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# A CYT GUIDE

## HOW TO REACH 10,000 BLOG SUBSCRIBERS



The no-nonsense guide to dramatically increasing your blog subscriber count. There are no affiliate links, no fluff, no sales messages so buckle up and enjoy the ride.

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## WELCOME TO THIS GUIDE ON REACHING 10,000 SUBSCRIBERS

Put the kettle on and get yourself a cup of coffee, you'll want to read this guide in one sitting, and it helps to have a little caffeine in the system to keep you focused :)

This guide is a no nonsense, no fluff, no 'here's my struggle' life story, it's just some great information to help you get a lot more subscribers to your blog than you are currently getting. There are no affiliate links whatsoever in this guide so all links are affiliate free.

Even if you have no subscribers yet or have 7,000 subscribers this guide will show you no nonsense ways to get your subscriber numbers up.

I am a blogger and getting readers eyeballs to my blog has been my goal for the last year, although I've been blogging for 4 years now, it's only in the last year where I really concentrated on my blog as a business and have managed to grow my subscriber list from 3,000 to 10,000.

**Buckle your seatbelt Dorothy, 'cause Kansas is going bye-bye.**

## INTRODUCTION: WHY FOCUS ON SUBSCRIBER COUNT

Simply put, **Social Proof**.

Social Proof is what it's all about. Would you rather visit a blog on personal development with a subscriber count of 35 or would you rather visit a blog with 10,000 subscribers?

It may seem a little shallow at first, but in this day and age when you've got a few seconds to grab a new readers attention, social proof will be one of the first things a new reader to your blog will look for.

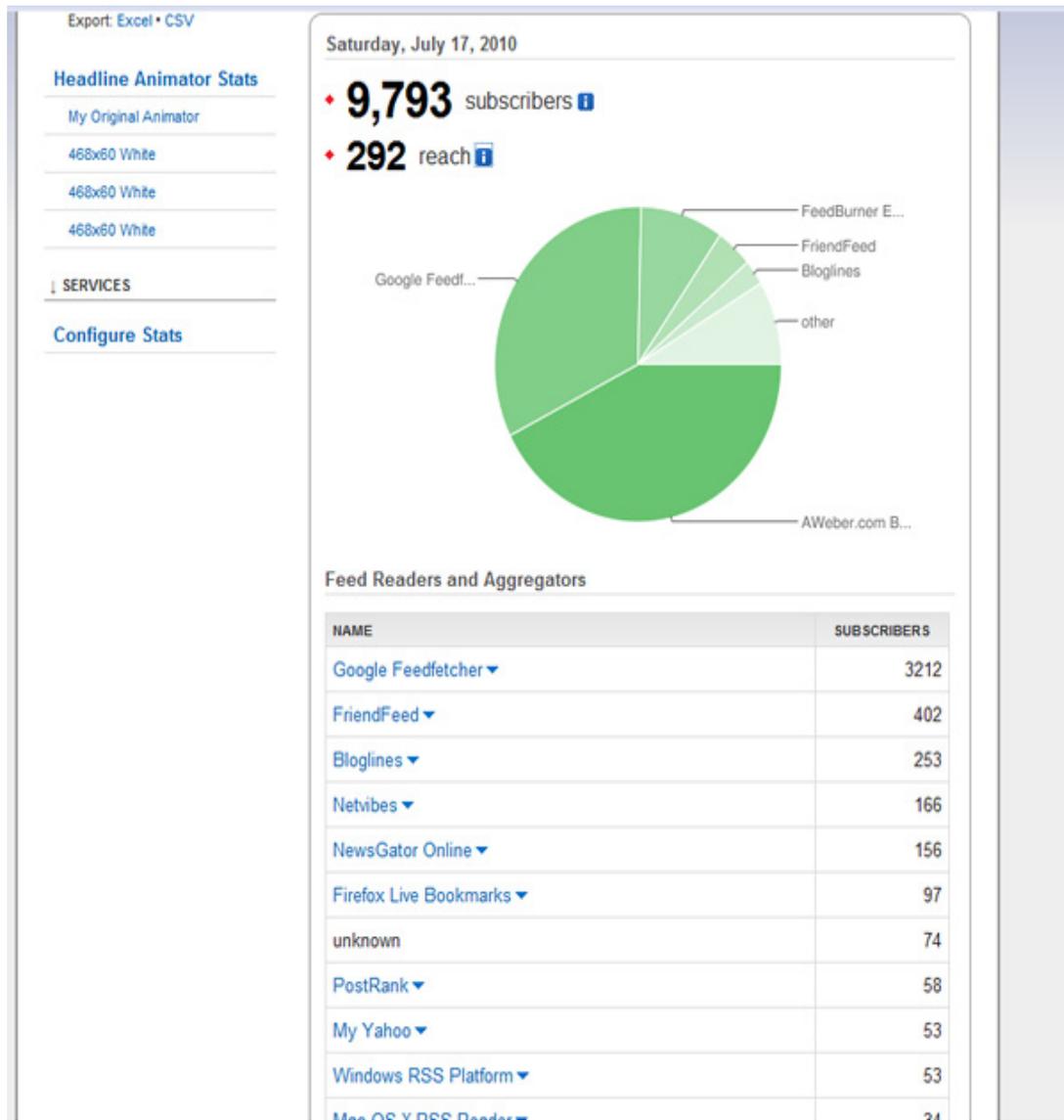
When you build up your reputation as a great writer and blogger you will automatically get more subscribers and your focus will be more on networking to build your blog rather than the logistics of setting up and starting your blog.

