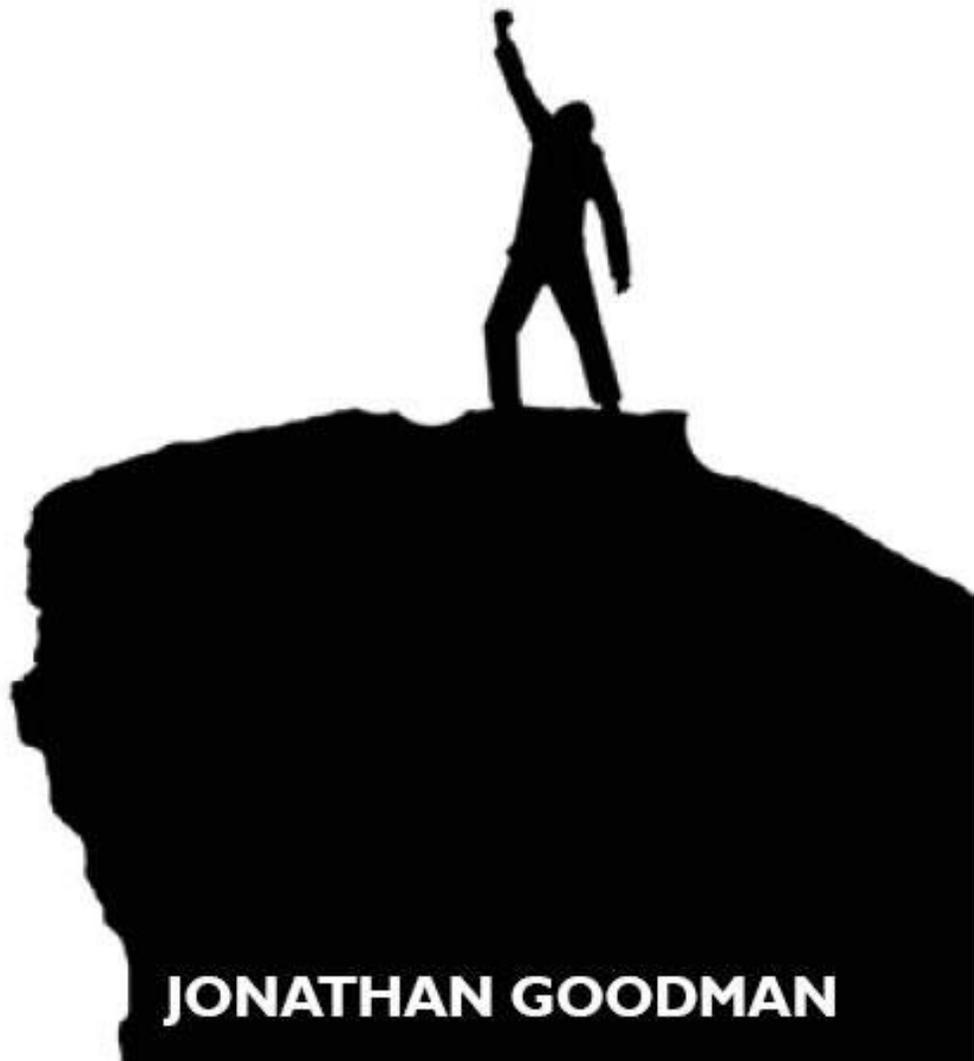


THE
RACE
TO THE TOP

How to Take Over the Social Media Feed



JONATHAN GOODMAN

Introduction

This book was written as a continual stream of thought. It's meant to be read in 1 sitting. You will feel like you're racing through the pages (pun definitely intended). I want you to try and read through the entire book in one sitting. Shut off all distractions and engulf yourself in it.

After your first read-through you will gain a superficial overview of the theory. Your head will be spinning and you'll want to apply the concepts immediately to your business. The information contained within this book is powerful. It has the ability to take your idea or product and make it dominate the field while gaining you expert status.

Slow down.

I want you to read over the book a second time 2-4 days later. This time have a notebook beside you or write directly in the margins of the book. Look deeply into the examples I gave and understand that they're just that, examples. Write down ideas of how you would take the concept behind the examples and apply it to your business.

Read the book a page at a time and think critically about each section before moving onto the next. The sections are short but were carefully written. Think about each word and example I gave and why I chose them.

We're in an age of unlimited opportunity. Never before has it been so cheap and easy to get your message out and scale your marketing. It doesn't make much you just have to know where and how to focus your efforts. Luckily, you've come to the right place.

