



HOW TO START YOUR WRITING CAREER ON

# Medium

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# TABLE OF CONTENTS

## **0. Introduction**

[PAGE 3](#)

---

## **1.0 Creating a profile**

[PAGE 5](#)

---

## **2.0 Drafting your first story**

[PAGE 7](#)

---

## **3.0 Editing + receiving feedback**

[PAGE 9](#)

---

## **4.0 Formatting text**

[PAGE 11](#)

---

## **5.0 Media**

[PAGE 13](#)

---

## **6.0 Publications**

[PAGE 17](#)

---

## **7.0 Publishing your work**

[PAGE 22](#)

---

## **8.0 Growing an audience**

[PAGE 24](#)

---

## **9.0 Tips + tricks**

[PAGE 27](#)

---

## **10.0 Conclusion**

[PAGE 32](#)

---

## **11.0 Resources**

[PAGE 34](#)

## Why should you listen to me?

Back in 2014, I wanted to write a book.

Like many amateur writers, I wanted to share my experience with others. In this case, my goal was to help design students create their own paths after college by discussing the intersection of design, entrepreneurship, and education.

Thankfully, I had been working from a coworking center where one of the other members decided to start a writer's group. Naturally, I decided to join and share my book concept.

During our first meeting, one of my friends gave me some much-needed advice:

“Why not start blogging, create a body of work, and then use it to piece together your book?”

Thanks to her suggestion, I decided to press pause on the book and instead set up an account on a new(ish) website called Medium.

This might sound crazy, but it was one of the best decisions I've ever made, professionally speaking.

Since starting my writing career on Medium, I have used it every day for the past several years. With this daily use comes an intimate knowledge of the product, and since I've received so much from this self-education, it's only right that I pass it along to you.

Since I started writing, I've seen so many benefits, including:

- A clearer mind
- Better communication skills
- More time for introspection
- A sustainable daily routine
- Connections with people from all over the world

- A growing community of readers and other writers
- A platform in which to share ideas

Medium is different from other social media and blog platforms. It isn't about the quantity of readers - it's about the quality of your readership. You don't necessarily need thousand of followers to be successful on Medium. I've noticed that each follower I have tends to be much more engaged and actively participates by leaving constructive feedback on my writing.

The thing is, you're not here for me; you're here for you. You want to start writing on Medium and you need a little help. So, I'll stop rambling and start dropping some knowledge.

If you do want to learn more about me, you can find me online at [www.williamfrazier.is](http://www.williamfrazier.is).

- I've used Medium every day for three years
- Focus on quality over quantity with followers on Medium

After you sign into Medium using Facebook, Twitter, or Google, you will see one of the simplest online profiles ever:

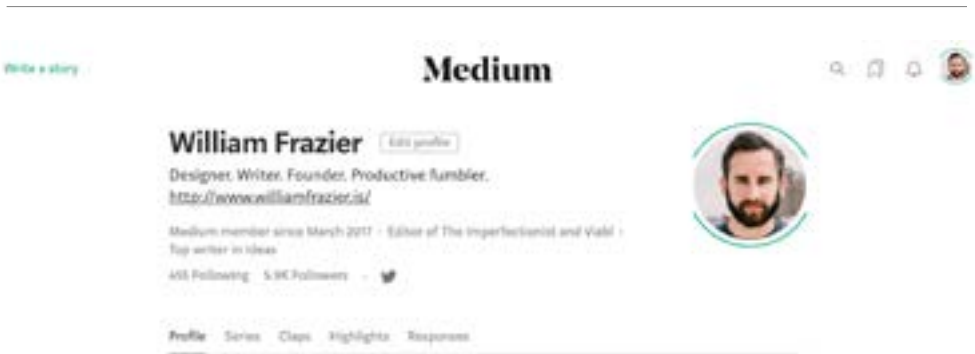
**Name**—Self-explanatory

**Short bio**—If you have a Twitter profile or other social media, I would use the same bio. If not, be as simple and straightforward as possible. Don't forget you can also include links in your bio to drive traffic to another site.

Here's mine for example:

*Designer. Writer. Founder. Productive fumbler.*  
<http://www.williamfrazier.is/>

**Profile picture**—Once again, I would use the same photo from your other social media profiles. It's always better to keep things consistent online so people will recognize you.



My profile for reference

Now that you have a profile, Medium will automatically suggest articles to read based on what is currently trending. Like many other blogging sites, you can customize your feed by choosing a few categories that interest you. The sooner you do this, the quicker you'll find value in the stories you read.

