

BUILDING YOUR AUDIENCE

Your audience is not necessarily a client at the moment, although you will want to develop systems for anyone in your audience to become a client. Likes, follows, and subscribers are important and we will discuss how to build a strong social media presence, but also utilize your social connections within the community where you live. Any connection you build with someone in your audience, online or in real life, will depend on trust. Use this guide as a brainstorm for places to target, messages that resonate with your audience, and how to leverage trust in your current audience to grow a larger one.

1. Where do you like to hang-out, mingle, talk/meet with people?

Local Community:

- 1.
- 2.
- 3.
- 4.

Online:

- 1.
- 2.
- 3.
- 4.

2. What words/messages resonate with your clients?

- These will be the consistent branding language used when you talk or post about your business
- Develop an example of a specific client and how they benefit from your offerings

3. Specify who your ideal client is (be specific!):

My ideal client is...

4. What are the obstacles preventing your clients from achieving their goals, personal growth, and/or a healthier lifestyle?

- 1.
- 2.
- 3.
- 4.
- 5.

5. Name 5 places where will you focus on finding your clients:

- 1.
- 2.
- 3.
- 4.
- 5.

6. What information would you express, if you had a captive audience for: (think of a TedTalk)

1. 5 minutes
 2. 10 minutes
 3. 30 minutes
 4. 60 minutes
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Good - Better - Best

Audience: Someone that follows or subscribes to a social media account of yours

Good: Someone who has paid to enroll in a program of yours

Better: Someone who consistently enrolls in a program of yours or is enrolled in your subscription and engages in your community

Best: Someone who is enrolled in your subscription and consistently engages in your community

Developing Your Systems for Client Loyalty/Retention:

1. How do you make your good clients better clients?
2. How do you make your better clients best clients?
3. How do you make your best clients your strongest advocates?