



The Vacuum Formula

How to Guarantee 120 People Read Your First Blog Post

By: Videofruit

The 'Vacuum' Formula: How to guarantee at least 120 people read your first blog post



I'll admit it, I talk to myself a lot. Not verbally but I have mental conversations all the time.

This is one that I had for years:

Optimistic Me: "Bryan, you should start a blog"

Pessimistic Me: "I know, but..."

Optimistic Me: "No 'BUTS' just do it"

Pessimistic Me: "But what if no one reads it?"

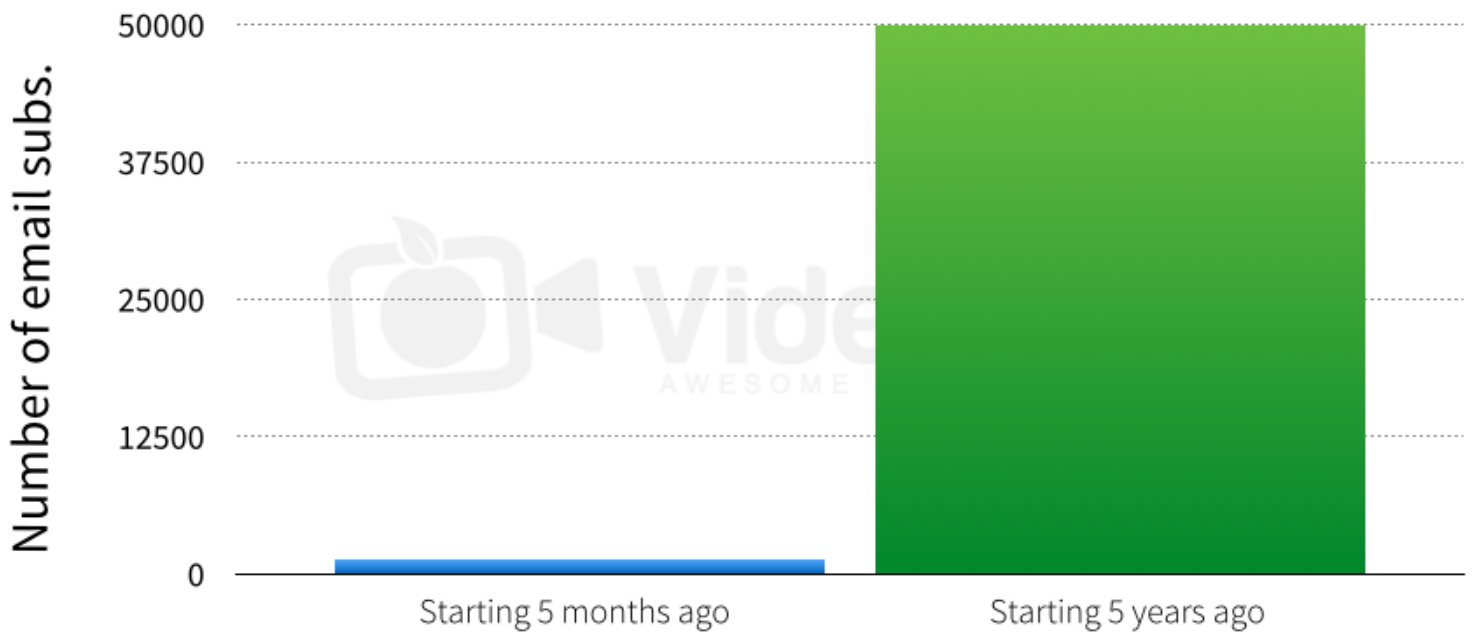
That conversation went on for 5 years before finally starting this site.

If only...

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If I would have started then, I'd be light years ahead of where I am now. Instead of 1,300 email subscribers it would have over 50,000. Instead of 10,000 monthly readers, it would have well over 100,000. Instead of... well you get the point.

The cost of waiting 5 years (in email subscribers)



After working with over 1,000 entrepreneurs since publishing ["The Bootstrapper's Guide to Explainer Video's"](#) I've found that I'm not alone. This is a question that tons of people struggle with.

"What if no one comes?"

"What if I put all of this time, effort and energy and no one reads my blog?"

Today I'm going to show you exactly how to guarantee 120 people read your first blog post.