Some of these categories include:

- Technology
- Culture
- Entrepreneurship
- Creativity
- Self
- Politics
- Media
- Productivity
- Design

These are just a few popular topics you can use to discover new stories or make your own stories more discoverable, but more on that later.

- Medium profiles are simple (name, bio, picture)
- Keep things consistent with other social media profiles
- Customize your feed by choosing categories that interest you

At this point, you're probably getting a little antsy. If you're like me, you're ready to stop talking and start doing. This is where the real magic happens on Medium.

The simplicity of drafting stories is what hooked me in the first place. In fact, this platform has become my go-to for drafting any type of writing, regardless of where I end up sharing it.

## **Stories**

One thing to keep in mind when getting started is that Medium defines anything you write as a story - including both articles and comments. Once you have written a few articles and commented on several pieces, you'll see them all in the "Stories" tab under your profile.

Now that you're ready, let's get to it. There are two ways to create a new story:

1. On the homepage, click the green words "Write a story" in the upper left-hand corner of the screen.
2. Click your profile picture in the upper right-hand corner and choose, "New story" under the menu.

Welcome to your new draft!

Instead of starting with an empty page, Medium gives you a blank title and the prompt, "Tell your story..."

Depending on your background as a writer, you might already have hundreds of ideas for stories. If you're not sure where to start, I've got you covered.

A while back, I wrote [a framework for writing your first article](#) that might make things a little easier for you.

## **Big Idea**

One of the simplest ways to get started is to focus on one big idea. This will keep your story clear and focused for the reader.

In order to develop your big idea, think of five topics that interest you, turn each topic into a specific question, and then answer each question. You now have five big ideas to choose from.

When starting out, it can be tempting to try and cram too many ideas into one post. Don't worry, you'll have plenty of time (and plenty of posts) to explore all of those ideas. I try to keep each post clear and concise by sticking to only one big idea at a time.

When drafting an article, I tend to keep my big idea at the top until I'm finished. Many times, I turn this into a "Too Long; Didn't Read (TL;DR) blurb for the story (for those readers who want a better idea of what they're getting into).

- Medium classifies both articles and comments as stories
- Create a big idea for your story by brainstorming a topic that interests you, turning it into a question, and then answering it.
- Make sure each post you write only has one big idea.
- Once you're finished, your big idea can become a TL;DR for your post.



Congrats on writing your first draft!

If you ask me, this is by far the hardest part.

Now that you've put in the work, it's time to make it even better by showing it to real people. Not just anyone—it's important to find a good balance using these four categories:

1. You
2. Someone you know who writes
3. Someone you don't know who writes
4. Someone who would be a target reader in the category

After you finish your first draft, it's always a good idea to self-edit. The most important thing to remember is never, NEVER, **NEVER** edit while you write.

This is the quickest way to get bogged down and get burned out. You can avoid this by separating your writing and self-editing phases into two distinct sessions.

This is going to require reaching outside of your comfort zone. It might be tempting to only show your work to friends and family, but do this, and you risk hearing unhelpful feedback like, "Honey, this is great!" and, "It's perfect!" As encouraging as these are to hear, they won't improve your writing.

Once you identify at least one editor from each category, Medium makes it simple for them to share feedback with you.

If you look in the upper right-hand corner of your draft, you'll notice the word "Share" next to "Publish." Click this, and Medium will automatically generate a shareable link to your article. Copy and paste this link and share it however you like.

Don't worry about people tweaking your draft - while viewing a draft, Medium limits the reader's ability to highlighting text and leaving closed comments that only you can read.

As nerve-racking as asking for feedback can be, this is where you learn what works and what doesn't before sending your story out into the world. After all, it's part of becoming a professional writer.

- ALWAYS separate writing and self-editing into two separate sessions.
- Find someone you know who writes, someone you don't know who writes, and someone who is in your target reader group.
- Click "Share" to receive a shareable link to your draft.
- This link allows people to highlight text and leave a closed comment.

You've created your first draft, felt the sting of criticism, and are now ready to hit the "Publish" button. Before you do, it's time to think about the last 10% that makes a story stand out.

While writing, you'll notice that Medium keeps things simple in terms of text formatting. You can make text:

---

**bold**

*italicized*

[hyperlink](#)

**headline 1**

**headline 2**

| *quote (option 1)*

*quote (option 2)*

---

How you use this text styling is up to you. If you follow certain writers on Medium consistently, you'll notice each has their own preferences when laying out their text.

For example, if I want to include a quote in my writing, I always choose option two and include my own quotation marks. Other writers may decide to use option one.

If you ask me, the main thing to remember with text layout is to keep things simple. Think about the reader. Will they be able to follow your train of thought if you are switching up the style every time you start a new paragraph? Probably not.

