

Andrew M. Warner's

**15 Mistakes I Made
When Starting A Blog
That Cost Me
Hundreds Of
Subscribers.**

**(Be Careful, You Probably Make
Them Too ... Especially Number 5.)**

About

My name is Andrew M. Warner. I'm 30 years old and I own a Publishing Business (Warner's Publishing International). One of the subsidiary companies I own is this website www.shadeofinfo.com.

Other sites that I own and operate are:

- www.businessideasmastery.com
- www.hiddenprofitsreport.com

My main objective in live is to just help as many people as I possibly can ... and that's what I set out to achieve each and every day. Hopefully you'll feel as though I've helped you with this report that I'm providing here for you.

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15 Mistakes I Made When Starting A Blog That Cost Me Hundreds Of Subscribers.

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Before I start, I just want to thank you for downloading this free report. Hopefully, you'll be able to get some great use and insight out of it. I've been blogging (officially) for about a year now and I've learned SO MUCH in that timeframe that I just had to share it with others.

Ironically, most of what I've learnt have come from crucial mistakes that I've made. Hopefully throughout this report, and by reading this, you won't make the same mistakes that I have.

Anyway, let me not delay anymore and let me get right into the content.

CRUCIAL MISTAKES THAT I MADE THAT REALLY SET ME BACK ...

This report is about how to get subscribers, but more importantly, it's about the foolish mistakes that I made earlier on that cost me literally HUNDREDS of subscribers. And hopefully from those mistakes, if you're new to blogging or to business, you'll understand the importance of subscribers and learn not to make the same mistakes that I made.

Now, before I get fully into it, let me provide a little bit of a background. Roughly this time last year, I officially launched my website, www.shadeofinfo.com.

My main purpose of launching this website was to strictly have a static page or a few static pages actually, where I would be selling a few Information Products that I created.

And these Information Products were all based on my experiences of a few businesses I did that I was able to make money in, so I created a report, or several reports, of each of those experiences and businesses that I did, in an effort to sell.

But things didn't start out that great or at least, like I anticipated, and I ended up scrapping the whole idea of selling something right away, a couple months into it - probably 5, 6, 7 months into the website going live, and then I decided to put all of my focus on building a relationship with people first – that's when I actually decided to officially start a blog was the best choice.

And that's what I did.

And that's what I have been doing from July 2013.

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And actually, for the past few weeks, I took time to just analyze my progress of where I am right now compared to last year. Looked at certain things that I did, but more importantly, certain things I didn't do, and I came to the shocking realization that I made a lot of mistakes in the short time that I've been blogging.

I know a lot of people make mistakes in blogging which is completely natural and completely normal, but I made a lot of mistakes in this very short timeframe. But the good thing is that I'm continuously learning from these mistakes and continuously growing from them, so it's coming to a point where I'm not making the same mistake over and over again.

But, the majority of those mistakes that I made I corrected, but there was still one crucial mistake that I did from the very beginning.

And it was one mistake that really had no easy fix.

Because it would take a lot of effort and a lot of time to actually try to fix or resolve it. And that mistake is not fully focusing my efforts on trying to get new subscribers to my blog.

Especially in the early stages of blogging.

This is obviously an important thing because people that subscribe to your blog, are your **most important and valuable asset** that you have. And I know that there are so many people that are out there that said that, repeatedly and repeatedly that you're probably sick of hearing that ... but it's true.

Yet, it truly was something that I didn't know at the time I first started blogging and never made it a priority. And all I cared about at that time was starting a blog, writing great content & building it to a point that I could monetize it.

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Nothing about getting more subscribers or anything to do with subscribers at all.

And when I was looking at all of my blogs information (blog posts, overall traffic, specific traffic, current subscribes, etc.), I knew that there were so many opportunities that were missed that I could have certainly gotten more subscribers than I currently have.

And these are not so much opportunities as they're mistakes made. And hopefully, those of you that are listening to this, can learn from those mistakes I made so you'll never make these mistakes when it comes to you trying to get subscribers to your site.

So, with that said, let's get into this list of 15 Mistakes I Made When Starting A Blog That Cost Me Hundreds Of Subscribers.

1. I Didn't Make An Attempt To Network With People With Influence

This is one of the first things I didn't do.

And when I actually started blogging, I was reading a lot of posts from blogs like Smart Passive Income and Become A Blogger and also listening to a lot of podcasts like Entrepreneur On Fire a few others that were sort of in the space that I'm in, and that I knew had influence.

However, I never actually spoke with them or emailed them or even tried to network with them because for some strange reason, I believe that I could just do it on my own.

And I was wrong.

And if your thinking is this exact same way as how mine was, then you're wrong too. No matter what anyone tells you, [no one can do it or make it alone](#). It's too difficult plus why would you. There are a lot of people out there that are genuinely willing to help if you just ask. That's truly all you have to do.

