



Module 1 Cheat Sheet - Get Ready to Grow Your Audience

Lesson 2: Set Up for Audience Growth

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.

Learning Objective:

- ✓ Evaluate what you already have in place to grow your audience so you can identify gaps for further action

Know Where You're Starting From

- ✓ Keep the audience growth mindset
- ✓ Don't get into overwhelm
- ✓ There are 3 simple steps to follow:
 - **1 – Know Your Audience**
 - **2 – Attract Your Ideal Customers**
 - **3 – Engage & Nurture Relationships**





1. Know Your Audience

- Research Audience
- Research Competitors
- Pick Your Top Platforms

3. Engage & Nurture Relationships

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

2. Attract Ideal Customers

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





- ✓ Get the key elements in place before you dive into any research and growth
- ✓ Describe your ideal customer based on what you currently know – this 'person' will form the basis of your audience
- ✓ Outline your offer, who it's for and how it will help them, so you're clear what you'll be selling later
- ✓ Outline your UVP (Unique Value Proposition) so it clearly states how you differ from your competition, e.g.
 - "We're number two. We try harder." Avis
 - "The Smartest Way to Get Around." Uber
- ✓ Check you have an email provider to capture emails with an opt-in box
- ✓ If you don't, set one up e.g. [MailChimp](#), [Active Campaign](#), [Aweber.](#), etc.
- ✓ Make sure your lead magnet is relevant to your audience
- ✓ If you don't already have a lead magnet, create a one-pager of top free resources in your industry area and set up a list and opt-in page
- ✓ Check the link to your opt-in is on your website and other profiles
- ✓ Complete the Audience Building Checklist
- ✓ Note down your current social media presence stats



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 on each social media profile and cross link to other social media profiles
- ✓ Set up business pages on the platform(s) you use now, except on LinkedIn where your personal profile is what attracts most attention
- ✓ If you are using YouTube, make sure you create a business channel

