

Build Your Reader Audience Using Social Media

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



Course & Action Guide



How to Use Your Action Guide

You'll get the best results from any course you participate in by completing the Action Steps at the end of each module. They will help you apply what you learn directly to your business and your life, maximizing the investment you're making.

Use the following Action Guide to record your answers, insights, and other notes for the Action Steps, which are outlined in your Course Book. You'll want to refer to each module's content as you complete the related steps.

While we have left space in the guide for each action step, you may feel more comfortable using a separate notebook or digital application for your work. Use whatever method you feel most comfortable with and don't feel constrained to using the space in the Action Guide alone.

In addition, your course may have other Action Sheets, such as spreadsheets or planning templates, which are separate from the guide. Look out for those with your other course materials.

Finally, you don't have to complete all the steps at once. Instead, try setting a specific time on your calendar to work on them. And don't feel that you have to get it right the first time. Learning is a process that happens as you apply your new skills and knowledge. You'll want to return periodically to your Action Guide and both remind yourself of the work you've achieved and edit your answers as you see their impact.

Have fun with it and enjoy the progress and successes that will happen as a result of your work!

Introduction

No matter what your niche is, all businesses today should have a social media presence. Social media enables you to reach a global audience of potential customers. The more people you reach online, the better your chances are to engage them, make sales, and grow your business as a result. But that can only happen if you develop a dynamic social following and give your target audience the content they want.

Most small businesses and entrepreneurs struggle to find and attract their ideal customer. Your aim is to build an audience of people who will benefit from your offers. Social media will help you locate and connect with this audience. Through sharing valuable content, you'll entice them to become followers and email subscribers.

You'll then need to engage with your followers and nurture those relationships further, so that they trust you and want to buy from you. This kind of relationship-building doesn't happen overnight. In order to be successful, you need to follow a strategy of proven social media tactics and take consistent action.

This course will help you define exactly who you want in your audience, find those people, attract them into your social following and email list, and engage them to build trust and credibility.... All using proven social media tactics.

Learning Objectives:

By the time you complete this course, you'll be able to:

- Set your audience growth goals and establish the mindset that will help you achieve them

- Evaluate what you already have in place to grow your audience, so that you can identify gaps for further action
- Get to know your audience on social media, so that you can tailor your approach in a way that resonates with your ideal customers
- Use social media to attract your audience, so that you can start to engage and build relationships with them
- Encourage followers to click through to your opt-in, so that you consistently add subscribers to your email list
- Nurture the relationships you create on social media and engage with your audience, so that they ultimately become customers
- Implement advanced techniques for audience-building when you're ready, so that you can continue to expand your reach and make more sales
- Consolidate and implement your learning and plan future action steps, so you can achieve the goals you set for this course

This course is broken down into 6 major modules and individual lessons to take you step-by-step through the ways to build an engaged audience on social media that will turn into a profitable customer base.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

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

In the exercise below, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Introduction Exercise

Expectations

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

Write down three skills you expect to gain.

1	
2	
3	

