



Build Your Reader Audience Using Social Media

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



Module 1 – Get Ready to Grow Your Audience



- **Lesson 1:** Why Grow an Audience Using Social Media
- **Lesson 2:** Set Up for Audience Growth



Module 1 – Get Ready to Grow Your Audience

Lesson 1:

Why Grow an Audience Using Social Media



Learning Objective:

Set your audience growth goals and establish the mindset to achieve them



You Need an Audience

- You don't have a business if you have no one to sell to
- You need an audience you can communicate with directly



➤ Expanding your market reach

➤ Providing a cost-effective way of letting people get to know you

➤ Giving you social proof and consumer feedback

Boosting brand awareness



- Above all it builds a communication channel with your target audience
- It's an adjunct to your marketing plan



- Having people opt-in to your email list is a vital part
- That email list remains yours, but your social media activity belongs to the platform



- Be clear on your social media objectives or you will waste time
- Your big-picture objective is to build an audience who want to buy



- You need specific goals
- Ask yourself, what you need an audience for?



- Set an initial goal for audience size
- This will help motivate you



- Remember - it's not the size of the audience, it's the quality
- Make sure your goals are realistic



- There's no quick fix to building an audience
- You must be ready to put the work in to get the results you want



Develop an Audience Growth Mindset

- Both experienced entrepreneurs and newbies find the topic daunting
- Get your mindset in the right place



➤ Give away information for free, just to be helpful

➤ Be prepared to give value first

➤ Don't get overwhelmed by options.

Be prepared to be genuine



Past experience and lack of success can color how you view this task



- Use affirmations to motivate you
- There is a simple 3-step model to follow to help you with your social media



Action Steps:

1. What do you need an audience for?
Be specific in your answer.
2. Set an initial goal for size of audience on social media.
3. Write down how you feel/think about building an audience on social media.
Reframe any negative thoughts into positive ones.
4. Write 3 affirmations you can use daily.



Module 1 – Get Ready to Grow Your Audience

Lesson 2:

Set Up for Audience Growth



Learning Objective:

Evaluate what you already have in place so you can identify gaps for further action



Know Where You're Starting From

- Keep the audience growth mindset
- Don't get into overwhelm



1. Know Your Audience

- Research Audience
- Research Competitors
- Pick Your Top Platforms

2. Attract Ideal Customers

- Use Platform-Specific Tactics
- Do Guest Interviews & Posts
- Move from Follower to Subscriber

3. Engage & Nurture Relationships

- Engage Consistently
- Use a Variety of Tactics
- Plan Your Content Schedule
- Try a Group Challenge



- Get the key elements in place before you dive into any research and growth
- Describe your ideal customer based on what you currently know




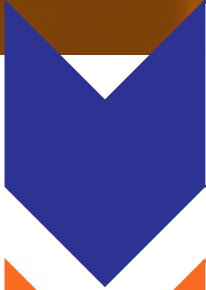


- Your Audience



- Your Offer





- Your Audience



- Your Offer

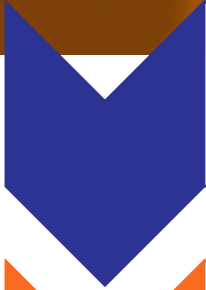


- Your UVP



- Your Email Systems





- Your Audience



- Your Offer



- Your UVP



- Your Email Systems



- Your Lead Magnet



Set Up Your Social Media for Audience Growth

- Ensure any existing profiles have a consistent message/image/title
- Include a link to the relevant opt-in page



- Set up business pages on the platform(s) you use now
- If you are using YouTube, make sure you create a business channel



Action Steps:

1. Complete the Audience Building Checklist
2. Write a description of your ideal customer.
3. Outline your main offer.
4. Make your social media profiles consistent with your offer and UVP and include a link to your opt-in page.
5. Important – set up an email provider, opt-in box/page, and one-page lead magnet





What's Next?

Module 2

**Get to Know Your
Audience**