



**How to Build
an Audience
for Your Blog
Using Facebook**
-- with Amos Johnson Jr.

Learning with Leslie
Podcast Interview Episode 135

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Introductions

[Intro by Guy Kawasaki, Gideon Shalwick, Farnoosh Brock, and Noah]

LESLIE: Hello, hello, hello and welcome to another episode of Learning with Leslie, the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I'm talking about one that will thrive no matter what gets thrown at it.

I'm your host Leslie Samuel from becomeablogger.com where we're changing the world one blog at a time. As usual, I have another exciting interview for you today. I'm on the line with Amos Johnson who started a blog that targets Christians who want to build a God-inspired businesses and profit from it.

Get this, he is an assistant professor, kind of like me, married with two kids, so he has one more than me there, a little progress there *[laughs]*, and all of these while managing his blog.

He's had significant success using Facebook to build a following and to increase engagement with his audience. As you may already know, I've decided to focus my efforts on building the [Become a Blogger Facebook fan page](#). Because of that, I have decided to do a series of interviews with people who are having success with Facebook Marketing and engagement. So, we're going to talk about using Facebook to grow your blog, that's what we're going to talk about today.

Amos man how are you doing man?

AMOS: The music, it's hyping me up.

LESLIE: *[Laughs]* Awesome, awesome. Good to have you on here. Assistant professor at a University. You have a wife and two kids.

AMOS: Yes, two little girls -- six months old and four years old.

LESLIE: Two little girls, six months old and four years you said?

AMOS: Yes, four years old.

LESLIE: Okay so, let's get this out of the way. Let's get this far out of the way. We got to talk about it. How do you balance it all? That's the question that everybody keeps asking me so, I figured, hey, if you're an assistant professor, you have more kids than I do, I need to hear something there.

AMOS: You know what? I think balancing is a myth in a sense. I think what you got to do is, I think every day you got to make a decision about what gets priority for the day.

Some days I'm dad. Some days I'm professor. Some days I'm business owner. I try to keep the weekends for being definitely dad and Sunday is for dad. I think the key is just really communicating with your wife that hey, right now, I need to do this and then, we can do this with the kids.

The key is now, like you have a little one but, my little four year old, she doesn't understand any of that. *[Laughs]* All she knows is, "I'm in the house." She is going to come downstairs and come get me. Plenty of times, I've been trying to do a podcast, I've been trying to do a video and she'll just jump right into my lap.

LESLIE: What do you do in those times?

AMOS: If I'm doing a video, I'll just keep it in there. "Hey guys, this is Pria. She's jumping in as usual." I let the people know, "Hey this is what it's like to be entrepreneur with two little kids," and they both don't sleep all night either still so, I'm still like sleep-deprived *[laughs]*.

LESLIE: Oh man, you're not giving me too much hope there. *[Laughs]*

AMOS: *[Laughs]*

LESLIE: That's awesome. I know it's a challenge to balance but, we're on this journey and we try to do the best that we can.

Let's talk a little bit about how you got into blogging in the first place. When did that start?

AMOS: I actually started in 2010 and I started with doing interviews. My niche is helping Christians develop the businesses they knew God has placed in their hearts. That's the kind of the target market that I am trying to reach.

At first, I was reaching it through doing workshops at my local church but, my church, they stopped doing the actual workshops in 2010 and that's when I say, "Hey, I still do believe I want to do this." So, I started putting this stuff online.

And so, what I did was, I started interviewing other people who believe God had start a call of business and just trying to see how they were doing it and see if there was any difference between a God-business and maybe one that's not per se.

And so, another thing I started doing too was I had brought all this curriculum for teaching these types of things and I was ready to publish the actual physical book but, I thought to myself, "Hey, I don't know if anybody really want to read this stuff."

So, what I started doing was too was I took my book that was already written ready to go for a book and I just started blogging the book basically for like two years before I actually released it just to try see if the content made sense to people.

LESLIE: All right so how did it go? Instant success in the beginning?

AMOS: Oh no, not at all [*laughs*].

LESLIE: How was the growth in the beginning?

AMOS: Growth was really slow. You just have your mom always listening.

LESLIE: [*Laughs*] Of course. Number one fan right there.

AMOS: Yes and, leaving comments and stuff like that. You got a little marketed. They're definitely there for whatever your son is doing, your daughter is doing.

LESLIE: Definitely.

AMOS: I had a small local following of people that knew me in Atlanta and eventually my church. I had a nice little small following of people that was listening what I was putting out and reading what I was putting out.

But, I didn't really started getting reach on a, I want to say the word, "international scale," not like I'm in every single country but, just like, you know for example, somebody may call me from Pakistan and say, "Hey, I want you to come and do something for me here," but not everywhere just other place outside of my local area.

I didn't really start getting that effect until I started going on Facebook. When I first started Facebook, I had my own personal Facebook profile and I was trying to use my personal page to grow my reach in terms of the Christian entrepreneurship message I was trying to share.

