

“The essential guide to building an audience”

BUILD YOUR *Audience*



**The Simple Blueprint To Building a
Raving Audience In Your Niche**

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Introduction

Building an audience should be the first step for any serious online business.

The objective here is to create an audience that is not only large but also highly targeted and highly engaged.

That means that you shouldn't be interested in just creating the longest possible list of people reading your site, but should instead focus on creating a list of people who are fascinated by everything you say, who hang off of your every word and who are eager to get *more* of your content in any way possible.

Creating an audience like *that* means building an audience that will grow in a self-sustaining and self-perpetuating manner. It means building an audience of people who will actually want to buy from you. And it means building an audience that will stay with you for a long time.

And without wanting to sound hyperbolic, it is *absolutely true* that huge, engaged audiences like this represent the single differentiating factor that sets the most successful brands in the world apart online.

Think about it. What are the biggest sites and brands in your niche online right now? Which are the competitors that you *wish* you could be?

For a fitness site it might be something like Bodybuilding.com or BreakingMuscle.com. For an online marketing site it might be ShoeMoney, MOZ, SmartPassiveIncome or Search Engine Land. For a site about self-improvement, it might be Tim Ferriss, or perhaps the Bulletproof Executive.

So, what is it that sets these sites apart? Why are they more successful than your brand?

Simple: they have *vastly* larger audiences than you do. These sites have hundreds of thousands of followers. People who would consider themselves genuine fans. People who will visit their site every single day and who will *trust* what they have to say.

If a small niche site posts news about a new product, then it won't have the platform to reach out to with. Perhaps 100 people might see that product over the course of a month and seeing as your average conversion rate for a sales page is about 1% *at the generous end* you're talking a single sale.

You could get more people to see your site, sure. You could set up an ad campaign and get lots of people to click on it to bring them to your site.

But then they would likely just leave. Why? Because they're not *your* audience. You have exposure now but you still don't have an audience.

I always like to paint a picture here of a watch salesman. Imagine that someone comes up to you in the street, opens their coat and then offers you to buy a \$1,000 watch. Would you? No! Because you don't *trust* that person. You know nothing about them. You've never seen them before. Even if the watch is stunning, great value and exactly what you're looking for.

But now imagine that you have done lots of business with a local jeweler and you now know and trust them well. You're on their mailing list and you know the person who owns the shop and recognize the brand. You're passing in the street and then you see the same watch in the window. Now there's a chance you *might* buy. Because you're already a customer. And it's the same thing with a website that has an audience.

Another example I like to use is asking someone on a date. Imagine going up to a random woman or man in the street and asking for their number. How's that likely to go down? They probably won't give it to you and you'll be lucky not to get slapped!

But if you spend the time chatting with them and building rapport, then you are much more likely to be successful.

This is the difference between a platform and an audience in blogging or internet marketing. This is why you absolutely need to put the time in to not only be able to reach out to a huge number of people, but also to be able to count them as a genuine audience: as fans or as followers.

What You'll Learn

In this guide, you're going to learn precisely what it takes to build this kind of audience: to have a huge number of people eating out of your hands and eager to hear what you have to say next. Eager to *buy* what you have for sale!

This book will give you the edge over the competition by showing you where so many brands go wrong when it comes to building an audience and what you can do differently. You'll be given a blueprint to follow that will take you from zero to hero – with legions of loyal readers at your beck and call. So, whether you're a small business looking to grow into a *massive* business, whether you're an entrepreneur who wants to earn money doing what you love, or whether you're marketing other companies: you'll find precisely what you're looking for here.

You will learn:

BUILD YOUR AUDIENCE

What makes certain brands so successful when it comes to building massive audiences

How to create your own audience, starting from the beginning

How to inspire trust and authority and why this is *crucial*

How to create a brand that people can believe in

How to gain more exposure to widen your audience

How to target your audience and engage with the right customers

How to communicate with your audience and keep it

growing And much more!

1. The Difference

The best place to start is with the broader overview and from there we can hone in on more granular detail. In other words, I'm going to give you the big picture, so that you know your objective and you know the overall strategy. We'll then be able to deconstruct the end point we're looking for to see how we get there.

Okay, so I mentioned earlier that this book would give you an 'edge' seeing as most people go about building their audience the wrong way. I absolutely meant that – it was *not* just marketing talk.

The point is that most new brands have a completely misguided approach to how they go about marketing and promoting themselves and this mistake absolutely cripples any chance of success. That's what we'll be addressing here though and in doing so, we'll hopefully be able to ensure that you don't take a similarly misguided approach.

How So Many Get it So Wrong

So how do so many businesses get it wrong? What is so incorrect about their approach?

The problem comes down to care and attention. That is to say that to put it politely, a lot of businesses view their digital marketing efforts as a ‘get rich quick’ scheme. Think of all the different marketers that you have encountered on your trips around the web. How many of them do you feel are trustworthy and offering a great product? How many do you feel are just trying to get you to spend cash on a sub-par product?

How many times have you had a web page pop up without your intention and tell you about this fantastic opportunity to earn millions while working from home.

“I couldn’t believe it!”

Announces some awkward, unpolished voice.

“And neither will you! Soon you’ll be earning hundreds of thousands of dollars a day working from the comfort of your home.”

Well guess what? Surprise, surprise you *shouldn’t* believe it. When you part with your hard earned cash, what you’re most likely to receive is a shoddy PDF and perhaps a couple of random videos.