Another key consideration while formatting text is readability.

When reading a book, you come across parts, chapters, paragraphs, and other sections that break up the writing. When formatting your Medium post, consider dividing it into sections with bold text. This will give the reader a list of shorter headlines to skim as well as longer paragraphs of text to explore. It also makes it much easier to read your post on a smartphone.

Since Medium makes it simple to share your writing on Twitter, breaking things up also makes it easier for your readers to share quotes, lines, and other pieces of your writing that resonate with them.

- Find your own style of text formatting that works for you.
- Make your posts more readable by dividing them into separate headlines and shorter paragraphs.
- Keep in mind which quotes, sentences, and blurbs your readers might want to share on Twitter and other social media sites.

Medium isn't just about writing words. This site gives you the ability to insert all kinds of media simply by clicking the “+” button by your cursor.

Once you do, there are four different kinds of media to include:

## 5.1 Images

(Note: these will all look the same on mobile).

### Option 1: Inline Images



This option allows you to flow text around an image. You won't see this much of this on Medium since it tends to break up text and makes things a little harder to read.

### Option 2: Full Column-Width Images

This option increases the size of the photo to the exact width of the text. It tends to be the most standard size since it keeps things clean and consistent.



### **Option 3: Out-Set Images**

This option increases the size of the photo outside of the text column. It helps provide more emphasis and clarity.



### **Option 4: Screen-Width Images**

This option increases the size of the photo to the entire width of the screen. It provides the most emphasis, which is why it's mainly used for cover images at the beginning of stories.



## 5.2 Video

In order to insert a video into your Medium post, you need a link to the video online. The easiest way to obtain one is to upload your video to YouTube, Vine, Vimeo, or another video service and copy the URL.

Once you do, all you have to do is click the “+” button, select the video option, and paste in the URL. Hit enter and you should see a live preview of the video.

The nice thing about Medium is that you can use a video for your header image or include it in the body of the post. Either way, it’s up to you!



A live preview of a video from Vimeo.

## 5.3 Embedding

Medium uses a service called Embedly in order to embed rich media into your post. You can see a list of all of the providers they support here.

You can use one of two ways to embed your own content:

1. Simply copy and paste a URL into Medium and hit “enter.” If a rich version is supported, you will see a preview of the content.
2. Click the “<>” button and paste in a URL.



A profile embedded from Twitter.

## 5.4 Dividers

The last option under the “+” is the “--” icon. Clicking this will allow you to add a divider to signify a new part to your story. Many writers also use this divider at the end of their posts to separate a call-to-action.

• • •

- TL:DR
- Medium allows you to include different media by clicking the “+” button.
  - You can also copy and paste a URL into your post by hitting “Enter.”
  - The four main media options are images, video, embed, and a divider.



# PUBLICATIONS

Medium does a great job of balancing both old and new elements of blogging by offering publications. These are essentially blogs that are hosted on Medium's platform. When it comes down to it, there are really only two actions you can take related to publications:

1. Create your own publication, or
2. Submit your post to a third-party publication

To help you make an informed decision, let's dig deeper into each choice.

## 6.1 Creating your own publication

As I mentioned earlier, if you are working on your first post, I would recommend publishing it through your own profile. It will help you improve as a writer and you'll be able to work out the kinks before committing to a publication.

However, if you have identified a theme for future posts, either on your own or on behalf of a company, then creating your own publication can help you grow an active audience.

In order to get started, click on your profile picture in top-right of Medium, choose the "Publication" option, and click the "New publication" button.

Next, you'll see a list of publication settings that are empty.

The screenshot shows the 'New publication' form with the following fields and options:

- Name\***: A text input field with the placeholder 'Type a name for your publication here' and a 'Cancel' button.
- Description\***: A text input field with the placeholder 'You can add a description. This will be used to help search engines find your publication.' and a 'Cancel' button.
- Publication avatar\***: A section with the heading 'Add image...' and the text 'This will be used to represent your publication on the Medium homepage and in search results.' It includes a 'Cancel' button and a house icon.
- Cover image or banner image**: A section with the heading 'Add image...' and the text 'This image will be used as the cover image for your publication on the Medium homepage and in search results.' It includes a 'Cancel' button and a camera icon.
- Publication logo**: A section with the heading 'Add image...' and the text 'This image will be used as the logo for your publication on the Medium homepage and in search results.' It includes a 'Cancel' button and a house icon.

These settings should be pretty self-explanatory. Keep in mind, the first three (Name, Description, and Publication avatar) are required and you won't be able to move on without first filling these out.

