

Message in a Bottle:  
Getting More Eyes On My Content



# February 2015

**"Getting More Eyes On My Content."**

Kelly McCausey

## Message in a Bottle: Getting More Eyes On My Content

**Kelly:** Hey there. Welcome to another [Message in a Bottle](#). You're here with Kelly McCausey from [Beachpreneurs](#). Today I want to talk about what happens when I stretch. What happens when you stretch? I was doing a little research on the web about stretching.

It's interesting. Stretching is so good for your muscles. It's so good for your body if you stretch just the right amount. Your muscles can stretch quite a ways, but ligaments cannot. When you stretch, you want to do long, slow, easy stretches that last about 60 seconds. That gives your muscles the maximum benefit. You do not want to cause pain. A stretch that causes pain might actually be injuring the muscle, or you could be putting tendons and ligaments in danger.

I'm thinking about my [Stretch Yourself Challenge](#). The Stretch Yourself Challenge is a content marketing challenge that I run every April and October. It's one month. It's all about getting more eyeballs on you. It's all about knowing who you are, what you do, what you want other people to know about what you do and what you want them to do about it. You create content that conveys that and promote it like crazy. You're getting it out there in front of as many eyeballs as possible and in as many different ways as possible.

The Stretch Yourself Challenge is all about stretching because most of you are not creating enough content. Most of you are not promoting the content you have enough. What you're comfortable with is creating a little bit of content. Then you're comfortable promoting it a little bit.

There are two stretches involved. One is creating more content. That means digging deeper into the topics that really matter to our target market, which is a stretch for some of us. It's that brainstorming process and believing that you have something unique to say on lots of topics. That's a stretch.

Once the content is created, there is the stretch of promoting it intensely. A lot of people are very comfortable with simply posting once on Facebook, "I have a new blog post. Please read it." Maybe they're happy to tweet one time. If they're feeling really crazy, they'll put it on Pinterest, LinkedIn and Google+. If they have a mailing list, maybe they'll tell their list about it. Maybe not.

That is your comfort zone, to share that little bit. The whole thing about the challenge is that you have to stretch that comfort zone. You have to step out of that. If you've written a great item of content, just posting it once on social media is not enough. You need to shout that content from the highest rooftops again and again. That means posting it more than once on Facebook. That means saying more than one thing about it. That

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means specifically asking people to come and leave a comment and share. That means being really excited about what you've created.

There is the stretch and the whole realm of believing that you have something good to say. Then there's the stretch and believing that it's worth promoting it like crazy. That's what the challenge is about.

Most people need to stretch. Here I am, getting ready for the next Stretch Yourself Challenge. I'm giving some personal thought to how I will stretch myself this time around. My business is strong. I have been a content machine over the last year. My offer funnel is sound. I have lots of products at low, medium and high cost. I've created so much. What I really need right now is not more content. I don't need more blog posts. I don't need more small reports. I don't need more products. What I need is more eyes on my content. I am not personally going to engage in a lot of content creation this time around. I'm going to focus on how to get more eyes on my stuff. That means going back through my content and promoting the great stuff on social media. You can definitely do that. That's in my comfort zone. I can go back, pull posts and promote them again. That's not a stretch. As a matter of fact, that's something that can be outsourced so easily. It doesn't even require any effort on my part.

When I talk about getting more eyes on my content and on me, there are three main things that come to my mind. The first is traveling and speaking at live events, being on stage at a live event, talking about what you love. You can't ask for better eyeballs. Everyone in the room, their eyes are on you. They're paying attention. If you're engaging, if you're excited and if you love what you're sharing, they're going to be drawn in.

They're going to be excited, too. Those people are going to check me out. They're going to subscribe to my list. They're going to buy my products. They're going to hire me as a business coach. They're going to take a serious look at whatever offer I make, if I have an opportunity to make a gentle offer to the group. Traveling and speaking is uber powerful when it comes to eyes on you.

