



## Steps for building audience for your Insights

1. Define your topic specifically to reflect the content of your Insight and to add terms people use to search for similar information.
2. Describe your About content to make it compelling for business people to pay for it
  - a. Define the problem your Insight seeks to solve.
  - b. Establish your credibility to speak on the subject matter. Briefly explain your research and experience that makes you a trusted authority on the topic.
  - c. Explain how the importance of this topic has changed over the past five to 10 years and how it will change the next 5 years.
  - d. Interpret the impact of your Insight on overall industry performance and a company's financial performance as applicable.
  - 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 marketing language and focus on helping your attendees achieve results.
4. Be specific 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. It is key to add a power point summary presentation that serves as visual aid to follow the conversation as well as a preparation material that allows people to begin conversation online as soon as they register. You can add links and other supplemental reading materials as well. Use the conversation tab of your Insight to add comments and questions immediately and through the course of your Insight. Be creative – you have the online space to help you engage online through scheduled brief chats or otherwise.
6. You can invite credible authorities to moderate your Insight to elevate the quality of the conversation or increase attendance. These could be clients that 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 that could benefit from affordable access to your Insight. Share your Insight's url with your connections, relevant professional associations, bloggers and influencers in your field and encourage them to share it with their networks. Use social media connections such as LinkedIn, LinkedIn Pulse, Facebook, Twitter and other sites to get the word out. Use the share links associated with your Clewed Insight to share it in social media so people can get to it in one click.
8. Work with your Clewed point person to identify relevant bloggers and influencers in your sector so we can add them to our affiliate program to drive traffic to your Insight.