It's worked for me on multiple blogs, in 3 different industries and is grounded in a principle that goes back 100 years.

Here is the formula:

The 'Vacuum' Formula

- 1 Write your first article**

Realize that the writing process is only 1/2 of the work. Once you are finished you need to spend 2-5 hours on promotion.


- 2 Find similar articles**

Use Buzzsumo to find other articles that focus on the same general topic that you just wrote about


- 3 Make a list**

Convert the exported list of relevant Twitter profiles from Buzzsumo into an email outreach list.
- 4 Spread the word**

Manually reach out to each individual on your list and tell them about your article. Let them know it is similar to a past article they liked.



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Short Version

People want to know more about what they are interested in.

Find people that are interested in what you are talking about, and tell them about you.

That is exactly what door-to-door salesman have done for 100 years.

Example: If you own a house, you probably have carpet. If you have carpet, you need to clean your carpet. Thus, for 100 years Kirby has been going door to door selling vacuums to people.



How do you do this for your blog?

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How To

1..) Write your article.

There are many ways to do this, I'm going to share what I have found to work across multiple industries and varying topics.

Make your first article a 'How-To" style article. Posts in 1500 word range work very well.

Use screenshots and explain every detail of the process. Be as helpful and thorough as you possibly can.

Here are two examples: [Example 1](#) & [Example 2](#)

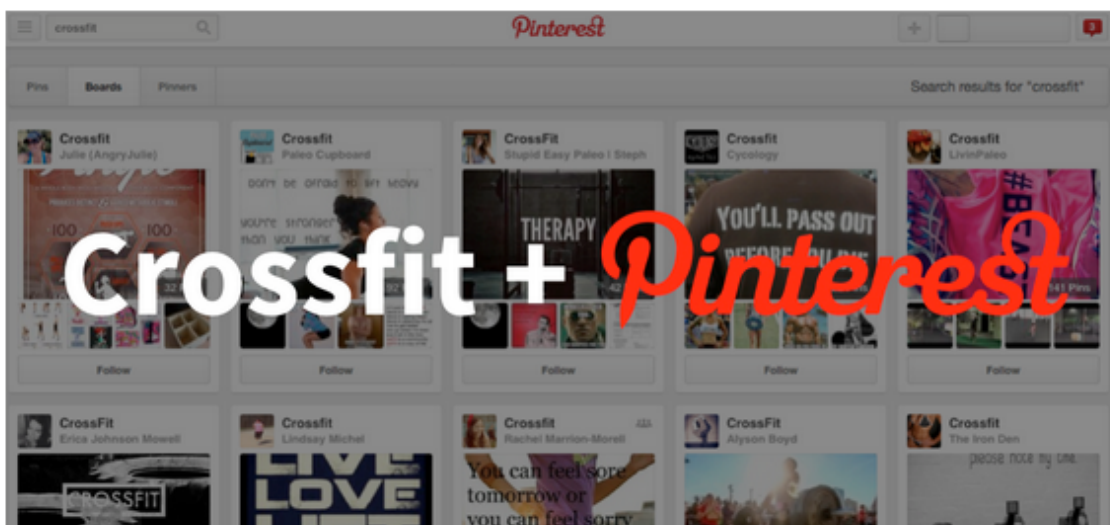
Another Example: I am helping a client launch a web app for Crossfit gym owners. One of the major focal points is inbound marketing via a blog. My main tasks are to build out the blog, write content, grow traffic and ultimately get customers to the app.

Since our product is used by Crossfit gym owners the goal of our blog is to be THE online resource for Crossfit gym owners.

We've mapped out a content strategy that starts with a **7 post series** of how to do internet marketing for Crossfit gyms

How to get new Crossfit members with Pinterest

[EDIT](#)



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Specific. Targeted. How-to.

2.) Find Similar Articles

Now your article is written. Your work is just starting. It's time to make sure people actually know about it.

