

the easy-peasy secret to getting

**MORE**



**FOLLOWERS**

**FAST!**



by *Chiwah Slater*



with: *Josef Mack*



*Jane Gardner*



*John Aberle*



**DIRECTIONS UNIVERSITY**

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## Dedication

*Upstream — to our Directions University mentors, Gina Gaudio- Graves and Jack Humphrey, from whom we learned the secret we are about to share with you. In the DU 'Motivation to Profit' and 'Bachelors' programs we have learned everything we needed to know to build highly profitable businesses and serve the world in a much bigger way than we would have been able to on our own.*

*Downstream — to heart-centered professionals and entrepreneurs everywhere who desire to learn how to make better use of social media and other online resources—in particular, Google+— to expand your reach, your impact, and your income.*

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# The easy-peasy secret, really?

## What justifies our claim\*?

**\*This eBook offers you “the easy-peasy secret to grow your Google+ followers?”**

When we set out to grow our Google+ followers, we had no idea we’d be authoring an ebook on the topic. We simply did what our mentors—Gina Gaudio-Graves and Jack Humphrey, the mainstays of Directions University—suggested we do.

And it worked, so well, in fact, that we don’t want to keep it to ourselves.

Here we’ll give you a summation of our individual experiences using the “shared circle” secret you’re going to learn about in this eBook. At the end of the eBook, you will find charts from <http://circlecount.com> substantiating our follower growth claims.

### Chiwah Slater

[Chiwah](#) hadn’t done much on Google+ other than put up a cover image and a few posts here and there. She began to implement the secret strategy outlined in this ebook on July 5, 2014, with a grand total of 267 followers. Now, five months later (December 1), she has over 10,000 followers. And she has accomplished this by putting in 20-30 minutes a day, three to four days a week.

### Jane Gardner

[Jane](#) started with 800 followers in early June 2014, and as of early November had more than 10,000 followers, nearly all of them a direct result of re-sharing shared circles.

### Josef Mack

[Josef](#) had 938 followers on July 10, 2014. He says he’s not sure how he got that many, as he had not been actively working with Google+. Then in July he started to better appreciate what Google+ and circles were all about. He started to implement the strategy we are going to share here, and it took him from 938 followers on July 10 to 13,702 followers on November 8, 2014. He had added 12,764 followers in about 118 days! While this may not be a record, he is justifiably proud of his achievement.

### John Aberle

[John](#)’s primary focus has been more on creating excellent content than on growing a following, and he therefore took longer to start growing his Google+ follower count. He went from 471 followers on July 2, 2014, to 5,045 on November 8—an impressive number, especially given that he has also been growing a following for Max Lead Pro (a company he did projects for) and for Directions University.

# Why Google+?

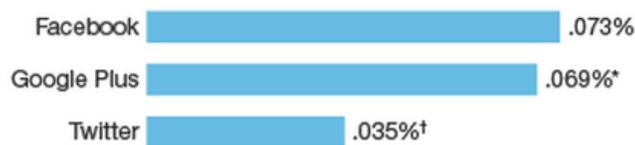
*Are you active on Google+?* If you're an online publisher or marketer, you should be.

*Why?* Because on the Internet these days, it's obvious that Google is king. And Google+ is the heart of the kingdom, connecting all the other Google elements together: Android phones, Google Apps, YouTube, Google Drive, Google Hangouts and Hangouts On Air, Google Search, Google Calendar, Google Maps, Google My Business, Google Books, Google Play, Google News, Blogger, Google Translate ... and more, with new ones being added all the time.

*What does this mean for you?* For one thing, your posts on Google+ are likely to get better search engine ranking than posts you put up anywhere else. That alone means more people will see them and be able to follow your links back to your site.

As you can see from the graph below, a recent Forrester Research study of more than 3 million user interactions with more than 2,500 brand posts on seven social networks shows that the brands' Google+ posts "generated nearly as much engagement per follower as their Facebook posts — and almost twice as much engagement per follower as their Twitter posts."

**User interactions with brands' posts as a percentage of brands' fans or followers**



Base: 1,405,249 user interactions on 329 Facebook brand posts

\*Base: 38,020 user interactions on 182 Google Plus brand posts

†Base: 98,298 user interactions on 910 Twitter brand posts

Source: Q1 2014 US Top 50 Brands Social WebTrack

113003

Source: Forrester Research, Inc.

(quote and image excerpted from [a Forrester Research post](#) on Google)

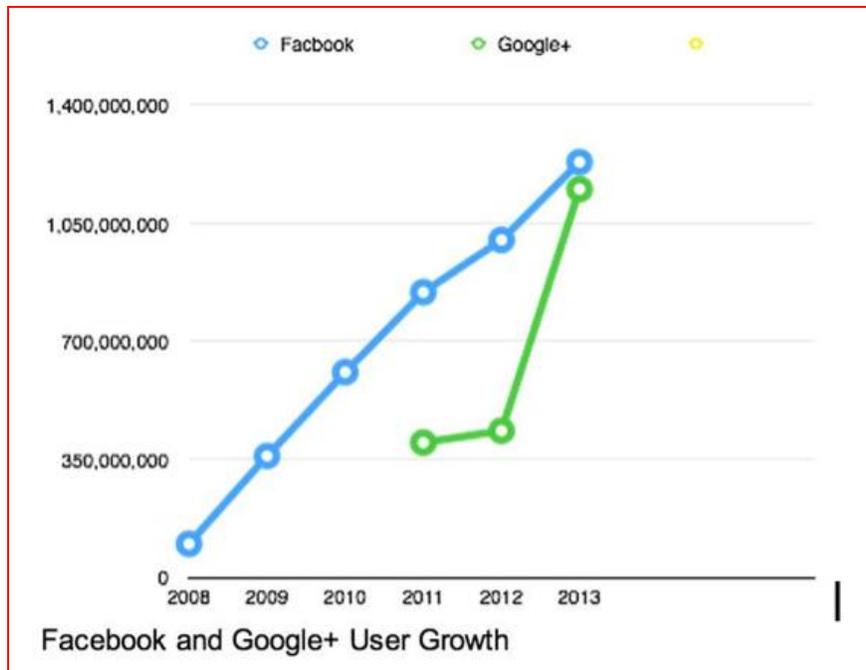
Here are two charts from a study showing Google+ and Facebook neck-and-neck in terms of users as of June 23, 2013:

## 2.0 GROWTH IN NUMBERS

This paper's theory that Google and Facebook are striving for a similar goal and have reached similar results when measured in number of features and users calls for empirical evidence. The following year-end stats provide initial guidance:

Timeframe (year end)	Facebook users	Google users
2008	100 M	-
2009	360 M	-
2010	608 M	-
2011	845 M	400 M
2012	1.0 B	435 M
2013	1.23 B	1.15 B

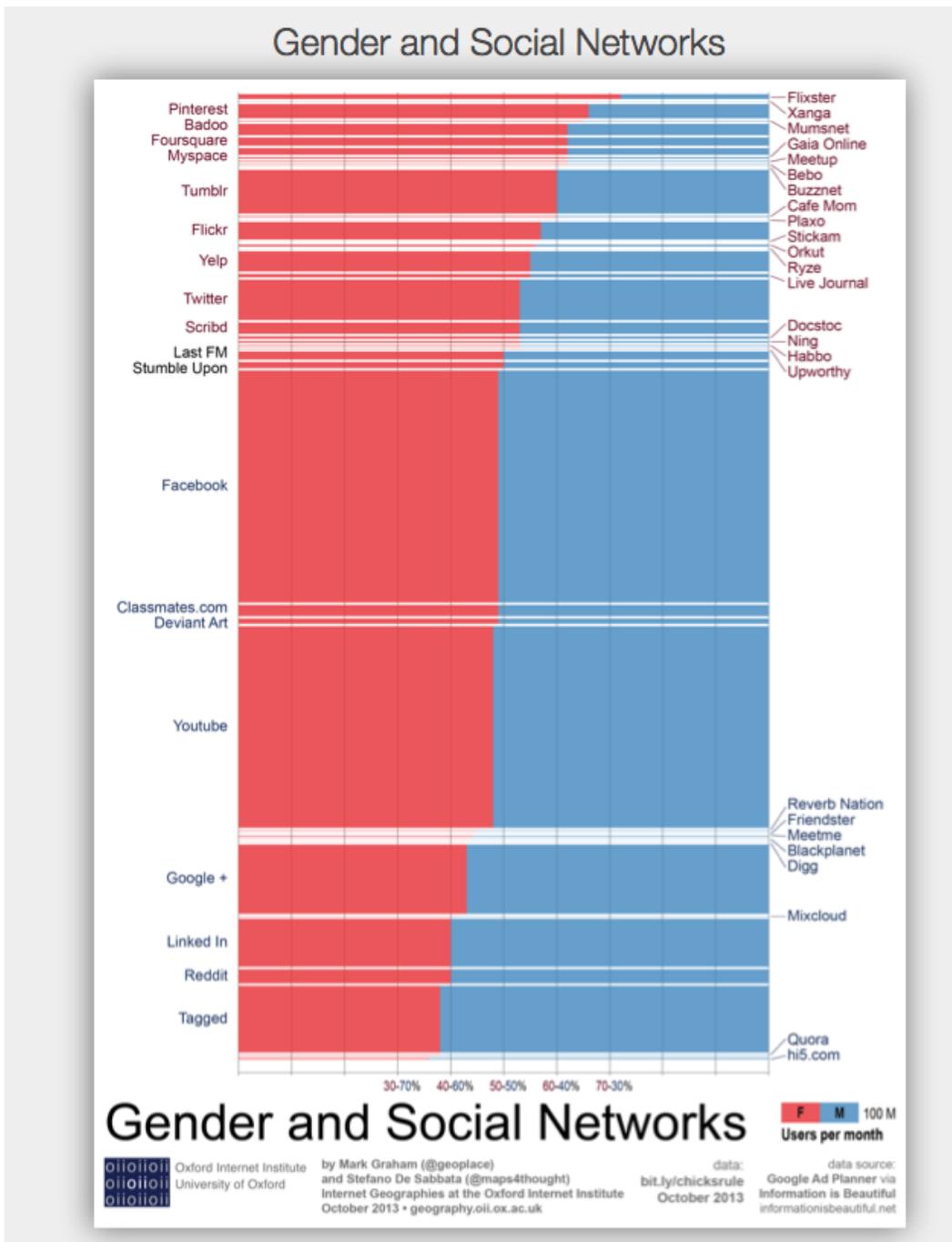
Facebook shows user-growth that started off a smaller base, tripled and doubled in 2009 and 2010 respectively but then grew by 33% or lower rate of growth leading to the company ending 2013 with 1.23 billion users. Google, contrarily, started later and bigger, and is growing faster to end 2013 on relative parity with Facebook at 1.15 billion users. Google's growth occurred from a bigger base than Facebook and in a shorter timeline.