There aren't lots of opportunities for most of us to travel and speak. Even if there are, you can only travel and speak at so many live events each year. I would love to travel and speak every month of the year. So far, there aren't opportunities that attract me every month of the year. All of the events that I travel to are opportunities where you pay your own way. You're invited to make some gentle offer. You don't make a big, wild, heavy pitch. I don't go to pitch-fest type events. You're able to make a gentle "Here's how you can work with me" offer.

Because of that, I've always been able to make an event pay for itself. If it costs me \$1500 to go to an event, I've earned \$1500 back from that event. At least twice, I

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profited nicely. I doubled my money at the event. As long as I can cover my expenses, I consider it a win. Of course I'd love to profit, but you can't always profit, especially if it's a smaller event.

If you can cover your expenses, there is more profit to be had from the opportunity than the opportunity itself. As I proudly bubble and buzz about speaking on social media and to my community, I'm winning ever greater respect. It's social proof and credibility that helps me to make more sales all the rest of the year. I love speaking at live events. I highly recommend it when you get the opportunities. But there are only so many. It cannot be my only way of getting eyes. If that were my only way of getting eyes then it wouldn't be enough.

There are two other main ways that I get more eyes on my content and offers. One of those is to do webinars for other communities. This is the traditional joint venture webinar. Everything I offer is in my affiliate program. Take, for example, the [Stretch Yourself Challenge](#). When I have that coming up, the month before, I'm in heavy promotion mode. I want to make sure my community knows about it. I want to reach out to the communities of my contemporaries, my competitors and my affiliates and ask them, "Would you be willing to do a joint venture webinar with me where I share my excitement for challenging and stretching ourselves? Anyone who gets excited and signs up, you will earn a commission on that."

I'm actually stretching myself right this minute. I've set a goal to do 10 JV webinars before the end of March. That gives me 20 days to get 10 webinars in. I have two booked. I need eight more. That's going to be a stretch. I'm hustling for it because I want to put lots of people into the challenge. Doing webinars for other communities means that someone else has a community that knows, likes and trusts them. Because they know, like and trust me, they're willing to introduce me to their people. A JV webinar like this means that you aren't setting up an opt-in page and getting people to sign up. You're just showing up to speak to their community. They invite their community to the event.

I could do my own webinar. I could put up an opt-in page and say, "Come learn more about the Stretch Yourself Challenge. Sign up here." I could do my own webinar on that, too. Maybe that will be one of my ten.

Webinars are awesome. I know people who do webinars almost every day. They have so many great JV opportunities. It rocks and grows their business like crazy. Most people are not pursuing webinars to that extent. I can definitely stretch myself in this area, and I'm going to.

The last main way that I want to get more eyes on me, my content and my offers is to do podcast interviews. There are a lot of podcasts out there reaching hundreds and

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thousands of people. I want to be on as many of them as possible. I'm thinking that my personal Stretch Yourself Challenge for this next challenge is going to be to have a goal of booking 50 podcast interviews. I'm not going to say that I'll do 50 interviews in April, but I want to book 50 interviews in April. I want to book it so that I have the appearance before the end of the year and get it booked now.

Just saying 50 freaks me out. That's a lot of interviews. I had the opportunity to interview [Marc Mawhinney](#) on my podcast recently. Marc Mawhinney is the host of [Natural Born Coaches](#). He does a daily seven-day-a-week podcast where he interviews coaches from all different fields. He has a goal to do 100 podcast interviews this year. He's going to do 365 interviews for his own podcast and 100 interviews with other people. That sounds crazy. He's really excited and energized by it. That's really what got me thinking about this. I thought, "I need a goal. I need to stretch myself in this area and do more podcast interviews."

The three main ways that I want to get more eyes is that I want to travel and speak at live events. I'm speaking at NAMS next week. I'm speaking in Las Vegas at [Dennis Becker's Earn 1K A Day](#) event in June. My own event is in May, [Exposure & Profit](#). I just spoke at [Beachpreneurs](#). There will be another Beachpreneurs event next year, of course. I'm looking for other opportunities, if anyone knows of anything that I should check into. I'm also going to do webinars and podcast interviews.

