

# Build Your Reader Audience Using Social Media

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



## Course & Action Guide



# Module 1 – Get Ready to Grow Your Audience

You need to be prepared both mentally and practically before you start to build your all-important social media audience.

In this first module, you'll set your audience growth goals, establish the mindset that will help you achieve them, and evaluate the elements you already have in place to grow your audience.

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

# Lesson 1: Why Grow an Audience Using Social Media

## You Need an Audience

If you have no one to sell to, then you don't have a business. You need an audience that you can communicate with directly, gradually showing that you can help them with their challenges, build their trust, and then put your offers in front of them.

Social media is a powerful tool for audience-building and its influence is only growing.

The benefits of using social media include:



- 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, being active on social media builds a communication channel through which you can reach and engage your target audience. But social media shouldn't be your only way of communicating with your audience. It's an adjunct to your marketing plan that will entice people to become followers and email subscribers. Having them opt-in to your list is a vital part - once people have signed up to your list, you can connect with them directly and market to them. And that email list remains your property. Don't forget that your social media activity, your followers, and your likes, belong to the platform. If that platform crashes, you'll lose all your hard-won contacts.

You must be clear on your social media objectives or you will waste time. Most everyone finds it easy to get distracted when they're on their favorite platform. You could quickly find yourself spending hours following different leads, but this isn't an efficient use of your time.

Remember that your big-picture objective is to build an audience of people who want to buy what you're selling and with whom you can have direct communication.

Within that, you need to set specific goals. These will vary as your overall business goals change. Start by asking yourself what you need an audience for. Some of the reasons to build an audience include:

- "I want to sell my new coaching package"
- "I want to sell more of my online course about X"
- "I want to double sales in the next year"

Set an initial goal for the audience size you're aiming for. You can do this for each platform you use, for social media generally, and then for email subscribers separately, or just have an overall figure in mind. When you start attracting your audience on social media, this will help motivate you to reach your goals.

But remember that it's not the size of the audience that matters as much as the quality. 'Quality' here means your ideal customers and how engaged they are (which we'll discuss in more detail in a later module).

Make sure your goals are realistic and that you don't expect to grow an audience overnight. There's no quick fix to building an audience. You must be ready to put in the work to get the results you want.

The course will take you step-by-step through the audience-building process and you'll be refining as you go, so you may need to back up and tweak as you learn more about your audience and what they want.

## **Develop an Audience Growth Mindset**

Both experienced entrepreneurs and business newbies find the topic of growing an audience on social media daunting. For this reason, it's important to get your mindset in the right place before you start.

First, accept that social media activity is no longer optional for a business. Social media has become a standard piece of your business infrastructure. It's as essential as having a website.

There are some basic principles to keep in mind:

➤ 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

- Give away information for free, just to be helpful.
- Be prepared to give value first. Sales will take time to come.
- Don't get overwhelmed by options. If you can't decide which platform to use, then choose the platform you know best to start with.
- Be prepared to be genuine. People see through fake. Do what you love, and this will come across to those reading and listening to your words.

It's inevitable that past experience will color how you view this task. If you've put time and energy into social media before but haven't had much success building your audience, you may not relish the thought of going back and trying again. You need a change of mindset so that you approach it this time with a different motivation.

Write down how you feel or think about building an audience using social media. This will help desensitize you to what's happened before.

Reframe any negative thoughts into positive ones, for example:

- Negative: *I tried this before and it didn't work*
- Positive: *Maybe I didn't get the results I wanted in the past but there's nothing stopping me getting them now*

Use affirmations to motivate your daily actions. Affirmations are statements of intent written in the present tense. Repeat them several times a day and they will impress this information on your subconscious so that you can start working towards achieving your objectives.

Here are some examples:

- *Every contact I make today means better relationships with prospective customers*
- *I enjoy making connections with new people on social media*
- *I'm happy to spend the time on X platform as it's helping me reach my goals*

You need to write affirmations in your own words. Choose words that resonate with you. Write them on post-it notes and put them near your computer or use Sticky Notes on your PC. Don't forget to read them regularly. Use them to start your social media session so you're motivated from the get-go.

There's a simple 3-step model in the next lesson that will help you make progress building your audience on social media.

### **Key Takeaways:**

- Be clear on your specific goals for building an audience on social media.
- There's no quick fix to building an audience. You must be ready to put in the work to get the results you want.

