



Build Your Reader Audience Using Social Media

Simple Social Media Tactics to Grow an Audience of
Your Ideal Readers



Who is Sue Kennedy?

- ✓ Founder & CEO of Author Academy, Sue Kennedy Publishing & Author Academy Bookstore
- ✓ #1 Best Selling Author
- ✓ Written & Published 8 Books
- ✓ Signature Write.Edit.Publish.Profit. Online Masterclass
- ✓ Writing Groups
- ✓ Publisher
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Introduction



- Social media enables you to reach a global audience of potential customers
- Most small businesses struggle to find and attract their ideal customer



- Locate, connect and entice people to become followers and email subscribers
- Your job is then to nurture relationships, so they'll want to buy from you



Learning Objectives:

- Set your audience growth goals and establish the mindset to achieve them
- Evaluate what you already have in place so you can identify gaps for further action



- Get to know your audience on social media, so you can tailor your approach
- Use social media to attract your audience and build relationships with them



- Encourage followers to click through to your opt-in
- Nurture the relationships so that they ultimately want to become customers



- Implement advanced techniques for audience-building when you're ready
- Consolidate and implement your learning and plan future action steps



Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.





What's Next?

Module 1

**Get Ready to Grow
Your Audience**