use. You can go into the comments on your blog and see what people are saying. I would highly encourage everyone to have comments on their blogs. Let people call you out on the content, let them critique you and let the dialog begin and the way you encourage comments is by making comments on their comments.

Here is a sneaky thing. Comments created by your readers create more words on a page which creates more content which means more presence in Google and Yahoo.

Jim:

You will also find ideas for future blog posts when you read comments because somebody may raise a question that you think is juicy and it made lead to a longer answer which you could put on the comments but I should ask you this, should the answer be on the comments or should you create a whole new blog post and address that question for everybody.

David:

There are no rules other than the ones we create. You may start the fire with a little bit of teaser comment and then that could blossom into a full dialog. It may turn into you interviewing your commenter. I have a guy who writes epic comments on my blog. Long, well crafted comments. Very educated man. I told him, "Why don't I interview you for a broadcast?" He was thrilled that I would recognize him and involve him in my site. He reads it every day, he leaves posts and comments. I just one day recognized that this guy was writing seven page comments that are great and I better recognize him. That

is what is neat about the blog. If you give you get back. You don't have to write 12 and 15 page sales letters and hire copywriters to do it now, you just give, give, give and the right people will find you.

Jim:

What about the headline on a blog? Do you treat it like a copywriting lesson? How can we make our blogs more hypnotic? How much time do you put into the headline?

David:

It is vitally important. Because of the nature of a blog, there is something called RSS, stands for Really Simple Syndication. What the blog does is takes all of your writing and mixes in the form like Morse code through the air and it sends all of your writing on your blog out to all of these news services. There are search engines just for blogs that read your RSS feed, it is called a feed. Technorati, Google has a blog search engine now. It only searches blogs.

One of the things that are neat about Technorati and Google is blogs are so dynamic you are getting the pulse of your niche quickly. If you want to know what people are saying you use blog search engines to find out what people are saying? What I do is I have set up an alert in Google. It is called Google Alert and is free. It will email me the second my Web site or my name mentioned in Google. It emails me. But, what do you do with that wonderful alert. This is what expanded my mind. Jack taught me that you go to that site and you send more link love to what used to be your competition or competing blog. They took the time to mention you or you are mentioned in the blog you send links to it. You Digg that article, maybe they don't know about social networking and your article is on somebody else's blog and you submit it to Digg, you submit to Netscape, you send social bookmarks like Onlywire to it. All of the sudden that mention of you in the blogosphere is important in Google's eyes and if it is important it will rank high. Your name and link is on there and you will receive a lot of the benefit.

Jim:

These are amazing tips, David.

David:

This is how I got 1,000 visitors a day. All of a sudden this tidal wave of conversation and links just takes over.

Jim:

What about people that don't have enough ideas to write every day. How to they go fishing for ideas or is there an idea trigger or some things that you've learned to make a Hypnotic Blog. Where can they get some ideas?

David:

I have a yellow pad and I write down when I have even a germ of an idea. Literally, 30 seconds later it is gone. My wife says I have the attention span of a gold fish. I get an idea, I look at my email and it is gone. So I write down everything. It might take days or

weeks to get back to that topic but it is a good topic. If you find yourself in a creative mode you should write them down, you can always build on them later.

If you are stuck, find 10 or 20 emerging blogs in your niche. So if you are raising tomatoes go find others who blog about raising tomatoes and organic farming and expand your sphere. Then ask them if they would like to be a guest blogger on your blog. What a guest blogger does is they write an article for your blog and you give them credit for it. Guest blogging will relieve some of the pressure of being a consistent writer.

Here is a tip. Built into Word Press is something called a time-stamp. Some days you'll have that creative juices and write three great blog posts. You can time stamp it to post any day into the future. You could be out of town and I often on a Friday and Monday and I get a long weekend out of it. So time stamping is a wonderful thing to relieve some of the pressure.

If you feel stuck, have a contest. Have your readers participate. Have a scavenger hunt where they look for a phrase or a number on your blog and then post a comment. Reward your readers. People love this kind of thing. Give away links. Giving will get you back a hundred fold.

Jim:

I love these tips. I too have pen and paper with me or near me at all times. Even when I go to my own gym and I am working out there is paper and pen there because almost always ideas start floating into my mind. And like you pointed out, if I don't write them down they often evaporate. I also use my Jacuzzi. I bought a hot tub and that is the greatest investment of my life and I'm in it almost every day and I now call it my think tank because I will go in there without any ideas, but as I relax I go into a different state and the ideas start coming to me. I am encouraging people and reinforcing what you are saying. Keep the pen and paper or voice recorder or what works for you near you at all times.