if you don't think you're a great writer, that's because you are probably not a great writer. However, blog readers are looking for real people who write in a language they can understand, you don't have to be great you just need to be authentic. The more you write the better you will become at writing, so don't ever use 'I'm not a great writer' as an excuse to give up blogging, keep going and you will reap the rewards eventually.

HOW ARE THE FEEDBURNER STATS COMPILED

I am assuming here you are using Google's Feedburner to count your blog subscribers, so here is how they are made up.

Snapshot of Feedburner stats for [Change Your Thoughts](#)



You will notice from the above that the Google feedfetcher makes up 3,212 of the 9,793 I currently have (for some reason the subscriber count dips at the weekend). You'll also notice that Aweber has the largest percentage of subscribers. I'll talk about Aweber later on. I have around 4,100 subscribers from Aweber and it's the area I have concentrated on most when trying to gather new subscribers for a number of reasons.

The other stat that is interesting is the FriendFeed stats, you'll see there are 402 subscribers from FriendFeed. I will be starting to focus on FriendFeed a lot more in the future as they can be a great source for getting more subscribers and interacting with your readers.

**WHY USE AWEBER TO INCREASE YOUR SUBSCRIBER COUNT**

I have been using Aweber for a number of years for my other online money making ventures, but it's only been in the last year that I focused on Aweber to grow my subscriber list. Here is another snapshot showing Change Your Thoughts subscriber number, month by month:



You'll notice it's only from September 2009 that I really started to grow the number of subscribers in Aweber, I'll speak a little about using Aweber as a fantastic tool for growing your subscriber list a little later.

Notice also that in June 2010 the subscriber figures really started to rise by around 300%, **this was done using 1 tactic that I hadn't really thought of before.**

Okay, now you know a little more about how subscriber counts are made up, we are going to speak about the number of different ways to grow your subscriber list.

# GETTING TO THE NITTY GRITTY OF GROWING YOUR SUBSCRIBER LIST

This section will be split up into two different areas:

1. Your blog
2. 7 Ways to dramatically increase your subscriber list

## YOUR BLOG

There is absolutely no point in trying to grow your subscriber list if your blog is not worth subscribing to. This begs the question: What makes a blog worth subscribing to?

After many years of blogging, and reading thousands of blog posts there are a few things that stand out that makes someone want to subscribe to your blog:

Design  
The blog post itself  
Social proof  
You

## Design

The first thing a reader will see when they come to your blog is the whole blog itself. They won't see anything specifically until after a second or two. So their eyes will take in the whole page before starting to focus on something that's eye catching.

So your design will be judged within the first second of reaching your page, literally the first second.