Once you do, you can scroll down to "Publication logo." To make things simple, I would upload the same image you used for your publication avatar. After that, connect an email address and any social accounts that are related to your publication, select relevant tags to make your publication more discoverable, and finally identify editors and writers (you will most likely fill both of these roles starting out).

After you're finished with these settings, click the "Next" button in the bottom-right corner to move on to the layout of your publication homepage.

Here, you can format the header of your publication by choosing to display the title, logo, or both. You can even choose to upload a background image.

Now that your header is set, it's time to create and organize the layout for the rest of the homepage. Like many website editors, you can add and customize different sections depending on the type of stories you want to feature.

When you add a section, you choose between:

- Latest stories - Your most recent stories.
- Trending stories - Your stories that are performing the best.
- Featured stories - Stories that you hand pick.
- Stories in a tag - Stories that include a specific tag (more about this in the next chapter).
- Promo - An image, text, and button that sends the reader outside of Medium.

Once you're satisfied, click the "Save" button and you're just about finished.

The last step in creating your own publication is to establish the navigation, or sections, that will organize your posts.

While on your publication's homepage, click the publication logo in the

top-right corner and select “Navigation” from the drop-down menu.

You should now see three columns:

1. Tab name - The name for each page of your publication
2. Tab type - The category of page (stories, about, etc.)
3. Contents - What will be included on each page (featured stories, stories with specific tags, etc.)

At the bottom, you’ll see a checkbox that gives you the option to create a tab that links to a different site outside of Medium. This is a great option for sending readers to your personal site or portfolio.

We’ll get into some of these more advanced options later in Chapter 9.

At this point in my writing career, if I am writing a post that provides actionable advice for making an idea happen, I naturally publish it in [The Imperfectionist](#), my personal publication.

However, if the post is related specifically to writing or startups, I will most likely submit it to a third-party publication like [The Writing Cooperative](#) or [Startup Grind](#), respectively.

When I talk to people who want to start writing online, I tend to hear the same question:

“What should I do if I want to write about several topics?”

Medium publications introduce a versatility that you can’t find on other writing platforms. You have the ability to create and manage a separate publication for each topic, all under your Medium profile.

Want to start a travel blog? Done. Have you always wanted to write local restaurant reviews? No problem. Medium acknowledges that each writer is multi-faceted and needs a way to share their thoughts on various topics.

There is one caveat: if you divide your time and attention too much, you will naturally have a harder time growing any one specific audience around your writing.

And that should do it! This should be enough to get you started with

your own publication. Once you're all set up and have been writing for a while, you can get a little more creative with how you use your own publication. I've even seen people use a Medium publication as their personal website.

## **6.2 Submitting to third-party publications**

So, maybe you're feeling a little ambitious and you want to start submitting your writing to third-party publications right off the bat.

The first thing to keep in mind is that each publication has its own submission process, which means you need to pay attention. However, once you're accepted into a publication, the submission process becomes a lot easier.

For the first time around, you should go to the publication's homepage and look through the navigation. Most will have a "Submission" page where they share submission guidelines and a place for you to submit a post.

There are some publications that don't accept open submissions and will instead reach out to you if they find a post that they would like to include. This is how I started writing for Startup Grind's Medium publication.

A great place to start is to first find a publication you would like to join.

Take a look at its posts. Does the content align with what you usually write about? Does it specify a certain format? Pay close attention to the categories and current posts in order to position your post to fit their publication.

Once you have a post you feel is ready, go through the publication's submission process.

If you find they don't have submission guidelines listed, then it's time to get a little creative.

Whenever you come across a publication without contact information, try and find the founder or an editor on Twitter. More often than not, you'll be able to let them know you have a post that might work well

in their publication. Instead of spamming them from out of nowhere, try to make it about them. Explain why you think your post would be a good fit for their audience and show that you've been paying attention. Approach them with a little finesse and there's a good chance they'll accept your post.

- Publications are a great way to organize your writing around a theme.
- You can organize the posts in your publication using a few different views (latest, featured, trending, etc.).
- Much like a normal website, you can create tabs as part of your publication's navigation.
- Each publication may have a unique submission process.
- When submitting to a specific publication, pay close attention to the types of posts that they have already published.
- Can't find the submission page for a publication? Try reaching out to the editor through Twitter.

And now the moment you've all been waiting for - it's time to hit the "Publish" button!

This is where everything gets real. As soon as you click that green button in the top right of your screen, the world will be able to see what you've written (at least the part of the world that's on Medium).

