

As part of buying Doing Content Right, we'll be holding an extra AMA on **December 20 at 9AM PST**, for new and existing customers alike! You can register [here](#).

Previous [AMA recordings](#) and [timestamped questions](#) can be found in the [DCR resource directory](#).

December 20, 9PM PST/12PM EST

👉 If you cannot attend, add your questions directly below and they will get answered.
👉

Chapter 1: Personal Monopoly (Differentiation)

- [Insert questions here]

Chapter 2: Building Your Home

- [Insert questions here]

Chapter 3: Distribution

- Hi Steph, I have only recently started my blog. I do have an audience though, because I have been writing directly on Facebook. Now I am a bit confused. Should I keep on posting the full articles on Facebook or only on the new blog. People are used to reading me on Facebook but on my blog I can write longer articles + I can build my SEO.
- Any thoughts on Ghost as a newsletter sending platform also? (since you get the benefit of hosting your newsletter on your own domain, etc) (with the caveat, of course, that platforms don't matter if I'm not actually writing anything :))

Chapter 4: SEO

- Hi Steph! I work with Clients who use Softr or squarespace, but I know the seo is not great. One workaround I've seen is making a sub folder for your blog, and hosting the blog on Cloudflare and superblogger, OR wordpress. Curious your thoughts on this approach. Also I'm pretty confused on how to set this up accurately so homepage stays on Softr/squarespace, and the SEO juice from the subfolder blog carries over. My bad on the wordiness of this question, but thank you for any insight!
- Curious for advice on setting up the site structure for a niche blog? I.e. basic mistakes to avoid, and also how critical is it to get the categories and user flow correct so you don't have to change it down the road?

Chapter 5: Monetization

-

Chapter 6: Other

- Hi Steph:) I'm a content manager at a SaaS startup. I'd like to build a content framework as well as one that aligns with the sales & dev team so I can create content in advance and be up to date with what's going on at their end. Right now the content and dev team use trello for task management but on separate dashboards. We're working in silos and I always get release notes/ updates last minute. Is there a framework/system you can recommend? I started using Notion but I'm overwhelmed with where to start! Thanks

Bonus Chapter: Audio/Podcasting

- Not taking podcast questions during this session. We are running a separate session on podcasting on December 23! Register [here](#).

July 18, 8AM PST/11AM EST

As part of buying Doing Content Right, we'll be holding an extra AMA on **July 18 at 8AM PST**, for new and existing customers alike! You can register [here](#).

If you cannot attend, you can add your questions directly below and they will get answered.

Chapter 1: Personal Monopoly (Differentiation)

- [Insert questions here]

Chapter 2: Building Your Home

- How important is it to have a writer that knows your industry? For example, I want to create "The Hustle" for my industry. It is pretty niche and curating stories/content and making them quirky like The Hustle would be refreshing in an otherwise boring industry. But not being an SME, do we run the risk of turning off our audience given that they (the audience) are experts or know better? I ask that because we have tried agencies in the past to write blogs for us and although they are great for SEO, we feel that clients get turned off because it is not quite the content level that they may expect. Just wondering how that may affect our success rate. My thought is to just roll the dice and rely on entertaining (yet informing) our audience and direct them to related content, much like The Hustle does.
- I am starting out to create a brand for lifestyle pain, and was wondering if a newsletter based setup would be best format of engagement for my audience.

Chapter 3: Distribution

- It's a new d2c brand in the health and wellness space- providing organic and natural supplements and a platform to connect with nutritionists and doctors. How would you advise me to launch and grow?
- So I just got certified to teach mindfulness meditation and I am focusing all my efforts on building an online platform that is engaging and easy to use so people sign up for sessions. In my list of priorities, blogging/ newsletter-ing and podcasting are all secondary to that (but I am still working on getting them up and running). Because of this, I was going to set up a Squarespace site for meditation coaching first, and worry about Ghost + Digital droplet later. **HOWEVER** — I'm now realizing that the best way to get more meditation "clients" may be to replace the neat "design + style" that Squarespace offers for the great SEO management and "web-compatibility" of Ghost to drive more traffic to my Ghost site. But I'm really not sure what combo will get me the most bang for my buck...I'm kinda lost TBH!
- I'm working on an impact investing startup that aims to bring together two communities: finance and people traditionally not involved in finance but heavily involved in causes like climate change, diversity and etc. While it's easy to identify each of these communities individually (on twitter for example), i'm having a very hard time finding and targeting that overlap. Any advice on how to create a community that doesn't seem to exist yet by bringing together people from mature communities?

Chapter 4: SEO

- [Insert questions here]

Chapter 5: Monetization

- I've created a workshop as a distribution channel for my newsletter. I'm giving away access to my newsletter for free to participants in workshops. It makes sense at this time, imo, because I need to build a list of subscribers to validate existing content. When (what metrics to watch out for) should I stop giving away paid content, if ever?

Chapter 6: Other

- Are there any areas where content creators need to be particularly concerned about legal issues? As an example, consultants typically get business insurance that covers professional liability.
- I am planning to launch a website that reviews eco-friendly products in different categories and provides recommendations. How would you recommend growing the users on the website?

- What criteria do you use when hiring a content writer?
- What are effective ways to quickly grow your audience if you are a business just starting out?
- Would you recommend any GPT-3 tools such as Copy AI to create content? Are there any other digital tools you recommend to create content?

Bonus Chapter: Audio/Podcasting

- What's your top strategy to grow your podcast audience?
-

Archive

Below, you can see an archive of questions from the last AMA.

If you cannot attend, you can add your questions directly below and they will get answered.

