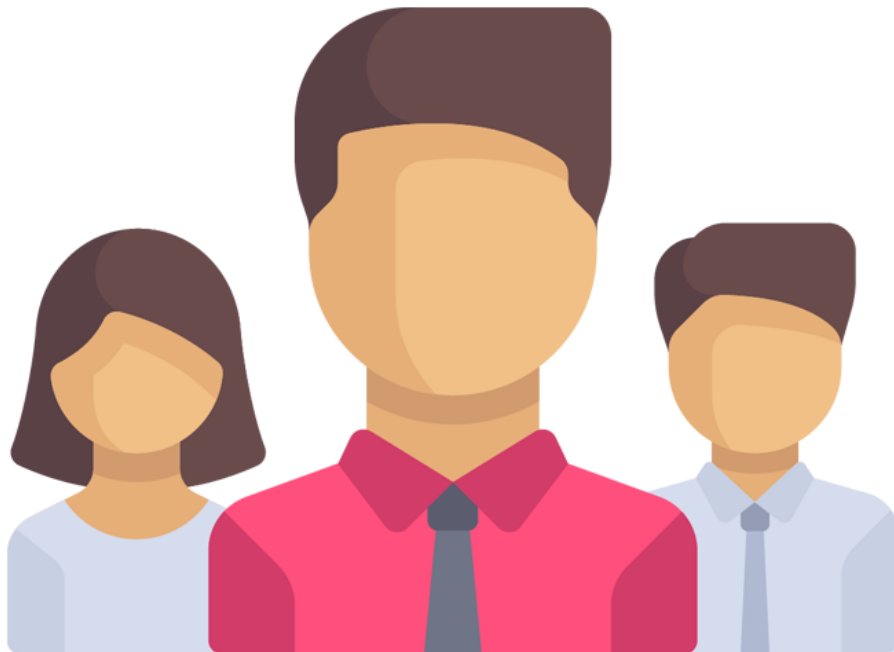


"The essential guide to building an audience"

BUILD YOUR *Audience*



CHECKLIST

You've read the full book, now it's time to put the lessons you learned into action.

This checklist will serve as your ultimate blueprint for growing your audience and building engagement.

Follow each step, tick it off as you do and then make sure you're ready for an influx of traffic.

Rebrand

- Your site might not be successful because it isn't appealing to your audience
- Cynical doesn't work
 - Have you given your site and business the care and attention they deserve?
 - Invest money
 - Hire professionals
 - Consider a small business loan
 - Make something you're proud of
 - Choose a niche that you understand – or use writers that do
 - Compare with the top in your niche
- Consider your correct target audience
 - Develop a persona for your ideal audience
- Look at your logo
 - Does it communicate precisely what your business is about?
 - Does it appeal to the persona?
 - Does it look professional

Look at your site design and ask what it is telling the audience to do first. Consider your design like a funnel that points to the subscribe buttons!

Channels

You need multiple channels for your audience to grow. That means social media and more.

- Be everywhere
 - Twitter
 - Facebook
 - Instagram
 - Google+
 - Pinterest
 - Tumblr

- Consider newer platforms too
 - Snapchat

- Stay on the look out for new opportunities to reach different audiences!

- Use YouTube
 - YouTube has helped countless businesses get to the top
 - It has less competition
 - It demonstrates your professionalism
 - It is more engaging and builds a stronger connection

- Ensure synergy

- All your social media accounts, your website domain etc need the same branding
- Link your accounts
 - Use plugins that show feeds of your social media right on your page
 - Add social media buttons to the top of your page
 - Add social sharing buttons
- Communicate
 - Social media should be two way
- Provide value
- Think of the value proposition
- Have an email list
 - Use an autoresponder
 - But think twice before using incentives
 - The list itself should be an incentive
 - This works best for personal brands and for businesses offering services

Growth Hacking

Growth hacks are strategies to get a large audience for your channel faster. Here are some of the best:

- Influencer marketing
 - Get a shout out from a big brand or influencer and you can instantly change your fortunes
 - Send multiple messages if they don't respond
 - Start with smaller audiences
 - Make sure to meet in person if you can
- Post in communities

- The right community on Reddit, Google+ or a forum can lead to thousands of direct visitors
 - But if you post and they don't know you, it looks like cynical self-promotion
 - Build a reputation in the community first. Become an active participant.
-
- Look for routes to market
 - These are direct routes to your audience
 - Consider your existing contacts and whether there are any you can use