Source of the two above graphics: Google+ vs. Facebook: User growth, co-authored by [Phil Newman](#) and [Nishant Bhajaria](#) at <https://www.linkedin.com/today/post/article/20140623155935-3968576-google-vs-facebook-how-they-grew-part-1>

In spite of all the flak on the Internet predicting the demise of Google+, it is clear that Google has too much at stake here to simply let it go. Yes, it will evolve and change over

time, but it's not likely to go away. And it's growing like crazy, for both male and female users: although originally nearly all Google + users were male, by October 2013 43% were female:



Source: [Information Geographies at Oxford Internet Institute](#)

Now that we've established that Google+ is the place to be, the next thing is to figure out how to use it effectively.

# Before you focus on growing your following

The first thing you need to do on any social media channel is to make your profile attractive to your audience. People usually want to know something about you before they will engage with you. So you need to let them know who you are and what you stand for.

To this end, you should put up an attractive cover image and fill out your profile completely, making it interesting and showing clearly how people will benefit from associating with you. Fill out your profile to give a good picture of who you are and the benefits you offer your clients or customers. Put links to all the sites on which you are an author, and fill out all the other relevant information.

In Lesson 22 of the Directions University [Motivation To Profit](#) program you'll learn the crucial details of filling out your profile to maximize its effectiveness.

## Content is king

Once your profile is done, you should post great content regularly—daily, if possible. This can be text, images, video, or audio content, or a combination of two or more of those.

Everything you put out in any format, from a one-sentence social media update or comment ... to a post on your site ... to webinars ... to photos and videos—it all counts as content. Put out content that arouses curiosity about you, your life and your offering. Great content will inspire viewers to look for you and respond to your content.

Your posts on Google+ can play a significant role in your content marketing. But of course it's just one piece of the puzzle.

This image, a screenshot taken from Module One of the Direction University Content Marketing Master Class, outlines the larger picture:

# Simple 5 Step Process

## Simple 5 Step Process for Content Marketing Success

1. Write with Magic Formula (Module 3)
2. Initiate conversation with Social
3. Growing your main social network: adding followers on G+ and Facebook with each new piece of content.
4. Repurpose your new content: Turn articles into different formats
5. Finding good content to share: sharing good content that can ALSO leverage your network, make new influential contacts

In Module 2, Unit 4 of the Directions University [Content Marketing Master Class](#) you'll learn the Magic Formula for creating content that drives traffic and sales.

## Google+ circle basics for entrepreneurs

Any savvy Google+ user will tell you that one of the best things about Google+ is its circles. Think of the circles as your own personal circles of family members, friends, colleagues, prospects, clients – whatever sort of groups you like to keep in touch with.

As a marketer, one powerful way to use circles is for targeting different segments of your audience. If golfers are your target market, for example, you can set up a circle of known golfers and target them with golf-related articles and ads.

*NOTE: No, this is not the “secret” alluded to in the title of this eBook. Bear with us while we offer just a bit of basic information on circles before we get to that.*

*How many circles can you set up?* As many as you like, each one targeted to a different interest area or made up of individuals who responded to something you did. Or set up circles for people you know through different activities you take part in, or for people you would expect to respond to different kinds of messages.

Although you can have as many circles as you want, and put as many people into each circle as you like, when you start sharing your circles Google will only deliver your shared content to 500 members of any circle you share to.

You can have an overall total of 5,000 unique individuals in your circles. That could equate to 10 circles averaging 500 people each, or 20 circles averaging 250 people each. However,

no matter how many circles you put a person into, they only count as one person for the 5,000 total.

Is the 5,000 number exact? No. There are contingency factors. For example, the 5,000 limit apparently includes users who have blocked you. (Rick Noel's "[You've Reached the Maximum Number of People that Can be in Your Circles](#)" on eBiz ROI, Inc.) But roughly speaking, you can have about 5,000 people total in your circles.

If you find yourself close to that limit, it's time to eliminate people who are inactive. It may take a day or so for Google to note that you've done that, but at that point you will be able to add new people to your circles.

## Targeting your content to your audience on Google+

What makes targeting your market easy on Google+ is the fact that each time you post, you can determine exactly which circle(s) will receive the content you're sending out.

*Will the people in those circles all be able to see your content? Not necessarily. Here's why: The posts you send out to any given circle will appear *only to those members of that circle who have decided to add you to one or more of their circles.**

Yes, only your followers see the posts you send out to your circles. So the way to get people to see your Google+ posts is to entice them to follow you. And although you can only follow a total of 5,000 people, *there is no limit to how many people can follow you.*

To learn how to make your Google+ content work on steroids, also see the section on repurposing in [The Amazing Traffic Vortex](#).

## How do most people grow their following?

Since people love to reciprocate, when you add them to your circles they are likely to add you back. Hence, adding people to your circles is a good way to grow your following.

Here are some of the primary options often recommended to get started finding people to add to your circles:

- Search Google+ for people who have followed you on other social media, then add them to appropriate circles.
- Put a Google+ button on your website and encourage readers to follow you there. When they do, put them into whatever circles you want them in.
- Join Google+ communities in your areas of interest, and then add people you find there to your circles. Again, we humans love to reciprocate, and many of them will follow you back. Then add them to your circles as you deem appropriate. (NOTE: You do not have to add everyone who has added you to your circles).

- Click on the 'Find people' tab, and you will find people Google believes you might know. The ones you add are likely to reciprocate. (To find the 'Find people' tab: When you go to your Google+ account, on the upper left you will see the 'Home' button with a dropdown arrow. Click the dropdown arrow, and scroll down to 'People.' Now 'Find people' appears on the menu bar.)
- Click on the 'Discover' tab (to the far right of the 'Find people' tab) to find people by interest area that you might like to follow. Again, the ones you follow are likely to reciprocate.
- Click on the 'Have you in circles' tab, next to the 'Find people' tab, and add people back who have already added you to their circles. This is a good way to maintain existing followers, as people will sometimes delete people from their circles who have not added them back.
- There are other things you can do to make Google+ help you grow your follower count, too—none of them as fast as what you're about to learn, but still infinitely worthy of your attention. (Come back later if you like and click this link: [10 Ways to Grow Your Followers on G+.](#))

Note: As you undoubtedly are aware, Google and the Internet in general are in a state of constant flux. The tab names and positions described above were accurate as of the time of this publishing. If the tabs you see don't correspond exactly to what we've described here, nose around a little.

In Lesson 22 of the Directions University [Motivation To Profit](#) program, you will learn the trick to setting up your circles to facilitate your objectives as an online publisher or marketer.

## Isn't there a faster way?

While there is nothing wrong with the above ways of growing your following—indeed, you should be doing all of them—yes, you'll be glad to know there is a faster way.

## Re-sharing circles to boost your marketing efforts

The fastest, easiest way to grow your Google+ followers is by re-sharing circles others have shared every day, or at least several times a week.

