The 2 Create a Website Podcast

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Episode 16: Why I'm Not on Periscope

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Hey everybody, welcome to episode number 16 of my podcast where I am going to be talking about Periscope. First of all, I just want to wish you Happy Holidays. I can't believe it's December 15th already, partially because it's not really December 15th.

I'm recording this in November, but anyway the year has gone incredibly fast and I'm looking forward to Thanksgiving through Christmas because I tend to slow down and spend a lot of time with family, and don't do as much work, so hopefully you guys get that same opportunity.

If you paid attention to the title of this podcast, it may seem like I'm going to criticize Periscope, and that's not it at all. I actually think it's a very cool app. I've used it before with a friend on his account. We were just having fun, but I haven't used it on 2createawebsite.

First, let me explain what Periscope is for those who may not know. Periscope is a live streaming app. You can install the app on your phone and watch people live. A lot of internet marketers are using it now. Some people are being very creative with it, others just

seem to be on there just to be on there and that's exactly why I'm not on there yet, because I want to have a strategy for how I'm going to use it. I told myself a year ago, I'm not going to get on the next big thing until I've carved out some kind of strategy because I don't know about you guys, but I'm busy. I'm doing things online, I'm doing things offline and I don't have time just to get on something because it's hot, and just so I can be popular. I just don't.

I was watching Leslie Samuels' scope recently and he said the exact same thing and it's the reason that he's not on there. It's just to a point now where we have so many shiny objects to pick from, it can be a little dangerous because you lose productivity trying to do too much, and I'm just not about that life anymore. One of the cool things about Periscope is that it's synced up with Twitter. If you already have Twitter followers, you probably already have some Periscope followers. When you join Periscope, you log in with your Twitter credentials, so everyone who's following you on Twitter can look through their stream and then follow people they want to on Periscope. If you are on Twitter, you have some instant followers, which is pretty cool if you're looking for a way to get more traffic and exposure, right?

Even though I haven't done any scopes for my account, I've been watching a lot of people and I've really been enjoying watching some people on Periscope, particularly Derek Halpern. When I saw him on there the first time, I thought okay, Derek is a busy guy. This dude makes like 7 figures a year, I know he's not on Periscope just to be on Periscope. Sure enough, he started the scope by talking about some critic that was talking about him, and I'm thinking okay where is this going? But he used this story to tie in to a product he was promoting, and I thought that was really neat. It was at that point I said to myself, okay if I'm going to get on here, I want to get on here with a purpose. I like the way he's using it and I like the way a lot of marketers are using it.

I know it's not always about selling every time you get on social media. Trust me, I don't do that but I still think you need to track and see that you're getting some type of value, so you're not just wasting your time. There's one thing that's very important to me,

and that's work-life balance. If I'm going to add something else to my plate that could potentially take away from something else, I want to measure it. I want to approach things differently now. No new stuff until I have a strategy. Now, I have an idea for how I'm going to use it. I'm working on a new course, and you may remember me talking about hosting a course on my own site in that last podcast. Well, I decided that I'm going to use the plug-in called Sensei. It's not free. I did not want to use a free plug-in for a premium course. That just makes me nervous. I need to make sure that I have support.

I haven't completely decided on Sensei yet, but that's what I'm leaning toward. I was going to use Derek Halpern's Zippy courses plug-in, until I found out that his plug-in actually hijacks pages on WordPress, so you can't really do anything else with that domain other than use his plug-in, and I didn't like that. I know of some people who use Sensei and they seem to like it. If you have suggestions, anybody out there that's selling courses on their own domain, please let me know. Go to 2createapodcast/podcast16 and let me know what you use, because I'm still in that research mode.

Right now, I've recorded about 8 talking head videos and I'm really happy, because I've finally got my lighting right. If you watch me on YouTube, you may have seen my mic check video where I was talking about how I wasn't happy with the lighting. My audio sounds good, and this is actually going to be one of my first courses where I have so many talking head videos. Generally I have more screen recording videos, but this is a course more about getting started and some of the content is better just for talking head. I'm looking forward to launching it, I think it's going to be great for those of you who are just starting.

I decided to do this course because of the feedback that I got when I sent out that email about a month ago, and it was really helpful. I made a lot of assumptions you guys, and I'm going to do another podcast about this later. Take the time to survey your audience, because you might be surprised at what they want to learn or you might be making assumptions about what they are already learning and picking up, and they may be stuck in places that you wouldn't assume they're stuck. If you have a how-to website, you definitely

want to make sure you're surveying your audience.