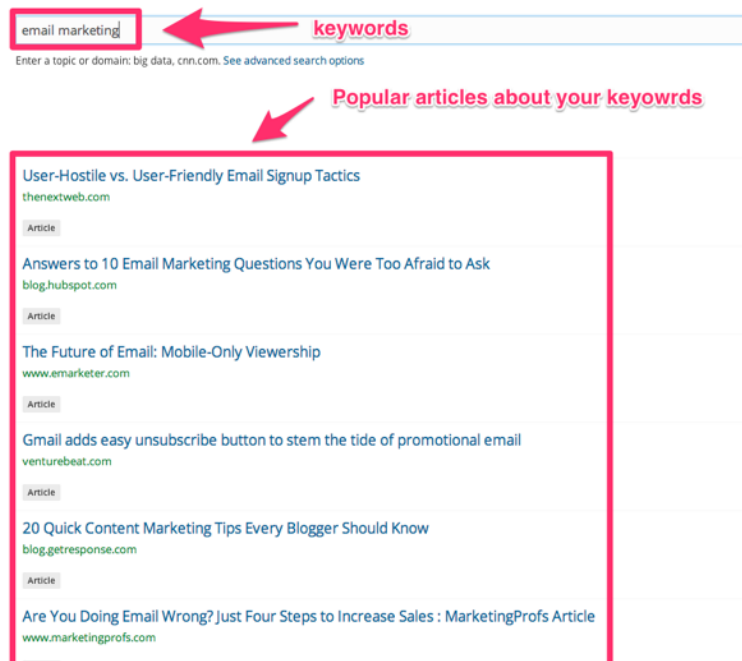
To do that, first find other articles that have been written about your topic.

Next, write a list of 5 keywords and phrases that describe your post.

Example: This article you are reading is about growing your blog via 'targeted outbound email marketing.' Here are a few keywords I drummed up:

- email marketing
- inbound marketing
- how to start a blog
- how to get traffic to my blog
- outbound marketing

Now head over to Buzzsumo.com to perform a search for the keywords you brainstormed. This will produce a list of the most popular and shared articles with those keywords.



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3..) Make a list of people that shared it

Now you've written an article and have found similar articles written by other people. Next you need to let everyone that shared the other articles know about yours.

To do that we'll use a two step process.

Step 1: Make a list of everyone that shared this article on Twitter

Buzzsumo makes this part easy. Just click on "View Shares" and export the list into a XLS

The image shows two screenshots from the Buzzsumo website. The first screenshot, labeled '1..)', shows a social media post with a 'View Shares' button highlighted in a red box. The second screenshot, labeled '2..)', shows the 'Export' button highlighted in a red box. Below these is a screenshot of an Excel spreadsheet titled 'XLS of everyone that shared the link'. The spreadsheet contains a list of users and their bios, sorted by average retweets. The columns are labeled 'FOLLOWERS', 'RETWEET RATIO', 'REPLY RATIO', and 'AVERAGE RETWEETS'. The spreadsheet data includes:

Rank	Followers	Retweet Ratio	Reply Ratio	Average Retweets	Bio
1	605121				International news on technology, business and culture. Follow specific channels in our Twitter lists. Find us on Facebook: http://it.co/pogAUcQggv
2	119038				Social Anthropologist that went to B-School instead of L-School. CID @ohivec2, publish @mercadonewsmag & currently shopping for the right angel investor(s).
3	69937				Ray Howe, that's me! I love #socialmedia, #digital, #digital #marketing, #havingfun but most of all #beingpaid
4	823297				Consultor Independiente de Analítica, CRO y SEO. Profesor en ESIC, EAE, iDEC y KSCHOL. ¿Quieres vender más y mejor en Internet? Contáctame --hola@nazar.com--
5	936786				Ex-Professional Soccer Player, International Banker, International Business and Soccer Analyst, Marketing & Social Media Leader, Communicator and Connector!
6	472748				The world's number 1 mobile photography website. With interviews with mobile photographers, app reviews, giveaways, news, tutorials and so much more.
7	3562841				
8	458281				Head of Digital Strategy at @WooRank. Blogger at @StateOfDigital. Online Marketing Conferences' Speaker. Tweets about SEO, CRO, Mobile & Start-Ups.
9	471246				Community and monthly event in London featuring expert social media speakers, proudly powered by @LinkHumans. Tweets by Laurence. #mclondon
10	1163848				programador freelance - co-fundador de @betabeers y creador de http://it.co/SSR64V80R6 y @topgames
11	636215				Observe, think, draw, prototype and build. Designer, Developer, Co-founder @liferampapp. Passionate and opinionated. Gets grumpy at times.
12	71473				Everything you need to know about Hawaii Startups!
13	3702909				O Start-UP Brasil surge para apoiar projetos na área de TI que sejam inovadores e colaborem para o desenvolvimento nacional. Conheça: http://it.co/BxnyyFPJ
14	602990				Digital Strategy and Execution. @IMashable Open Web Award Winner. #PrivacyInfo @PrivacyCamp
15	818688				Award Nominated #SocialMedia Geek Ex #GovUK Digital Comms Community and Social Media Director for @TheNextWeb. A Bristolian that eats tweets for breakfast
16	496718				Thought Changer, Strategist, #Startups, #SocialMedia, #Marketing, Hired Gun, Outsider, Insider, Otherder, #ENTP. Consulting perminute http://it.co/L30pLQJLz
17	2522530				UX & UI Designer, entrepreneur, Coffee (freshly roasted) drinker, Music addict, Co-creator of @jafiddle and @positionyapp
18	2018099				Digital Marketing Software for Webmasters, SEOs, and Agencies. Fast and simple tools to optimize, convert, and promote your site.
19	601924				Will work for bitcoin! 1F2ZozCfJnTK8mz4z3WMPZechHBBGVXGr Tips are always appreciated. Top 65 most followed in SF. Alt currencies and social media blogger.
20	1495739				Bran O'Neil Co-Founder & CEO of HouseMaids http://it.co/7Nh4L6zJl / Founder & CEO of O'Neil's Lawn Service http://it.co/Z16zZf8jml .
21	771605				Sr Vice President Search Engine People
22	2278175				Chief Happiness Officer @Pinstacoly Employee Engagement Platform - We want employees to show up happy, leave happy, and truly enjoy their time spent at work.
23	690974				Head of Developer Evangelism EMEA at BlackBerry, event speaker, Italian, twitter addict, pianist, tekkwood, dad, husband. Opinions are my own.
24	31670748				Polka Dot - Retro Stripe - Celtic Maze - MEMeMac - Photography / Graphic Design / retweets / endorsements / http://it.co/2F7TSMaNBj
25	342653				Thomas Cloer. Seit 17 Jahren bei der COMPUTERWOCHE. Seit 5 Jahren @COMPUTERWOCHE. Here is the News. Privater @weach.
