

MEDIUM CRASH COURSE

READ NOW



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Hey,

Thanks for downloading the ebook!

You have now officially become one of the top writers on Medium. How? You've shown interest in downloading this ebook, so I assume you're just as serious about Medium writing as I am, right?

So don't let it go to waste!

Since you're already reading the first page of the ebook, I encourage you to go through all the chapters in one go.

Hey... don't worry! They're not too long. You can finish the ebook in just an hour or so. Because I've only added the top-tier knowledge for you in the least amount of pages. So you can not only go through all the chapters but also implement them ASAP.

This ebook will form the unshakable bedrock for your Medium journey.

Enjoy!

CHAPTERS

1 Understanding Medium

2 The Ecosystem

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1 Understanding Medium

Truth be told, Medium is a completely different writing platform.

It doesn't work like Twitter or LinkedIn. It has a different set of rules and a different kind of enjoyment. One key factor to understand between Medium and Twitter/LinkedIn is...

When you publish an idea on Twitter or LinkedIn, the post has a short lifespan. Meaning, the post only gets views within 24-48 hours. You can't expect your post to go viral after a week on LinkedIn or Twitter.

Once it's done, it's done.

A huge drawback, right? You spend hours writing a long post only to get "Crickets" on it! Duh.

It's the opposite on Medium. When you publish a new story, you might not get enough views at the beginning, but the story has a long lifespan. Meaning, it can go viral after a week or a month.

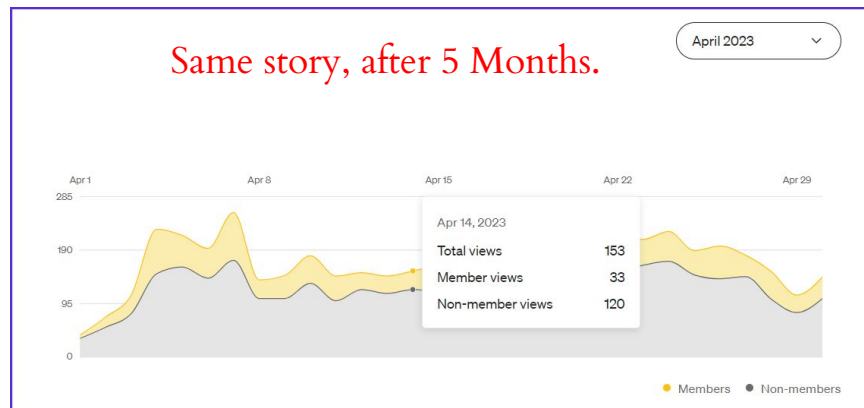
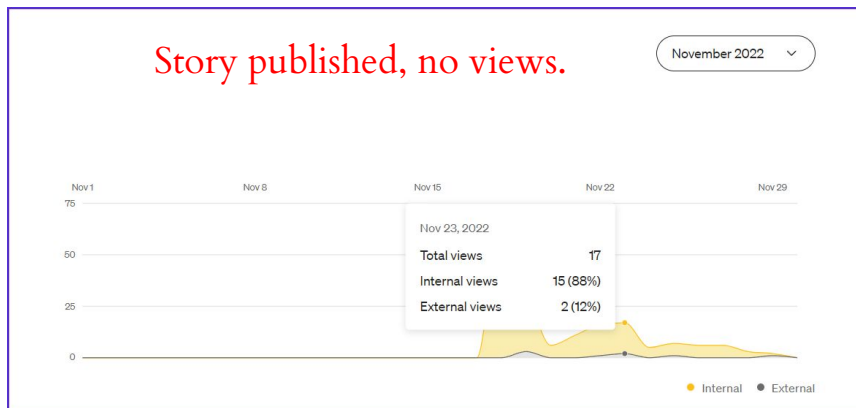
This happens with my stories every now and then.

I publish a new story. It might not go viral or get enough views at the beginning, but if I've done a good job writing the story, it can go viral after a month or so.

What do you understand? Your work is never wasted!

Of course, it doesn't happen all the time, but the point you should remember is that you shouldn't take your stories for granted. Don't get demotivated when your stories don't get enough views in the beginning—they might get you views after a month.

