

AN ARTFUL SCIENCE®

“THE SECRET POCKET OF PEOPLE”

How to reveal the *super loyal, avid fans* most likely to scream and shout about your brand.

(The answer *of course*, is not your customers.)

By Stephen Shaw

Co-written by Stuart Shaw. Cover art by Rafael Araujo.

PREVIEW COPY



Ostii @AskOstii ·

A pleasure [@anartfulscience](#)

Love your work. We need more like it. Such a pleasure to interact with your website :)



Rachel Lerch
@rachelwebdesign

Follow

This London web designer's site deserves a look - great example of functional & attractive design. [@anartfulscience](#)



kim printz
@paperwerksart

Follow

[@anartfulscience](#) That, sir, is a superbly written bio!



Mauro Moro
@worldofmauro

[@anartfulscience](#) Hi Stephen your [#website](#) works like a charm. At a first look it looks beautiful and intuitive. I will explore it more..



logos.ai @logos_ai

🤖 [#Brandpositioning](#) is much more than just what you stand for in the market. It'll decide whether or not clients/customers choose you or your competitors. Here's how to position a brand that clients will love! 🤖 buff.ly/2CEEFWt Via [@anartfulscience](#) [#branding](#)

And thanks for the Retweet of Swipefile Stephen [@anartfulscience](#)
I just realised I have not featured your website anartfulscience.com—one of my favourites on the entire web and a big inspiration for my own site—in the Home Pages Collection.
Will get onto it this week!



MH Creatives
@MH_Creatives

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[@anartfulscience](#) Like your stuff dude!



Ginger Bisek
@gingerdoe

Follow

Wow [@anartfulscience](#) - great copy in your mini Twitter bio. Following you just for that! Nice [#copywriting](#) - tight...



Julian Summerhayes
@JuSummerhayes

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Replying to [@anartfulscience](#)

Love your site. I really enjoyed the back story too. Have a great day. Julian



nischnasch
@nischnasch

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[@anartfulscience](#) Love the way your site reads, and operates. No fluff, strictly function. Effortless wit & charm also noted.



Cohesive @wearecohesive ·

Replying to [@SonjaNisson](#) and [@anartfulscience](#)
We are already massive fans of this!



Sonja Nisson @SonjaNisson · Jul 21, 2017
Aha! You found it too? It's lush isn't it?



3 replies 70 retweets 227 likes



HeX Productions
@HeX_Productions

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Replying to [@smashingmag](#) [@anartfulscience](#)

Great article guys!

From: [Elliot Jay Stocks](#) >

To: [Stephen Shaw](#) >

Hi again Stephen,

This is *really* good. I might use it in a talk I'm doing at the moment. Tell me a bit more about this project — I gather it's a work in progress?



Ashley Fletcher

24 November at 19:11 · Buffer · 🌐

A beautifully illustrated guide to "mobile-first, content-first, typography-first" web site design.

IT Enquirer

To: Stephen Shaw

You're very welcome, Stephen. It was a joy reading it and a feast for the eyes.
You too enjoy the day!



nuSchool @nuSchooler · Apr 14, 2018

If you believe **#website attention** and **#engagement** is a valuable resource, then tools that help you conserve that resource are likewise **valuable**. **Typography First** is one of those tools.
buff.ly/2Hz9i1p

Ostii

Great article—and beautifully presented as usual —by **Stephen Shaw** [@anartfulscience](#) about Preeminence Marketing...
Why you need hit 11 with your website marketing strategy!

Limelite Technologie
@LimeliteT

Replying to [@anartfulscience](#)

[@anartfulscience](#) The wow effects used in the website are highly Rich. This website is a benchmark for designers and developers.



Kyle Courtright @kcourtdesign ·

A nicely designed, data-driven guide on typography and discovering "the perfect readability"
[@typographyfirst](#) #type #typography

Ramsay sent you a Direct Message.

Dude it's awesome. I don't even have to look at it - I was on it last night. Fantastic work.