Once you click "Publish," you will see the following prompt:

*Ready to publish?*

Add or change tags (up to 5) so readers know what your story is about.

Like most other major social networks, tags will make your story much more discoverable. Start typing one and Medium will automatically fill in the category while showing you how popular each tag is. This is where doing a little homework pays off.

If you are writing to build an audience as quickly as possible, writing posts with popular tags will help.

For example, the tag "Startup" has 256,000 followers.

With tags, the most important thing to keep in mind is transparency. Make sure you are using tags that accurately reflect the subject matter of your post. If you don't, both readers and Medium staff members will notice, which could lead to an email you don't want to see.

After choosing five tags (the limit), you will be prompted to select an image to feature (if you have more than one in your post). By default, Medium will select the first image you include.

If you have connected your Twitter and Facebook accounts, you will also have the option to automatically share your post to both social networks. Depending on your sharing strategy (which we'll go over in the next chapter), you may want to leave these unchecked.

Before officially publishing, there is one more step to think about.

Medium allows you to choose the audience for your post (scroll all of the way to the top of your post and look in the upper left-hand corner).

If you have joined the Medium Partnership Program, you will see two choices:

**1. All of Medium**—Your post will be available for anyone on Medium (more visibility, no potential for payment)

**2. Medium members**—Your post will only be available to those viewers who pay \$5 per month for exclusive material (less visibility, potential for payment based on engagement).

Once you are ready, all you have to do is click the second “Publish” button.

As scary as this sounds, it’s not as bad as you think. Medium allows you to go back and edit your post even after you publish. They even keep the URL the same so it doesn’t create broken links wherever you’ve shared your post.

Now that your post is out there in the wild, it’s time to get it in front of the people who need to see it most. In the next section, I’ll share everything I know about creating your own distribution strategy.

- Make the most of tagging by including all five tags before publishing.
- Use tags that are both accurate and popular among Medium readers.
- Choose “All of Medium” for more visibility.
- Choose “Medium members” for a potential payout.
- Remember, if you’re part of the Partnership Program, your payout is based on several factors based on engagement.

When I first started writing and publishing over three years ago, there was no method to my madness. I would post my writing on every single feed I could think of, hoping to win readers by being everywhere at once.

I have a confession to make: I even resorted to sharing my writing with matches on Tinder.

That's right, I had no shame. I was so passionate (and unfocused), I somehow thought that people on a dating app would want to read my writing.

Needless to say, after a few years of trial-and-error, this process has become much more refined and I now focus on a specific audience comprised of three types of people:

1. Students
2. Nine-to-fivers
3. Freelancers

Not only does this customize my sharing process, it also gives my writing a clear focus.

When sharing my writing with others, I try to keep one simple thing in mind:

## **Context.**

How will this post help my audience? Is it specifically written for them? Is it solving a problem they've expressed? Whatever the context is, my goal is to be more useful to the reader.

My current sharing process looks like this:

- Publish final draft on Medium (I choose one of the following three):
  - On my personal profile
  - On The Imperfectionist
  - On a third-party publication
- Share the post on Twitter tagging the publication (if possible)



- Share the post on my professional Facebook writer's page
- Share the post with specific Facebook groups while providing context
- Natively post and share article on LinkedIn with a call to action (usually to sign up for my newsletter)
- Share the post with specific Slack accounts while providing context
- Add a formatted post to my Instagram story with the link in my bio

I am constantly tweaking my process as to how and where I share my posts. I have started focusing on quality over quantity by creating a specific Facebook page where I exclusively share my writing, but we'll explore this a little more in the next chapter.

Medium is an amazing platform for writing.

However, people tend to forget that, no matter how hard you wish, it won't do the work for you. Even though the site makes it easier to draft, edit, publish, and share your writing, it won't magically deliver you an engaged audience in a few weeks.

### **Creating a high-quality blog and building an engaged audience requires consistency and long-term commitment.**

Growing an audience won't happen overnight. It may not even happen during your first year or two. Medium lowers the barrier to entry, but you're the one that will have to spend countless hours honing your personal craft.

If your goal is to start growing an audience as soon as possible, there is one simple thing you need to do after publishing and sharing a piece of writing:

Listen to your readers by reading and responding to their comments.

Since you want to write on Medium, then you inherently want your writing to be seen by other people. Otherwise, why not make things easier by writing in a journal every day?

The best insight will always come from people who actually read your writing. If you are serious about creating a sustainable writing career, then the comments section will be the oxygen you need to continue growing and honing your craft.

You could simply read each comment and call it a day, but we both know you want to go the extra mile. You want to make the most of every opportunity you're given.