The circle creator will see that you shared the circle and add you to the next circle they share. Then, as people re-share the circle they added you to, other people will find you and follow you. It works. If it didn't, we would have given up on it. We're still here, doing exactly what we're suggesting you do. Because it works.

## Why do circle creators share their circles?

Primarily, people share their circles to attract and connect others of like interest.

Beyond that ... ahh, now we come to the juicy stuff from a marketer's viewpoint!

Major creators of shared circles—people like Jason Levy, Daniel Stock, Rich Bradford, Nikica Beograd, Tancredi Matranga, and Marwa Sucar—are greatly expanding their reach on Google+ by creating one or more new circles, or versions thereof, each week.

As you find their circles and begin re-sharing them, your re-shares go out into your stream in a big way. Others then re-share your re-shares, and the circle creator gains tons of followers.

It's easy to get started re-sharing shared circles and build an ever-growing following. About twenty minutes a day is all it takes.

Read on to find out the best ways to do it.

## How well does it work?

The Directions University Bachelors are a group of independent online business owners. We learned this circle re-sharing strategy from our mentors and have been using it for about three months now. Every one of us has succeeded in building a significant following quickly this way with very little effort.

## Has it been working for others, too?

Jason Levy (not a Directions University Bachelor) is a good example of a marketer who uses shared circles to huge advantage. He has a message about hearing aids to get out to the world, and he uses shared circles to do that.

*Why are shared circles so powerful for getting your marketing message out?* Because not only do *your* followers see your message—*your followers' followers* (known as your “extended circles”) see it as well, in *their* Google stream. Your marketing messages impact people two levels out from you. And then when those people re-share your message, it goes deeper. And deeper.

## While you're at it, remember to stay social!

Keep in mind the social aspect of social media marketing. You want to be sure that your social media is in fact mostly social, and not all about you or your products.

Mixing in posts that have no sales pitch will help you build solid relationships. Offer useful tips, share interesting articles written by other people as well as your own articles, and post pictures and other interesting materials. Share beautiful photos, infographics, quotes, and videos.

Keep that advice in mind as you get involved with shared circles. Since many people will look at your profile to decide whether or not to follow you, it's a good idea to post other content in between re-sharing shared circles. Otherwise you risk looking like a shark, like all you're interested in is getting followers. You can't just take. You have to give, too.

You'll find an inspiring in-depth discussion of all the things you can do to make your content irresistible in Lesson 18 of [Motivation To Profit](#).

#### **RESOURCES**

1. **Want to learn more about Content Marketing & Relationship Building?** Get DU's "Content Marketing Master Class" today! In it, you'll learn all about Content Marketing (the outer 2 rings of your Vortex). More specifically, you'll learn about sharing content on social sites like Google+, Pinterest, YouTube, Facebook, and others. You'll learn about "repurposing content" and how to plan an Editorial Calendar around repurposing. One Faculty Member generates more than 3 million visitors a MONTH thru Content Marketing. Another generates over \$750,000 a MONTH from Podcasting!

**[This is one course that you absolutely positively MUST have!](#)**

## **What are the steps? (The core of the G+ follower secret!)**

Nearly all circle creators who use shared circles for this purpose promise each time they share a circle that they will add you to their next circle if you will follow their instructions.

Most circle sharers' instructions are pretty much the same:

1. Add them or the circle they're sharing to one or more of your circles.
2. *+1 the post*
3. Share the circle publicly.  
Since sharing publicly only makes the circle searchable on Google and does not put it directly into anyone's Google stream, smart circle creators also require that you share to your circles and extended circles.
4. *Comment, mentioning their name ('+John Doe')* to let them know you've re-shared their circle.

Some have other requirements as well. Jason Levy, for example, often requires you to share four thematically related circles to be included in his next "elite" circle. Sharers of

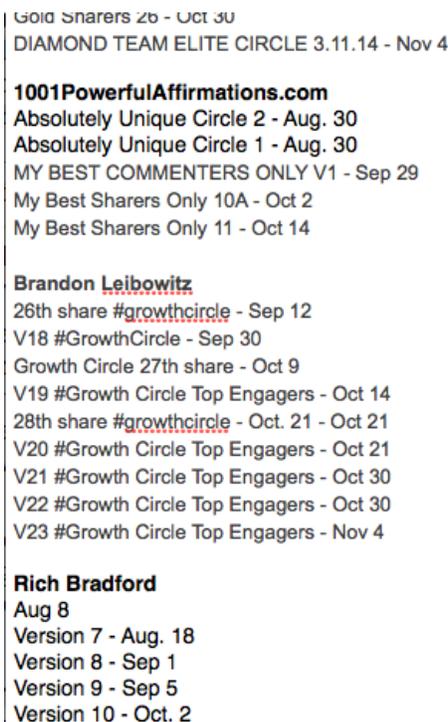
specialized circles may require that you be active in a particular arena, for example, a circle of photographers may only be willing to include you if you have an online photo gallery. So be sure to read all the instructions for every creator whose circles you re-share.

Obviously, it doesn't take a lot for an active sharer's circle to reach the 500-person limit. What happens then? If the creator's intent is to make a marketing impact, he or she will simply start a new circle that includes the latest re-sharers. Circle creators whose circles fill up fast may start one or more new circles every week to which they add their new re-sharers.

This is where you need to keep your eyes open. If you share a circle and are then added to that creator's next circle, you need to be alert to share that new circle as well if you want to be added to their *next* circle. Each time you are added to a new version of a circle, new people will see you and add you to their circles, and your following will grow.

## Log to Track Circles Shared

It's easy to forget which versions of circles you have re-shared. To avoid re-sharing the same version twice, I like to keep a running log. (You won't get into any trouble if you share a circle twice—in fact, the circle creator will love it! But you probably don't want to clutter your G+ profile with re-shared circles.) Here's a screenshot of part of my log, which I keep open on my computer when I'm busy re-sharing circles:



Gold Sharers 26 - Oct 30  
DIAMOND TEAM ELITE CIRCLE 3.11.14 - Nov 4

**1001PowerfulAffirmations.com**  
Absolutely Unique Circle 2 - Aug. 30  
Absolutely Unique Circle 1 - Aug. 30  
MY BEST COMMENTERS ONLY V1 - Sep 29  
My Best Sharers Only 10A - Oct 2  
My Best Sharers Only 11 - Oct 14

**Brandon Leibowitz**  
26th share #growthcircle - Sep 12  
V18 #GrowthCircle - Sep 30  
Growth Circle 27th share - Oct 9  
V19 #Growth Circle Top Engagers - Oct 14  
28th share #growthcircle - Oct. 21 - Oct 21  
V20 #Growth Circle Top Engagers - Oct 21  
V21 #Growth Circle Top Engagers - Oct 30  
V22 #Growth Circle Top Engagers - Oct 30  
V23 #Growth Circle Top Engagers - Nov 4

**Rich Bradford**  
Aug 8  
Version 7 - Aug. 18  
Version 8 - Sep 1  
Version 9 - Sep 5  
Version 10 - Oct. 2

## Notifications

When a circle creator adds you to a circle, you will receive a notification to let you know. (To stay current with your notifications, click on the bell icon in the upper right corner of your Google+ page at least once a day—more often if you get a lot of notifications).

When you see such a notification from a circle creator, click it. It will take you back to the original share, and from there you can re-share the new version—the one you to which you have been added.

## To follow ... or not to follow?

*When someone in the circles you've re-shared follows you, should you follow them back? Your choice. Remember, you can only follow a total of 5,000 people.*

So be choosy. Follow the people who match your ideal audience, those who have good content you can curate for your audience, and some who have a large following even if they are not directly relevant to your audience, just for the fact that they can help you increase your reach.

*Why follow people who have a large following, even if they are not in your ideal audience? Because you want them to keep you in their circles, so that *their* followers (who may well be in your target market) will see your posts.*

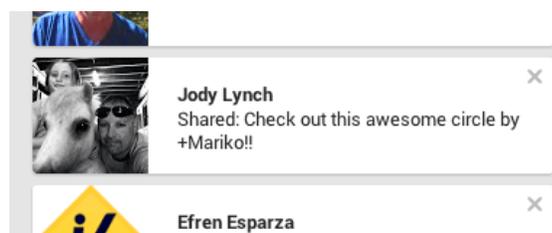
## Don't forget to add the circle creator to your circles

When you find a new circle to share, it's easy to forget to add the creator to your circles. But it's important, because they will know if you don't add them and they will not add you to their circles.

You might even choose to create a circle called 'Circle Owners'.