Chapter 1: Personal Monopoly (Differentiation)

- How to balance personal interest/excitement with what will find an audience when deciding what to write about?
- When entering a crowded space, how to think about whether my content is differentiated enough. How do you compete with more popular spaces?
- I've 6K followers, but not much engagement (even though I tweet daily). How do I know whether or not the thing I want to be known for, is the right thing?
- How to know when you fall under the curse of knowledge and you don't share things that are redundant or the opposite as well, when you think that everyone knows what you know on the topic?
- How do you tweet like Trung? Where to get a meme dealer? ;-) How much time do you think he would spend on estimate?

Chapter 2: Building Your Home

- How much time should you spend figuring out your blog/newsletter name and domain name? What should you do if firstname.lastname.com isn't available? Is this something that is unimportant up front and you can easily change later or something you get stuck with?
- Do you think starting out with social media as a publishing platform makes more sense as a new writer before launching a newsletter/ blog? - Thanks, Isha.

- In knowing/having ideas for all sorts of content formats and types for the different channels - how do you decide where to focus your effort first-off? (particularly if you are working a full-time job outside of the blog etc. as you could spend endless time developing your audience size) -- Thanks so much. Mike
- Is there an ideal content length size?
- Which is better [site.com/blog](#) or [blog.site.com](#) is there any difference for SEO?
- How do you build a following on twitter?



- What are your chrome extensions? Is this BitClout? :D
- I'm not a writer (or a good writer anyway). Sorry to invoke Trung again, but how can I find my version of Trung? Our industry is very niche and not sexy. Because of that, I am very certain that we can succeed creating "The Hustle" for our industry but challenging to find writer(s). Any thoughts? Thank you.
- Which writers do you read from? <-> Who are really engaging people to learn from?

Chapter 3: Distribution

- What sort of early metrics should you try to hit for a new podcast to show you're on the right track? What about for a new newsletter? -- Thanks, Manny
- Definitely it's in growing the audience. Currently on Substack and considering a landing page via Ghost. Just launched a focused Twitter account for this. This seems the hardest nut to crack. Beyond great contact. Becoming known for X and being relevant, etc. - Thanks, Patrick P
- Is it worth it trying to reach a more sophisticated audience with non-beginner geared content? - thank you!! Vicky
- Tc. there
- Do we have to publish our content to many platforms to maximize distribution? If yes how do we do that with minimal time spent?
- Are people on this call interested in forming a Twitter writer or podcast group? - Daniel
- For an e-mail newsletter, any tips on getting out of Gmail's Promotion tab? Thanks!
- How do you avoid spamming websites to post your content? Any good way to avoid being spammy/promo?
-

Chapter 4: SEO

- What's the best beginner's approach to doing keyword research? Thanks a bunch, Patrick

- Hi Steph- I have a decent Substack following and my business is run on Squarespace (not good for SEO I know know!) so would you recommend I re-post my Substack posts onto a platform like Medium, or create a separate CMS-friendly site e.g. Ghost to re-post? I definitely want to keep my Squarespace after lots of design work on it. PS I run a coaching and content business.
- Is it justified to do topics/keywords with low or 0 search volume?
- Is there an alternative to ahrefs/a cheaper SEO keyword tool?
- RE: Blogging -- Would you recommend starting with the basic Ghost plan, and then upgrading as one's audience grows?
- How would you structure a blog / website post's url? How do you choose when you have multiple categories/tag? When creating pages or blog post?

Chapter 5: Monetization

- Why did you choose to write a book vs sell a course? And where do you see the creator / indie hacker market going in terms of digital product marketplaces like Gumroad or self-hosting?
- As a creator who published on gumroad (a great book!), would you recommend it as the medium of publishing to anyone who may not have a strong social media clout?
- When should you start monetising? Should you start early even with small audience or wait till of a certain size?
- How would you adapt your approach if you were applying it to a client or third party?
- I'm slowly building my voice on Twitter as the Multipassionate Creator (a lot of people resonated with this topic, and have been doubling down on this), encouraging people to find their unique voice online, by exploring ALL their interests in public, and THEN niching down when they're ready to monetize. How would you go about in monetizing this type of knowledge/skills?

Chapter 6: Other

- If you are just starting out, should you post a couple of blogs before sharing the links out? Or is it okay to send out a link when you have one or two posts? How do you deal with this newbie / cold-start problem?
- I have previously written on LinkedIn, should I recreate the same posts on my blog?
- What do you use to create your graphics? They are really good

Bonus Chapter: Audio/Podcasting

- How do you see if people are sharing your newsletter/podcast?
- What if you have only like 5 listeners/people to share your podcast to? How do you get feedback on that?

- What was your biggest AHA moment in creating this section? What do you think most podcasters do wrong?
- Is there an easy audio to video editor out there?
- Have you used Descript for audio/video editing for podcasts? Any thoughts?
- Have you picked a format for the Economics of X/How X Makes Money podcast? It's a super interesting idea! -Dan
- Love MFM's creative "meme-like" promotion for the best idea shared in each pod. Any other ideas that you recommend to promote a podcast in a creative way?
- How much time do you think MFM spends on research?
- Should I share projects/ communicate (podcast, blogs) under one large umbrella company brand, or instead alternate between sharing some projects with a personal brand (i.e Steph Smith), and others with a "linked" umbrella brand (i.e "The Hustle") ?
- What do you do if you feel a bit burnt out? If writing is for fun or just another side hustle?
- I am thinking of taking a writing pause. Is this ok? Should I say anything or just write/pause whenever?