Reply



Jason Pamental
@jpamental

Following

Great intro to **#typography** on the web from [@anartfulscience](#) & [@gminers](#) - thanks for including me!
anartfulscience.com/Typography-Fir...
#design #ux



Smashing Magazine ✓
@smashingmag

A growing web designer's guide to **typography-first**, with practices and good type reminders, by anartfulscience.com

Tech
PORTFOLIO

TechPORTFOLIO @TechPORTFOLIO · 2h

If you want people to read your content, a typographic-first **#design** approach is crucial
▶ newsr.ms/ftT8iN1 via [@anartfulscience](#)



Tommy Lewis @TommyLee · Jan 19

This typography-first site by [@anartfulscience](#) is rad! All designers should bookmark. Thanks for the find [@mor10](#).



Margit Tennesaar
@margittennesaar

Typography-First. Tody's WOW page!
[@anartfulscience](#) #practicedaily
#learningbydoing #typography

Sonja Jefferson

To: Stephen Shaw

Absolutely stunning piece of work. Brilliant stuff Stephen.

I'll share it widely.



IBM Cloud Canada
@IBMCLOUDCA

Follow

If you want people to read your content, a typographic-first **#design** approach is crucial ▶ newsr.ms/lvfsXN9 via [@anartfulscience](#)



Ewelina Nowakowska (she/her) @redsaw...

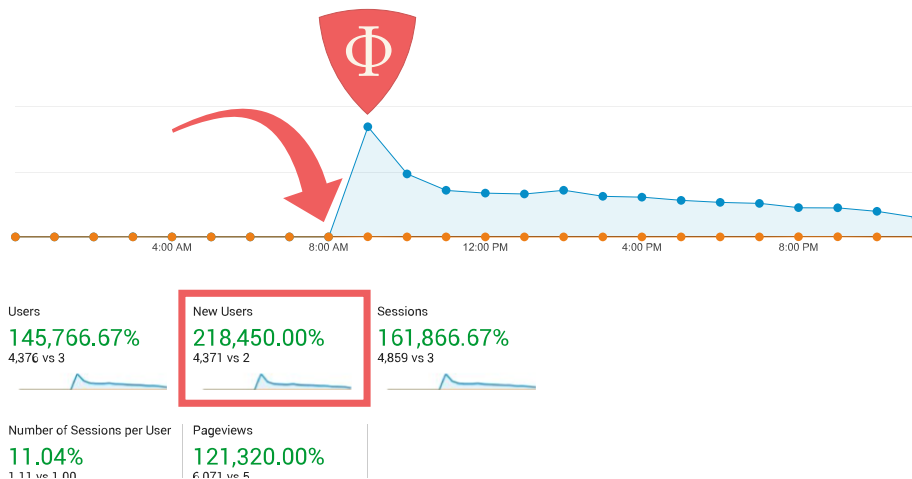
An intricate guide to designing a better reading experience with focus on typography via [@anartfulscience](#) #ui #ux
anartfulscience.com/Typography-Fir...

“THE SECRET POCKET OF PEOPLE”

Is it possible to create a compelling digital marketing experience that your prospects will actually thank you for, even share with their friends?

The answer is yes!

And the solution is quite simple ...



“THE SECRET POCKET OF PEOPLE”

Make it truly valuable!

Create your marketing geared around imparting knowledge.

Sharing a winning idea.

Solving a really nagging problem.

Changing someone’s day for the better ..



Julian Summerhayes
@JuSummerhayes

Follow



Replying to [@anartfulscience](#)

Love your site. I really enjoyed the back story too. Have a great day. Julian

If you want to build something — *anything* — that will still be relevant and still be sharable and clickable and rankable, you have to focus on delivering something that deserves to be still be there at number one a year (*even two or three years from now*).

“THE SECRET POCKET OF PEOPLE”

You know this of course.

You reward those rare companies who really wow you with valuable content with the very stuff that guarantees their currency and longevity: *respect*.

When you come across something special that knocks you off your feet, when you recognise a real bona fide authority, your respect for it as a resource doesn't end there.

Respect is the bedrock of trust a rare commodity these days.

With respect and trust in place, next comes a sense of obligation to share the treasure with others ..

To: Stephen Shaw

[Details](#)



Absolutely stunning piece of work. Brilliant stuff
Stephen.

I'll share it widely.

Sonja

“THE SECRET POCKET OF PEOPLE”

I know, *it's an ego thing*: we want other people to ‘like’ us for sharing the really good stuff.