That's why you are willing to respond to each and every single comment someone leaves after your post. After all, they are willing to spend their valuable time reading and sharing what they thought. The least you could do is spend a few minutes crafting a personal response, including a thank you for reading your writing.

Do this each day, and you will be quickly notice the benefits of acknowledging your readers. Remember, even though they're somewhere else behind a computer screen, they're still human.

- When sharing your post, focus on context over anything else.
- Identify a specific audience you want to reach with your writing.
- Create your own sharing process customized for your readers.
- Be selective when submitting your writing to other publications.
- Consider making a separate publication for each specific topic you write about.
- Grow an audience using consistency and long-term commitment.
- Read and respond to every single reader comment you receive.

Now that you have a general idea of what it takes to get started on Medium, it's time to dive into the nitty gritty tactics that can help set you apart from everyone else. The following section will cover various tips and tricks I've picked up over the past three years of using Medium (almost) every single day.

### 9.1: Build a routine

This is the best piece of advice I can offer to anyone who wants to start a sustainable career in writing.

When I first started, my routine was pretty bare, consisting of a single 30-minute writing session each day.

Over the years, I have experimented with introducing various micro-habits into my routine. These tasks start with only a few minutes and eventually grow into 15, 30, or even 60-minute sessions.

At this point, my daily routine looks like this:

- Write in my journal - *5 mins*
- Read the news (New York Times/Quartz/LinkedIn Pulse) - *15 mins*
- Read a book or articles - *30 mins*
- Write a daily thought - *10 mins*
- Write a weekly post on Medium - *30 mins*
- Answer one question on Quora - *10 mins*
- Ask one question on Quora - *3 mins*
- Meditate - *10 mins*
- Write long-form (book, guide, etc.) - *1 hr*

You might be thinking some of these tasks may not seem directly related to writing on Medium, but I beg to differ.

Each task is either an input (reading a book or the news), or an output (journaling, answering questions on Quora, etc.). All of these inform my daily writing for blog posts and help me to become a better writer in the future.

## 9.2: Submit your writing to other publications

We covered this in chapter 6, but it deserves some more attention. If your goal is to build a large following around your writing, submitting your posts to third-party publication can help you get there faster.

Remember that each publication focuses on specific topics, which means you should only submit writing that speaks to their specific audience. If you're not sure how to get started, trying browsing the posts on a publication that interests you.

Pay attention to the types of posts they publish, the formatting requirements, and the writers that contribute regularly. Keep these things in mind when submitting your writing, and you will better your chances of becoming a contributing writer.

Each publication will have its own criteria and process for submitting a post. Some have a simple form and others require submission by email. On the off-chance the publication doesn't have any contact information, you might need to get creative.

Whenever you find a publication without submission information, try to find the founder or an editor on Twitter. More often than not, you'll be able to let them know you have a post that might work well in their publication. If you make it about them, there's a good chance they'll accept.

When building your own audience, you'll want to submit your posts to publications with large numbers of followers. In order to view how many followers a publication has, visit their homepage, go to the URL, and type "/latest" at the end. This will take you to their "About" page, which includes more information and the number of readers following their publication.

Try this with popular publications and you'll see the following:

[The Mission](#): 435,000 followers

[Personal Growth](#): 355,000 followers

[StartupGrind](#): 340,000 followers

[The Startup](#): 310,000 followers

This little trick will give you an idea of the publication’s reach before you submit a post. There’s a good chance they’ll also promote your piece on Twitter if they decide to publish it.

### 9.3: Pay attention to your stats

“What gets measured gets managed.”

This famous quote, attributed to Peter Drucker, an Austrian-born management consultant, educator, and author, could not be more true.

Medium makes managing your writing even easier thanks to their Stats section in the profile menu. As self-explanatory as this might be, it’s definitely worth taking a deeper dive.



Stats can help you determine which posts are performing better than others, how you’re performing over time, and even show you how your audience is finding your writing.

I typically use this section to study the high level view of my writing, and then I’ll drill down into the comments of each post for a closer look.