26	11757554				Community Manager, Tech Writer, Speaker, #Mozilla Evangelist (RfMo, WebFWD, Thunderbird), Developer, Firefox Release Manager, Soapmaker. #FOSSYeaaaah!
27	183707				Ex-physicist from St. Petersburg, now in Moscow. Addicted to marketing & sales in IT. Only personal opinion
28	25424377				
29	458462				Trying to understand this thing called #SocialCutCare. Named HuffPost Top 100 #CustServ. Views mine. #BlMer #digitalmarcay #roys #leaderboarded #Wolfson
30	603105				Curating socialmedia & digital innovation in finsev since 07 Advisor Speaker #Banking #insurance #marketing #b2b #youtube LWS Sydney theWire IPad Zegna
31	17842336				Passionate Southern Sweetie! Love my Shorkie! Enjoy #traveling #homedecor #sephora #cosmo #DIY #socialmedia! #Migraineur! LSU & NOGaints Fan! FOLLOWBACK
32	20348919				I saw it first!
33	477471				digital strategist reinventorist growth hacker also known as @HaggarPRGrl director of digital marketing & PR at @HaggarCo tweets here are only mine
34	597893				Join my page http://it.co/Y9oVW4km2 (@1K fans) #TeamBourbon, Social Media/Digital Guru. Hire me for your next campaign. Street@MMikeStreet.com #NYC
35	445635				Chief of Strategy @Zoomph Social Media & Startup Geek Google Glass Explorer Twitter Addict Nike & Apple lover @MetroStarSystem @GeorgetownCCT Alum
36	35037587				Social Media Experts // RTs are not endorsements
37	1621816				pure optimist,passionate digital professional,blogger @ Belgian Cowboys.chief epinness NL @ Jong Tui, buspreneur & conductor & Senior Digital PM @ Oghly
38	22111567				Creative Strategist
39	15743742				Digital Comms @The_BB_Group. Ball-winning midfielder (can break forward). Live in Brixton.
40	770809				Entrepreneur #Startup #mobile #marketing #investing #3DPrinting #NYC
41	653247				President/Founder of Paramaya Web Consulting, a web marketing/SEO consulting company in Atlanta. #ProfWomen
42	5849509				We Are Anonymous, We Are Legion And Divided By Zero. We Do Not Forgive Internet Censorship And We Do Not Forget Free Speech. We Are Over 9000, Expect Us!
43	16628384				
44	12077528				AE Reality is merely an illusion, albeit a very persistent one.
45	1977395				Rock n Roll Photography - Creative Services art, design & rock n roll
46	8995468				Co-founder Product Development Startup Weekend #Startups #Entrepreneurship #SocialMedia #Tech #designer #CSS #iOSDeveloper
47	489527				Community Manager of http://it.co/5Pw9GB5W , I wrote a book. Also? I have minions. Questions?
48	510387				Founder of FeedBizz.com, the feed, email & social media marketing automation service & premium FeedBurner alternative http://bit.ly/cR7976 http://bit.ly/jmYQAO
49	15033128				tall, bald, bearded engineer who likes to ride bikes
50	706438				Speaker, presenter, author Role Reversal, The 5-Minute Teacher, daily posts at the Brilliant or insane blog http://it.co/5rthv1ZUZZ .
51	1195372				CEO of Start PR & Host/Chief Editor of @TechHustlers, the feed, email & social media marketing automation service & premium FeedBurner alternative http://bit.ly/cR7976 http://bit.ly/jmYQAO
52	11772601				Championing good design. http://it.co/9lCC2R6s
53	5266599				Author of #ItaMyStartup, @Kaskus Content Strategist, @DepokCreative Founder & @DepokDigital Initiator. #KJ Postgraduate.
54	775729				Social Media Strategist #MnJobCompass #SocialMedia #London #Creative #London #SocialRecruitment #Marketing #Music #Fashion #Jobs #Recruitment #Rock #Guitar