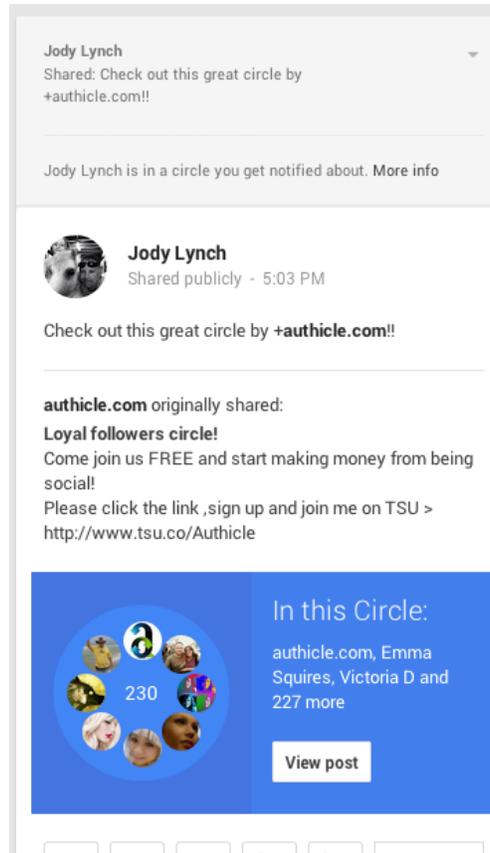
## Re-share only from the circle creator's original share

You will probably also get notifications from people other than the circle creator informing you that they have re-shared a circle. Like this one:



Your clue here is the words 'by +Mariko'. Do not click on this kind of notification to re-share a circle, as it is not the original share. *It is vital that you re-share a circle only from its original share by the circle creator, or you will not be added to that person's next circle.*

If you click on a notification from a person telling you they found a great circle and re-shared it, you will see something like this:



See the line (in the lower half, on the white background) that says ‘authicle.com originally shared:’? Be on the lookout for that, because it is your clue that this is a *re-share* of the circle, *not the original share*. When you mouse over the words ‘originally shared’ you will find a link back to the original share by the circle creator.

Click that link to take you back to the original share, and share the circle from there. Again, *this is the only way you will be added to the next circle by the circle creator.*

## What if you get dropped from a circle?

Remember the 5,000-people overall following limit? As major circle sharers add you and other re-sharers to their new circles, they soon reach that limit. At that point, they are forced to prune their circles if they want to keep adding new sharers—which of course they do.

Don’t worry if you receive a notification that you have been pruned from a circle. You may even see that your follower count has declined for the day as a result of such pruning. Never mind. Just stay active, and you will continue to benefit in a big way. You may even get added back into that very circle.

# Sharing your own circles

Should you be sharing your own circles as well, so that others can share them for you? Yes, of course. You want the circles you share to be attractive enough to inspire others to re-share them, so include in them individuals with a large following and some of the active sharers you've come across in re-sharing others' shared circles.

Be sure to require that re-sharers add you to their circles, +1 your post, re-share it publicly and with their circles (it isn't common practice, but it is smart to require that they share it with their extended circles), and leave a comment.

## Strategic tools

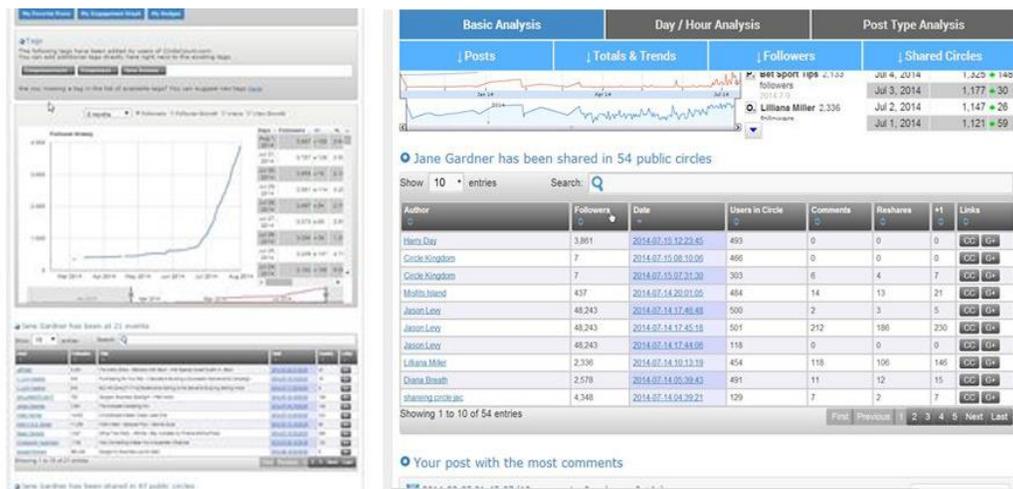
### Circle Count—a "must" for keeping track

[Circle Count](#) is a great place to track what's working best with your shared circles. There you can check up on the most active followers and the people most followed, the top 100 Google+ pages, compare profiles against each other, and get user demographics.

More to the point, you can keep tabs on your own followers, new circles you've been added to, and which of your posts receive the most +1s, shares, and comments. Circle Count also shows you graphic representations of your own follower growth and which circles are doing the best for you.

It's a good idea to keep the [circlecount.com](#) tab open so you can check in daily to keep on top of matters and increase your growth rate.

Once you register on Circle Count, there is usually a short wait before you can access your dashboard. On your dashboard you have lots of options. You will see some useful graphs. Here are two showing the progress made by Jane Gardner, one of the contributors to this eBook:



## Setting tags in circlecount.com

See those three grey tabs toward the top of the leftmost graph here? Those are Tags you can set up for yourself. This is a great thing to do, so that when people search your niche they will find you. Initially you may be allowed to have only one tag, and then after your circle count increases you will be able to add more.

If there is a niche you'd like to see added to Circle Count, you can request it. Josef Mack, who also contributed to this eBook, requested one to be added, and it was. So don't be shy about asking them to add a niche. It may or may not get added, but if you don't ask it definitely won't be added unless someone else wants it down the road.

What you see in the above images will get you started, but it's just the tip of the iceberg for using Circle Count to stay on top of your metrics.

Module 3 of the Directions University [Content Marketing Master Class](#) takes you deeper to hone your competitive edge here.

Circle Count is a good way to identify which circle creators you will want to continue sharing. One good way to use Circle Count is to go into your account to check to scroll down to see the circles you've been added to and check to see how active each one is. You'll want to be sure to continue to re-share circles by creators whose circles get a lot of re-shares.

## Meteoric Growth

Notice the meteoric growth depicted on Jane's follower graph, above left. This is typical of what happens when you have been re-sharing circles for a while and others you've never even heard of add you to circles they've been creating—because they see that you are a good engager!

You know this is happening when you look at the list of circles you're in on Circle Count and don't recognize the names of the circles or their creators. (It's a strategy that can only pay off for those circle creators if they message you that they're doing it, though, for you will never re-share a circle you're not even aware of).

Jane started with 800 followers in early June and now has more than 10,000 followers, nearly all of them having come as a result of her re-sharing shared circles. She emphasizes the importance of getting into a few GOOD shared circles whose owner has a large reach, and then re-sharing each of their new circles as it comes out.

She is in ten of Jason Levy's re-shared circles as a result of doing that. Other people also add her to their circles because they add people from Jason Levy's circles.

"I regularly now just re-share circles with 10,000 followers or more," she says. "I have reduced my shared circle strategy to just very engaging shared circles, and I don't do any where the people added to the circle do not re-share." How can she tell? She looks at the Re-shares column in this Circle Count graph:

Jane Gardner has been shared in 392 public circles

Show 10 entries Search:

Author	Followers	Date	Users in Circle	Comments	Reshares	+1	Links
Billy Funk	40,744	2014-10-29 11:00:41	499	23	25	28	
ISMAREL HASSAN	83,791	2014-10-28 18:11:27	500	171	191	235	
Jason Levy	62,594	2014-10-28 11:42:05	134	0	1	2	
Jason Levy	62,594	2014-10-28 11:41:22	501	78	95	139	
Jason Levy	62,594	2014-10-28 11:40:07	501	247	191	263	
Jason Levy	62,594	2014-10-28 11:38:37	501	269	307	368	
Robby Bell	55,349	2014-10-27 14:12:28	500	13	13	21	
Nishant Kumar	698	2014-10-27 06:13:47	498	0	0	1	
Karthik Thakur	815	2014-10-27 03:08:34	501	12	10	21	
Brandon Leibowitz	57,455	2014-10-26 20:08:42	500	366	335	484	