But really, people on my personal Facebook profile didn't care anything about that. All they cared about was what's going on with me, the family, the kids, they didn't want to hear anything about the business stuff.

So, I realized that I really needed to create a fan page.

LESLIE: Before we move on to that though, I want to drill into this a little bit more. We're going to get into all the details about the fan page and what you did to grow it which is different from what I have done so, I really want to talk about that.

But, how long were you blogging with a very small audience before saying, "Okay, I need to do something different. I'm going to try what I'm going to do on Facebook."

AMOS: At least two years of just very minimal traffic. Until now, I still have, my traffic on Facebook is way bigger than my traffic in my blog by no stretch of imagination. But, it's kind of funny.

When I started in 2010, I always listened to people like David Siteman Garland from [Rise to the Top](#) and I always listen to his story, how will I say, took him about a year or so to get going. I say, "Oh so, okay. It's 2010. By 2011, I'd be rolling!"

LESLIE: You'd be straight.

AMOS: So, 2011 came and I was like, "Okay, where is the 20,000 per month?" [*Laughs*] And so, it didn't happen right and so, I was like, okay. Definitely, to 2012, I'm going to just put my foot down for a whole year, another year. Still no. It's almost like, it was like this big immovable object to get people's attention for what I was doing.

I didn't really realize until I was listening to [Michael Hyatt](#) one day. He said it took him like maybe three to four years hit that in flesh and point. And, I just realized that this is such a marathon, this blogging thing in getting these ideals out there and it just took a while to really figure out what's my right flow to get traction for my niche.

And, I think that was a really bit critical piece and really trying to understand, okay, I can keep blogging every week, five times a week, three times. I was switching up how many times I did it. I was hoping it would draw more traffic. None of that stuff worked.

I realized, okay, I got to re-think this. Maybe what I'm doing, maybe I'm doing it in the wrong way. I think I listened to [Pat Flynn](#) one time and I was looking at his back linking strategies.

Man, I need some more backlinks. Let me go spend some articles. [Laughs] And so, I thought there for a little bit. I said, "Man, this is hard spending these articles and putting them in archive directories." And then, I got ahead the second layer of content first to get to my main layer and I thought, man, okay, I was like, "I'm still a college professor. I only have time for all these."

And then, that's how my journey went. I wish I had this nice clean story but, that's not how it's going.

LESLIE: We don't like clean stories here. We like it down and dirty, just the reality of how it goes. So, you're blogging and it's not as if, from what I am hearing, it's not like you're blogging once every few weeks or anything of that sort. You're blogging regularly trying to build this thing up investing a lot of time and seeing relatively no return on your investment.

And then, you decide you got to do something different...

Well, first of all, before we even get to that decision, in retrospect, why do you think it wasn't growing the way you wanted it to grow?

AMOS: I think the reason it wasn't growing is like I did a keyword analyses using Google Keyword Research. My niche was Christian Entrepreneurship and those are the words I was using in my copy and stuff.

Actually, I was kind of ranking pretty high for that term, Christian Entrepreneurship. But, what I started realizing was that there's not that many people searching for those phrases. I think, I haven't seen the results lately but, back when I was looking at the results, there's only maybe like 1500 unique searches on that phrase, "Christian Entrepreneurship" back then.

LESLIE: Per month?

AMOS: Yes, per month. And so, that's really low to try to drive any signs of serious traffic from keywords. And then, a lot of the stuff I was writing about, it's almost like people wasn't searching for. The way I caught it like this, right, it was almost like you go to a doctor and you just don't feel well but, you don't know what the solution is, right?

I was like that doctor. Hey, I believe God is calling you to start a business. I have some solutions for you to get it going. But, they didn't know how to search for those solutions just like if you were sick, you don't really know what keywords to put in, to figure out how I should get this thing fixed.

And so, I was realizing just that the searching for what I was talking about it wasn't happening that much so, I had to go to the people versus trying to hope that people would search for me basically.

So, that's different than the free model. There are a lot of people that teach marketing on Facebook and it doesn't cost you anything. Why did you choose to specifically pay?



AMOS: Because I would go to like [Dave Ramsey's](#) website, right? I will look at how many times like or shared his posts. Based on amount of fans he had versus the amount of likes, he had way more likes than any of us, right? But, based on how many fans he has, that should be way higher than what that is, right?



And so, what I realized is that even like if you go to popular blogs, they may have like 10,000 followers who may have made 100 comments, right? So, very few people actually participate in sharing stuff. So, if a lot of people will always participate in sharing stuff then, I wouldn't need to pay traffic right?

But, if my 300 fans, all of them will share the stuff I said, I probably won't need to do to pay traffic at all. Then, another thing I realized too, coming back from my world of, you know, my niche was Christian entrepreneurship, I realized that some of the big TV ministries and stuff, when they go on television, they have to pay for airtime. That's millions of dollars a year in airtime.

I'm thinking to myself, "Hey, if they can pay millions of dollars a year for airtime, I can pay \$0.11 per click." [Laughs]

LESLIE: Got you. It makes sense.

