

# QUORA MARKETING

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# WHAT IS QUORA?

Quora is a site that allows its users to ask and answer questions

These questions can range from hypotheticals, business related, or story requests

It's a lot like Reddit in the sense that you've got an upvoting system and the higher ranked your answer, the more people will see it

There is a subset of your audience that you never imagined that is hanging out on Quora

**What is the best channel to do an online product launch? I was thinking about Google Hangouts, but it would be cool if people could subscribe for the event in advance.**



Morgan Timm, works at Teachable

Written Mar 30

Google Hangouts is great for launching! If you want people to subscribe in advance you can set up a lead page saying, "On this date and this time I'm hosting this hangout to launch this product! Si... [\(more\)](#)

Upvotes

0

Comment



**What are the best tips for a successful online product launch?**



Morgan Timm, works at Teachable

Written Mar 30

Product launches are kinda my jam at this point. I work as a content marketer at Teachable and each week I write content helping people take control of their lives and earn a living online through ... [\(more\)](#)

Upvotes

0

Comment



**How long did it take you to make \$1,000 per month with your side hustle? What was the timeline for that?**



Morgan Timm, I've been making 3k+/month online blogging since I was 18.

Written Mar 29

Right now my side hustle is my blog. I've been at it since I was a freshman in college, and it started as a hobby but a few months in I started partnering with brands and making money. By the sixth ... [\(more\)](#)

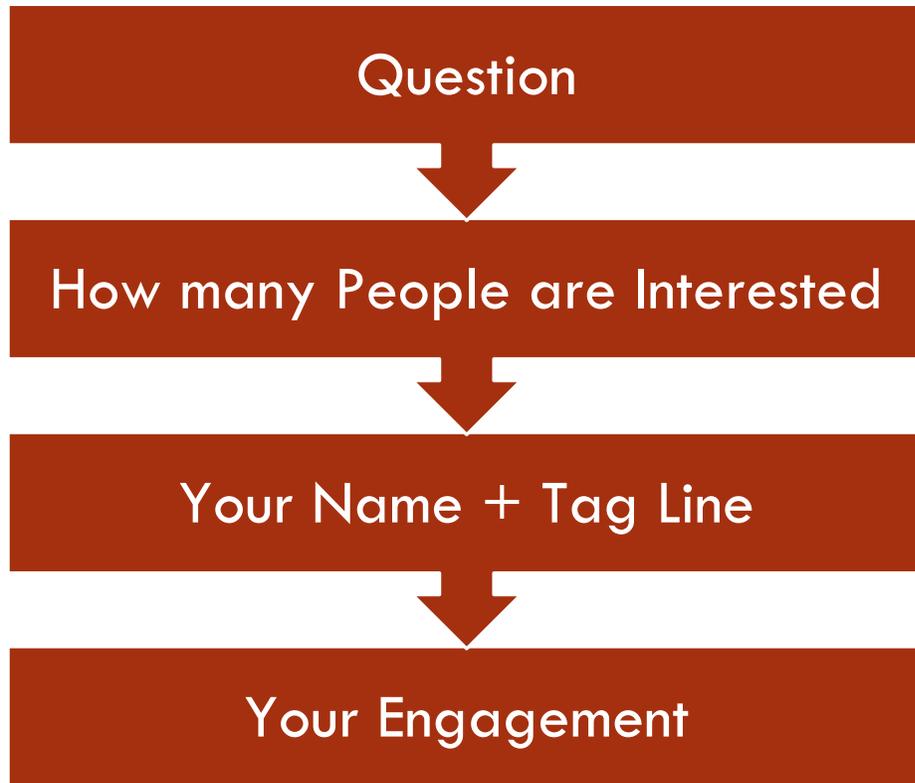
Upvotes

1

Comment



# THE ANATOMY OF A QUORA POST



Budget for Visiting and Travel Personal Finance +3

## Where do I get money to travel?

QUESTION

Request Follow 2 Comment Share Downvote

You've written an answer  
You can edit or delete it at any time.

HOW MANY PEOPLE ARE INTERESTED?

Sponsored by Shopify

**Sell on Facebook**  
Start a 14 Day Free trial now. Quick & easy Setup - Start selling Today on Facebook for only \$9/month.  
Free Trial at [Shopify.com/Free-Trial](#)

Morgan Timm, I write words on the internet for a living.  
Written Jul 1, 2016

YOUR NAME + TAGLINE

Great question! It would be easy to say work hard and save up before you travel, but chances are you want to go now! With that said, you'll need a way to start making money *while* you travel.

