
Build Your Audience

Workshop - May 31, 2014

**Having an audience is like having a
superpower.**

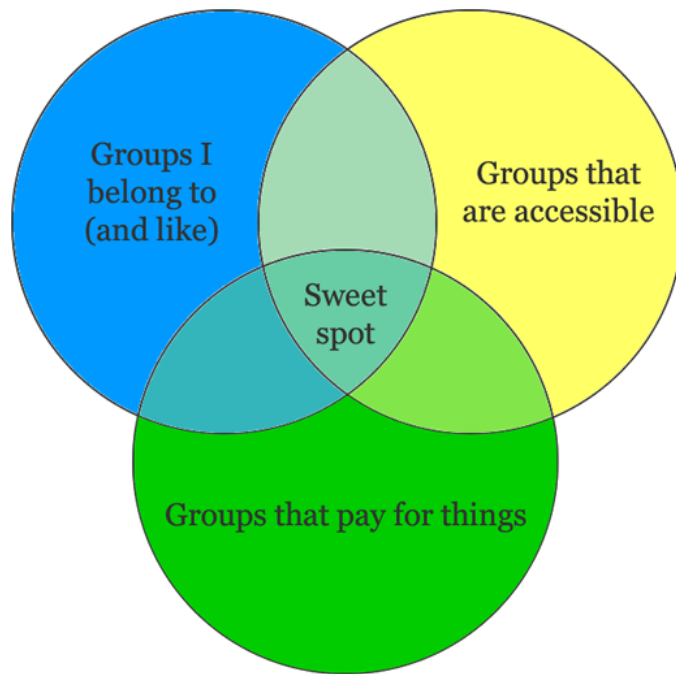
How's this going to work?

- I have an outline with about 45-60 minutes of planned material.
 - There's a chat room on the right where you can ask questions while I present.
 - In the second half, I'll be available to answer your questions, I can look at your landing pages, do teardowns, etc...
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Today's objective:

Help you understand:

- how to define your audience
- how to research your audience
- how to build your audience
- how an audience helps you sell products



source: justinjackson.ca/marketingfordevelopers

Who am I?

Hi, I'm Justin Jackson.

- Building things with computers since 1985.
- Was a BBS SysOp at age 12.
- Sold my first product in the 10th grade.
- Built my first website in 1993.
- Live in Vernon, BC with my wife and 4 kids.



Let's start with you.

What kind of people are here today?

- Software engineer
 - Musician
 - Have a product to promote
 - Want to define their audience
 - Want more freedom
 - Company founder
 - Designer
 - Looking for more customers
 - Want to build a fan base
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**“Having an audience” isn’t really the
end goal, is it?**

What is it, *you* want to accomplish?

Lesson #1:
Define *what you want*.

The 5 whys

“I want to build an audience” Why?

“So that I have someone to launch my product to” Why?

“Because I want to make sales” Why?