And if I had done just that, and spent the time networking with the blogs I named here, then that honestly would have save me a lot of time and energy and probably would have put me further along than I actually am by trying to do it myself.

The major lesson here is don't make this same mistake.

What you want to do is if you're starting a blog and your goal is to get more subscribers to it, one of the best ways to start is by making a list of

all the bloggers that have influence, that's in your niche and make a solid effort to contact them.

Email them.

Start sharing their blog posts on your social media platforms.

Become a presence on their blogs by commenting on their post.

Interview them if you have a podcast or even create top lists that features that specific influencer.

I mean, not too long ago I created a blog post titled [How To Make Money From Blogging \(My Ultimate Case Study Of 10 Blogs\)](#).

And it featured a couple of influencers on my initial list and actually John Lee Dumas from Entrepreneur On Fire shared my blog post to his twitter following.

So that enabled me to not only get a lot of traffic from creating that post, but also, I was able to get some new subscribers out of it as well.

In fact, there were a few of my posts that he shared of mine so far and I totally appreciate that.

The more you network with bloggers and people with influence, the more it will (1) build your reputation and status and (2) increase your traffic which could potentially lead to even more traffic and down the road even more sales.

2. I Didn't Even Consider Writing Guest Posts On Other Blogs

Now I've been blogging (officially) from since July 2013, and I've just

started considering Guest Posting as an option.

I'm considerably late to the party because we all know that guest posting can be a great way to not only get traffic, but also new subscribers to your blog. And this depends on a few variables like your topic, your blog, the blog you're guest posting on, how great the title is ... a whole bunch of stuff.

But guest posting is great and I'm so sorry that I didn't even consider it for so long.

In fact, if I was starting a blog today, the number one method I would use to build a list fairly quickly would be to guest post.

But, that's knowing all what I know now obviously.

But don't make the mistake of never attempting to guest post ... especially in the early stages. Because you may be good at writing your post and all that, but believe me, it's discouraging to see when you've written a boat load of posts and you don't get the traffic that you expected.

Whereas if you offered half of those posts that you spent time to write, and submitted them to various blogs that you could guest post in ... and those blogs are in your niche, then that would increase traffic immensely on your blog and in a much faster timeframe than trying to do it all yourself.

Even if you haven't guest posted, you should be prospecting quality candidates in your niche that if you were to guest post on their site, it would be beneficial to both parties.

Which is an important thing to do because you want to make sure that you're writing for the right blog that's in the right niche that [targets your avatar](#).

But you want to make sure that you chose the right blog in the right niche that targets the right avatar so you can write the right blog post to get maximum exposure.

Like I said, and I'm 100% serious about it ... if I were to start again today ... to start over ... I would do nothing but guest post to build up a following and build my subscriber list. And if you haven't already taken advantage of how powerful guest posting is, then you seriously need to start.

3. I Didn't Comment On Other Blogs

Commenting on other blogs is a masterful way to not only get more visitors to your site, but to potentially get more subscribers as well. And I didn't really appreciate the power of commenting on other blogs until I read a post on AdrienneSmith.net.

And I'll be the first to admit that I did comment from time to time on certain blogs, but I wasn't as consistent as I needed to be. But after reading that post, I completely understand the importance and the power that great comments have.

And it really is something that ALOT of people don't take full advantage of. And I'm not talking about those comments that say "Thanks for this." or "Good stuff."

I'm talking about comments that really convey a message that you understand where the person that wrote the blog post is coming from. And leaving meaningful comments that actually offer up something not only will help you [stand out from other commenters](#), but if you do it consistently, then you'll start to get on the radar of the actual blog owner.

Which can only help to build relationships for the future.

So that's definitely something that you should be doing if you're not doing it already.

4. I Didn't Write An eBook

Let me share with you a story that happened to me last year around this time. I put together a eBook or report, if you will, on expert advice, strategies from some very successful entrepreneurs that you could use to start off your business successfully.

Anyway, I created this thing and I spent a lot of time on it and I was at the point where I was finally ready to basically offer it for free. So I offered it on a couple of forums that I frequent like warrior forum and businessadviceforum.com and I was able to get around 1500 or so downloads of that eBook.

And to some of you listening, that number may not seem as impressive to you but it was a huge deal to me. I knew that 1500+ people were interested in that topic that I wrote about and actually downloaded that eBook.

And if you haven't considered writing an eBook, then you should seriously consider it. It could be a great way to leverage yourself and get a lot of people to exchange their email addresses for the free eBook.

But me creating this eBook, seriously backfired on me. And that leads me to number 5.

5. I Didn't Have A Call To Action

When I created this eBook, I was feeling really great. I read it over a couple of times and was thinking that this would be something great to share and possibly I could get some exposure from it. What I didn't do throughout the whole eBook, is put in one call to action. Not even at the end of the eBook. All I had, if I remember correctly, was my website address, which surprisingly some people clicked on it and I was able to get some visitors from that, but I possibly missed out on a boatload of subscribers and visitors.