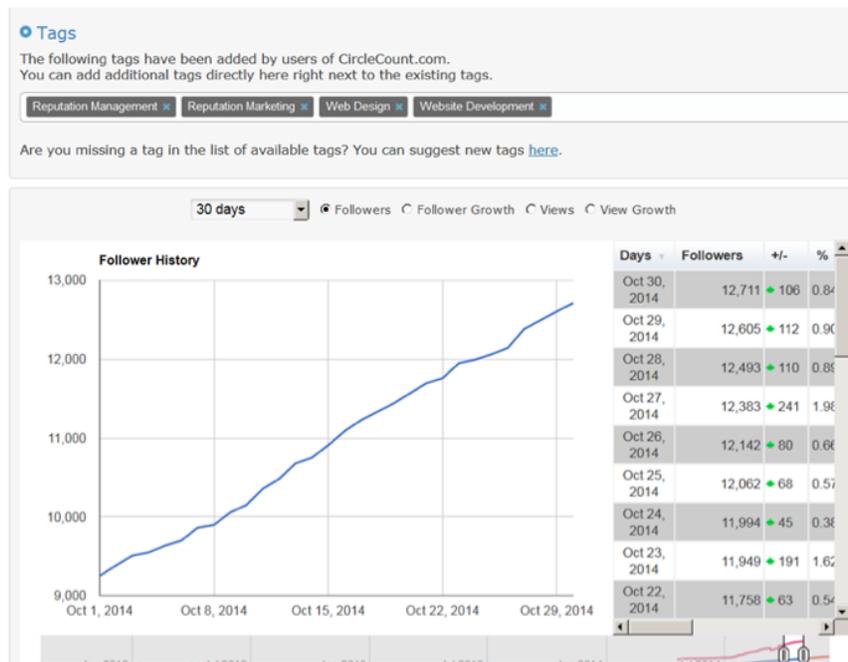
Showing 1 to 10 of 392 entries

First Previous 1 2 3 4 5 Next Last

Of those visible in this view of the graph, only Jason Levy's and Brandon Leibowitz's people are big re-sharers. (You can sort the column in descending order to see all the circles with the best re-share numbers). As Jane says, "Why waste your energy re-sharing a shared circle that no one else re-shares?"

The screenshot below shows one view of Josef Mack's stats in Circle Count. As you can see, the chart can be viewed in different time increments, i.e. 7 days, 30 days, and so on. Note Josef's steady follower growth since he started using this strategy.

The right side of the chart shows more detailed statistics. Some days you will gain more followers than other days. Josef speculates that the differences may depend on who adds you to their circles and the day and time when they add you.



As you continue to scroll down in Circle Count, you will find additional information. Here is a screenshot of a chart that shows how many circles you have been shared in. As you can see, as of the date of the screenshot Josef had been shared in 574 public circles:



What are the four arrows on the upper right side of the above chart?

1. The top arrow points to a feature that is only available if you are using Google Chrome.
2. The second arrow shows you the Ripples. Here you can see how this circle has spread as people have shared it.
3. The third arrow takes you to the original post of the circle creator. You will also be taken to the original share if you click on the light blue date bar.
4. The fourth arrow points to the Circle page on Circle Count. Here you can see the details of everyone included in the circle started by the person whose name appears directly across on the left side of the chart.

The columns in the above chart can be sorted for ascending or descending order. If you sort the 'Followers' column for descending order, the circles with the most followers will show on top. The originators of those circles, named on the left, will have great circles for you to re-share—especially if there are a lot of re-shares.

## Ripples: a great tool for finding active circles to re-share

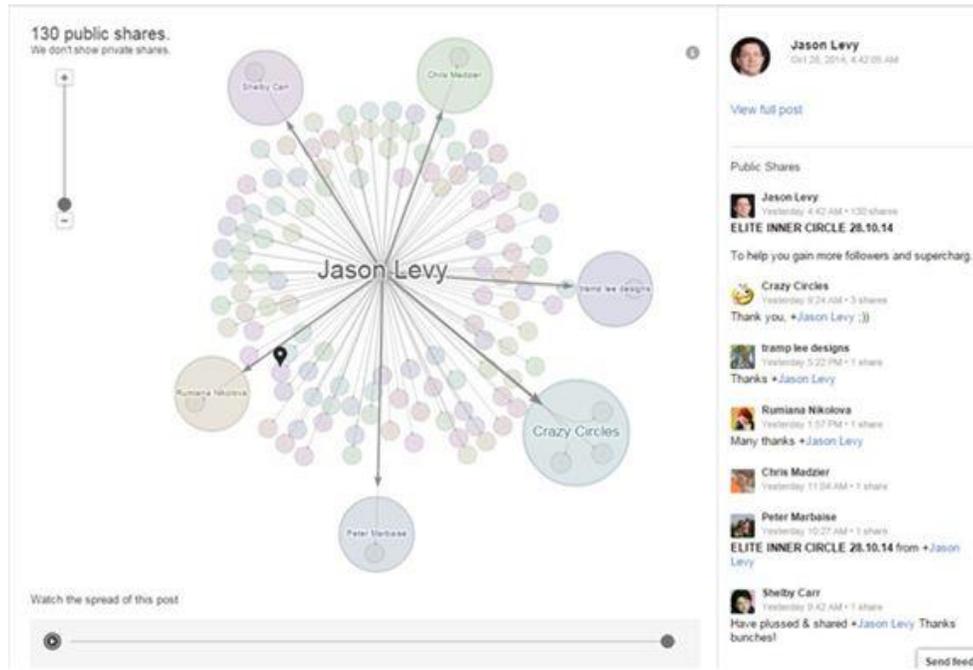
Ripples is a Google+ interactive graph that shows the reach of any public post or URL as it ripples out into the Google+ arena. You can use it to help you discover new and interesting people to follow. Ripples shows you:

- Who has publicly shared a post or URL
- How the post was shared over time

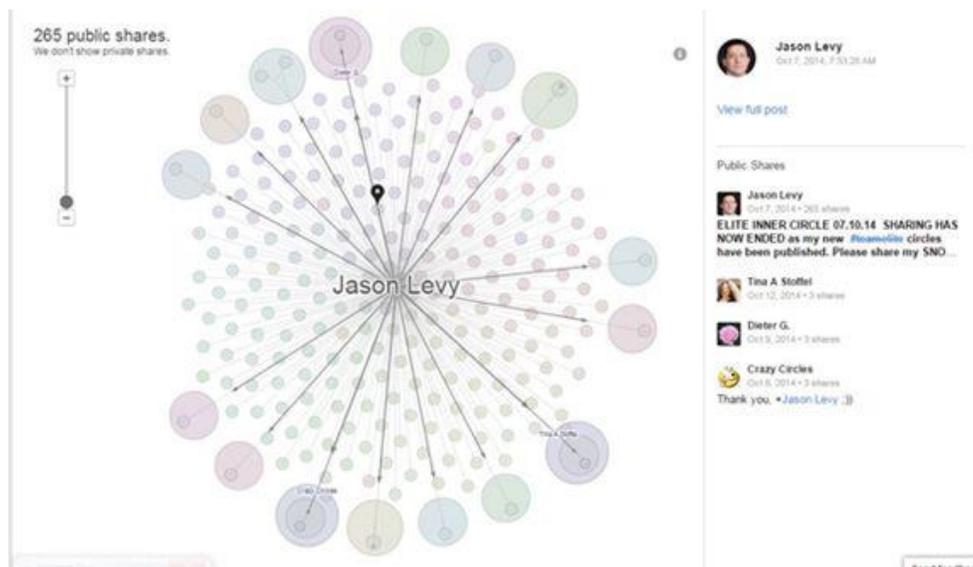
- Statistics on how a post or URL was shared.

To view Ripples for a public post in your stream, just click the dropdown arrow at the top right of the post you're curious about and click 'View Ripples'.

For example, the screenshot of the Ripples graph below shows the Ripples from one of Jason Levy's shared circles. The graph shows 130 people in the circle. Jason Levy, its creator, is at the center, and each circle out from there representing a re-sharer of the circle.



The above screenshot was taken early in the week; later that same week, the Ripples showed 265 re-shares:



A good way to use Ripples is to double-check when Circle Count shows you've been added to a circle. Josef Mack, a contributor to this eBook, says he has found instances when the Circle Count data wasn't accurate.

The size of these circles indicates how many times they have been re-shared. The small circles are the original shares. The larger outer circles are shares that were re-shared. Notice the little circles inside the larger circles in the outer ring. These indicate how many times the person's share was re-shared. You can scroll over the different circles to see the name of the person who shared or re-shared the circle.

## **All My Plus, a tool for monitoring your own activity**

To keep track of your own activity, you can check your likes, comments, post types, original vs. re-shares, how many of your posts others have re-shared, etc. at [All My Plus](#).

Monitoring your results is key in every aspect of your business. Unless you know what's working, you don't know what to do more of. Learn more about how to avoid shooting in the dark in Lesson 7 of [Motivation to Profit](#).

