

# 1,000,000 Fans:

3 Steps For Exploding The Growth Of Your Following And  
Creating A Passion-Filled Community

# Why is it that some founders have a raving following, while others can barely get a handful of likes on a post?

With more and more people getting online every day, the reason some founders struggle to amass a following isn't due to the lack of potential fans...

So what's keeping some founders from growing a massive following?

They aren't approaching community-building from a strategic angle.

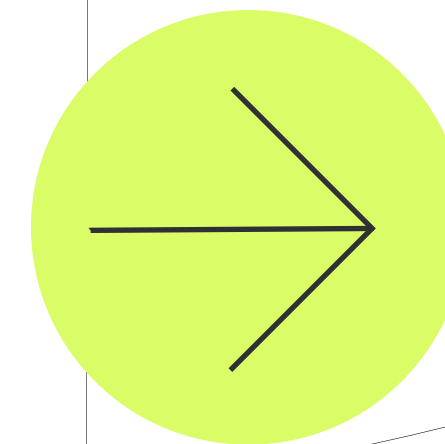
See, although it looks like many communities grow organically, they don't start off that way.

Groups have to reach a critical mass before organic growth starts to happen.

And even after this critical mass is hit, regular fuel has to be added to the fire, or it'll eventually burn out.

In this guide you'll find the exact steps you need to take to build a community of 1,000,000 or more fans.

**Let's get to it.**



# Part 01

## Find Your People

“If you aim at nothing, you’ll hit it every time”  
– Zig Ziglar

Communities don't happen by accident. They form around a core group of people that have intentionally gathered together, and then grow outwards from there.

Before you can grow a following of 1,000,000 – you need to start with your first 10, 100, and 1,000.

But we don't want just any 10 people.

We want 10 of your ideal follower, so we can grow the right type of audience.

If you don't know your ideal audience member, there's a little formula I use to help determine this.

**Who Can You Help? +  
Who Cares? + Who Can Buy?**

**= Ideal Audience Member**

This formula is important because it helps you strip away the wrong type of core audience members.

Let's quickly run over what each of these factors mean, and then I'll share some questions you can use to help determine your ideal audience member.



## #1 – Who Can You Help?

There are 7.8 billion people on the planet. Odds are, you can't help all of them. The first step to determining your ideal audience member is to nail who can actually benefit from the product you offer.

## #2 – Who Cares?

Just because your service or product is a great fit for a lot of people, doesn't mean that they're going to want to buy from you. You don't want to have to persuade or convince people that what you offer is amazing. We want them to already be somewhat (or very) passionate about what you do. Passion leads to a committed following, and will help generate hype around what you do. This cultivates more organic growth in the long run.

## #3 – Who Can Buy?

We all have to pay our bills right? At the end of the day it's not enough to have passionate followers, you also have to have an audience that can afford to regularly purchase from you. One million followers doesn't mean much if no one will ever buy from you.

**Now that we've covered these factors, it's time for you to determine your ideal audience member.**

WHO CAN WE HELP?	WHO CARES?	WHO CAN BUY?	OUR IDEAL AUDIENCE MEMBERS

For a point of reference, here's my target audience:

**Aspiring or early phase founders and entrepreneurs. Also founders that have built a successful company before but are ready for a change or want to improve their systems. My target audience is teachable, values outside input and has a passion for learning. They have a zeal for life and refuse to settle for the status quo. They prioritize their health and well-being. They love connecting with others and go on regular adventures. They seek to make an impact in their lives and with their business.**

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You don't have to nail your exact audience on the first go. However, it's better to make an educated guess and adjust once you start getting real-time feedback, rather than going in blind.

Now that we've spent some time determining your ideal audience member, let's move on.



# Part 02

## Craft Your Story and Become Magnetic

“Marketing is no longer about the stuff that you make, but about the stories you tell.”

– Seth Godin

Now that you've identified the audience you want to build, it's time to start drawing in your ideal customer.

### How do you do that?

By crafting compelling and magnetic content that draws in your ideal prospect, just like how a moth is attracted to a flame.

But it's not enough to just create compelling content, you also need to make sure it's getting in front of the right people.