How will this stretch me? The act of pursuing the opportunities will be a stretch. I've always taken them as they come, waiting for people to approach me. How many people can immediately relate to that? You love it when someone asks you to do something, but you don't want to be the one to ask them because, what if they said no? I don't want to get a "no." It's not just that I don't want to get a "no." I really don't want to be the one to ask. I'm admitting it. I'm revealing some personal insecurities. If I'm going to step it up and get these 50 interviews, I have to be personally assertive about it. That means actively reaching out to express interest and pitch a topic idea. Ick. It's in my comfort zone to wait and be asked. I feel like I'm on the powerful end of the request when someone asks me to be their guest.

Asking to be the guest almost feels like I'm on the needful end of the request, which is ridiculous, of course. It's revealing an insecurity. It's my personal insecurity to not want to ask. I never want to be the one to ask. Ugh. I hate asking for help. I hate asking if I can do something. You feel like, if they really wanted you, they'd ask you. You know what? That's pure nonsense. I am not the center of the world. Not even close. I certainly don't think so. Yet, I think that, if I have to ask, it's not as awesome as if I'd been asked. It's just silly. The more I talk about it, the more silly it feels. The more I'm willing to set those ridiculous ideas aside and just go for it.

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If I only do things I'm invited to and stay in my comfort zone, I'm going to experience some growth. It will be a little bit at a time, not nearly what I'm craving right now. It's time to stretch and get over myself.

Another way this will stretch me is that I like to fly by the seat of my pants in most interview situations. If you come to me and ask me to be on your podcast, and then say, "What kind of topic would you like to talk about?" I'll say, "I love to fly by the seat of my pants. I'm willing to show up and go with the flow." That's not going to fly if I'm pitching interviews to other podcasters. They don't want to hear, "Hey, I'll show up. We'll chat. It'll be great."

They want to hear specific topics. They want to receive a set of questions to review in advance and get back to me about it. They want to plot and plan. It will be a stretch for me to be more organized in this area, to sit down, create a set of topics with questions prepared and at the ready. To make this as powerful as I hope, if I'm going to get 50 interviews booked, I need to have my VA help me with the process, something I've never had her do before. We have to sit down and create a flow for her to follow as well. Again, this requires a little more administrative planning than I'm comfortable with. I like being a little loosey-goosey.

There is an edge in this. This is where I come back to a good, healthy physical stretch. It's not painful. It's slow. It's easy. It lasts but it doesn't hurt. In the Stretch Yourself Challenge, I think some people are going to feel some burn. That's okay. To me, to compare it to the muscle, if I stretch too far that I cause myself pain, that's crossing that edge. I could spend so much time in getting organized that I literally lose my joy in the process. That sounds awful.

I want to stretch. I want to test my assumption that I don't like being organized. I am organized. Truly, I am. I'm more organized than most people realize. But even my organizational style is loose. I want to stretch myself but not lose myself. Right now, I'm not sure where that edge is. I plan to keep an eye out for it. I plan to stretch long, slow and steady, and hold it for maximum benefit but watch for that moment of pain. If it starts to hurt, if I start to lose my joy about what I'm doing, I know that's too far. Let's back it up a little bit and find a way to make it work.

How about you? What sort of stretch do you really need right now? If it's about getting more eyes on what you do then I would love to see you join my next [Stretch Yourself Challenge](#). They are every April and October. You can go to [StretchYourselfChallenge.com](http://StretchYourselfChallenge.com) to check it out and sign up.

Think completely beyond content and marketing, just stretching yourself in general. What do you feel is an area you're ready to start doing some growing in? It will be

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uncomfortable, but it's time. What kind of stretch could you take that would be slow, easy, something that you could hold for maximum benefit that would feel good?

I've been doing this Stretch Yourself Challenge for a couple of years. What I see is that the stretch is initially really scary. Then it's really fun. Then you look back and say, "Oh my goodness. This is what I was meant to do. I can do it again and it won't even be a stretch. It fits me like a glove." What do you know that you're supposed to give a shot? It will stretch. It will hurt initially. It will scare you initially. Then it will be fun. Then it will be you.

I'd love to hear from you about it. What are you going to do to stretch yourself? That's it for this time. I hope you've enjoyed this Message in a Bottle. I'll see you next time.

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