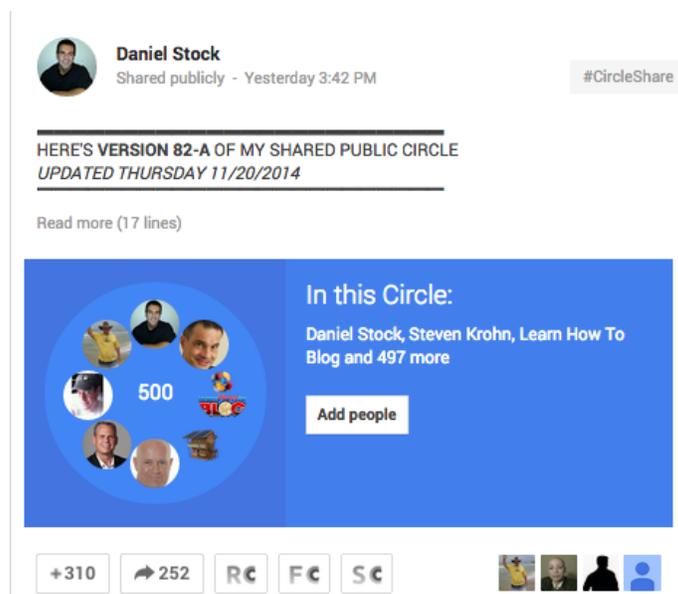
# The details you need to get started now

Find some shared circles that are growing fast, and start strategically sharing them. Remember, a circle can have up to 500 members, but not all circles have very many members. You want a circle with a high member count.

To give you a head start finding fast-growing shared circles, we have mentioned the names of some known circle creators who share their circles regularly and will add you to their next circle if you follow their instructions.

One at a time, seek out two, three, or more circles each day that have been shared by these people and other major circle creators you find along the way, and re-share them.

One way to find the circles they are currently sharing is to search their name in Google+. When you get to their profile, scroll down until you see a blue rectangle like this:



See the circle creator's name on the upper left? Under that is the name of this version of the circle and the date it was shared. Also, note that it says "Shared publicly. The circle in this example was originally shared by its creator, Daniel Stock. (As mentioned above, if instead it said "originally shared by Daniel Stock" you would know to click on the words "originally shared by" to go back to the original share and re-share it from there.) Under that are the creator's instructions, hidden away behind the 'Read more' link. Click that link and read the instructions.

In the middle of the circle in the blue rectangle, the number 500 (often you will see 501, ie, 500 plus the circle's creator) means this circle is full and the circle creator will have to create a new version to add you to.

IMPORTANT NOTE: See that little white rectangle in the middle of the blue rectangle, the one that says "Add people"? I wish they had titled that button differently, as it is confusing. What really happens when you click that button is that *you create an identical new circle of your own*, and whatever name(s) you add at this point are added to *your* newly created circle. You are NOT adding people to the creator's original circle.

Click that button *if the circle creator's instructions specify that you must add their entire circle to your circles*. But remember, the circle creator always wants you to come back to their original share to re-share the circle. *Do NOT share your newly created circle, or the creator may think you're trying to thwart them and ban you from all their future circles.* We know of cases where that has happened.

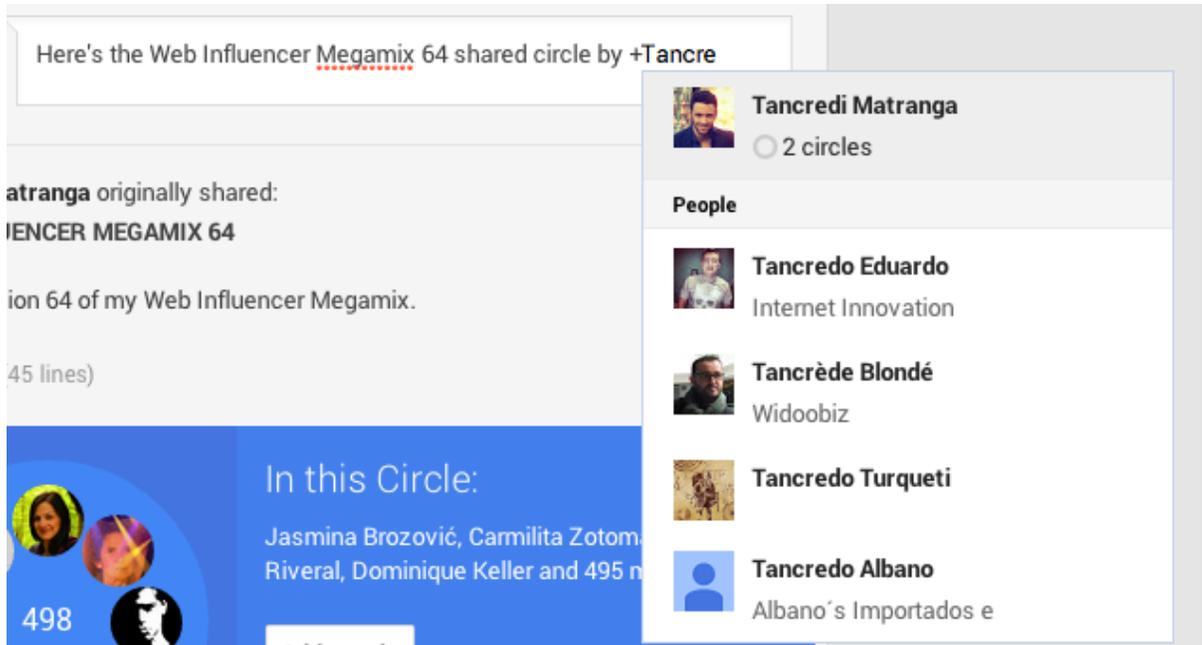
(There might also be other reasons for clicking that button to add an entire circle. For example, Gina Gaudio-Graves suggests that if you find a circle at circlecount.com that is doing really well, you might choose to add it to your circles for a couple of weeks and watch it to find the active participants, whom you can then add to another of your circles. And then delete the circle you added. Or you might wish to build your own circle over time from the base of a shared circle and re-share it later as your own circle.)

As we said, in most cases there are only four things you need to do. But again (it can't be said too often), *read all the instructions and follow them!*

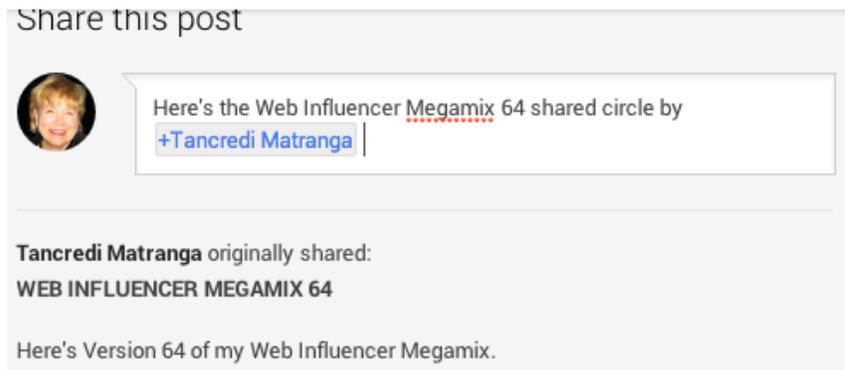
1. Add them to one or more of your circles (not necessary if you have already done that)
2. +1 the circle (the box turns red after you do that)
3. Share the circle by clicking on the button with the 'Share' arrow, under the blue box. If they want you to share to your circles and extended circles, do so. I always do that. Why not? It gets you more visibility, and it helps the circle creator.

When you click the arrow to share the circle, a comment box comes up. Be sure to +1 the circle creator's name in your comment, so he or she will be notified that you have re-shared the circle.

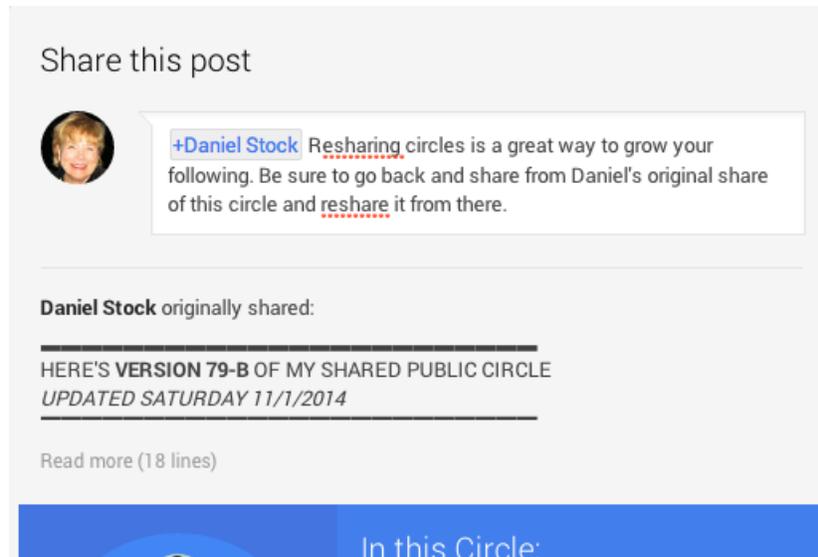
When you start typing their name in your comment, a list of people by that name or similar names will appear to the right. It will look something like this:



Click on the right name or picture, and their name will show up in a grey box in your comment:



Your comment will appear in the streams of your followers who are in the circles you re-share this circle to. Why not make it a helpful one? Here's an example:

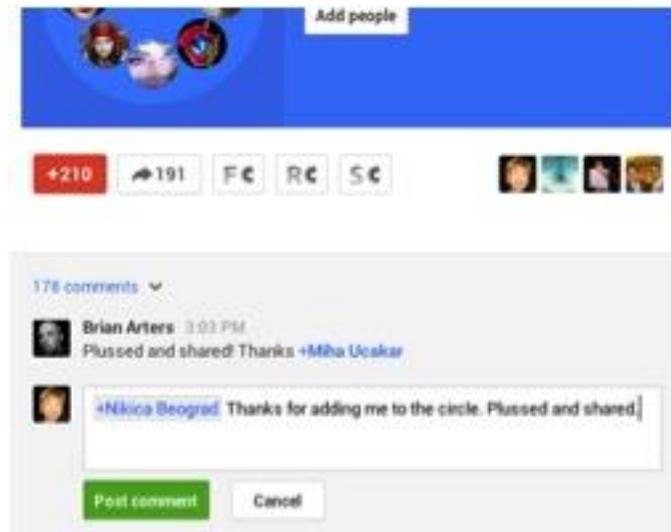


4. You've already left a comment when you shared, but after you share you have another opportunity to comment in the Comment section below the blue box and to the right of the +number. Look for the box that says "Add a comment...." It's a good idea to do that, again plussing the circle creator's name in your comment so they will be more likely to see the notification telling them that you have shared and commented. Most circle creators are very aware, but a little extra insurance can't hurt.

If the comments are open to view, just scroll down past all the other people's comments and leave yours. We suggest thanking the circle creator for giving you the opportunity to grow your following. If you're included in the circle, thank him or her for including you. Some of these circle creators get little reward for sharing their circles other than the good feeling when people thank them.

(Sometimes you won't be able to leave a comment. It's a rare occurrence, but sometimes the comments are closed because the 500-comment limit has been reached.

Here's an example of a comment I left after sharing a circle created by Nikica Beograd:



That's all there is to it. Keep plussing, sharing, and commenting on each creator's new circles as they come out, and follow any other instructions they might put up. You'll be off and running. Some of the members of each shared circle are highly likely to follow you.

## Do it for your business page(s), too

While it may be true that people will relate to you primarily through your profile on Google+, you do still want to generate followers for your business page(s).

Once your following is growing steadily on your personal profile, it is good strategy to start leveraging that growth to build your following on your business page(s).

(An easy way to get to your business page(s) so you can start re-sharing shared circles from there is to click on the tiny picture of yourself in the upper right hand corner of your G+ profile. Then click on the business page from which you want to re-share circles.)

After setting up a business page, start posting some articles to make it an active page. Then, *from the business page*, go find some of the more active shared circles from creators who have great engagers and re-share them, following their instructions closely, until you get your business page accepted into their shared circles.

**IMPORTANT:** *Make sure to add the circle creators to YOUR circles ON YOUR BUSINESS PAGE(S).*

To grow your businesses followers quickly, once your business page has been added to an engaging shared circle, you can go to your personal profile and re-share that shared circle out into Google +. As your personal profile undoubtedly has many times the number of followers on your business page, this will get that re-shared circle (with your business page in it) seen by a lot more people and their extended circles.

In the meantime, your personal profile is re-sharing the same shared circle.

When you get your business page(s) and your personal profile included in the same shared circles, they will both/all enjoy the same amazing amount of follower growth.

## Don't worry about targeting yet

Although we told you a while ago that the great thing about circles is that they let you target your audience, don't worry about that for now. All you are doing at this stage is building a sizable following.

*Why?* Because ... even though it's likely that not all the people who follow you as a result of your circle re-shares will be members of your ideal audience, it is highly likely that many of their followers will be. And once they're following you, your posts will appear in their stream for their followers to see. So your message will reach the right people.

Additionally, some portion of your followers may become interested over time if they see and enjoy your posts and come to like the person behind those posts.

The effect of this strategy of re-sharing shared circles is comparable to that of posting an ad in a general circulation newspaper. It simply allows you to take better advantage of this Google+ option to the widest possible audience, something that would be impossible on the Internet if you relied on search engines to find your audience for you.

In marketing, there is a rule of thumb that says a person has to be "touched" 7 to 12 times before they will buy. A "touch" means they become aware of your product or service. To make those touches, you need an audience—and re-sharing circles enables you to grow your audience faster than any other social networking approach other than paid advertising.

Remember our earlier allusion to Jason Levy and his hearing aid promotion? True, most viewers won't be interested in his hearing aid. But some will. And chances are they wouldn't have heard about it any other way. What are some other reasons for building a large following fast?

There are multiple reasons for building a following as fast as you can. For one thing, having a high number of followers makes you look like a real mover and shaker, and more people will be attracted to follow you. Consider: *Which are YOU more likely to want to associate with—a person with 150 followers or one with 15,000?*

Another good reason is that as you grow your following, Google allows your posts to be seen by ever-wider audiences.

## It's easy-peasy!

It really is easy. I built my followers this way from 276 followers on August 5, 2014, to over 10,000 followers by December 1, 2014. That's four months, 20 to 30 minutes a day, three or four days a week. That's it, period.

Some of us have been working it harder, with even more stellar results. Josef Mack has accumulated about half again my number of new followers in the same time frame, but confesses he has been putting in an hour a day lately.

However much time you decide to devote to re-sharing shared circles, you will reap the rewards. Check your profile and your business page daily and watch your follower count grow!

## **If you're new to circles, get started now!**

Go to your Google+ profile and set up some circles that reflect groups of people you want to engage with on Google+. (If you don't know how to set up a Circle, Google it. There is plenty of information online on how to do that.)

Put up some good qualitative posts your audience will engage with. Show yourself for all that you are, your business side and your personal life. Help people experience you as a real person.

Then get started re-sharing shared circles!

Let us know about your experience using shared circles. We'd love to hear. The best way to do that would be to + our names in a Google+ post and tell us.

Here's to your ease and enjoyment in growing your G+ following ... *FAST!*

# What makes our claims credible?

These graphs from [circlecount.com](http://circlecount.com) back up the claims made in this eBook”

## Chiwah Slater

Chiwah knew she was a writer at the age of seven, when her first story was published. But she also needed to satisfy her entrepreneurial nature! Since earning a Masters degree in linguistics from the University of California she has launched several small businesses, including two successful community magazines. For the last fourteen years she has worked as an independent book coach, ghostwritten and/or edited 50+ books, and guided a host of students to write and publish their own books. At [PW Press Books](http://PW Press Books) and [PetWrites.com](http://PetWrites.com), she invites you to share stories about the animals you love with a community of pet lovers through photos, video, and the spoken and written word. Chiwah loves nature, meditation, and helping you discover how to put your passion into action for a more fulfilling life.

### Chiwah’s CircleCount.com stats:

**Chiwah Slater** 

*Boosting your biz with story magic and an unstoppable business model at Petwrites.com*

Occupation: Book and Business Coach, Best Selling Author, Ghostwriter, Editor (Slater Author & Business Alternatives)

Location: San Diego, CA

Her ProfilesRank: 19,626 (GenderRank: 9,091)

Her ProfilesRank in United States: 4,251 (GenderRank: 1,513)

Her CircleRank: 30,445

Her CircleRank in United States: 4,656

Followers: 8,607

Following: 907

Added to CircleCount.com: 05/03/2014 ([Update now](#))





# Jane Gardner

Jane spent 17 years as the office administrator, web geek, and technician in a home-based structural engineering business. Then she decided to go out and help others set up their dream home business. At [The Business of At Home Business](#) she helps others start, run, and grow their new home business. She is also a certified CRG ASSOCIATE who can help you gain knowledge about your personality and how it can help you in your personal and business life.

## Jane's CircleCount.com stats:



# Josef Mack

Josef's passion is helping businesses and individuals with their online and offline reputation. He holds BSEE and MSEE degrees from the University of Michigan. Electronics has been a hobby since he built his first 5-tube All-American radio in high school. Josef spent 38 years in the automotive arena, primarily working on ABS/ESC electronic safety related systems that have saved countless lives. He has been active in numerous technical and business groups and served on the SAE (Society of Automotive Engineers) Board of Directors. Always interested in helping others, he taught and authored eBooks on self-development. In an excellent position to help others learn about the online world, he focuses on helping local businesses with reputation marketing. After all, our reputation is our most important asset! Josef's online business, [Local Mobile Marketing CHBS](#) enjoys a 5\* rating.

