



Steps for building audience for your Insights

1. Define your topic clearly to reflect the content of your Insight
2. Package your About content to be specific and compelling
 - a. Define the problem your Insight seeks to solve
 - b. Establish your credibility to speak on the subject matter. Briefly explain the research and experience that makes you a trusted authority.
 - c. Explain how perspective and importance of this topic has changed over the past five to 10 years. Share your view on how this will be different in another five to ten years.
 - d. Interpret the impact of your Insight on overall industry performance and a company's financial performance
 - e. Outline clear expectations for what will be shared with your audience and how it could be applied to improve business performance. Share examples of where your ideas have worked and the results achieved.
3. Avoid direct marketing language and focus on helping your attendees achieve results
4. Be clear on the profile of companies and people who will benefit from your Insight. Customize your materials to directly address your target audience.
5. Engage your audience. Add files, links or other reading references that allow people to begin the discussion as soon as they register. Use the conversation tab of your Insight to gather questions and comments and engage your audience immediately and through the course of your Insight.
6. You can invite credible authorities to moderate your Insight to elevate the quality of the conversation or increase attendance. These could be clients which have benefited from your insight, prospective clients trying to address a similar problem or other industry and subject matter authorities.
7. Market, market, market. There are thousands of companies which could benefit from affordable access to your Insight. Share your Insight's url with your connections and relevant professional associations and encourage them to share it with their networks. Use social media connections such as LinkedIn, LinkedIn Pulse, Facebook, Twitter and other sites to accelerate your marketing efforts.