Anyway, I've gone on an extreme tangent here but the point is, the reason I'm bringing up this course is I see myself getting on Periscope next year and maybe doing a half- hour session. Maybe I could send out an email to my list and say, "Hey if you're just getting started and you have some questions for me, come on to Periscope and we can do a live chat." At the end of the scope, I can link them to this course and I'll have a specific link just for Periscope. That way, I can track and say oh, Periscope brought me $500 this month or whatever. That's the point. That's what I want to do. I want to use it with a purpose.

When I was watching Leslie Samuels' Periscope, someone commented and said that Periscope is very difficult to monetize. I don't really think so. I think if you know who your audience is and at the end of your scope, particularly if you're very helpful, you send them some place that's relevant to what you're talking about, I don't think it's difficult to monetize at all. I think if you get on there without a purpose and you're just rambling and spending time on there and you don't know who your audience is, yeah then it could be difficult to monetize. I actually think it's pretty easy to monetize when you know who your audience is, and you're being helpful.

I've got to say, there's one thing that does get under my skin about Periscope and maybe it's just me. The rambling before people actually start the scope drives me bananas, it really does. Look, I understand why you want to get on there and you want to wait a couple of minutes to give people time to join you live. That's fine, but I was watching a guy and he was actually recommended by Darren Rouse. I was like Darren, what's up here? I was assuming, Darren referred this guy, this is going to be great. I thought I was going to pull my hair out.

First of all, the title of the scope was Three Mistakes People make on Periscope. I thought this is going to be good, and since I'm learning, this will be good for me to watch because I don't want to make these mistakes. Well, he starts off by rambling about some contest he was running for about 3 or 4 minutes. Then he put up

some sign with some hearts on it and started playing this song about love and hearts. The reason he was doing that is he wanted people to tap on the screen to give him hearts. With Periscope, when people tap on the screen you get more and more and more hearts, and these help get your account noticed and you get more popular and all that. You know how we're in this society now where everybody is completely addicted to being popular, so you see a lot of people begging for hearts and all that stuff.

I could kind of do without that. I don't mind people saying, "Hey don't forget to give me some hearts." That's fine, but spending half the video asking for hearts … long story short, it took this guy literally 7 minutes to get to the point. The only reason I stuck with him is because I really did want to hear what the three mistakes were. I just put my phone down and let him go on with his heart song and his rambling until we got to the point, but you know what? I never got to hear all three tips, because it just took him too long.

I've noticed with some people, they ramble a lot and I understand this is social media. It's not a formal presentation, but particularly if I don't really know you and I'm tuning in just because of the content, I want that person to just get to the point. I think we tend to be more accepting of the rambling when we already know the person, but when you're tuning in when you don't know that person and you just want the content, you just want them to start, right? Trust me you guys. I can talk because I watched some of my older YouTube videos, and let me just say I'm sorry…. because I rambled like nobody's business. I was going through some of the comments of a very old video and one guy told me, "Just get to the eff-in' point." You are driving me crazy." And you know what? I go and watch some of my older videos and I feel the same way.

I just feel like because our attention spans are so short now, for me personally I want to make sure when I get on Periscope, if I'm going to be talking about something specific, I want to get to the point, because I know that that has been driving me nuts about Periscope. Yeah, I'm looking forward to using Periscope next year once I get the course done but as I said, I want to have a purpose. If you use Periscope and you're actually tracking something and you have a strategy behind it, go to the show notes 2createawebsite.com/

podcast16, let me know how you're using it and also leave your name that you use on Periscope so I can follow you. I'm looking to follow people who are using it with a purpose, because that gives me ideas and I like to see people's creativity.

So 2016 for me is all about courses, courses, courses. If I get quiet and you don't see me, I'm probably in my course recording mode or something like that. I'm all about tracking. The great thing about having Udemy courses out now is now I can actually see how much revenue I'm bringing in from YouTube. I've been putting links in some of my older videos and using the annotations to call out the link in the video, and it's really working. Now at least I can say, oh this particular video brought me 20 sales to my affiliate marketing course this month. It's great to see that YouTube is bringing in more than just the occasional affiliate sale and YouTube partner revenue.

I just want to comment on Udemy real quick. I still love Udemy. I'm having another record month as I speak. It's only the 23rd of the month and I've already surpassed my highest earning month. There's nothing wrong with Udemy from a earning potential. I just want to be able to own my customer. That's the biggest thing, but I love the way Udemy promotes your course to people that would have never found you. For that purpose, there's extreme value there. But for a course that's about starting a website, that's so closely tied to what my site's about and it's going to be more relevant to my audience, that's a course I want to host on my site. Yes, that's what I'm going to be focusing on in the early part of 2016.

I'm looking forward to it. I hope you guys have a wonderful holiday. Happy holidays, Merry Christmas, Happy Hannukah, Happy Kwanzaa, whatever you celebrate. I hope you have a wonderful holiday season, and I'll see you next year.