So, you decided that you're going to pay for this traffic. How do you even get started? What are some of the things that you need to think about beforehand because I can go to Facebook right now and just say, "Hey, I want to pay and like my page," and that's it and not have a strategy.

What are some of the things you need to think about beforehand?

AMOS: I think the first thing I think about is who your business is called to serve? Who is that person? I heard you talk about a lot Leslie about creating an avatar. Who is that ideal customer? Who are you trying to reach out to? What are they interested? What are their likes? Where do they hang out at?

Once you know that, then I ask myself the question, what is their pain point? For me, their pain point was that God has called them to start a business and they hadn't done it yet, right? So, I knew the right question to ask to get them curious.

So, I said, I need to create an ad that says, "Has God called you to start a business?" If you read that, you're going to know in your heart, yes, He has but, I haven't done anything with it, so you're going to be curious and so you're going to click on that.

LESLIE: So wait, is the ad saying, "Has God called you to start a new business?"

AMOS: Yes, "Has God called you to start a business?"

LESLIE: Okay.

AMOS: That's what the ad says, and I'll say, "If so..." Then so, from just that curiosity point, that's really what did it for me, just that simple question, asking my target audience what I knew was in their heart already.

Once you already know your audience, you know what you're thinking. You know what they're feeling. You know what keeps them up at night. You know what they're struggling with because when I coach people, I know that there are people that has been trying to write a book for the last 20 years who has been afraid to do it. I know my target audience and I know what their fears are and I know what they're missing.

So, when you know their audience, you know what the words to say to really reach them.

LESLIE: Okay so for example, I have my Biology blog and my Biology blog, I have a bunch of Physiology videos. I know that the people who are using my blog struggle to pass their Physiology classes. So, I could do something like, "Struggling to pass that Physiology class? If so..."

AMOS: Yes.

LESLIE: Oh, I like it.

AMOS: "Do you need A in your Physiology class?" and things like that.

LESLIE: I'm just picturing my students right now. They just did an exam maybe and they got a C and they're like, "Ah, I can't do this stupid-ness. I want to get into medical school." They go on Facebook and they rant and then, they see, "Do you need an A in Physiology class?" I could see them saying, "Yes, I need an A. Let me click to see what's going on there that can give me that A."

AMOS: Mm-hmm. Yes.

LESLIE: So, first, you need to know your audience. You get specific as to who your target audience is. Then, you find the right question to ask. For you, it might be, "Has God called you to start a business?" For me, it might be, "Do you need an A in your Physiology class? If so..."

AMOS: Yes.

LESLIE: All right, where do I go from there?

AMOS: I want you to go from there. Here's the next thing I do is that you got to figure out where you're going to send them to. On Facebook, when you set up your ad, you can have a

choice of where to send them. So, you can send it to a customized landing page or you can send people directly to your timeline.

Here is a little caveat now that the audience will have to kind of decide how they're going to do this themselves.

When I first started doing ads with Facebook, they didn't have the timeline look to it. They had the old single column look. So, what I did in beginning days, I sent them to a landing page first. On a landing page was a video of me talking to them, welcome to my fan page and then, I gave them actual lecture on why success was rare.

I was saying, "Has God called you to start a business? You're at the right place. Watch this video and learn why success is rare and oh by the way, like my page." So, they will watch the video, a 5-minute video of me discussing why success is rare and then, they will like my page.

So, I gave them content directly from my ad to the actual customized page. So, actually, it was a content post.

LESLIE: And, why did you send them there as opposed to just to your page?

AMOS: Well, back then, when I started this, the page wasn't as active, right? So, I only had like three to five hundred people. That's not that exciting. So, I sent them to a custom page because I could give them my message directly.



Right now, since I have like over 6000 people, my page is really active so, I can send them right into the page itself and they get there, it's like a party. They'll say, "Wow, all these people liking stuff, seeing stuff, commenting stuff, " and so, it feels like more of a community now. But, when it's just a small number, I wanted to get them to the content first so they can hear my heart, hear what I had to say but, now I send them directly to the timeline.

But, when I first got started, I would send them directly to a landing page that had content on it.

LESLIE: Now, can you still do the whole customize landing page thing on Facebook?

AMOS: Yes. Facebook still allows you to make customized landing pages and in your ads, you can select one of those pages as your landing page so, you still can do that.

LESLIE: What would you use to create that customized landing page?

AMOS: There's a lot of free apps to do it. Let me see if I can find the one I have on my page. I think it's called Static App or something. I use... it might take a while to find it.

LESLIE: When you find it, you can just come back in with it and let me know and anything, we'll put it in the show notes.

Okay, customized landing page, especially if when you're starting off, you don't have many fans. You don't want to send them to a place where there's not much social proof in terms of high numbers of people engaging with content. So, you might want to create that customized landing page with a specific message. You give them content. Hopefully, they love that content because you're demonstrating something that is catering to a pain that they have and then, with that, you can get them to like your page.

AMOS: Yes, so you give them content first and then, you ask them to do the like.