**This is why there  
are 2 parts to  
creating magnetic  
content.**

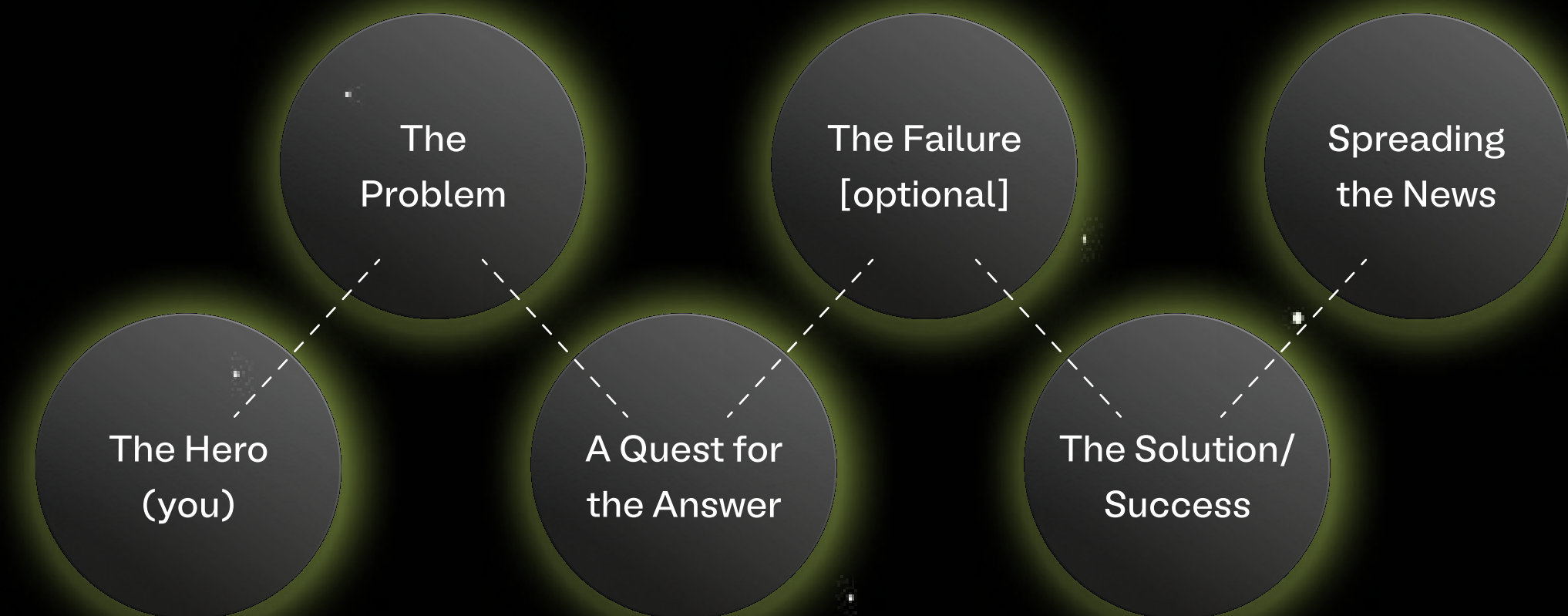
# 1 Craft your story

People are natural-born storytellers. It's the primary way we talk about our day, communicate our hopes and dreams, and it's often how we express our fears.

Stories have an incredible ability to unite people with seemingly nothing in common, and can be powerfully persuasive.

Before you can start sharing your content and drawing in your ideal customer, you need to create a founder's story that will connect with your intended audience.

Here's a formula to follow for your story:



Once you've solidified your story, you can create a parallel version using your ideal customer as the hero, and the service or product you offer as the solution to your customer's problem.

These two stories will allow you to hone in on the messaging around your brand, as well as help you communicate how you can solve the pain points of your customers.






Once you've formed your founder's story, the second part of creating magnetic content comes into play.

## 2 Adapt your content to the channel

You now have your story nailed down, however before you go shouting it from the rooftops, it's important to think about the audience you'll be speaking to.

Every social media channel has its own unique makeup of users. In addition to this, each platform has certain types of content that is received best by its users.

Here's a breakdown of the various social media platforms.

Platform						
Audience	Gen X Millenials	Primarily Millenials	Primarily Millenials	Millenials Gen Z	Gen Z Millenials (growing)	Millenials Gen Z
Industry Impact	B2C	B2B B2C	B2C	B2C	B2C	B2C
Best for	Brand awareness Advertising	PR Customer engagement	Natural-looking media Behind the scenes UGC Advertising	Brand awareness Advertising	Brand awareness Trend-based content Behind the scenes UGC	Brand awareness Trend-based content Behind the scenes UGC



By combining your brand's story with content tailored specifically to the platform you're using, you'll create an audience building machine.

And as you hone in on the type of content that resonates best with your audience, you'll see your following grow at an explosive rate.

More and more of your followers will begin to share your content with their network, and your reach will expand even more.

Now that I've covered creating a brand story and sharing it on relevant platforms, it's time to discuss ways to simplify and automate your content creation.



# Part 03

## Automate Your Growth

"...automation applied to an efficient operation will magnify the efficiency."

– Bill Gates

Creating content can be time-consuming and draining. But if you want to grow an audience of **1,000,000+ fans**, then it's crucial that you're continually engaging with your audience.

Viewers' attention spans have never been shorter, and fresh content is needed to stay top-of-mind.