## Josef's CircleCount.com stats:

**Josef Mack** 8+

*Reputation is your most important asset.*

Occupation: Reputation Marketing for Businesses (Local Mobile Marketing CHBS)

Location: Allenton, Michigan

His **ProfilesRank**: 11,903 (**GenderRank**: 5,155)

His **ProfilesRank in United States**: 2,726 (**GenderRank**: 1,625)

His **CircleRank**: 21,206

His **CircleRank in United States**: 3,081

Followers: 13,702

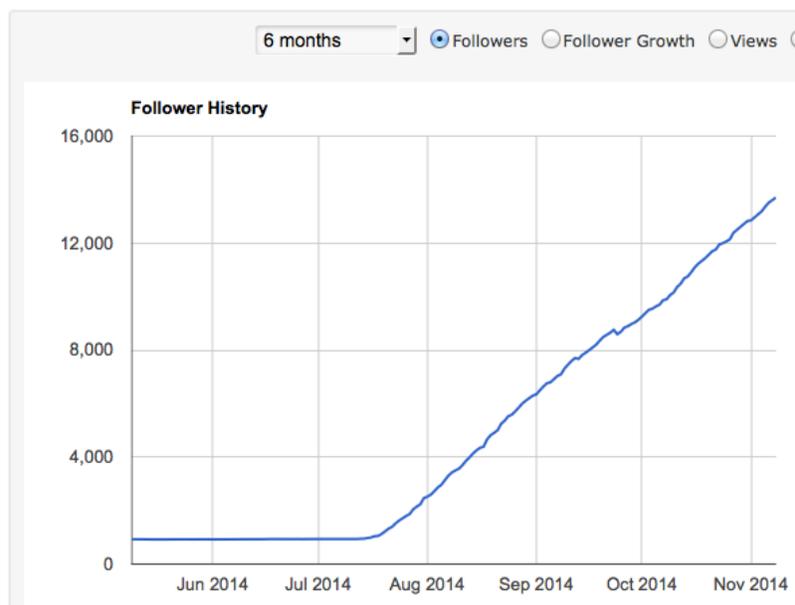
Following: 3,928

Views: 51,420

Added to CircleCount.com: 01/14/2012 ([Update now](#))



Links



# John R. Aberle

A US Air Force Academy graduate, John has lived a life of service and spiritual search. So it's natural for him to incorporate these attitudes into his work. He believes that selling and marketing are spiritual service when done with a heart-centered, soft sell approach. John maintains several blogs on building profits through strong relationships (see [Aberle Enterprises](#)) and teaches you how to sell for fun, fulfillment, and mutual rewards. Some of his most memorable experiences have come from connect with clients and customers. When he helps customers buy, everyone wins. John speaks internationally on personal growth, and his articles have appeared on the [MaxLeadPRO blog](#), the *Salt Lake City Tribune*, *Body Mind Spirit* magazine, *Office Technology Magazine*, and *Yahoo Contributors Network*. For fun, he writes restaurant reviews for Examiner.com and takes pictures he shares on Flickr.com, Facebook and Google+. He loves writing, public speaking, travel, reading, personal growth, taking pictures of gardens and interesting places, and walking for exercise.

## John's CircleCount.com stats:

**John Aberle** 8+

*Finding Personal Fulfillment through Your Retiree Business*

Occupation: Small business consultant - sales & marketing (Aberle Enterprises)

Location: Covina, CA

His ProfilesRank: 35,801 (GenderRank: 16,354)

His ProfilesRank in United States: 7,083 (GenderRank: 4,164)

His CircleRank: 49,107

His CircleRank in United States: 7,550

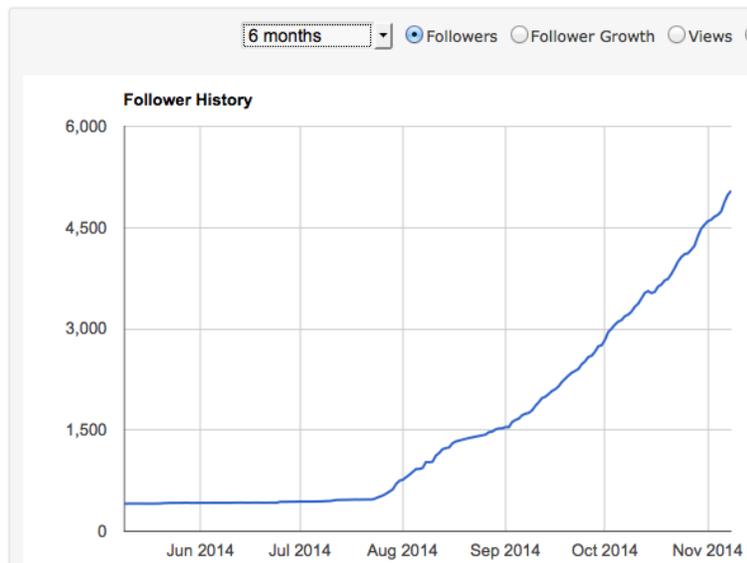
Followers: 5,045

Following: 847

Views: 91,883

Added to CircleCount.com: 05/15/2012 (Update now)

[My Favorite Posts](#) [My Engagement Graph](#) [My Badges](#)



# Directions University Bachelors speak ... about Directions University

## Josef Mack

I joined the Directions University Bachelors program almost a year ago. I had met Gina Gaudio-Graves about 6 years ago and was impressed with her integrity and desire to help others. While that was not the time for me to get involved, I had the opportunity to sign up for one of her programs early last year.

I found myself wondering why I had waited so long to become part of DU. I have found both Gina and Jack Humphrey to be excellent coaches and mentors. The Bachelors group itself consists of people very willing to support and help each other to succeed. As I see it, the main focus of the group is to serve to the best of our ability first and then strategically monetize. The power of the group comes not only from Gina and Jack, but also from the diversity of the members. I would highly recommend Directions University and the Bachelors group to anyone.

## John Aberle

I have followed Gina Gaudio-Graves on her Internet marketing Gold Calls since the summer of 2010 and have been in the DU Bachelor's Program since around June 2011. Since I joined the Bachelor's Program, I have faithfully attended every Bachelor's Call with rare exception because of the immense value I get from each session.

Here are some of the benefits I've found in this program:

- Gina and Jack keep me up to date on important changes to the Google search algorithm and what it means to my marketing.
- The Bachelor's Community serves as my advisory board and even provides a mastermind or brainstorming function. The Bachelor's students are a supportive group and give feedback on each other's plans to help refine our plans.
- Gina and Jack in particular, and sometimes members as well, introduce me to new programs, plugins for WordPress and apps for Google+ and Facebook. Many of the marketing tools I use I found because of the Bachelor's Community.
- Additionally, Gina and Jack introduce us to important thought leaders, people I'd not heard of before.
- Lastly, they are masters at traffic and conversion, joint ventures, and the vortex model of doing business.

Gina & Jack have written a marvelous [Amazing Traffic Vortex guide](#) with excellent advice, including an explanation of the vortex model of doing business. I'm delighted to offer this **free** guide as an affiliate.

## Jane Gardner

I came into the Directions University world back in 2013, and with the work I have done with Gina Gaudio-Graves and Jack Humphrey I was able to get clear on my business mission and foundational business strategy and business plan for The Business of At Home Business. The many workshops and strategy calls in the Directions University Bachelors Program this last year have given me the mindset, strategies, tools and foundation for a solid business model. With the shared circle strategy and the strategic alliances that can form from the connections I have made this last year, I expect to have a strong business when I launch in December 2014.

## Chiwah Slater

I joined the Directions University Bachelors Program in 2010. At the time I wasn't sure what direction I wanted to pursue for an online business. I only knew I wanted to learn how to use the Internet to create a retirement business that would bring me fulfillment and a healthy degree of freedom.

Having always thought of myself as a professional, I resisted considering myself a businessperson. Gina and Jack have shown me that the two really can gel together in one skin, that there is a fit between my various passions and a systems approach that is viable in the real world.

After several false starts, all of them major learning experiences, I have discovered in the DU spirit and teachings a new passion for the heart of business. This inspiration has become my motivation for making a contribution to uplifting our perception of business to one of whole-hearted cooperation and collaboration for a better world.

Not to mention all that I have learned in Motivation to Profit and the Bachelor program about how to soar with Gina's unstoppable "vortex" business model, websites and blogging, social media, webinars and teleseminars, and so much more!

An aspect of the Bachelors program that has enriched my experience a hundredfold has been the ongoing interactions with all of the other Bachelors. We come together several times a week as friends and colleagues to support each other in ever new and meaningful ways. I am taking steps to recreate this atmosphere of mutual respect and caring in the pet celebration and storytelling community at [PetWrites.com](http://PetWrites.com).

This eBook is one of many rewarding results of our collaboration.

## Next Steps ...



1. If you can't wait to put what you've learned to use, go DO IT! Prove to yourself that you can apply what you've learned here. It really does work.

2. Don't stop there. Shared circles is just one of many great secrets of we've learned from Gina and Jack at Directions University.

If you're serious about growing your business in a way that makes a major contribution and builds a rewarding life for you and your family, take what you've learned here to the next level with the full **42-lesson training in [Motivation to Profit](#)**.

This training is your introduction to all the secrets of making your business a raging success.