So put effort into writing your stories so they can go viral while you're on vacation. Example:



Now, there are some terminologies that I want to talk about. The reason I want to discuss those terminologies is that they will help you understand Medium much better.

This becomes so crucial when you're just starting out on Medium. So if you're one of those who's starting right away, you must read and understand them.

Let's dive in!

- **Story:** Don't get confused when someone says "story," basically, they're talking about a "post." Instead of calling it a "post," on Medium, we call it a "story."
- **Claps:** Don't get confused when someone says "claps," basically, they're talking about "likes." Instead of calling it "likes," on Medium, we call it "claps."
- **Response:** Don't get confused when someone says "response," basically, they're talking about a "comment." Instead of calling it a "comment," on Medium, we call it a "response."
- **Publications:** On Medium, publications are like legacy media houses.

Just as, if you want to be an international best-selling author, you go to **Penguin Publication** to publish your book. The same goes for Medium. You go to a publication to publish your Medium stories to get more eyeballs.

- **Read Ratio:** The read ratio indicates the number of people who come to your story and how many of them actually read the story for at least 30 seconds. So say, if you get 100 people to come to your story and only 30 people read the story for 30 seconds, this means you've got a 30% read ratio. Pretty simple.
- **Partner Program:** Sometimes it makes me wonder that there are also people who don't know about the Medium Partner Program. Listen: It's a primary way to make money on Medium. Moreover, Medium plans to launch its Partner Program globally by early 2024.
- **Highlights:** This is a pretty cool feature on Medium. You can not only read a story but also highlight sentences and paragraphs of the story. It's like a Kindle, you know. But why should you do it? If you come across a "never seen before story," you can highlight the sentences that you like and revisit the story whenever you want to reread it. Isn't it beautiful?

Let's be clear: You don't need 10,000 or 50,000 followers to go viral on Medium.

The Medium algorithm doesn't work that way. What most people get wrong about growing and building an audience on Medium is that they think they need a "huge" audience to get enough views and claps on their stories.

Completely wrong!

What you really need to go viral and grow fast on Medium is to "build your ecosystem." Now when I say ecosystem, I mean two things:

- **Writing in one niche**
- **Building a niche following**

You can't expect to go viral **too often** or to grow fast by writing about 12 different topics. Writing about multiple topics on Medium is a terrible way to build an audience.

Hear me out:

The Medium algorithm doesn't favor the writer whose story covers multiple topics. The algorithm isn't designed that way. The algorithm looks for your expertise & authority, just as your audience does.

And how do you do it? By writing in one niche.

Not to mention, there are many disadvantages to writing about multiple niches. At the same time, there are many unfair advantages to writing in one niche.

Let's first identify what those advantages and disadvantages are:

Writing about multiple niches (disadvantages):

- Hard to prove your competence
- Hard to sell a service or product
- Hard to build authority and a tribe
- Hard to please people, so the algorithm
- Causes low engagement because of The Audience Differentiation.

Writing about one niche (advantages):

- Easier to prove your competence
- Easier to sell a service or product
- Easier to build your authority and tribe
- Easier to please people, so the algorithm
- Causes high engagement because of the "Niche-oriented followers."

As I said, there are many disadvantages to writing about multiple niches, and many unfair advantages to writing in one niche.

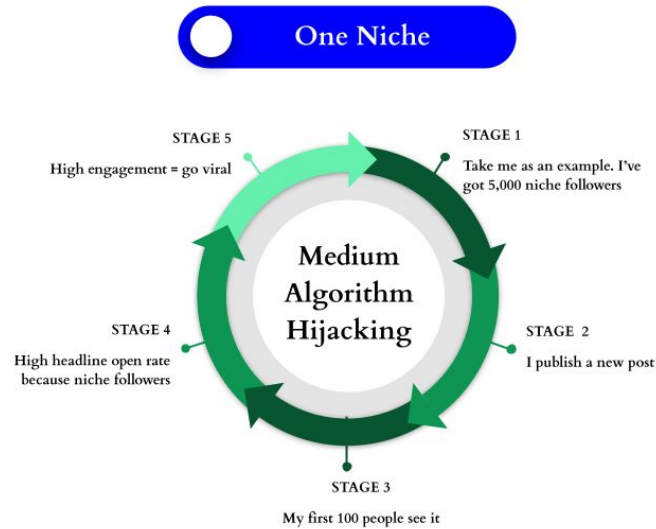
So I guarantee if you write about one niche for an extended period, there's no chance you'll fail.

