

# Millionaire **INSIDERS**



Real Millionaires - Real Action

with Jaime Tardy, The Eventual Millionaire

Josh Dorkin is the founder and CEO of BiggerPockets.com, a site which shares news and stories about real estate investing. He, along with his team of awesome content writers, research and post informative blog entries about real estate and the various niches under it.

Creating great content and making sure that it gets shared to a lot of people is something Josh has mastered over the years. Read more to know his tips and secrets.



## □ FOCUS

The gauge to knowing if a post is informative and effective in getting your message across is the number and quality of comments people leave on it. Feedback is really valuable. It's when you know that you have reached your audience and captured their attention.

In knowing what to write, they look at what their community, their forums, are talking about. They'll Google it and see what the results are and if there is no really good information about it they'll go and write it.

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# TAKE ACTION

## NOW:

Take time today to research what your community is looking to learn about.

Make a list of at least ten items.

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## □ WRITE AN OUTLINE

Having an outline makes writing easier, according to Josh. What his team usually does is outline a post first. Again, the nice thing is that they've got some experience in everything they write about. They're not going to write the ultimate guide to financing a billion dollar real estate project because they haven't done that. They could do some academic pieces but they're not really ever going to do an 'ultimate' guide unless they have the experience and capacity to do it.

A lot of it, he says, comes from first-hand knowledge or knowledge from the community, things like that, but they'll outline it, go through it, talk to a lot to our community and ask 'If we're going to do this, what's missing? What do we need to include? What should we take away?' and then they put it out.

## TAKE ACTION NOW:

Choose a topic from the list you created and write an outline for your next piece.

## □ PROMOTE YOUR CONTENT

Promoting your content is important. Find out who is responsible for social media at any given company in your space and gain their respect by getting to know them and sharing their content, so that when the time comes to ask for a favor they're more likely to help you out.

Asking people to promote your stuff in their Facebook pages or Twitter timelines may be a bit difficult at first. Rejection is a hard, but the worst thing that could happen is they'll say "No." Otherwise, they'll say "Yes" and you'll get the exposure you want. The thing is to cultivate relationships — go the extra mile for them so when you need their help, they won't mind saying yes.

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## TAKE ACTION

### NOW:

Write out a list of places to promote your content. Contact at least three this week.

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