

Build Your Audience Workshop

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Resources

A list of tools you can use to build your audience

Audience Research

Recording your research

- Use Icebergs: <https://icebergs.com>

Google search tricks:

- Search discussions: <https://www.google.com/?tbs=dsc>
- Search blogs: <https://www.google.com/?tbs=blg>
- Search news: <https://www.google.com/?tbs=nws>

Other helpful search venues:

- Twitter search: <https://twitter.com/search-home>
- Facebook search: <https://www.facebook.com/search/more/?q=%s>
- LinkedIn: <http://www.linkedin.com/commonSearch?type=people&keywords=%s&search=Search>

Examples of online communities:

- Reddit: <http://reddit.com>
- Quora: <http://www.quora.com/>
- Inbound: <http://www.inbound.org/>
- GrowthHackers: <http://growthhackers.com/>
- Medium: <http://medium.com/>
- Designer News: <https://news.layervault.com/>
- Product Hunt: <http://www.producthunt.co/>
- Hacker News: <https://news.ycombinator.com/>
- Talkee: <http://news.talk.ee/>

Examples of effective landing pages:

- Stand to Make: <http://standtomake.com/>
- Double Your Freelancing Rate: <http://doubleyourfreelancingrate.com/>
- James Clear: <http://jamesclear.com/newsletter>
- Fatboy Slim: <http://www.fatboyslim.net/2011/08/16/recording-from-space-ibiza-2006-free-download/>
- UserOnboard: <http://www.useronboard.com/how-slack-onboards-new-users/>

Blog posts:

- Who do you love? <http://justinjackson.ca/who-do-you-love/>
- Email audience: <http://justinjackson.ca/email-audience/>
- Blog party: <http://justinjackson.ca/heavy-metal-party/>
- Good marketing: <http://justinjackson.ca/good-marketing/>