This can mean anything from going abroad to be an au pair or to teach English in another country, or (my favorite option!) starting a business that you can run remotely.

Now, whenever I suggest anything like that people instantly panic and think. "Oh, I can't start a business because \_\_\_\_\_" but it's entirely possible.

Me? I started blogging when I was an unskilled 18 year old and that snowballed into something that pays my rent and all of my bills. Other people are copywriters, freelance designers, etsy sellers, and the list goes on.

If you want to make money quickly most of those options might not be the best as they will take time to build up a steady income from.

I'd suggest creating and selling an online course while you travel. You can do so easily with [Teachable](#), a start-up that helps people create and sell online courses. I intern there now, but even before I did I was familiar with the company and beyond impressed with the power behind online courses.

I've seen other bloggers make six-figure incomes from courses alone, and there are people who are profitable in every niche from programming to painting to pet walking. You can teach anything, the key is finding your audience and selling to them.

If you want more information on how to make money while you're traveling check out [this blog post](#) and feel free to tweet us at TeachableHQ.

Cheers!

YOUR ENGAGEMENT

Upvotes 1 Comments 2+

# HOW TO GET TRAFFIC FROM QUORA

Answer Questions in Main Feed

Answering a popular question will get you a ton of views

Questions under a specific topic

Answering questions here gives you a better chance of gaining followers, upvotes, and views

When you first log on to the website, it'll look a little something like this

The screenshot shows the Quora homepage for a user named Morgan. At the top, there is a search bar with the text "Ask or Search Quora" and a button "Ask Question". To the right are icons for "Read", "Answer" (with a red notification badge), "Notifications", and the user's profile "Morgan".

On the left side, there is a "Feeds" section with an "Edit" button. Below it are links for "Top Stories", "New Questions", and "Bookmarked Answers". A list of interests includes "Blogging", "Websites", "New York City", "YouTube", and "Entrepreneurship".

The main content area is titled "Top Stories For You". The first story is by Morgan Timm, asking "What is your question?". Below the question, it says "Question asked · Education · Topic you might like · 22h" and "If  $a^2 - b^2 = 21$  and  $a^2 + b^2 = 29$ , then what is the value of  $ab$ ?" It has "Read 100+ Answers" and buttons for "Answer", "Pass", "Follow 1.3k", and "Downvote".

The second story is an answer by Dylan MacIntyre, Quora's Edgy Gaylord, titled "Should we compare our lives to people that have it harder when feeling sorry for ourselves?". It is dated "Written Mar 13" and contains the text: "All lives equally suck in their own unique ways." That's what my dad said the first time that I expressed resentment about living in a tiny, messy apartment in a dangerous area while other kids (li... (more)". It has "Upvote 899", "Downvote", and "Comments 20".

At the bottom, there is a section for "Upcoming Sessions" with a "View All" link. It features two sessions: one by Max Gladstone, "Writer of Serials, Games, Novels", answering on Thursday at 2:00 PM; and one by Francis Fukuyama, "Author & Professor of Political Science at Stanford", answering on Wednesday at 1:00 PM. Both have "View Session" buttons.

On the right side, there is a "There's more on Quora..." section with a progress bar and a button "Update Your Interests".

# ANSWERING QUESTIONS

The questions you see in your main feed will either be relevant to either the interests you follow or previous questions that you've looked at or the most popular questions on the site at the time.

Answering questions like this more often than not will result in your answer being buried, but every now and then you'll strike gold and answering a popular question will get you a ton of views.

If you only want to see questions under a specific topic, you can click the options that you pre-selected during sign up on the sidebar. This will give you a selection of questions that range from very new to very popular. Answering questions here gives you a better chance of gaining followers, upvotes, and views.

## What's the easiest way to make money online?



Morgan Timm, I've been making 3k+/month online blogging since I was 18.  
Written Mar 20

It depends on how you're looking at the question. Making money online is *super* easy. Making *good* money online is a little trickier.

You can set up a blog with ads and expect to make 50 dollars a month if you're getting a small amount of traffic, but if you want to make consistent income that's more impactful you'll have to look to other methods.

I've been blogging for over 3 years now and at this point I make a good income through that, but it's taken a lot of time and energy to get to the point where I am.

If you're looking for a simple way to make good money consistently you'll have to put in a few hours of leg work. You could go my route and start a blog, but that's not necessarily "easy" because you'll be working daily/weekly to create content and grow your audience.

I work at Teachable, a platform that allows people to create and sell online courses. Online courses are the best way to make money online because you can create the course once and then launch it again and again. (Work smarter, not harder.)