The lesson you should consider taking from here:

- **Write in one niche**
- **Build niche followers**

Don't believe me? Check my profile. You won't find me talking about 10 different topics.

To make this clear, understand my Rule Of One Concept:



PS: If you really want to know why writing about one niche works, and how building a niche following helps you go viral more often on Medium, read the ebook [Medium MasterClass](#).

I've explained everything in more detail in that eBook about these advanced concepts.

A compelling Medium story has a structure.

When I say structure, I mean the way the story looks and the elements it contains. Writing a good story is so important to grow on Medium. As a wise man once said, “Content is king.” So true!

So remember, you can't expect any exponential growth writing crap.

You must write well-structured, compelling Medium stories so you can get the views and followers you want. There is no other way around it.

I often see people on Medium make some silly mistakes while writing their stories. For instance, some people never add a sub-headline, some people never add a featured image, while others don't even know what a hook is.

These 7 Elements must be in your stories to make them compelling:

- **Headline:** The headline does 80% of the job in your story. So you must understand what makes a great headline. However, writing great headlines is an art that comes over time. But with some proven tactics and strategies, you can make your headline click-worthy without knowing how to write great headlines. The best way to do this is to **show benefits, use numbers, and employ power words.**
- **Sub-headline:** Correlate the sub-headline with the headline. It should make the reader curious to open the story without annoying them. But some writers write subheadings like they write a journal—random thoughts. Avoid making such mistakes.
- **Feature image:** Always add an image after a headline/sub-headline. This becomes a thumbnail, and it'll show all over the place, like in the home feed, emails, and social platforms. This is also why it's so important for you to add an attention-grabbing image to hook the reader. Use websites like **Pixels, Pixabay, and Freepik** to find the best possible images available.
- **Introduction/Hook:** The introduction is the first part of your story.

It's generally the first sentence or paragraph of your story. In the introduction, you must add a hook. The hook is to grab the reader's attention by showing them something valuable. And to hook the reader: **ask a question, state a strong point, or present data.**

- **Main points:** Skimmability matters. You can't expect the reader to read your story if the story isn't skimmable. Skimmability is a way to make your story readable without actually reading it. You can also use bullet points and lists to make your story skimmable.
- **Conclusion:** Adding a final thought is so important in any story you write. Remember: When you write the conclusion of the story, don't just repeat the things you've already said in the main points or in the introduction. Instead, in the conclusion, try adding something new. Or better yet, inspire the reader to take action on the things you're teaching.
- **Call to action:** An effective call to action is crucial. You must give a call to action before you conclude a story. This call to action can be anything from joining your newsletter to reading the next story that you tell the reader to read.

Now, when you summarize these 7 components, here's how it looks:

The image shows a Medium article layout with several sections highlighted by red boxes. On the right side, red arrows point from these boxes to labels:

- ←Headline & Sub-Headline**: Points to the article title and subtitle.
- ←Featured Image**: Points to the article's main image.
- ←Introduction/Hook**: Points to the introductory paragraph.
- ←Main Points & Sub Main Points**: Points to the three numbered steps of the article.
- ←Conclusion**: Points to the final paragraph of the main text.
- ←Call To Action**: Points to the article's recommendation for further reading.

Shameless Plug: I teach these concepts in more detail in the [Medium Masterclass](#).

4 The Writing Equipments

In this chapter, I'll give you **11 mantras** to help you succeed on Medium.

These 11 mantras have worked for me and will work for you as well—as long as you follow them.

So let's dive in!

#1 Volume: Some writers say, "Quality matters." Some writers say, "Quantity matters." But I say, "Quality Plus Quantity matters."