Now fill your cup of coffee (or scotch), put your feet up, and enjoy...

The Race to the Top

How to Take Over the Social Media Feed

Greg Ohnoez is one of my most important followers. He's not well-known or particularly well-connected. For as long as I've known him his Facebook profile picture has been a Buddha. When I spoke to him he even told me that his real name wasn't Greg Ohnoez, it's Greg O'Hare. I don't know what he looks like and, until recently, didn't know his real name. Yet I have Greg O'Hare to thank for a lot of my success.

Greg's not a personal trainer but he's somebody who's avidly interested in fitness. Out of nowhere he entered the internet fitness community and made an impact. He uses his blog as a diary – as a way to organize his thoughts. He doesn't care if anybody else reads it which is largely why people do. Through Facebook Greg plays a large part in how information spreads through the fitness community. He gives power to many of the top figures in a powerful industry and he doesn't even know he's doing it.

Greg's goal is not to become famous and it's not to sell a product or service. He's a consumer and isn't embarrassed to admit it and broadcast it.

When Greg likes somebody or something he shares it - interact with Greg and he'll interact back. Show Greg O'Hare that he's important and he'll go out of his way to make sure his World knows who you are.

If your goal is to make an impact then find your own Greg O'Hare – my guess is he's been right under your nose the whole time.

Fitness is a Game

Fitocracy.com is blowing up. At 275,000 users still in their Beta version they're about to finally release their iPhone App. With it they intend to reach 1,000,000 users in 6 months time. I bet it doesn't even take them that long.

Workout trackers on the internet are nothing new. Exercisers enter in how long they ran or how much weight they lifted into a computer program. Depending on the software the program then graphs the results.

Richard "Dick" Talens and Brian Wang like video games – a lot. They spent their childhood trying to "level up" their characters. This was the impetus for Fitocracy, to turn it into a game. But that wasn't the brilliant part.

What Dick and Brian did was build what Seth Godin describes as a tribe. They made the game nerdy and went after all the workout buffs that spent their childhood levelling up in Zelda and Super Mario Brothers. They included fun quirks like the "props" button instead of the Facebook "like". Achievements are unlocked with names like "Psycho Cyclor" and the truly brave can attempt harrowing quests like the "Advanced Widowmaker".

Exclusivity strengthened their tribe by giving each user invite codes to get their friends to join. The members already playing felt special because they had a code to give out and went out of their way to tell their friends.

They recruited an expert team but it wasn't who you'd expect. Dick and Brian went straight after the obscure bloggers with large dedicated followings. They didn't bother with the usual industry experts.

Fitocracy is in the driver's seat in a competitive niche because it appealed to the obscure. What has your company done to give people a reason to care?

Carpenter Ants

You don't see carpenter ants. They prefer moist wood and usually reside in decks and porches. They dig nests in the wood and cut out galleries so they can move from nest to nest. Aside from being pests and occasionally leaving some sawdust around, carpenter ants don't do much real damage.

They just exist.

They use your home and never say thank you. Without you (or people like you) they wouldn't have a place to live.

I Was a Carpenter Ant

For 2 years I secretly hollowed out blogs and didn't even think about giving anything back. I never "liked" shared, or tweeted a thing. It never crossed my mind to send a thank you note to the author and I never bought a thing from the site.

Groggily I'd wake up and put oil in the frying pan. As it heated I would turn on my computer and open my favourite fitness blogs. I perfected the technique of using one hand to eat my eggs so my other hand would stay clean to use the mouse.

Like a sponge I absorbed and adapted much of what I read. Without the blogs my career would be years behind where it is now. When I did buy books I didn't think to click through on the link provided so the author didn't get a commission.

Most readers of your information are carpenter ants and they're hollowing you out from the inside. Without you they wouldn't survive, yet they don't give you anything in return.

Whether you're blogging for a multi-national company, a small neighbourhood branch, or to improve your personal brand, carpenter ants are there. That's fine – you're helping them. Problem is with only them you won't survive. Your information will never spread to the ones who will buy your products or pay to see you speak in person.

The Influencer

Joe Dowdell is a celebrity. These days it's hard to pick up a fitness magazine and not see his name. When he shares an article via Facebook or Twitter it instantly gains credibility and a flurry of activity follows.

Joe owns a gym called Peak Performance in New York City which was ranked the 3rd best gym in America by Men's Health in 2011. Additionally Joe is writing 1-2 books at a time and is prominent on the speaking circuit.

As a result Joe doesn't have time to read blogs. He's found information providers that he trusts in the industry and makes a point to support them. If somebody he trusts suggests he read a blog by another author he'll have a look.