### **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.

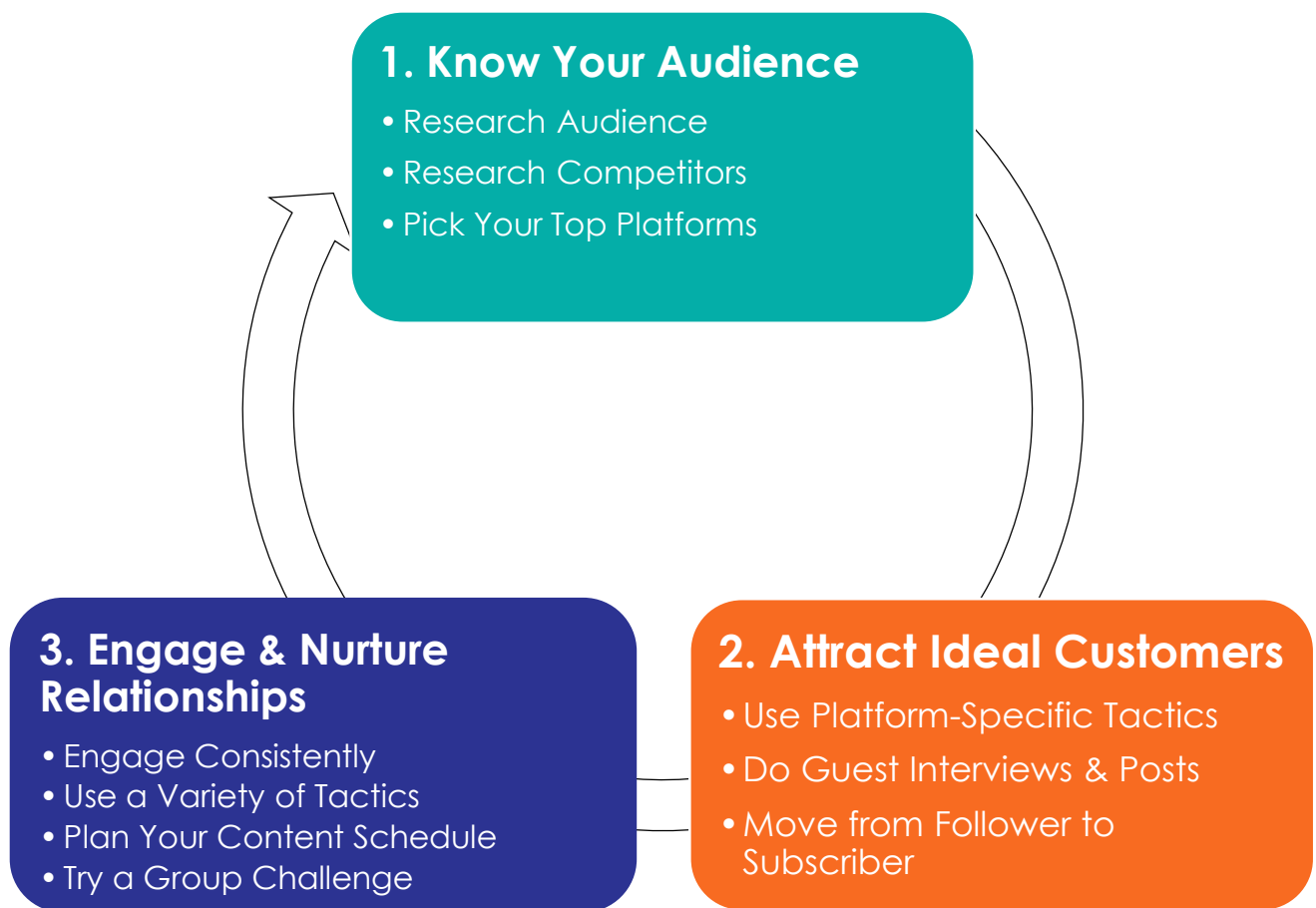


# Lesson 2: Set Up for Audience Growth

## Know Where You're Starting From

You need to be prepared before you start your research. Keep the audience growth mindset by repeating your affirmations daily (or several times a day). This is important to prevent you from slipping into overwhelm.

Follow these 3 simple steps and you'll get where you want to go:



## **1 – Know Your Audience**

- Research your audience
- Research your competitors
- Pick your top platforms

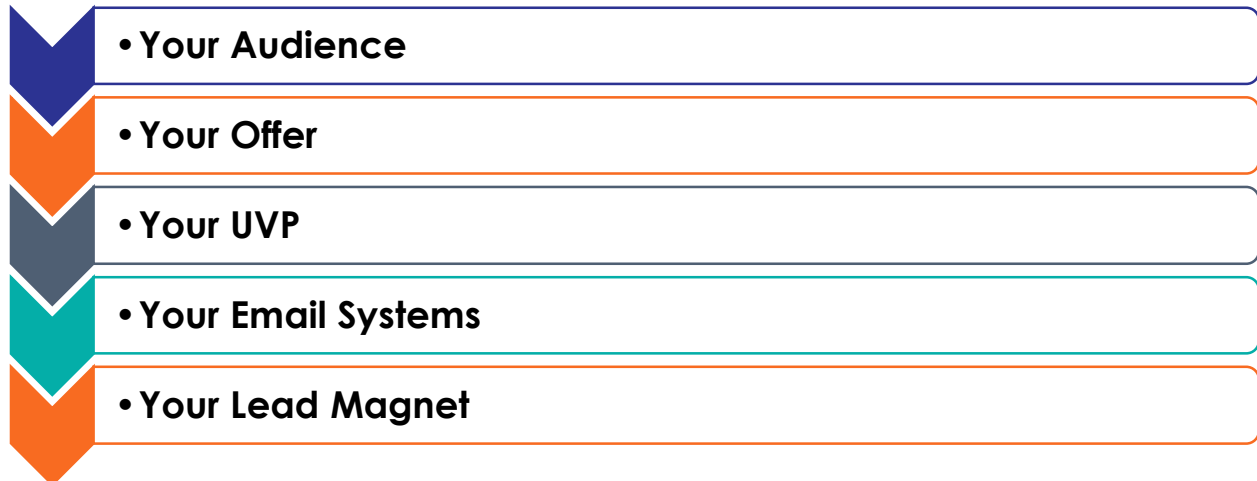
## **2 – Attract Your Ideal Customers**

- Use platform-specific tactics
- Use guest interviews and posts
- Move your audience from follower to subscriber

## **3 – Engage & Nurture Relationships**

- Engage consistently
- Use a variety of tactics
- Plan your content schedule
- Try a group challenge

We'll cover all these steps in the course, but first, let's check that you have the key elements in place before you dive into any research and growth. You must know:



- **Your audience.** Describe your ideal customer based on what you currently know. This will form the basis of your target audience profile.
- **Your offer.** Outline your offer so you're clear on what you'll be selling further down the line. If you haven't created your offer yet, you need to have a good idea of what it will be, who it's for, and how it will help them. Otherwise, you could waste time building the wrong audience.
- **Your UVP** or Unique Value Proposition. No matter what product you're selling to which market, you need to stand out from your competitors. Your UVP is a statement that explains how your business is different from everyone else's in the market. It tells your customers how you can better meet their needs and what makes you special. It tells them why they should buy from you instead of from your competitors.

Here are some examples of well-known UVPs:

- "We're number two. We try harder." Avis
- "Melts in your mouth, not in your hand." M&Ms
- "The Smartest Way to Get Around." Uber
- **Your email systems.** Check you have an email provider to capture emails with an opt-in box. If you don't, set one up such as [MailChimp](#), [Active Campaign](#), or [Aweber](#).

- **Your lead magnet.** Make sure your lead magnet is relevant to your audience. Check that the link to opt-in for your lead magnet is on your website and other profiles. If you don't already have a lead magnet, create a one-pager of top free resources in your industry, set up a list and opt-in page, and have at least one automated follow-up email to deliver the lead magnet.

Complete the Audience Building Checklist with your current social media stats. This will mean looking back over the previous month's results and consulting the analytics provided by the platforms you use for some of them. Don't worry if you can't complete all the sections yet. This is a snapshot of where you are today with your preparations to grow your audience and marks your starting point. You can add to this and measure your progress against it as you go along.

## Set Up Your Social Media for Audience Growth

Ensure any existing profiles you've set up are consistent in content and project the same message, image, title, and so on. If you haven't already, include a link to the relevant opt-in page on each social media profile and cross-link profiles to other social media platforms.

If you don't have them already, set up business pages on the platform(s) you use now. It's not advisable to use your personal pages for business, except on LinkedIn where your personal profile is what attracts the most attention. If you're using YouTube, make sure you create a business channel.

### **Key Takeaways:**

- Make sure you have the key elements such as your ideal customer, your UVP, and your offer details in place before you dive into any research and growth.
- Check your social media profiles to ensure they're consistent in content and project the same message.

### **Action Steps:**

1. Complete the Audience Building Checklist to see what you have in place and where gaps are.
2. Write a description of your ideal customer.
3. Outline your offer.
4. Make any necessary changes to your social media profiles so that the descriptions are consistent with your offer and UVP and include a link to your opt-in page.
5. **Important** – If you don't have it already, set up an email provider, design an opt-in box/page, and create a one-page lead magnet that is delivered to people after they opt-in.

# **Module 1 – Get Ready to Grow Your Audience**

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## Lesson 1: Why Grow an Audience Using Social Media

5. What do you need an audience for? Be specific in your answer.



6. Set an initial goal for size of audience on social media.

7. Write down how you feel/think about building an audience on social media.



Reframe any current negative thoughts into positive ones.