[We just published a report of epic proportions walking you through exactly how you can become a successful course creator.](#) [🔗](#) This report looks at 100k+ schools and dives into how they found their success and how *you* can replicate that success.

Really, I recommend looking at that resource - there isn't a more in-depth or thorough one in existence. But, if you're looking for more of a walk through, you can [check out this series](#) [🔗](#) where I walked you all through the online course creation process with me.

You can fight through creating a blog or trying to become YouTube famous, but really your better off following tried and true methods that work.

# ANSWERING QUESTIONS

Wrong  
Way

Quora didn't originally work for you?

- You are answering questions wrongly

Right  
Way

Quora works on linking

- Answer questions and link back to your websites will bring great success

# GIVING YOUR ANSWERS THAT EXTRA “OOMPH”

## Add an image to your answer.

- If you can back up your answer with a chart or a graph or a hysterical meme, you're going to do a better job capturing attention.

## Use sources.

- Quora's linking allows you to add links as footnotes so you can easily source your information in an organized way.
- Without sources, their answers won't look as legit as yours.

## Long and Well-sourced

- Piggybacking off the last point, if your answer is **long and well-sourced** you'll definitely be a contender for the highest slot on the answers page.

## Become a thought leader in a specific subject.

- If people are consistently seeing you post valuable answers in a topic they follow, they're going to be more likely to start engaging with you and following.

# BECOMING A THOUGHT LEADER

## Choose a niche

- Related to your business as a whole
- You're business is online marketing, you probably don't want to become a thought leader in the gardening

# TIME SAVING TRICK

Same version  
of questions  
and answers  
are shown  
differently

Put a good  
amount of  
thought and  
effort into  
everything you  
answer in your  
target niche

Then people  
are asking you  
to answer  
specific  
questions

# ANSWER SPECIFIC QUESTIONS

Questions Top This Week / All Other

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Questions For You 3

Answer Requests 1

Answer Later

Drafts 15

Answer Requests

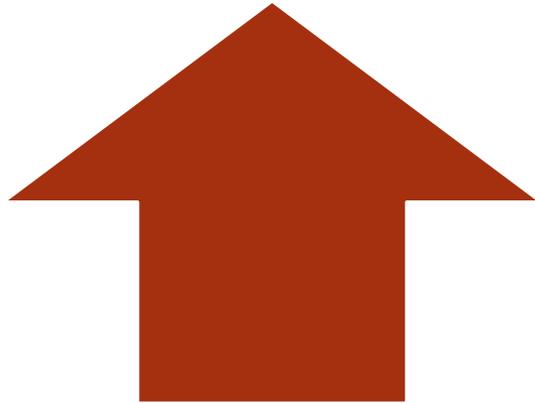
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 Chidera Nnaji requested your answer to · 14h ago

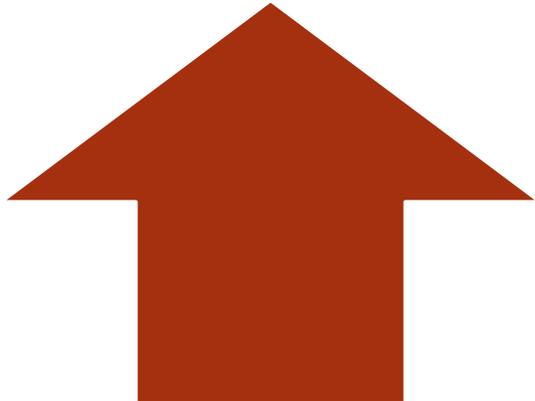
**How do I blog? Where can I learn how to do it?**

[Answer](#) [Pass](#) [Answer Later](#) [Follow](#) 1 ...

# FORMULA



More  
Followers



More Up Votes

# GETTING FEATURED



1,000+ people were sent your answer in the Quora Digest. Fri

**Are there many sites like thinkific.com that provide online course creations?**

Quora features one of your answers in their newsletters

# GROWING YOUR ACCOUNT

**Connect to Facebook**

**Be active in one community**

**Engage with other people**

**Be active in general**

# QUORA BLOGS

You actually have the capability to create a blog on Quora where your followers can keep up to date with you, and you can further establish yourself as an authority

# WHY CREATE A QUORA BLOG?

It eliminates the legwork of finding an engaged audience for your own blog

It's also great for SEO purposes because Quora already has plenty of Google Cred

# HOW OFTEN SHOULD YOU POST?

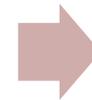
consistency is  
going to go a  
long way