And 1500+ downloads really could have gotten me a lot more subscribers than I got from putting out that book. if I had put in a call to action, it would have gotten me a lot more.

And a call to action is very important and something that you should have.

Even if you have an eBook or not, you should have a call to action somewhere on your blog.

Something that communicates urgency and screams to readers that they seriously need to do what you're asking them to do.

Whether that's purchase a product, subscribe to your newsletter, register for a free course, whatever it is.

A call to action is so important.

6. I Didn't Ask For It

As kids, we were told that if we really want something, then ask for it. Whether we got it or not is a different story – but just to ask for it. Then

for some reason as adults, and especially as bloggers and business people, we're afraid of asking visitors and readers to our site to actually subscribe.

The power of asking is certainly underestimated and really under-utilized by a lot of experienced and new bloggers. Like I remember not too long ago, reading a specific blog post from someone who I came across on Google Plus, and they shared a blog post with that community that was very interesting.

I read the whole post and I was anticipating that they would ask somewhere on their site for people to subscribe if they enjoyed the post. Unfortunately for that person, they didn't put that anywhere on their blog posts.

What they wrote was certainly good enough but to the average person reading that and enjoying that post, the chances of them going out of their way to find out how to subscribe to your site or to get on your list, is very slim.

And I made this mistake earlier on myself by not asking for it, not asking for their subscription. I didn't have a form at the bottom of the post asking them for their subscription, now or the end of the blog post, I didn't even say stuff like, if you enjoyed this post and want updates, subscribe to my newsletter or something along those lines.

So if you have a blog and you want more subscribers, don't be afraid to ask people to subscribe.

7. I Didn't Have An Opt in On My About Page

And this is something that a lot of new bloggers didn't know about, and I certainly didn't know about this when I first started until I checked my stats and saw the pages that people were going to.

In case you didn't know, your about page, **is one of the highest clicked page that a visitor goes to.**

It's true.

And like I said, I didn't know that until I checked my own stats and saw for myself.

Anyway, after learning, I immediately placed several calls to action within my about page and I was actually was able to get some subscribers to subscribe throughout the next few weeks after that.

So, if this is something that you're not currently doing or haven't implemented on your about page, you need to do that because it could really help with getting more subscribers.

8. Didn't Utilize Social Proof

Now, if you have the numbers, you have to do everything in your power to try to utilize social proof.

I'll let it be known right now that I don't actually do this right now because I don't have the magnitude of subscribers that this would actually help me out in – but it still is a way to get more people to subscribe if you do have a lot of subscribers that currently on your list.

And what I mean by social proof is that say when you visit some blogs, you may come across information they have somewhere on their blog.

That say they have 75,000 subscribers, or they may have a live ticker than shows the amount of twitter followers or Facebook followers and so on.

They do this for a reason and it's done for social proof.

For some people, when they visit a blog for the first time or the first couple times, they come across that number.

A number that say 75,000 subscribers.

In their mind, they may justify subscribing to that site and with that blogger simply based on the thought that 75,000 people must be really satisfied with the great amount of content that this person is providing.

They want to be a part of something so they subscribe.

But there's another side to that whole thing. And that's social proof can also cost you potential subscribers.

Say for instance you have 10 subscribers and 50 twitter followers and 30 people on Facebook, and you've been blogging for a considerable amount of time.

Trying to show social proof in that case can really work against you because people may think that no one wants to hear what this person ... nobody wants to hear what they have to say.

So why should I even bother giving up my email address? In cases like that, social proof can work against you.

Same goes for if you have a podcast and you use Feed burner. Feed burner has an option that allows you to display how many subscribers your podcast has so you can display that on your blog.

If you have, let's say, 30 people ... and you display that number, is that going to help you get more subscribers?

Obviously not.

So showing social proof is a good thing, but you need to know and understand when to actually use it so it doesn't hurt you.

9. I Didn't Write Epic Content

You have to write epic content. And this really comes from an article that Corbet Barr from Fizzle.co wrote, titled [Write Epic S!@#](#), and it really holds volume.

There's something about writing epic content that can really bring a mountain of traffic, visitors and potentially subscribers. Now the thing about it is, when I started out, I was very lazy with my blog posts.

I didn't put too much effort into it and in fact, it use to take me maybe an hour to write a complete each post.

Then after reading Corbet's post and visiting the sites that were mentioned in that post and seeing how those people wrote their posts and the number of comments they received from that post, then I knew that I had to change how I wrote.

So that's exactly what I did. I gradually went from 700 words to 1800 then 2000 and then more.

I was more in depth and more detailed with my articles and I did manage to get some subscribers because of that.

Because of writing great content.

[Content that was in great detail.](#)

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