Step 2: Find the email address for each person

Finding someone's email address usually isn't too hard. Here are a few ways to do that:

- Check their Twitter bio
- Use Rapportive and guess popular email syntax

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- iii. Here are two more in depth articles that will give you more advanced techniques: [Article 1](#), [Article 2](#) and [Article 3](#).

I usually hire someone to do this part for me. It cost between \$0.10 and \$0.30 per email depending on how good you are at the hiring process.

**I've included the exact scripts and process I use for hiring in the Members Area. It's free to become a member, just click the link at the end of the post to signup.

4..) Tell them about your article

Now all that is left is to email each person on your list.

You can either outsource this or do it yourself.

If you chose to do this yourself it will take time. It's tedious work, so suck it up and do it. Don't try to automate it. If you do, your email account will either be banned or you will be blacklisted and your emails will be auto spam filtered. Neither of those are good.

Here is the template I use:

Hi [NAME],

My name is Bryan.

I follow you on Twitter and noticed that you [ACTION] one of my favorite articles [ARTICLETITLE.]

That is such a great post. And it's a great blog.

I was hearing from my readers that they wanted something more in-depth about the topic so I went ahead and created this post: [URLOFDESTINATION]

If you have time I'd love for you to check it out.

Thanks!

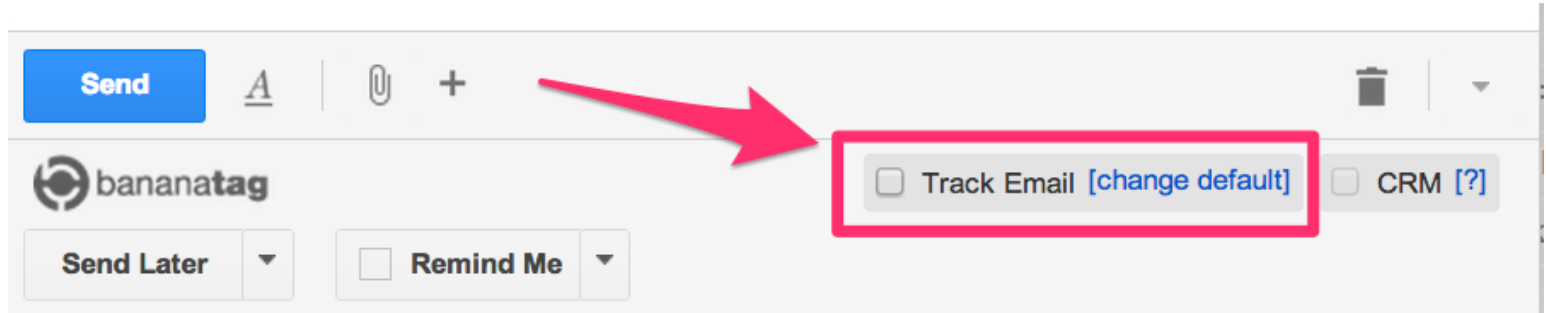
Bryan Harris

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Here are a few more tips:

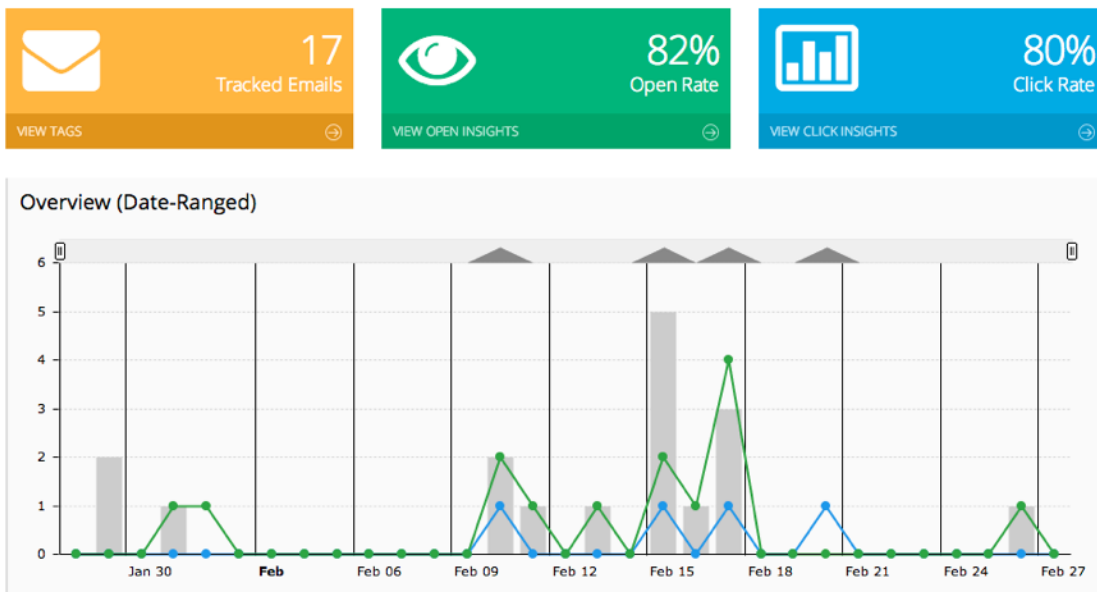
Tip #1: Send every email individually. I have base template I use for each email, however each email is customized for that individual.

Tip #2: Track your emails. I use [Bananatag.com](https://bananatag.com) to track each email I send. This allows you to determine your ROI at the end of each campaign.



Tip #3: Track your other data as well:

- How many emails I sent
- How many were opened
- How many were sent
- Inbound referral traffic (via Google Analytics)



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A few things NOT to do:

- * Do NOT CC or BCC your entire list
- * Do NOT send everyone the exact same email
- * Do NOT use Mailchimp or Aweber to send the emails

Results

I have used this formulas 12 times. You can usually expect 2-5% of the people you email to share your content. I have seen traffic surges of 200 – 1000 veiws from sending out 100 emails.

Your results will obviously depend on the quality of your emails, the relevancy of the people you are emailing and the quality of your content.

However, if you contact 200+ people who care about what you are writing about your traffic will increase and your first 120 visitors will be in the bag.

Here is a tweet I received from a recent 'Vacuum' formula campaign:



For more free formulas go to:
<http://videofruit.com/formulas>

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