So if you already know it when you see it, why aren't you going out of your way to profit from it?

Shared URL	Sessions	% Sessions
1. anartfulscience.com/	8,116	78.10%
2. anartfulscience.com/	568	5.47%

- Sam Davis**
Fantastic hooked me in I've only stopped reading your post to comment I'm going back now to read the rest
Like Reply 1 w
- Stephen Anthony Shaw** Author
Sam Davis thanks mate. The feedback makes spending the hours on those words worth it!
Which was your favourite? Would help me zone in.... See more
Like Reply 1 w
- Kerstin Ide**
Caught my interest as well right of the bat. Great topic!
Here's my fav title/subtitle:... See more
Like Reply 1 w
- Stephen Anthony Shaw** Author
Kerstin Ide soooooooooo helpful!
What's yours? I'll feedback 😊
Like Reply 6 d
- Karen Lee Mack**
They are all so good. I'm torn between the first two titles and the last two subtitles.
Like Reply 6 d
- Stephen Anthony Shaw** Author
Thanks Karen 😊 much appreciated!!
Like Reply 6 d
- Julie Browne**
I like the 4 degrees of newness. Very catching
Like Reply 6 d
- Stephen Anthony Shaw** Author
Thanks Julie Browne .. think I'm going to run with that angle 😊
Like Reply 5 d

- Nigel McHugh**
That is a slick page. Very, very slick. 🙌
Like Reply
- Ostii Ananda**
Beautiful page. and beautiful website.
Like Reply
- Adam Bennett**
Great work Stephen
Like Reply
- Shawn Lim**
whoa! this is amazing 😊
Like Reply 2
- Hector Omar Velez**
Awesome thanks for sharing
Like Reply
- Michael Oon**
Well Done, you are an inspiration
Like Reply
- Barbara DiLucchio**
That's really great!
Like Reply
- Neil Sheth**
Wow, how long did this take to create?
Like Reply

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Acknowledgments. Rafael Araujo & Stuart Shaw.

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What if that's where your brand story 'really' begins?

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“SELLING EXPERIENCE”

How I increased my website traffic by
+218,450% (without paid ads).

Back in November 2014, with a burgeoning client list for my web design skills, I had a kind of revelation:

I was designing an aesthetic experience first, *when first and foremost I should all along be designing a reading experience.*



So I literally stopped designing anything.

Period.

I bought every book worth its salt on content marketing, copywriting and typography.

Watched countless gurus. Attended courses. Drilled down to the essence of modern readability.

SELLING EXPERIENCE

And I'm talking years of relentless study, way beyond the 10,000 accepted Jedi making hours Gladwell propounds.

And then I decided to test my Typography First, Design Second theory out on my fellow designers, who quite naturally might be a little sceptical (*if curious*) of my conversion to type.