I’ve helped companies to sell some pretty awful products in the past (I’m not proud of it!). One time I got to try out the product –

which claimed to be the turning point in people's lives – and it turned out to be a series of videos that were made purely from screen captures without so much as a some narration. It was literally a video of a guy clicking some things on a screen in order to log into a profile and sign up to an autoresponder. Absolutely terrible value for money.

And it's not just the marketers that take this approach. Many webmasters and bloggers are just as guilty and this is where you might start to put your hand up too.

Because as a writer, this is another type of business I've worked for:

Someone who chooses a niche because they think it offers a good opportunity (not because they have any passion or interest for the subject matter). Someone who then hires a bunch of writers (that's where I get roped in) and gives them a bunch of generic titles.

Let's say the subject is fitness, so the site owner will come up with some topics off the top of their head like:

“How to Get Great Abs”

Or

“How to Lose Weight FAST!”

The articles couldn't be more generic, less interesting or more out of touch with the interesting stuff that is actually going on in the industry right now. It's a bad start...

Worse is that sometimes the site owner will do so little research into their niche that they'll give me titles that are *factually* inaccurate. I had a health blog recently that asked me to write about 'The 16 Symptoms of Prediabetes'. Well seeing as prediabetes is asymptomatic, that's pretty difficult. Another recently asked me to write about how you could build great biceps with press ups. Well, seeing as press ups target the triceps and pecs and *not* the biceps... You get the idea!

So why do these companies pick those titles? Simple answer: they either saw them on another site, they did some keyword research and found that other people were searching for the topics, or they pulled them out of the air without giving it any thought.

Choosing a title based on a keyword is the most popular example and it *seems* like a good idea. After all, that means people will search for it and they'll find it.

Small Businesses Are Not Exempt!

But perhaps you're reading this as a small business owner and thinking it doesn't apply to you! After all, if you don't write content for a blog then you can't be guilty of generic titles.

But the same cynical approach and lack of care and attention *regularly* goes into business efforts. In fact, many businesses are even more guilty of this. Take for example those businesses that want to promote themselves online through social media and do so by writing *the* most generic posts imaginable.

I worked in marketing for an EPOS provider (Electronic Point Of Sale), which essentially means that it built till systems for other companies. They insisted that every post I should make on their blog had to read like this:

“Our EPOS system is the best in the industry... bar none!”

“Find out why companies LOVE our new EPOS system!”

Again, makes sense on paper. After all, it's a business site, so of course it's going to promote its products. When they eventually did get me to write on their blog, they had me writing posts on EPOS systems and EPOS systems alone. The site itself was bland, white and dark blue and with zero character or anything to set it apart.

Visitors visiting the site would have this single message communicated to them:

“This is a business site. A business site with a low budget.”

Not good.

Why This is So Wrong and What the Alternative Looks Like

I'm not saying that you're guilty of this, I'm saying there's a chance you might be *somewhat* guilty of this. You have approached your business like a business person: you've chosen a niche, looked into 'what's hot' and you've paid the minimum to get something set up. Now you're going to promote your ass off and make sure that people see what you're selling.

So, what's wrong with that?

Simple: it doesn't build an audience.

Remember how I told you to look at the most popular brands in your niche? The most popular blogs and sellers? How are they different from the approach that we have just described?

Most likely you'll find that they have beautifully designed websites. The sites will likely use crisp, HD graphics with vibrant colors and

big images. They probably have large UI elements, a simple navigation and a strong logo and colorscheme that brings everything together. Your audience should land on your site and think that this is a site with a big budget, that really cares about its customers and that knows what it's doing.

You need to land on a site and think that it has some kind of *passion* for what it is doing. And you need to be able to see and feel the investment.

Think about the sites that you have subscribed to yourself. These are likely sites that somehow set themselves apart with an interesting message, unique content and a great look. They most likely are *not* sites that were set up with the sole intention of making a quick buck.

Would you really follow a social media channel that did nothing but write about how good its product was? What would be in it for you?

Would you really subscribe to the mailing list of a website that was *already* spamming you before you even got past the first page?

The answer is no. And this reveals the simple truth: if you want to build an audience, you can't rush it. You can't take short cuts. You can't cheat.

The *only* method for building a massive audience that is worth pursuing is to create a channel or brand that is:

Unique

Interesting

High quality

High value

Professional

And if you're going to do all that, then you need to have passion for the topic you've chosen. You need to understand the subject. And you need to love doing what you're doing enough to actually put all that time and effort in.

Because you know what? Building an audience is not something you accomplish overnight. Again, ask any big name vlogger, blogger or business owner. They will *all* tell you that they started out writing blogs that no-one read, selling products that barely anyone bought or making videos that no one watched. The only thing that kept them going at this point was *genuine* passion for what they were doing.

Here's another thing to consider: if you create a fitness site and you have no interest in fitness, then the content that you create is not going to make any big impact. You're not going to be able to impress the target audience that you're trying to engage.

Think about it: if you have a fitness website then who is that going to be aimed at predominantly? Fitness enthusiasts. So, if you write a poorly researched blog post on press ups, what value do you think it's possibly going to offer to someone who has been working out for years? Someone who perhaps trains daily?

Of course, there's also a specific blueprint to follow which we'll be looking at in this book. But it's that passion that will help you to execute said plan and that will keep you working through it. And it's the passion that is going to help you do it *well*.

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