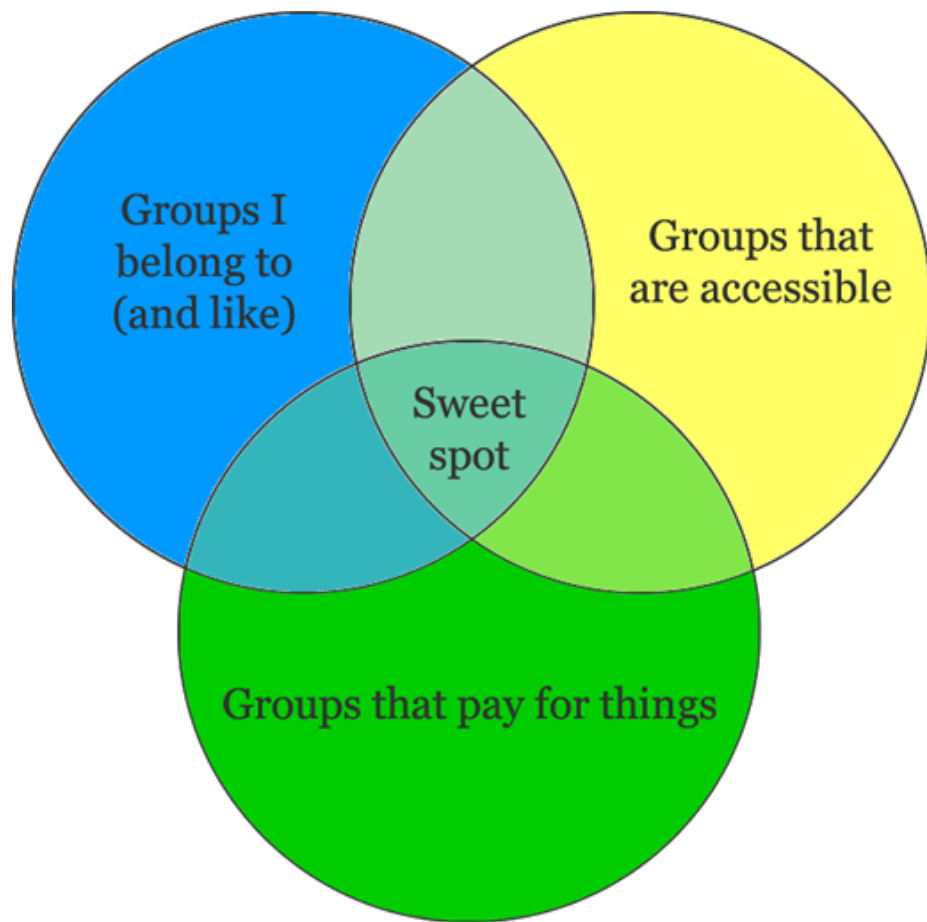
“So that I can earn an income from my products” Why?

“Because I want the freedom to quit my day job”



Write down your personal goal:
I want to build an audience so that

Lesson #2:
Define *your audience*.



source: justinjackson.ca/marketingfordevelopers

Once More, With(out) Feeling

ADDITIVE PARTNER

Fix Your No Show Problem

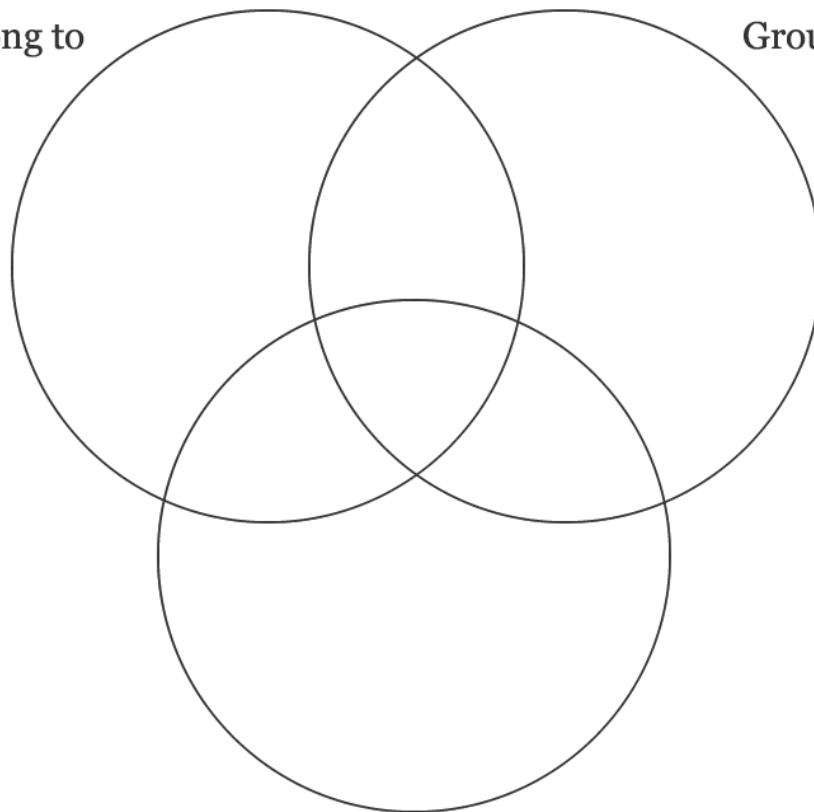
- Schedule appointments with clients on your calendar
- Challenge: is to provide a list of all appointments and to track appointments
- Create a system to track and manage your appointments