LESLIE: Content first and then, ask them for the like.

All right, now do you still do that or do you just bring them to your timeline because you have much more engagement there?

AMOS: Yes, right now, I just bring them directly to my timeline to have much more engagement. Another thing I do too now is that instead of just using the simple, "Has God called you to start a business?" I create two posts that I know resonate with my target markets. So, I posted a post that talked about how your, that basically your actions first comes from inside your heart and goes through your mind as a thought and comes out your mouth as words and that creates your actions.



LESLIE: Okay.

AMOS: And so, I did that as a post. When I did it as a post, I got a lot of people liking and commenting on that post. So, what I did was I turned that post into an ad that went directly into the news feed of the friends of people that were on my timeline.

And so, if you're a friend of somebody who is a fan of mine, you'll see this post that talks about how your words controls your actions and you'll see all these people liking and commenting on it and then, that will make you curious and you'll like it and you may click over to my fan page.

LESLIE: Love it. So, right now, if I make a post in my Facebook fan page and that post gets a lot of engagement, I will see an ad to the side that says, "This post got more engagement than 95% of your post. If you want to boost it, you can pay for some ads." Is that the process? You

post something and you see it's getting a lot of engagement and then, you say, "Okay, I'm going to boost this by paying for it to be boosted."

AMOS: Yes, I didn't do the pay boost way, the way they do it on Facebook. I use this thing called **Power Editor** to do it actually. But, I don't really take to... My Facebook says that I don't really too much stock in there. I don't even have to pay money for ad.

What I'm looking more for, because they'll do that if people start liking the ad really quickly, it feels like it's being accelerated but, there's no guarantee that it will keep going though. You may just have a quick burst of acceleration but, it may die out.

What I'm looking for is more of a long-term engagement with a concept that I said before I want to boost a post. So, it has to be a little bit deeper than I got like ten likes in the first two minutes. People might have felt good that day but, I don't know if that's going to be a good post to pay for or to have kind of spread.

LESLIE: How do you determine whether it's a good post to spread?

AMOS: I'm looking for a post for my niche, I'm looking for something that's going to speak directly to their heart. Something is going to kind of identify a key reason why they are not successful. And so, when I made that post about your words and your actions, your heart, I knew immediately and from the comments, from the likes, okay, that's one of those posts that's going to make somebody mad and give revelation at the same time.

LESLIE: Got you. Now, do you determine that before even making the post or do you post it and see what happens and then, go from there?

AMOS: I'll just post it and see what happens.

LESLIE: Got you.

AMOS: I just post and see what happens and I got some interesting posting ideals for your audience that may go against some common wisdom as you get close to the end, it would be interesting to talk about.

LESLIE: Well, let's talk about it now since we're talking about these posts. What kinds of posting ideas do you have?

AMOS: Here is the thing I think we all got to do. I know you Leslie, you heard people always talking about trying to find the right time a day to post. Here's what I discovered. That's almost impossible to find. What I like to do is I post all day long.

On a good day, my goal is to post 24 times a day.

LESLIE: 24 times a day!

AMOS: 24 times a day. If you look at my fan page right now. I haven't kept that up. But, if you post that many times a day, what's going to happen is that you're going to engage more of your fan base because when you post on Facebook, there's maybe 6% of the fans may see that, maybe.

And so, that's like a hit or miss. You're trying to throw a rock at a bottle that's like a hundred yards away sometimes because Facebook is so massive.

But, if you want to kind of go fishing with a net instead of a fishing pole, you got to post more often.



Yes, maybe a few people may see the same post twice but, that's cool because you want everybody be on the top, you want to be on the top of your fans' mind anyway. And, if you're saying stuff they want to hear anyway, that's not like, "buy my thing, buy my thing, buy my thing," they want to hear from you anyway.

So, if you're saying stuff that is going to zero in on the reasons why they are not successful or the reason why they haven't done the thing that your fan page is trying to show them how to do...

LESLIE: Why they haven't gotten an A in their physiology class.

AMOS: Yes, they're going to be all ears, all eyes as they're reading your post. And so, by posting that many times a day, a magical thing happens is that little, you know on your Facebook page, you see how many people talking about this, that number is so critical. That's almost more critical than how many likes you have.

So, that number is updated I think, there's a seven-day window for that number. That's the number of people that's actually liked, comment, or shared your post. That's critical, right? Those real people that's actually saw this thought so much of it. They click something. They did something with it.

LESLIE: Okay so, just as a comparison right now. I'm on my Interactive Biology page and I have 8512 likes. Of those 8512, I have 156 people talking about this. When I go to your page

on the other hand, you have 6097 so that, 2000 less, no 2500 less but, for talking about this, you have 724 people talking about this.

AMOS: Correct.

LESLIE: So, that's significantly more than I have right now.

AMOS: I got less fans.

LESLIE: You got less fans.

AMOS: Here's what's going to make you mad, Leslie.

LESLIE: Don't make me mad, come one!

AMOS: Two weeks ago, I had the number at 2000 though.