Lets take a look at what a reader sees the first time they visit your page:

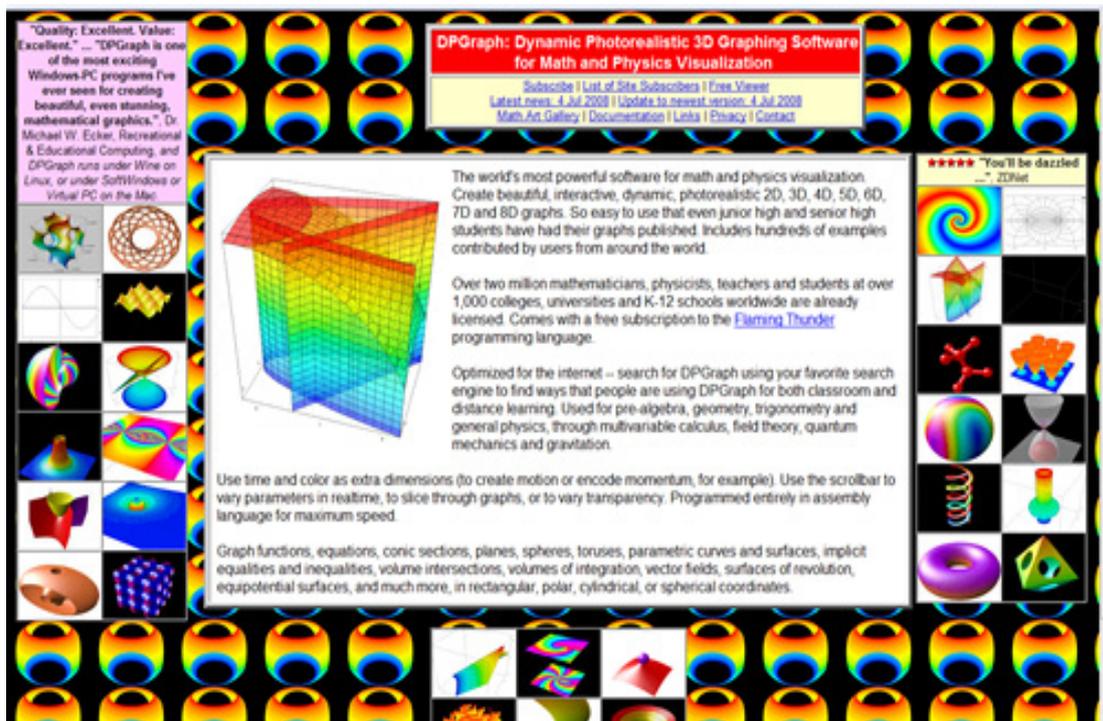


The image is obviously blurred but that's what we see for the first few milliseconds of visiting a site. Notice, even though the image is blurred, that your eyes are drawn toward a particular part of the site, usually the top left hand side of the page, which is the heading:



As you can see I have kept the blog quite minimalist above the fold (the part of the page you see before having to scroll down to view more).

Let's take a look at another site which has a lot more going on:



This site is a headache waiting to happen. You don't know where your eyes should go, the moving images in the background are very off putting and within 1 second of reaching this page you would probably click away.

You can see the difference between the two pages and how your eyes move much more smoothly over the first site.

So design is important when it comes to your blog. This is not an ebook telling you how to design your blog so I can't tell you how to do that, I am not a designer, I can only tell you what works for me. Even my site is not a great design, it needs to be a little warmer and a little more navigable, but it works at the moment.

Here are a few things to consider when looking for a blog theme for your blog:

#### **Does it catch your eye?**

Remember I said you have around 1 second to make an impact. If you can afford a blog theme designer by all means hire one, but with lots of great blog themes out there for free and even better ones for a small amount there's no excuse for a really bad blog design.

Some places I would try:

[themeforest.net](https://themeforest.net) (paid)

[Wordpress.org](https://wordpress.org) (Free)

[Diythemes.com](https://diythemes.com) (Paid)

[Wordpressthemebase.com](https://wordpressthemebase.com) (Free)

#### **Load time**

Another important aspect of the design is that it should load quickly, so don't have too many widgets loaded into your blog theme, this will turn visitors away from your blog before they even have a chance to read what you have to say.

#### **Too many ads**

If your blog has too many ads then it's going to look like you're in it for the money and not bothered about the reader at all. If you're going to have ads, have them below the fold where new visitors will not see them immediately.

**Keep your content the focus of attention**

Your content is the reason you are trying to get readers to your blog, to show them that what you are writing is worth reading. Make sure your content is prominent, as close to the top left hand side of the blog as possible.

**Ease of navigation**

Readers will not always enter your blog via the front page and will often find it from the search engines. So your blog has to be easily navigable from all of your pages. Typically your sidebar will have a lot of useful links: top posts, categories, popular posts, etc.

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