If you want to convert visitors into leads you ultimately need to get sticky. In publishing, the “sticky factor” is a term used when a book hits high in the rankings and remains there long after the initial launch.

**When a book becomes sticky, it continues to generate money long after the first wave of marketing** and promotions have ended. It becomes a passive money-maker while the author focuses on creating other books.

When converting visitors into leads, **you want to implement the same mindset: becoming sticky.** You want your visitor to enjoy your website so much that they bookmark it so they remember to return to it time and time again.

When you become sticky, you will need to put half as much effort into marketing your website because those you have already introduced to your brand will come back regularly.

Becoming sticky also means you will immediately increase your income. Those repeat customers will start to read more of your content, respond to your offers, and buy your products (or products you sell through affiliate marketing).

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So, how do you become sticky?

You need to give visitors a reason to return to your blog!

You know the importance of quality information, right? Your blog can’t just rehash the same thing that dozens of other blogs are talking about. **You need to put a fresh spin on currently hot topics** so that you are providing a different perspective, something new; something unique – a reason for them to read your content and return for more.

This begins with crafting the best content machines possible. If you’re an experienced writer, this is easy for you. **Just review the top 10 blogs in your market**, paying close attention to the blog posts that receive the most feedback and interaction from visitors’ and **then create similar content for your blog.** **Don’t copy, use what you have read as a guideline.**

This kind of content is **often referred to as pillar content.**
Pillar content is what essentially holds your blog together. It forms a strong foundation (just as the term implies) that encourages visitor interaction through comments and feedback, but also through sharing. These are the kind of articles and content that go viral. People just can’t help themselves – they want to share it with everyone they know.

If you aren't a proficient writer you can easily outsource this to qualified professionals on sites like www.Upwork.com at affordable rates. Be sure to ask for 3-4 samples of writing on topics in your niche before hiring someone to make sure their voice and style matches your brand and fits your audience.

Aim for 5 hot pieces of content, to start. Then, build from there. These 5 articles (or videos, Infographics or other content formats) will form your pillar/foundation.

If you do your job of creating killer content that will appeal to the majority of your audience, you’ll be that much closer to becoming sticky. This will require research!

You need to focus on THE hottest topics in your market such as: answering the burning questions from those in your niche, provide an alternative perspective on a topic or a new way to solve a problem/complete a task.

And unlike getting honey on your fingers, or pancake syrup on your face; this kind of sticky is a good thing.

What have you discovered about writing content? What works? What does not? Leave your comments below or jot me an email. I am always curious to learn.