LESLIE: Really?

AMOS: Yes, 2000. I couldn't keep the pace of it. I had ballistic and I was worth 2000 people talking about this page and that was before I crossed over the 6000 mark.

LESLIE: And, that's because you were posting much more often because right now, I'm seeing you posted nine hours ago, you posted 21 hours ago, and that was it for today.

AMOS: Yes, I was tired. [*Laughs*]

LESLIE: I hear you. I know how that goes, man. You got two kids. You should be much more tired than I am.

AMOS: Yes.

LESLIE: Okay, so the more you post, the more engagement you get, well, hopefully if you're posting the right kind of stuff and as a result of that, the higher that number is.

AMOS: Yes, and that's real people that talks enough of what you say to like it or share it or comment on it. And, that's significant.

LESLIE: Got you.

AMOS: That's your fans.

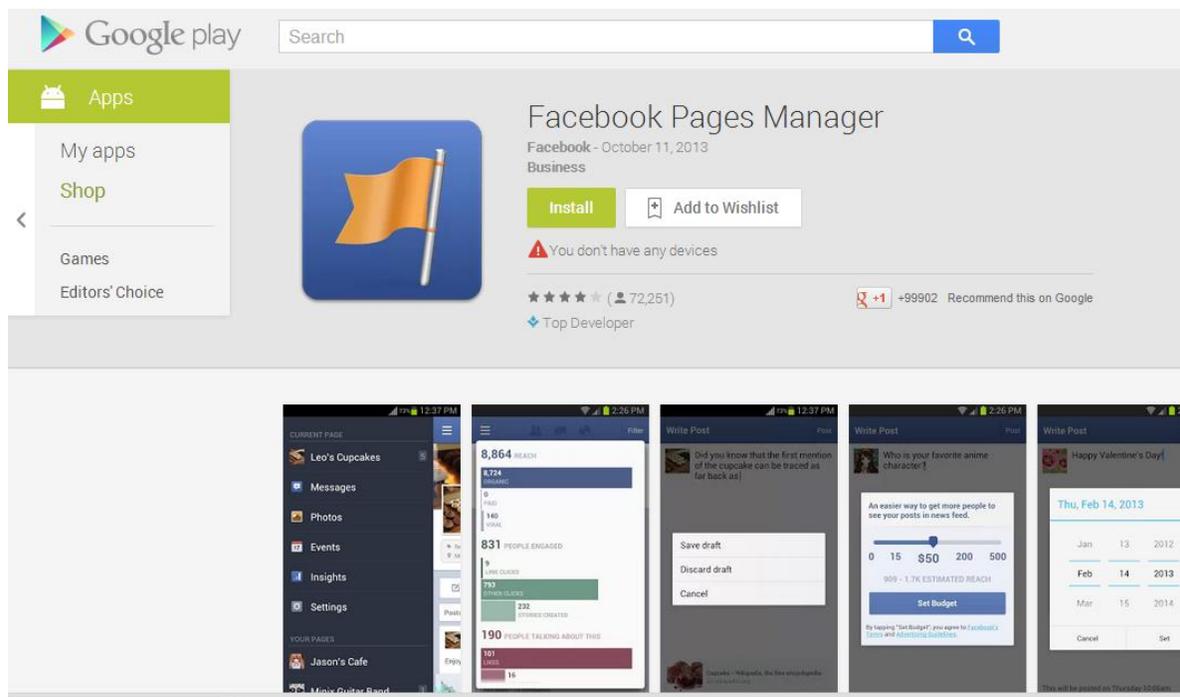
LESLIE: You mentioned something there. You said that you try to post on a really good day, 24 times a day. Someone might be thinking about that and saying, "I don't have the time to do that or something of that sort. I post once a day... Not even once a day on my Biology page."

I think what the individual needs to do is come up with how many times a day am I going to try to post? Knowing that the more I post, the more engagement, the higher that number is going to be but, I need to be realistic about my time.

AMOS: Yes, and you got a pre-post, pre-schedule these things, too. I didn't wake up every hour and post. So, I would like post a couple of hours in advance and I'll get a lot on my mobile phone like technology has got this page manager, the Facebook ads. You can just use that and the page manager app on your phone allows you to schedule post right in the page manager itself.

LESLIE: Really?

AMOS: Yes.



LESLIE: So, what do you do to schedule your post on your computer if you're at the computer and you're working on stuff, what do you do there?

AMOS: Now, on my computer, I usually use [Hoot Suite](http://hootsuite.com) on my computer even though people may not realize but Facebook does let you pre-post stuff now. If you click on your status bar, there's a little clock icon that you can actually click on. It will let you set a few per day for a

post. And then, if you click on your Activity Log, you'll see all the things you have pre-scheduled and that actually syncs up with their page manager app.

So, if you want to stay in sync, you can post on your mobile phone or post directly to Facebook and you can see everything that you have scheduled to say. Whereas if you've got some stuff in Hoot Suite and some stuff in Page Manager, you may kind of overlap a little bit so, you may want to just make a decision about where you want to make sure your stuff is pre-posted at.