100% SUCCESS 100% SUCCESS



Groups I belong to

Groups that are accessible



Groups that pay for things

My list

Product Managers

Product bootstrappers

Small business
owners

People interested in
startups

Content marketers

Business managers

Web designers &
developers

Podcasters

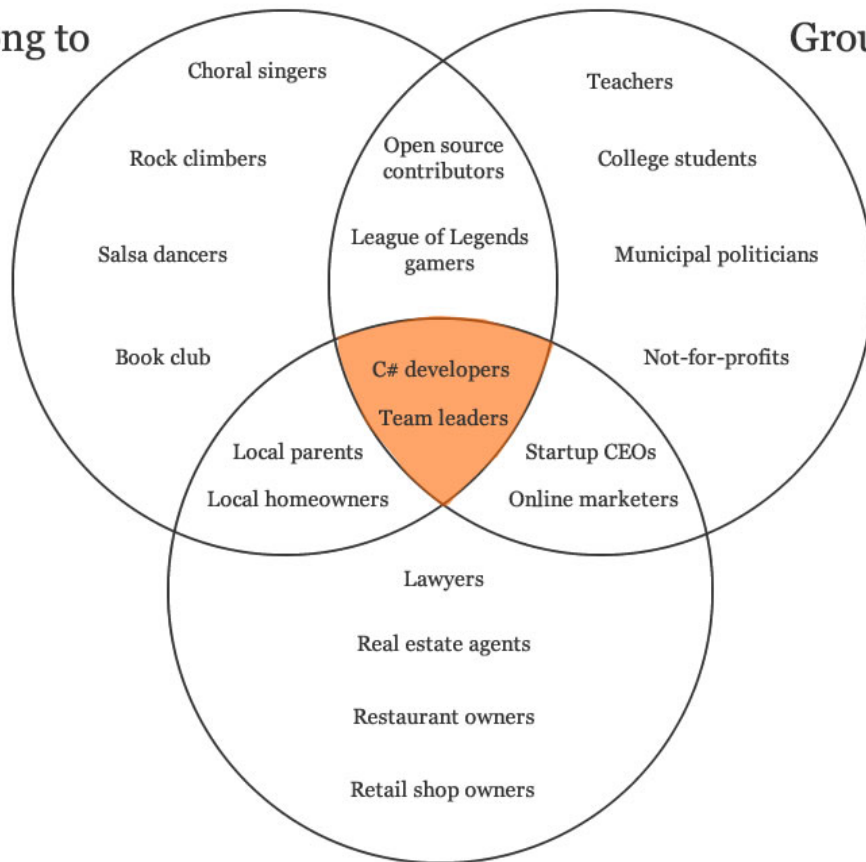
Bloggers

Snowboarders

Cyclists

Groups I belong to

Groups that are accessible



Groups that pay for things

B2C vs B2B

"These days I pretty much wouldn't do a B2C idea. In the B2B market, you can sell on value: you save someone time, save them money or make them money. And there is...there is a much higher pricing potential in [serving businesses] and often a lot less support." - Rob Walling

Who is your audience?

I'm going to focus on

Who is your audience?

Name one person in your audience:

Lesson #3:

Do your research

Why research your audience?

Because when you understand their *pain* or their *wants* you'll be able to better define their problem.

“If you can describe the problem better than your customer they will assume you have the solution.”

- Pat Flynn

“Always be researching your niche; never stop. I look wherever people congregate: forums, mailing lists, blog posts, off-hand comments from people on Twitter, support portals, user groups.”