Now, what do I mean by that? You need to put an absurd number of stories in the **beginning** to get fast results. But those stories can't be crap. Your stories have to be valuable, helpful, unique, and informative. So how do you do it? By putting more effort into writing the stories. In the beginning, publish one story a day. Yes, once a day.

If you can do this, your growth will instantly shoot up.

#2 Timing: For me, timing matters.

This becomes so important because I want instant feedback on my stories. Why? It helps me write more stories based on the feedback I get from my audience. So I try to publish my stories at the right time so I can get instant feedback.

Now, of course, this will vary from writer to writer based on where their most audience comes from. So find the best time to publish your stories. I go with 5 pm IST.

#3 Network: Network until you hit 5,000 followers. Once you pass that number, networking doesn't matter that much. Because you'll have your fans who support you.

But in the beginning? You must network. Find **5 fellow creators** who are in the same niche as you and have the same number of followers as you.

Remember, Same niche. Same follower count.

#4 Engage: Spend time commenting on the 5 fellow creators' stories. This will help you keep the momentum going.

Also, never forget to reply to your own readers' comments that you get on your stories. This is the best way to build trust with your readers. Your readers like you when you reply to their comments. You must do it.

#5 Patience: You know it. Growing and building an audience on Medium takes time—more time than you think. And it's certainly not an easy game.

But if done right, it can be easier than you think. So if you don't get the results you wanted in the beginning—don't lose hope. Keep going.

#6 Initial days: Remember, it's only hard in the beginning. Let me repeat this: It's only hard in the beginning. No one cares about you if you have 23 followers and 7 claps in the last story. But that's okay.

You'll suck at the beginning. You'll make progress. You'll grow. And that's a journey worth going on.

#7 Consistency: You can't beat a person who keeps showing up. Consistency always beats talent. And to write and make money on Medium, you don't need talent, you need consistency.

If you're consistent—no one can stop you from getting success on Medium. I promise. Publish 300 stories in 12 months, and I guarantee you'll have the success you want.

#8 Analyze The Data: This is so important. Many writers don't even know how to analyze the data they get. But you must know how to analyze the data.

Go to your Medium stats and look for stories that have performed well. Look at which stories have more views, comments, and reads. Now ask these questions: what made the story go viral? How can I write more of these? What makes this story worth rewriting? Etc. Etc.

This will double-shoot your growth.

#9 Write simple words: People don't have time to think and understand the sentence for a minute.

They want to get to the point instantly. So if you use jargon and lengthy words, you might lose 90% of the readership.

Notice how I use simple words? Even a 5-year-old kid can understand. This is how you write on Medium.

#10 Build Your Email List: You don't own your Medium audience. It's not yours. Medium is a rented place. Once it's gone, it's gone.

They can suspend, ban, and delete your account without giving you any information. Or even worse? Hackers can hack your Medium account.

So what's the solution? Email list.

Build your email list as soon as possible. Think for the long term.

#11 Compounding: Compounding happens.

You might not make any progress in the first 90 or 180 days of writing. But if you're persistent enough, you'll get the taste of compounding—sooner or later.

As you might have heard this phrase: "**Nothing happens for long, then everything happens all of a sudden.**" Believe in this phrase and keep going, my friend.

5

The Medium Painkillers

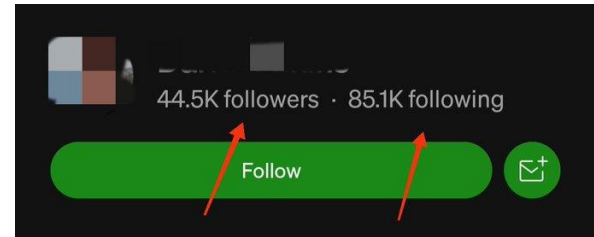
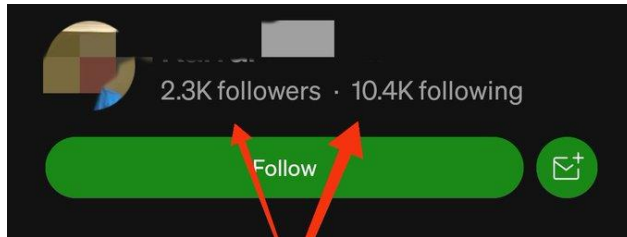
What a crazy name, isn't it?