TWEETS	FOLLOWING	FOLLOWERS	LIKES
7,138	527	5,685	3,602



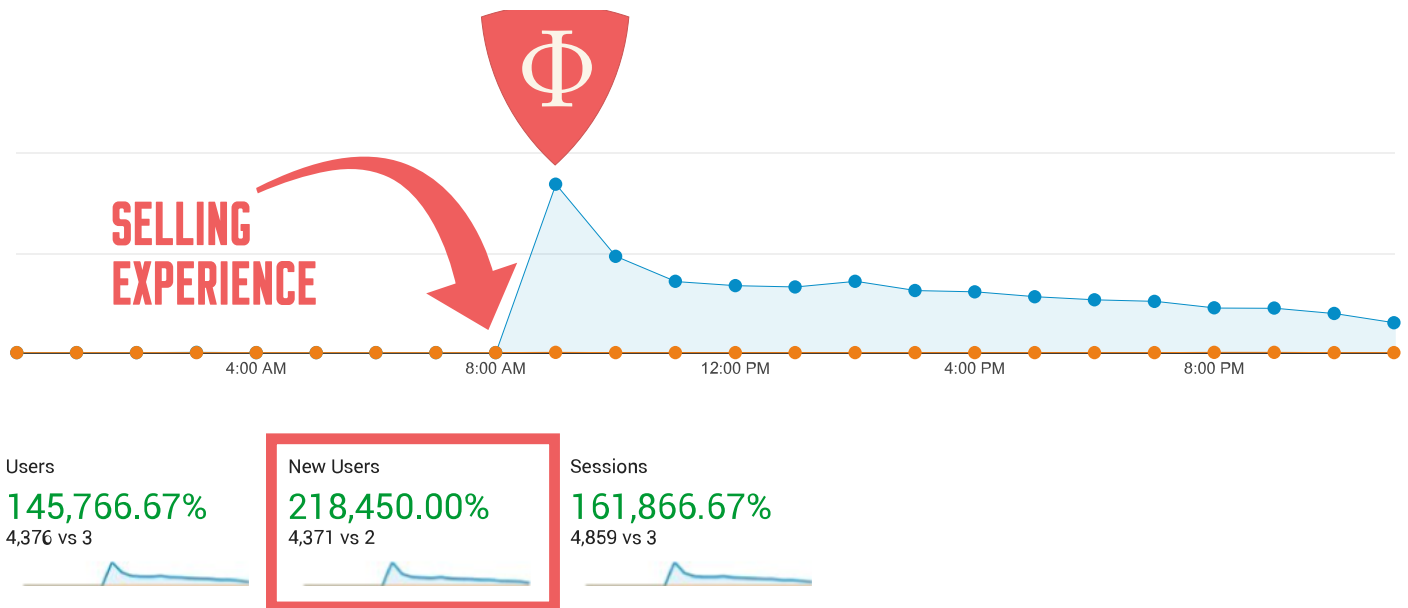
Tommy Lewis @TommyLee · Jan 19

This typography-first site by [@anartfulscience](#) is rad! All designers should bookmark. Thanks for the find [@mor10](#).

But with a difference:

I wanted to also test the idea (*and with it the profitability*) of Selling Experience.

SELLING EXPERIENCE



See, part of my shift into words over imagery was the nascent emergence of rich, long-form, expert content being put out there by people in many different businesses and fields.

The idea is simple:

If you're a master of something — *anything* — the more detailed the information you share about it, the more people will respect, engage, link back to, share — and, ultimately buy — what you do.

SELLING EXPERIENCE

But you have to put that down in words (sure, backed up by nice graphics and video etc, *but words first*).

1.		facebook.com	4,134 (17.66%)	56.43%	2,333 (15.90%)
2.		(direct)	3,814 (16.29%)	65.71%	2,506 (17.08%)
3.		(direct)	1,864 (7.96%)	84.71%	1,579 (10.76%)
4.		m.facebook.com	1,384 (5.91%)	91.62%	1,268 (8.64%)
5.		forwebdev	1,057 (4.51%)	60.08%	635 (4.33%)
6.		t.co	975 (4.16%)	64.82%	632 (4.31%)
7.		twitter	612 (2.61%)	47.06%	288 (1.96%)
8.		(direct)	535 (2.29%)	23.74%	127 (0.87%)
9.		(direct)	531 (2.27%)	62.34%	331 (2.26%)
10.		reddit.com	449 (1.92%)	93.76%	421 (2.87%)

FIG 1
TRAFFIC
SOURCE

*Traffic report from
Facebook, Direct,
For Web Dev,
Twitter, Reddit.*

And you have to make sure it's bulletproof honey for "The Secret Pocket Of People" to link back to and share with their audiences.



Kyle Courtright @kcourtresi...



A nicely designed, data-driven guide on typography and discovering "the perfect readability" @typographyfirst #type #typography

SELLING EXPERIENCE

So instead of just putting a few paragraphs of info about my new fangled typography skills on my existing web design site, I decided to spin off all my ideas into one self-contained long-form, learn everything you need to know blockbuster of a section.



But the question still remained. *Could I sell my new expertise and experience organically?*

Would it get likes and shares and social chatter and backlinks and Google ranking — and following on from that, would it also lead to a new list of clients sold on my experience and sold on my experience to help them sell theirs?

Fingers crossed, I then
put it out there ...

Note. The average
'cost per click' in
Google or Facebook
is anywhere between
£2-5.

(Keep that cost in your head.)

*New book coming soon. Join the
waitlist to secure your copy.*

<https://anartfulscience.com>

PREVIEW COPY