- Amy Hoy

Where do people hang out?

Online:

- Forums
- Sub-reddits
- News aggregators
- Social networks
- Blogs
- Support sites

In real life:

- Conferences
 - Meetups
 - Workshops
 - Coffee shops
 - Festivals
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What to find:

- Pain points
- Interests
- Trends
- Patterns

Why:

Because you can turn pain points, interests, trends and patterns into *a hook* that attracts visitors, subscribers, and followers.

Listen.

Hands on research demo

How would we research:

- Software developers? (Hacker News)
 - Team managers? (Quora)
 - Local business owners? (/r/smallbusiness)
 - Music fans? (Soundcloud)
 - Designers? (Designer News)
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Hands on research demo

- Search discussions: <https://www.google.com/?tbm=dsc>
 - Search blogs: <https://www.google.com/?tbm=blg>
 - Search Twitter: <https://search.twitter.com>
 - Search Quora: <http://www.quora.com/>
 - Search Medium: <http://medium.com>
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Organize your research

- Record your findings
- Organize them into groupings
- Identify a big pain / issue / topic you could focus on

You grow an audience by targeting a topic people care about!

Lesson #4: **Create your landing page**

What's the goal?
To build your email list

Why email?

- Email is “push”, websites are “pull”
 - Email is personal: feels like it’s 1-to-1.
 - Email is effective: only 5% of your Twitter followers will see your tweet.
 - People use email for work.
 - Acquiring email subscribers is often easier than acquiring Twitter followers
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Great landing content...

- is simple
 - focuses on a specific problem
 - gives the visitor something valuable
 - encourages the visitor to sign-up for the mailing list
 - gives the visitor something in return for signing up
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Landing content demo

What would a great hook look like for:

- Software CEO?
 - Team managers?
 - Local business owners?
 - Music fans?
 - Designers?
 - PC users?
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Ingredients for a good landing page

- **Headline:** "You are this type of person, with this type of problem"
 - **Sub-headline:** "Here is the solution"
 - **Call to action:** "Sign-up here!"
 - **Reward:** What do you get for signing up?
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Start with a simple landing page

Like trance music?

Get a free 1 hour mix tape

Sign-up here

Landing page tips

- Your landing page should have it's own URL: <http://justinjackson.ca/newsletter>
- Also: create an embeddable version of your landing page for blog posts.

“The language that you use makes a big difference. You need to do a good job of stating the benefit that they'll receive from this, not just the action you want to take.”

- James Clear

On Reddit: “I’ve just released a free 1 hour mix tape on my website”

Influencer on Twitter: “Just heard @djstar’s new 1 hour mix tape. It’s amazing!”



Like trance music?

Get a free 1 hour mix tape

Sign-up here

PS at bottom of blog post: “You can get my new 1 hour mix tape for free here.”

Fan on Facebook: “Did you know you can get DJ Star’s new mix tape for free?”

Ideas on driving traffic

- Your blog
 - Guest blog posts
 - Quora, Medium
 - Contest
 - Free giveaway
 - A useful tool
 - Email course
 - Comments
 - Forums (be careful)
 - Social media
 - Skillshare
 - Udemy
 - Guides.co
 - Podcasts
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How to write stuff that gets noticed

- Go back to your research: what's trending right now? What pain points did you discover?
 - Write content that focuses on a problem (or a desire) that people have.
 - Think of your 1 person: what could you write to them that would surprise them?
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Amplification!

Amplification is tapping into networks that are bigger than you.

- Build relationships with influencers. Write them nice emails.
 - Write for trending topics on social news sites.
 - Get early traction by having friends share, upvote and comment.
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Your first email: talk to them!

- Why did you sign up?
 - What are you struggling with right now?
 - What are you excited about in our industry right now?
 - What do you want to learn?
 - What do you want to achieve?
 - What's cool? What are people talking about?
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Phew!

**That's a lot of me talking. What
questions do you have?**