Fortunately, there are many tools and hacks available that can help you shortcut this process, and cut your content creation in half.

This portion of the guide is devoted to helping you build a robust "swipe file" that will make your content creation more efficient and effective.

I recommend using a site like Notion to create templates and store content inspiration. That way, whenever you need to create content, you don't have to start from zero.

Before you begin your content creation, take some time to study the content being put out by founders (or brands) you want to emulate.

It's always better to leverage the work that someone else has done, and just improve upon it as needed.

**You can use this cheat sheet as a guide for determining what type of content performs well with your audience.**

BRAND	PLATFORM	CONTENT SYLE	THEME OF CONTENT	ENGAGEMENT

# Copywriting

Copy plays a huge role in helping your brand connect with your audience.

Here's one of my favorite places to look for copy inspiration:

[marketingexamples.com](https://marketingexamples.com)

## 7 of the best copywriting formulas

- ⊕ Before – After – Bridge
- ⊕ Problem – Agitate – Solve
- ⊕ Features – Advantages – Benefits (FAB)
- ⊕ The 4 C's: Clear, Concise, Compelling, Credible
- ⊕ The 4 U's: Useful, Unique, Urgent, Ultra-Specific
- ⊕ Attention – Interest – Desire – Action (AIDA)
- ⊕ The 5 basic objections

I don't have enough time  
I don't have enough money  
It won't work for me  
I don't believe you  
I don't need it

# Images

A high-quality image can make or break the success of your content. Try to always include photos that embody what your brand represents. Some of our favorite free, high-quality stock

- ⊕ [www.unsplash.com](https://www.unsplash.com)
- ⊕ [www.pexels.com](https://www.pexels.com)
- ⊕ [www.pixabay.com](https://www.pixabay.com)



# Scheduling your content in advance

The secret to keeping a regular posting schedule is mass creation. Fortunately, there are plenty of sites that will allow you to prepare and schedule your content in advance. That way you can batch create and forget. Here are some sites I recommend:

- 📍 [www.hypefury.com](https://www.hypefury.com) [free plan option]  
Works for: Twitter
- 📍 [Facebook Business Suite](https://www.facebook.com/business/suite) [free option]  
Works with: Facebook – Instagram
- 📍 [www.later.com](https://www.later.com) [free option]  
Works with: Instagram – Facebook – TikTok – LinkedIn – Pinterest
- 📍 [www.onlypult.com](https://www.onlypult.com)  
Works with: Facebook – Instagram – Twitter – LinkedIn – YouTube – TikTok – Tumblr – WordPress – Telegram – Pinterest – Medium

# Content ideas

It can be challenging to create regular content.

If you're starting from scratch and you're not sure what type of content to post, try the 80–20 rule:

**80%** of your posts should inform, educate, or entertain your audience

**20%** can directly promote your brand.

As for specific ideas around the theme of each piece of content, here are some suggestions

[Access my personal library of tweet ideas here.](#)

I also recommend using the Twemex app to find popular tweets as inspiration.



- Sharing memes related to your niche
- Asking questions
- Sharing behind-the-scenes from your business
- Giveaway and contests
- How-to tutorials
- Running ask me anything sessions
- Showcasing your product
- Inspiring quotes
- Holiday/event-related posts
- Customer testimonials
- User-generated content
- Interviews with famous influencers
- Viral trends



- Tweets that educate your audience
- One-line tweets that convey a thought or observation
- Tweets that encourage engagement
- Twitter threads that highlight your expertise
- Tweets that are entertaining
- Tweets that offer a different perspective
- Tweets that share a bit about you
- Tweets that highlight something you like or think is funny
- Tweets about viral topics
- Tweets that share encouraging or amazing stories

# Email Marketing

Email marketing is a huge part of growing an audience and increasing your revenue. There are two different parts to an effective email marketing strategy.

First there are email automations. These run on autopilot once you set them up.

An essential email automation related to growing your community is the Welcome Series.

When people first join your email list, that's when they're most "hot" as a lead. The emails in the Welcome Series should highlight the very best of your brand. Think "trying to impress someone on a first date" type of content.

If you have an incentive that you used to get them to subscribe, prioritize getting that to them in the first email, and then talk more about your brand/story in the subsequent emails.

I recommend sending at least 3 emails over the first 3 days of them joining your list.

In addition to an automated Welcome Series, you also want to be sending regular content each week.