LESLIE: What's the benefit in using Hoot Suite versus doing or writing directly on Facebook?

AMOS: I think the benefit of Hoot Suite for me is that if my posts are short enough, I can also send to Twitter too as a pre-post so, that's a good benefit for Hoot Suite.

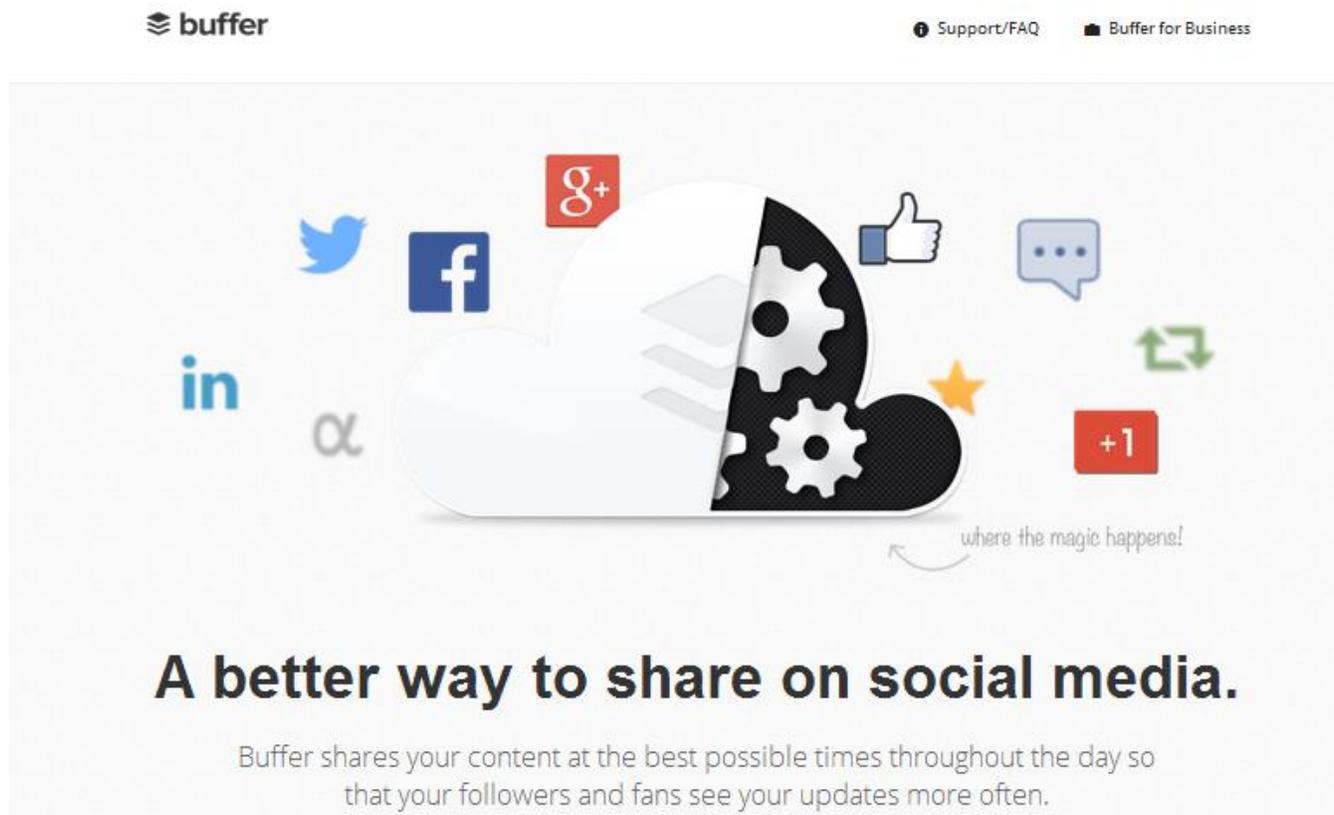
LESLIE: Okay, so Hoot Suite allows you to post to multiple networks.

AMOS: Yes. So, like if it makes sense, a lot of stuff I say wouldn't make sense to go directly to twitter also and Hoot Suite allows you to double post. So, that's a good reason to keep Hoot Suite.

LESLIE: Have you tried [Buffer App](#)?

AMOS: I haven't tried of Buff App. I heard people talking about it but, I haven't tried it. Is that a buffer, kind of try to optimize the time of day, or does it or something?

LESLIE: It does. So, you can say you want it to be at specific times during the day and you just put stuff in there. You don't have to select the date and time for every single tweet or post or anything like that.



