



# Module 1 Cheat Sheet - Get Ready to Grow Your Audience

## Lesson 1: Why Grow an Audience Using 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.

### Learning Objective:

- ✓ Set your audience growth goals and establish the mindset that will help you 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, so you can build trust with them and then show them your offers.
- ✓ Social media is a powerful tool for this
- ✓ There are different benefits from using social media:
  - Expands your market reach





- Provides a cost-effective way of letting people get to know you
- Gives you social proof and consumer feedback
- Boosts brand awareness
- ✓ Above all, it builds a communication channel through which you can reach and engage 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 your property, 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 of people who want to buy what you're selling
- ✓ You need specific goals
- ✓ Ask yourself, "What do I need an audience for?" E.g.
  - *"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 audience size
- ✓ This will help motivate you
- ✓ Remember - it's not the size of the audience that matters as much as the quality
- ✓ 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 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
  - Social media presence is no longer optional for a business. It's a standard piece of your infrastructure.
  - Give away information free, all just to be helpful.
  - Sales will take time to come. Be prepared to give value first.
  - Don't get overwhelmed by the options. If you can't decide, 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
- ✓ Past experience and lack of success can color how you view this task
  - Write down how you feel/think about building an audience using social media
  - Reframe any negative thoughts into positive ones
    - 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, e.g.
    - *Every action I take on social media leads me to my ultimate goal of X*





- ✓ Keep goals in front of you to stay motivated
- ✓ You'll find a simple 3-step model to follow in the next lesson to help you with your social media