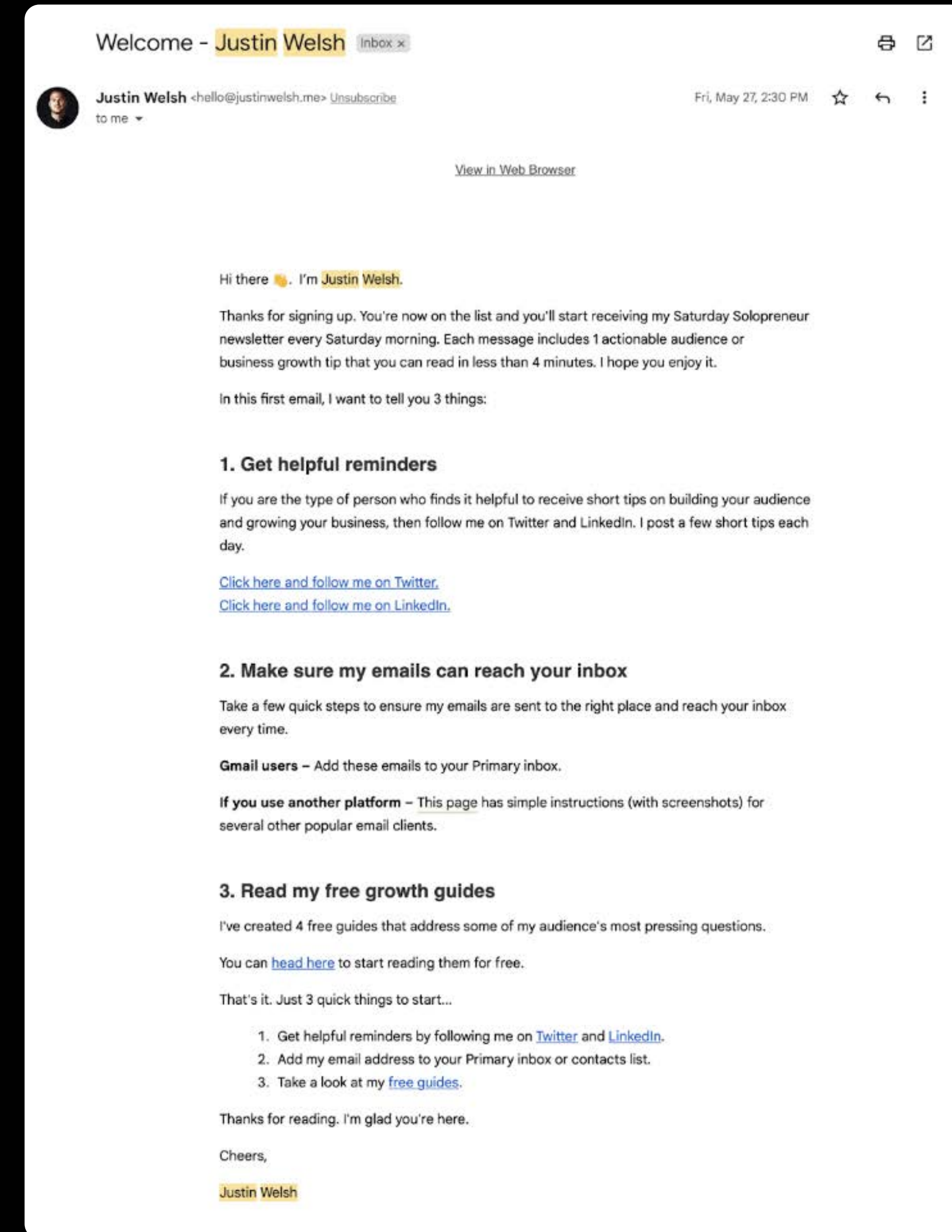
# Here's an example of the welcome email from the entrepreneur Justin Welsh:

Some of my favorite places to look for email inspiration:

[www.reallygoodemails.com](http://www.reallygoodemails.com)

[www.emailsfresh.com](http://www.emailsfresh.com)

[www.emaildesigninspiration.com](http://www.emaildesigninspiration.com)





# Here are some ideas for weekly emails:

## Educational

This email is used to help educate or provide value to your audience. It provides practical and actionable insight, helps them see the value of what you offer and can help solidify your role as an expert. Doesn't necessarily "sell" but can have a soft call-to-action.

## Unique Features

Your service or product is unique. This is your opportunity to educate people on why this unique component is so important. You can also highlight a specific benefit of what you offer.

## Testimonial

Testimonials and user-generated content are literally the most powerful persuasion tool you have. Share them with your audience, and share them often.

## Social Media / Referral Program Highlight

Not everyone on your list knows about your social media channels or any referral program you might have. Make sure you occasionally invite people to check them out.

## Sales or Upcoming Events

Most founders should have something exciting happening every 6 weeks. You can plan the rest of your content around these specials.



# The Wrap Up

# Congratulations

You now have everything you need to create an audience of 1,000,000+ raving fans.

If you follow the steps laid out in this plan faithfully, it's only a matter of time until your following starts to grow exponentially.

Remember, consistency + time = results.

Stick with it and show up every day. It'll be worth it when you've amassed a passionate following of people who love your brand.

Let's get to it.