The image is a promotional graphic for the Buffer app. At the top left is the Buffer logo, which consists of three horizontal lines above the word "buffer". At the top right are two links: "Support/FAQ" and "Buffer for Business". The central part of the graphic features a large white cloud with a black shadow. The right side of the cloud is cut away, revealing a black interior with several white gears. Surrounding the cloud are various social media icons: a blue Twitter bird, a blue Facebook 'f', a red Google+ 'g+', a blue thumbs-up, a blue speech bubble, a green refresh icon, a red '+1' button, a yellow star, and a blue speech bubble with three dots. To the left of the cloud are the LinkedIn 'in' logo and the Greek letter alpha 'α'. At the bottom right of the cloud, a curved arrow points to the text "where the magic happens!". Below the graphic is the headline "A better way to share on social media." in a bold, dark font. Underneath the headline is a sub-headline: "Buffer shares your content at the best possible times throughout the day so that your followers and fans see your updates more often."

AMOS: Yes. I may be interested to try. Another thing they can do, Leslie for people who have been posting for a while, you can go back into your history and just repeat, and repost stuff.

LESLIE: Ah.

AMOS: Because people probably haven't seen anyway. You got a new fan and stuff. I go back to 2010 and I just re-state stuff and I say, 2010. I just re-state stuff I said in 2010. Most of them is still relevant, evergreen post in Facebook, basically.

LESLIE: Got you. So, let me ask this. In terms of the content that you are posting, what tips... Okay, so we know about schedule. We know about how to use these different programs for managing those posts and tweets and all that fun stuff going back to your history but, what kinds of things do you want to be posting to increase engagement and with that, how often do you link back to content on your site versus your sharing things directly on Facebook?

AMOS: I'm not an expert in this but, I can say of my limited research on my fan page and just talking to other friends of mine, posting content, people really like to leave Facebook. You post a blog article or something, you'll get very low... I get very low engagement on those type of posts.

LESLIE: Yes.

AMOS: I'll say, "I wrote this cool, new thing. Come click on this, right?" Now, the best thing I like to do in terms of my Facebook strategy is like I'm like 90% engagement and 10% click out of Facebook and go do something. I'm like engage, engage, engage, engage... Hey, I got this thing... engage, engage, engage, engage... Hey, I got this thing...

LESLIE: Got it.

AMOS: And then, when I say, "I got this thing," I'm trying to really get them on an email list because once I can get them to my email list then, I can really relax and just kind of over time share with what I have and make some offers for different things.

But, offers on Facebook, I do it on Facebook but, I know that the goal is to get them into an email list on Facebook. Even right now, my first post going this interview now is like an offer for some workshop and if they click on a link, it's going to ask for an email address to get more details about it. So, it's not a "Buy right now," type of thing.

LESLIE: So, when you make a post to your blog, do you then post that on Facebook for people to go and check out that link?

AMOS: Yes, I do post it but, I post it realizing that it's not going to get, it may not get that much traction.

LESLIE: Got you.

AMOS: It's almost like a checkbox – put on Facebook, put on Twitter, put on your social G+ -- just do it for those few people that will see it and go click on it. But, I know my most engagements are going to come from the people in my email list that's going to see my email and then go click on that and go read it, read about it.

LESLIE: All right, so the key thing there is posting regularly, how often that is, whatever that is, whether it's 24 times a day, if you like, like you or five times a day or whatever the case might be. You can test it out in your own fan page and see what works for you, what works for your audience and all that good stuff.

Give more than you ask for. I guess that's kind of what you're saying there. Don't just be saying, "Hey, click on my link. Buy my product now," this kind of stuff. Give, give, give, give, "Oh by the way, here's something that's of value to you." And then, also when you are linking out from Facebook, one of your primary goals should be to get people on your list.

AMOS: Exactly, primary.

LESLIE: Awesome. Okay so, we know who our audience is, we found the right question to ask, we're paying for ads to get those individuals, we've spoken about where to send them. We've spoken about posting ideas. Anything else we need to cover?

AMOS: I think if you're audience just... Just take it slow. You don't have to, you know, Facebook lets you control your spending. You can just say I can do \$5 a day and you can test what works. So, it's not that if it doesn't work, it may cost you \$5.

Another thing you can use Facebook for is like I like to test out workshops. Before I could actually create a workshop, what I will do is I will take an ad, I'll create an ad. I'll create a post in Facebook and then, I will take that post and I'll create an ad out of it and then, say my workshop is \$27. Then, I'll spend \$27 to promote that ad on Facebook and I'll pick a number of people I need to sign up before I will say I'll ask to do the workshop.

And so, what I will do is say, "Hey, I'm doing a workshop on XYZ. If you're interested, put your email address over here."

If I get enough people doing that then, I will do the workshop. I did a workshop on how to publish a book and I posted it on Facebook and I got over 100 people out of my Facebook fans to sign up on email list. So, that was a good market research before you actually go out and produce something, so that's another way to use your Facebook fan page.

LESLIE: Okay, so you use the ads for that or you just post it on your page?

AMOS: I used the ads for that but, I used the ads for that but, I don't spend more than a cost of a single ticket [*laughs*].

LESLIE: Okay, not more than the cost of a single ticket.

AMOS: Yes but, you can use your own judgment on that. If you're going to do a \$27 workshop, I'm not going to spend \$200 to promote it unless I'm expecting 10,000 people to show up.