Update your  
Quora blog once  
a week



posting  
consistency-  
“quality vs.  
quantity”



treat it like a job  
as it is going to  
help you grow

# MAKING MONEY ON QUORA



# PROMOTING A LAUNCH WITH YOUR QUORA BLOG

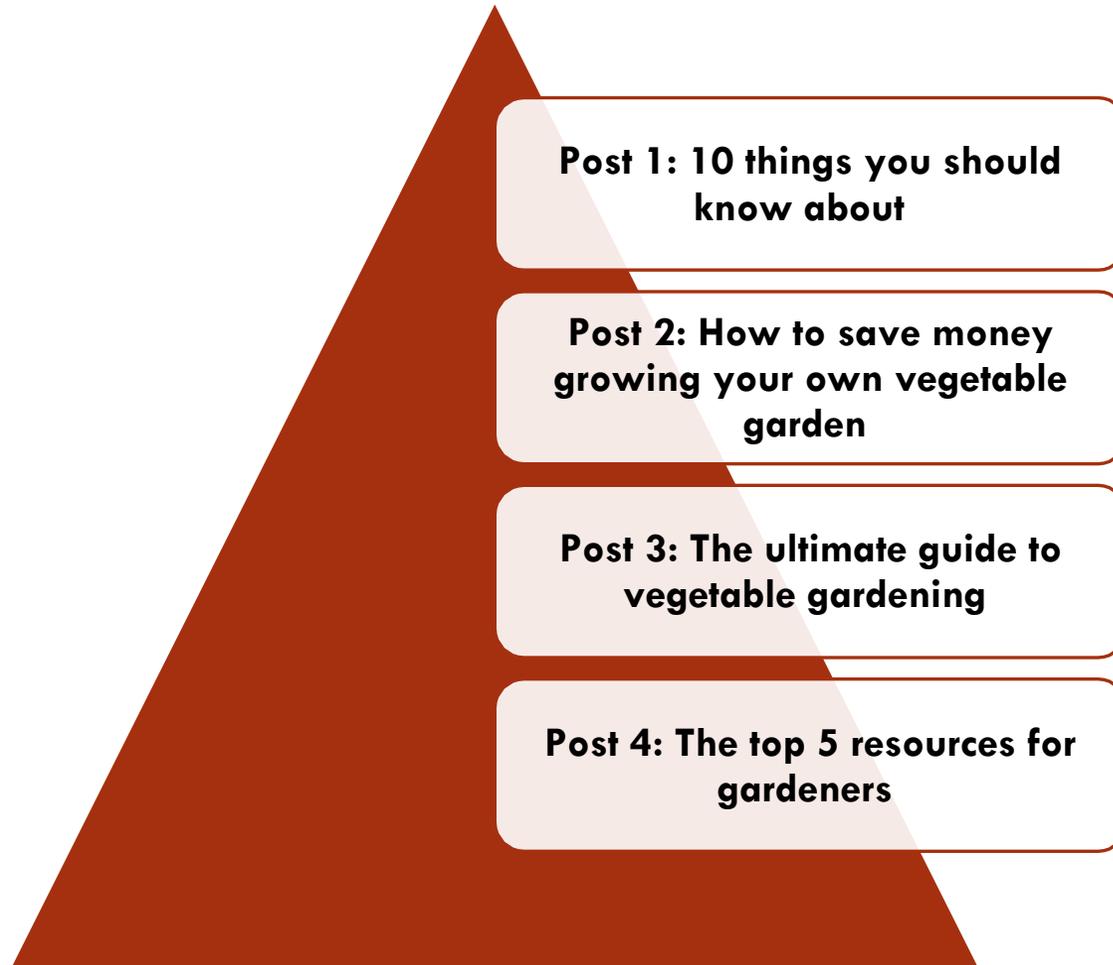
## Education

- your goal is to make your audience want your product before they even know that you have a product
- pique their interest. Make them want to know more about your course topic through engaging and valuable blog posts

## Selling

- they get them excited to buy

# EXAMPLE



# THINGS TO KEEP IN MIND

**Don't be spammy**

**Don't create upvote groups**

**Be careful with copying and pasting answers.**

**I've heard urban legends of people being banned simply for posting well-intentioned but inaccurate answers.**

# DON'T GET DISCOURAGED

It took a few weeks more my Quora account to pick up momentum, but once it did I see consistent notifications and traffic from it. Take the time to build your account and establish yourself in your niche before deciding whether or not Quora will be worth it for you and your business.

**Any questions answer them!**

THANKS 😊

