

How I Was “Discovered” by Crazy Egg

& the Exact Tactics YOU Need to Impress YOUR Target Audience

Three Months from First to Final Call



In December 2012, I got a call from Russ Henneberry, then the managing editor of the Crazy Egg blog. He had just found my blog and wanted to recruit me to write for him.

His words?

“You are *exactly* what I’ve been looking for.”

I turned in my first Crazy Egg article that month. Within 2 months, I was co-authoring an advanced guide with Neil Patel, and a month later, when Russ stepped down from the blog, he recommended me to take his place.

That day, my call with Neil lasted all of 15 minutes. We discussed the position. I stated my terms. He said, “Okay, you’re hired.” I was the new managing editor of The Daily Egg.

Two years later, I still think of this as my dream job—working with Hiten Shah, Neil Patel and the Crazy Egg team has been an incredible opportunity.

How did I catch the eye of Russ? And how did I earn Neil’s confidence? That’s what I want to share with you today: 4 strategies and 7 tasks you need to implement now to position yourself and prove your value *before* opportunity knocks.

The Strategy



You need just 4 things to position yourself as someone worth noticing. These tactics are simple, sure, but they’re designed to get you in front of the people who matter most.

- **Build authority:** Become a recognized expert in your core topic.
- **Differentiate:** Develop your own unique approach to that topic.
- **Engage:** Be social. Contribute to existing communities where your audience hangs out, and build a following of loyal fans.
- **Add value:** Understand your audience, and consistently add value to your space.

The Checklist



- 1 Well-optimized website**
 - What do you offer, and for whom?
 - How does it help? The benefits
- 2 Start an authority blog**
 - High-quality content
 - Publish 1-4 times per month minimum
- 3 Create a newsletter**

Tips on how to set your strategy are inside Area 51
- 4 Create multiple ways to opt into your newsletter**
 - Sidebar optin
 - About page optin
 - Bonus pages for specific guest posts
 - Content upgrades
- 5 Share your content across relevant social channels**
 - Facebook
 - Twitter
 - LinkedIn
 - Pinterest
- 6 Guest blog for top blogs in your space**
- 7 Make yourself available for interviews, webinars, etc.**



These are the exact tactics I used to get noticed by Crazy Egg. And I continue to use them to run the Crazy Egg blog. At every stage of my business, this simple approach has worked to get me in front of industry leaders, CEOs and client prospects. I'm confident they'll work for you too.

If you have any questions, just [let me know](#). I'm available on Facebook & Twitter, or, if you want personalized help, you can schedule a [private 1-on-1](#).

Kathryn Aragon