<b>Negative Thoughts</b>	<b>Positive Thoughts</b>

8. Write 3 affirmations you can use daily.

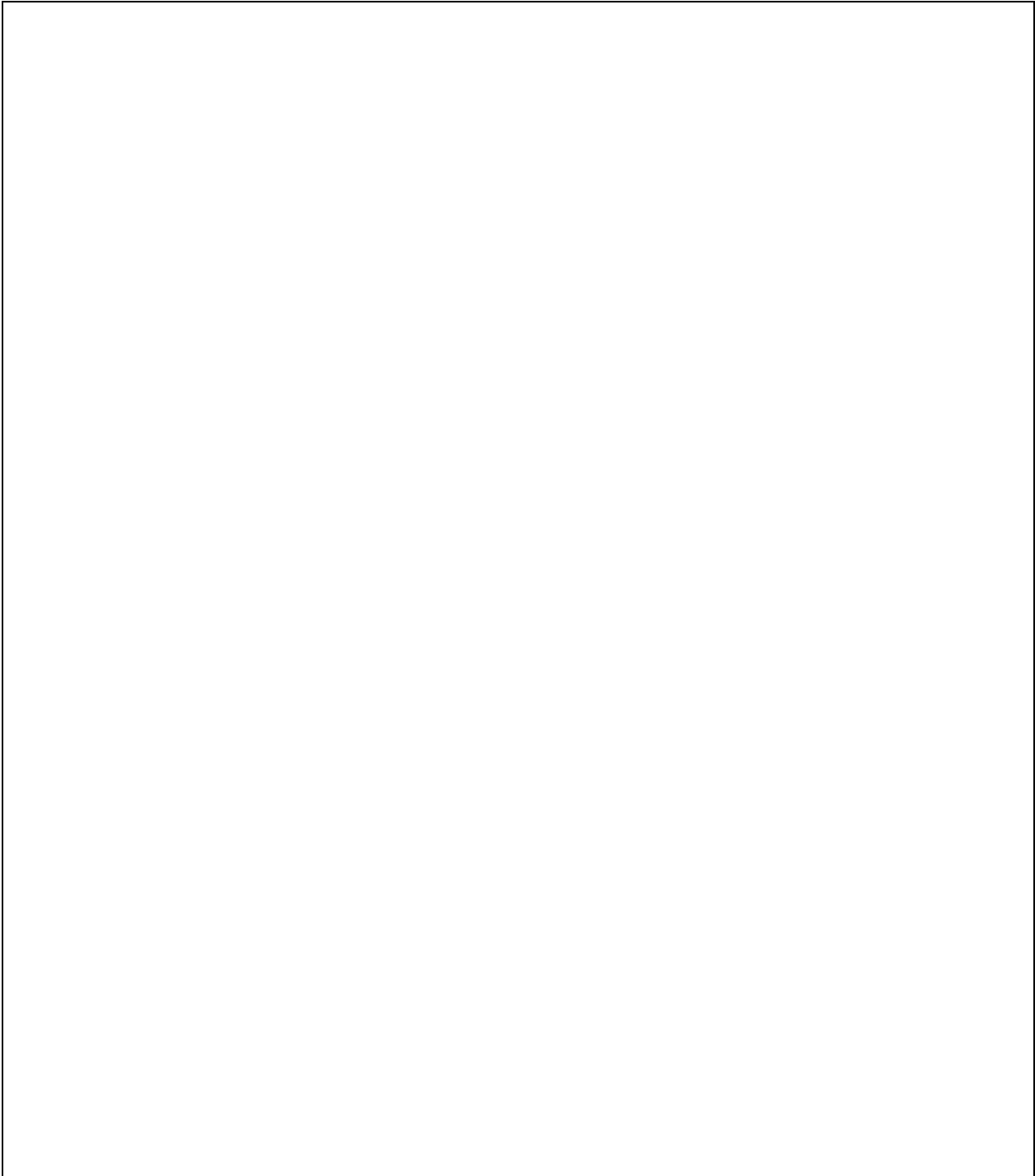
<b>1.</b>	
<b>2.</b>	
<b>3.</b>	

## Lesson 2: Set Up for Audience Growth

6. Complete the Audience Building Checklist to see what you have in place and where gaps are.
7. Write a description of your ideal customer.



8. Outline your main offer for your target audience.

A large, empty rectangular box with a thin black border, intended for the user to write their main offer for their target audience.

9. Make any necessary changes to your social media profiles so that the descriptions are consistent with your offer and UVP and include a link to your opt-in page.

*Notes*

10. **Important** – If you don't have it already, set up an email provider, design an opt-in box/page, and create a one-page lead magnet that is delivered to people after they opt-in.

While setting up a list-building lead magnet funnel is not covered in this course, it's important to have one set up when doing your social media audience building. So be sure to spend time setting up at least a small lead magnet and email list, so you can get the most benefit from your efforts.

Task	Date Completed
Set up an email provider	
Design an opt-in box / page	
Create a one page lead magnet	