There are a lot of mistakes people make when writing on Medium. Some are worse than others. So in this chapter, I want to talk about the things that you should avoid doing.

Read them and ensure that you're not making these 7 mistakes:

#1 Follower and following ratio: You can't surpass your follower number. Period. Meaning if you have 100 followers, it's foolish to be following 400 people. It automatically ruins your authority and positions you as a low-quality Medium account. I see writers follow thousands of people regardless of having 100 or 200 followers. Horrible. Avoid doing it.

Examples:



#2 Account ban: You should avoid writing anything that violates the Medium policy. The other day, one of my friends talked about how her Medium account got suspended without her knowledge.

You see? This can ruin years of work. So make sure you read their policies and guidelines by checking the Medium help page.

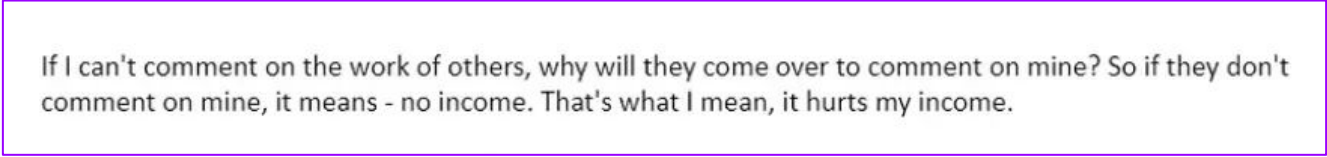
#3 Publications: You should not be thinking, "Publication will help me grow." It certainly won't. Most publications have dead audiences. People follow publications but they don't even read the stories that get published in the publications.

I never published a single story in publications and still managed to get results. So if I can do it, you can too. Of course, you can test it out. If you like it—go with it. If you don't—self-publish.

#4 Commenting: I see a lot of writers do "Comment hacking," meaning they comment a lot. Some writers comment 100 times a day, while others do more. This is terrifying.

They do it because they rely on the Medium Partner Program to make money. So if they don't comment on other people's stories, how do they get paid? This is the reason.

Actually, these writers have no true fans. The other day I got a screenshot from a lady literally saying "She has no true fans." See the picture below:



If I can't comment on the work of others, why will they come over to comment on mine? So if they don't comment on mine, it means - no income. That's what I mean, it hurts my income.

You should completely avoid it. And instead, build your tribe. Commenting a lot is a cheap way to grow on Medium. It never sustains in the long run.

#5 Profile: You can't be anonymous. Writing on Medium is about building trust and relationships with the readers. So you can't do it anonymously. You have to show your face. You have to tell your story.

And the best way to do it is to design your profile. Put a profile picture of your own. Write who you are in the bio. Add a banner post that supports your brand. And fill the About page with your journey and story.

This will not only give you more followers but also your readers will remember you.

#6 Topics: Some topics don't work as nicely as others do. Let me explain: Writing about self-improvement and personal development works so well on Medium.

But when you write about Cryptocurrency or blockchain, you might have a hard time getting enough eyeballs. Because not every topic works equally well on Medium. So choose your topic wisely.

#7 Affiliate links: When you add an affiliate link to a product in your stories, always give a disclaimer. You can't just add an affiliate link and take it for granted.

If you do that repeatedly, Medium can shut down your account the moment they notice you. So Always give a disclaimer. How?

"This story contains some affiliate links, meaning if the readers buy from the links, I get a commission."

Now you're safe.

That's it.

I hope you enjoy reading the ebook!

So what next?

Take action. Start publishing your stories. Write in one niche. Write compelling Medium stories. Build trust and relationship with your audience. If you can do this—no chance you fail.

Want more?

If I'm honest, I'd say this ebook is a lite version of my main ebook Medium Masterclass.

Medium Masterclass? This ebook is a bible of Medium writing. you can check out the ebook or 1:1 coaching here: [Medium Masterclass](#). (No force. Completely optional)

I appreciate your time. Thanks!

Have any queries or questions? [Email me](#).