David:

Could I piggy back on that? Here is an example. A couple of weeks ago I went across the street to get a coffee and I had my cell phone in my pocket and it has a camera on it. It is called Hero Burger, it is a big burger joint across the street from and it has a giant cow, big giant cow with Hero Burger stamped on it. I took a photo of the giant cow. When I got back I wrote an article called, "What is Your Giant Cow." It got submitted to a marketing social network called marktd.com. All they talk about on marktd.com is marketing. It got picked up and I had 500 visitors over a three week span from that one Web site because of that article.

Jim:

That is beautiful. What about how many times a day? I once read a post by Seth Godin on his blog where he said posting two or three times a day was a better way to befriend Google. Have you experimented with that? Do you have a vote one way or the other on that?

David:

Johnchow.com posts three times a day and he gets about over 200,000 visitors a month. Very infamous blogger because he is willing to push the envelop when it comes to Google. He freely talks about his moditization strategies and a very generous blogger. He blogs three times a day.

I have found that once a day is rhythm around 10:30 in the morning. I can see my traffic at about 10:45, 11:00 am Eastern. Everybody goes to my blog to see what I wrote about today.

My returning visitor rate is very high. I don't know if training them is the right word but they have an expectation that if I take a few hours late, they leave me comments and text messages. "Are you okay? Where is your post?"

Jim:

I love it. They care. I have to ask you one or two final questions here and I'm running out of time and I could be talking to you for a long time. You have so much information and background and all these other things we haven't talked about like the cage fighting, you being the number one trainer in the world in MLM.

A couple of things, you've talked about having a blog where they are an authority in a niche. I can see the value in that. When I look at your blog it is a lifestyle blog and its called didyousmellthat.com and I'm not sure what the niche is. Can they have one or the other or even both?

David:

Again, there are no rules so absolutely. If I had a niche, I have a tag line and if someone goes to my blog they see a banner that says, "Discover the BluePrint to be Rich. Get in Shape and Become More Interesting. Work from home, travel the world and live an adventure." That is what I write about. If I find something on saving time, I write about that. I didn't try to become an authority on that.

Jim:

Beautiful. If people are interested in buying any of your books or any other products, your CDs, courses, training programs, what is the best way to locate that information?

David:

My central hub on the Internet now is www.didyousmellthat.com. I started out very humbly. It was one of the ugliest blogs on the Internet. Don't believe that you need a beautiful blog because I was getting 500 visitors a day with an ugly lime green thing I did myself as an experiment. As my traffic built I hired Nate from Unique Blog Designs.com and Nate is gifted and he knows about Web 2.0 blog design and what works and what doesn't. Nate fixed my blog up nice and I have a free eBook and I have a TV program on my blog. We'll have to talk about that another time. I live streaming, live life casting on my blog. Live TV shows on the blog. I should have been doing one now but I wanted to

focus on this call. I give stuff away on my blog, I have different advertising on my blog but everything is completely free.

Jim:

Amazing. Instead of Google ads, but do you have a place for sponsors and it says, "Advertise here." Could somebody listening or me, wanted to buy and ad on your blog, and is that what the offer is to be a sponsor?

David:

Currently on the right hand side of my blog, is one of my monetization strategies. People have become blind to the Google ads, and I said with my traffic I can charge \$99 a month for that sponsorship spot. I've got a couple of sponsors there at \$99 a month. A year from now it will probably be \$300 or \$400 proportionate to the traffic flow. I've been watching now and those little ads get anywhere from five to ten click through a day. In a course of a month a sponsor might get 300 or 400 visitors for \$99.

I focus quality traffic and you don't have to play the paper click game and because it is my blog I can write about my sponsors and send them more traffic. I do podcasts with them and give them more traffic. By giving it is coming. My goal here was not to make a lot of money on my blog initially. My goal was to write good quality content, get a loyal constituency that likes what I have to say and down the road as a group we'll (inaudible) the blog.

Jim:

This has been an absolutely information rich and inspiring interview. You are amazing, David. If you had to give just one piece of advice to people wanting to start their own Hypnotic Blog here, what would that one piece of advice be?

David:

The hardest thing you will do is hit the enter key. If you have that fear of hitting the enter key I urge you to get some of the other participants in the community to become part of your focus group and let them read it, critique it and then put it out there for the world to see. Once you get over that fear it becomes intoxicating, the words in your head suddenly appear in cyberspace. Believe me; people want to hear what you have to say. Believe that and that will enable you and empower you to become an authority at what you do and it is the authority sites that are moving forward as the Internet matures that are going to do the best.

Jim:

Wow. I've been talking to David Ledoux he is the author of [The Road To Gold](#), he has many programs here, his main Web site which I encourage you to go visit is www.didyousmellthat.com. I'm Joe Vitalie of Hypnotic Gold, God Speed to everyone listening and I will see you in cyberspace. Until next time have an awesome day and thank you again, David.