## 9.4: Include a call-to-action at the end of your posts

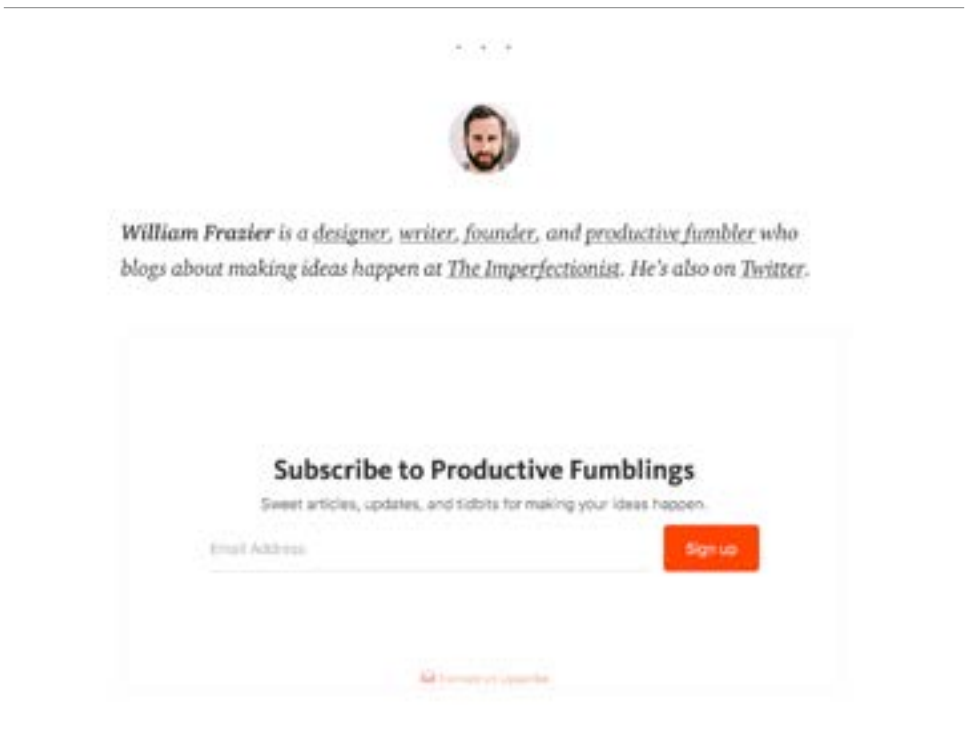
In chapter 8, we briefly talked about how to grow an audience around your writing. Now let's talk about how to own your audience.

One criticism many writers have about third-party blogging platforms is that, at the end of the day, you don't own your audience. One way to combat this is to include a specific call-to-action (CTA) at the end of each post.

If you look closely at various writers on Medium, you'll notice that most include their CTA at the end of their post, using a customized footer.

When I first started, my CTA was simple - I asked my readers to clap if they enjoyed reading my post.

Here's an example of my updated CTA for posts that I publish on my own profile:



You'll notice a few things right off the bat:

- I use a divider to separate my CTA from the rest of my post
- My profile image give's the footer a personal touch
- I share my bio with a few links so the reader can contact me
- My main CTA is an email capture form that asks the reader to subscribe to my newsletter Productive Fumblings (more on this in the “Resources” chapter).

The one thing to keep in mind is that some publications will insist that you *not* ask readers to clap for your post or subscribe to your newsletter. In these cases, I simply leave out the email form.

### **9.5: Share post from other Medium writers**

You've probably noticed that Medium is much more of a community than most other blogging sites. If you invest in helping other writers, they'll invest in helping you.

Thanks to Medium's user-friendly interface, you can share a post using one of many methods.

While reading a post, highlight a certain sentence or paragraph and you will see the option to tweet it out to your followers on Twitter.

If you scroll all of the way to the bottom of the post, you will see another Twitter icon which will allow you to share the entire post with your followers.

Since Medium includes the authors username when you share their post, the writer will be notified. Do this often enough, and you will start to see them return the favor.

- Create your own daily writing routine using micro habits.
- Submit your writing to other publications before you're “ready.”
- Type “/latest” at the end of the URL to see the # of followers.
- Use your stats to see how your posts are performing and how your readers are finding your writing.
- Include a customized call-to-action at the end of every post.
- Pay attention to the submission rules of a publication in terms of a CTA.
- Show others writers some love and, eventually, they'll return the favor.

To this day, I still think Medium is one of the easiest ways to draft, edit, publish, and share your writing. Period.

As easy as it is, I still wish I had this guide three years ago.

Like most things, I simply jumped right in and started learning the hard way. There wasn't really a method to my madness. I just wrote about what I knew and shared it with others who I thought might find it helpful.

By no means is this guide complete. There are plenty of writers on Medium who can give you a much more in-depth look at what it takes to grow a large following on the site. This is simply meant to get you up and running as quickly as possible.

At the end of the day, this guide won't do the work for you, it won't make you a better writer, and it won't magically find you hundreds of thousands of followers.

You're the one who has to sit down and write.

Some days, it will come naturally. Others, you'll suffer from "creative constipation" and nothing will be easy. If you stick with it long enough, it will all balance out in the end.