LESLIE: It's kind of like a proof of concept. Are people actually going to be interested in this before I even do it?

AMOS: Yes.

LESLIE: Interesting. Okay, so some people might be thinking, listening to this and thinking, I don't have a bunch of money, I don't have \$10 a day to spend on ads. I don't even have \$5 a day to spend on ads. Let's say, I just want to test this out. I have \$100 and I want to see what it can do for my audience. What would you say, or to grow my audience or to increase engagement or something of that sort, what would you say would be the best way, from your experience, from what you have done so far, for me to go about spending that \$100 to see how it will work with my business.

AMOS: Okay, so maybe, I will break it up. I'll take \$75 to grow your fan base then, I'll take \$25 to maybe get them on email list after you grow the base just to see both sides that work. And then, let's say we are brand new, zero fans, zero fan point.

First, go ahead and create a fan page. First, figure out who your target audience is before you start spending money on ads. Create your fan page. Create a nice cool image that goes on your header, nice cool image for your profile pic and then, take your personal people and your personal fan in your personal friends' page and start asking them to like your page just to see the likes before you start spending money, right?

Then, go to any groups you may be a member of that has like promotion Fridays and things like that and ask those people to come like your page. Then, from doing that, you should be able to get at least 50 to 100 likes just doing that. Then, from there, I will spend money on trying out maybe three ads that has different questions in them and then, promote those ads and see which ones actually gets clicks.

In terms of the size of audience, you should play with that until you get, I won't spend more than \$0.25 a click. Right now, I'm surprised spending maybe like \$0.12 a click for a likes. You don't want to spend like \$1. It's not worth it that much but, you definitely want to get it within the \$0.15 range. I feel comfortable doing that.

LESLIE: That's per click or per like?

AMOS: Per click.

You can do that by testing out the size of your audience. Then, just create three separate ads that ask three different questions--

LESLIE: Okay wait, I got to ask this, what do you mean by testing out the size of your audience?

AMOS: So, when you're creating your ads on Facebook, you can start creating interests. You might say, okay, this person will have Christian in their profile or maybe they have the word Catholic or maybe they have the word, in your case, Biology or maybe they have Bioinformatics or something.

And, every time you add more words or add more interests, it makes the space smaller of potential people they can reach. And Facebook shows you how many people that can be reached by based on your criteria.

Every time you make an adjustment, what it does is it updates its suggested bid price for ad. I keep playing with it until I get the suggested bid price within the range I'm comfortable with basically.

LESLIE: Got you. I love it. All right, anything else people need to know about?

AMOS: I think that's it. I think the key is engagement. People are going to like your page on Facebook because you're saying something that's going to touch their heart, that's going to speak to where they are in their situation and they're looking for a guide. They are looking for somebody that guide them to where they are trying to get to.

And so, if you got a serious business or product business that really helps people do something, I think Facebook is a great place to really build that engagement, build that relationship and just realizing that Facebook is more of a Marketing tool than a selling tool.

When you think of that, you realize there is a marketing expense to engage, engage, engage, engage, and then, get people over to your email list.

LESLIE: Got it. Love it! Hey, if people want to find more about what you're doing, they want to learn more about, if maybe someone, actually, who is your blog for? Let me ask that question first.

AMOS: My blog is for Christians who believe that God has called them to start a business but, needs a little help, need a little guidance in figuring out trying to take that idea and get clarity in what God said, get clarity on a business model and get clarity on a marketing model to actually be proper what God has called you to do.

If that's resonating with your spirit, like this is what God has called you to do, come check me out at amosjohnsonjr.com and you can just go directly to my home page or, if you want to get a free MP3 I created on how to create a guidance brought business and create prosperity God's way, you can check me out at amosjohnsonjr.com/prosper. You can get that MP3, if you want to hear more about that from me.

LESLIE: I'm of course going to have all of that linked up in the show notes. Amos, man, I'm actually kind of excited, not a kind of excited. I'm very excited. I'm going to be trying out some of these things. I'm actually going, man, you convinced me to spend money to get traffic, man.

AMOS: *[Laughs]*

LESLIE: I'm going to be testing it out just to see how it works so that I could report back on it and help my audience even further. So, thank you so much for adding so much value and for delivering so much on this interview, man.

AMOS: You're welcome, man.

LESLIE: All right. Hey guys, you heard. If you want to check out what he's doing, head on over to amoskjohnsonjr.com. That's going to be linked up below in the show notes and all that fun stuff. This is going to be Episode 134 so becomeablogger.com/episode134 and you'll be able to find those details.

Hey, if you're enjoying this podcast, leave a review in iTunes. I would love you if you do it. I love you even if you don't do it but, it's all good. You'll make me smile even more if you do.

If you're looking to get a blog started where you can create content, inspire others and change the world, head on over to freebloggingvideos.com where you get to follow me as I show you exactly how I built my blogs into successful online businesses, how many others have done the same and how you can do it, too.

That what I got for you on this episode of Learning with Leslie. This is Leslie Samuel. Until next time, take care and God bless!