Industry celebrities are busy people and are being pulled in 1001 different directions. Usually they handle email correspondence and their social networks personally which stretches their time even further.

When Joe posts an article or something about his life on a social network he receives at least 20 replies. It's impossible for him to respond to each and to remember each person who wrote them. Instead he chooses a couple key questions and responds to those. The same goes for email. When an email inbox is flooded, the last thing anybody in Joe's position has time or energy to do is read through your 1,500 word blog post. There just aren't enough hours in the day.

I'm not suggesting you don't connect with industry celebrities. Joe is one of the nicest and most genuine guys I've met and I'm proud to call him a friend. I also know for a fact that he reads all his emails and is constantly frustrated that he doesn't have time to reply to everybody as thoroughly as he'd like.

What I do suggest is that you're going about gaining influence the wrong way. Why work endlessly attempting to get a celebrity to share your material when the hungry are right under your nose?

The Sea Lion

My family was on a little fishing boat in the middle of Alaska. The water was calm when out of the blue birds started to congregate in one place. All of a sudden the sonar under our boat started broadcasting whale calls. Bubbles formed at the top of the water and 15 whales shot out. The once calm idyllic setting turned into a flurry of activity with whales getting most of the krill fish.

What most wouldn't have noticed were the sea lions. The sea lions stayed on the outside of the chaos and caught the fish that the whales left behind or flung too far away. They knew that by following the whales they'd have dinner.

Sea lions in Alaska are opportunistic.

Celebrities like Joe have done the work for you. His appeal and widespread respect has congregated lots of like-minded people in one place. When he posts on Facebook or Twitter it starts a flurry of activity similar to a bubble feed.

Why not follow the sea lions' example?

Instead of trying to get the attention of the influencer during a bubble feed, why not use it as research. Pay attention to those commenting and liking the influencer's post. These are your targets -- not the influencer.

I found Greg O'Hare by being a sea lion. He commented on 3 straight posts from 3 different influencers on the same day. It was obvious from the start that he was the type to actively participate and spread information.

Success is achieved by finding those that are willing and eager to share, comment, and "like" your work. Not everybody will despite your best efforts. The trick is to find your Greg O'Hares.

This book will show you how to attract, appeal to, and foster relationships with those who will share your info. It will teach you how to write and market material that's shareable irrelevant of your business type and size.

Wouldn't it be nice to never advertise again?

The Race to the Top... of the Feed

I predict the feed will be the most important marketing tool moving forward. Those at the top will become the go-to sources for information in their community, their industry, and the world.

Miss out on the feed and you'll be pushed aside, not just from people's minds but also from their wallets.

I believe:

- Referral traffic to websites will continue to grow making SEO (Search Engine Optimization) less valuable.
- Those who understand why individuals share via social media will develop into industry experts earlier and with fewer credentials than ever before.
- Professional accounts don't dominate feeds. Large organisations will be forced to become more personal if they hope to win the race to the top.

- The #1 reason why information doesn't share is because it's high quality. Nobody wants to read a textbook online and people shy away from sharing information that they don't already know.
- Information is shared for 3 main reasons:
 1. It's funny / nice to watch (usually useless to the creator)
 2. The person sharing wants to become part of a group or strengthen their position within one.
 3. The person sharing is either consciously or sub-consciously using the information as a tool to boast about their own activities. (Not a bad thing)

The feed is everything. It's where you should focus all of your resources. The world is entering an age it's never been in before. Information is free and easy to attain. Minds will be saturated hearing about your product or service (if they haven't already). The feed is the only source of information anybody cares about anymore for one simple reason:

Users trust the people providing it.

Loved ones dominate our feeds. When they link to a movie trailer you watch it when you'd otherwise skip the commercial. When they tag a blog post as "something I found interesting" you read it more thoroughly than you would if you came across the same article via an organic search.

The race to the top of the feed is the most important aspect of your business. Gain access to it before anybody else in your industry and you'll cement your position as a leader. Don't fall into the trap of being conventional. Conventional doesn't work anymore because nobody will listen to you. Content has become secondary to context. This is your chance.

Interested in more?

Race to the Top: How to Take Over the Social Media Feed is available Amazon (.com, .ca, and .co.uk) and Kindle [here](#). Please direct any questions, media opportunities, or bulk ordering inquiries to jonathan@theptdc.com. Also note that this is an electronic version. Most of the formatting from the hard copy and kindle versions have been taken out.

[Race to the Top: How to Take Over the Social Media Feed](#)