It's easy to forget, but when it comes to building a community around your writing, everything can be boiled down to two steps:

1. Improve your writing with practice, and;
2. Share your writing with others

Remember, short-term steps eventually add up to long-term progress. Micro-habits grow into full-fledged routines. Medium is an amazing platform, but it won't give you results right away. It will take time and tweaking to figure out what works best for you.

I promise, it will be worth it. If you put in the time, Medium can unlock many opportunities for you, from connecting globally with other writers to getting paid for your writing.



But first, you need to get started.

So, what are you waiting for?

Cheers,  
William Frazier

P.S. Do you need more help getting started on Medium? Do you want to become a better writer in general? I would love to help!

Reach out using the information below and let me know what you thought of this guide!

Website: [www.billyfrazier.is](http://www.billyfrazier.is)

Email: [hello@billyfrazier.is](mailto:hello@billyfrazier.is)

Social: [@billyfrazr](https://twitter.com/billyfrazr)

I'm a big believer in giving as much value as possible. I love sharing actionable resources that make things easier, even after you've finished reading.

Below, you'll find a comprehensive list with helpful resources for making the most of Medium. As always, if you have one that isn't included, I would love to hear about it on Twitter!

**Mailchimp** - <https://mailchimp.com/>

In case you're not familiar with Mailchimp, it's one of the easiest ways to get started with content marketing. This comprehensive website allows you to do a few things:

- Create custom sign-up forms
- Design email newsletter campaigns
- Distribute your newsletter among various emails lists
- Reach users and readers with targeted ads
- Much, much more

As most online writers and bloggers will tell you, growing an email list and engaging your followers with newsletter campaigns are a few effective ways to distribute your writing and promote future projects and offerings.

**Quora** - <https://www.quora.com/>

When it comes to sharing your Medium posts, you can get pretty creative with where you distribute your writing. It is common to republish Medium posts on Quora, a platform to ask questions and share answers.

Simply search for a question that relates to your post and answer it by republishing (tweaking when necessary).

**Smedian** - <https://www.smedian.com/>

A website that makes submitting your writing to third-party publications even easier. Just create a profile and join the community of writers and publication editors.

## Stock photos

In order to find images for your posts that are both high quality and free, check out the following sites. (Keep in mind, most publications require you to attribute your images to their original sources).

- [Pexels](#)
- [Unsplash](#)
- [Stocksnap](#)

## Stripe - <https://stripe.com/>

If and when you join the Medium Partner Program, you will have the opportunity to get paid for your writing (based on engagement).

However, in order to actually get paid, you will have to setup a Stripe account. In this day and age, Stripe is the standard payment processor for online businesses.

It only takes a few minutes to set up an account, and once you do, you should see a payout roughly every month.

## Upscribe - <https://upscri.be/>

Even though Mailchimp allows you to create email capture forms, [Upscribe](#) is a third-party service that integrates seamlessly with Medium. It's perfect for building an email list that you can later engage using a newsletter you create with Mailchimp.

In order to include a form at the end of each article, simply:

- Setup a free Upscribe account
- Create a subscribe form
- Copy the embeddable link
- At the end of your Medium post, click the “+” button
- Choose the “embed” option
- Paste the Upscribe link
- Push “Return” and you should see the form appear

## Writers

As always, there is no better way to learn than to study the best. In order to develop a better understanding of Medium, check out this list of writers that I personally recommend.

**Nicolas Cole** ([@nicolascole77](#)) Writer, Founder of Digital Press, and a 4x Top Writer on Quora. Writes about writing, entrepreneurship, and personal branding.

**Sarah Cooper** ([@sarahcpr](#)) Writer, comedian, and creator of The Cooper Review. Writes about workplace satire, tech, and humor.

**Jason Fried** ([@jasonfried](#)) Founder/CEO of Basecamp and co-author of several books. Writes about design, business, and tech.

**Benjamin P. Hardy** ([@benjaminhardy](#)) Author who is pursuing a PhD in Organizational Psychology. Writes about entrepreneurship, productivity, self improvement, and life lessons.

**Jessica Semaan** ([@jessicasemaan](#)) Poet. Writes about poetry, love, psychology, and relationships.

**Poornima Vijayashanker** ([@poornima](#)) Founder of Femgineer and previous founder of Mint. Writes about tech, diversity, and startups.

**Jon Westenberg** ([@jonwestenberg](#)) Biggest Medium writer in Australia. Writes about tech, culture, and startups.

**Julie Zhuo** ([@joulee](#)) VP of Product Design at Facebook. Writes about design, building products, and observations from life.