

Build a Tribe of Raving Fans – Module 1

Who is your tribe?

- You need to begin at the beginning
- Know your ideal client/customer/audience
- Who do you want to attract with your free offer?

This is an important step:

- Are they like you used to be?
- What did you want?
- What would have given anything for to get where you are now faster?
- Create an avatar for that person, note their fears and desires...describe their pain

What can you offer them?

- You only have to be a step or two ahead of your ideal client to be able to help them
- What valuable content can you offer to begin helping them right now?
- Freebie, ethical bribe, irresistible offer

Quality and value:

- You want to “WOW” them.
- Want them to think, “if this is their free stuff is this good, their paid stuff must be amazing”
- You want to be seen as the expert in their eyes

Easy to consume:

- Avoid content overload - Old way of thinking: value is based on how much content you give them
- Quality over quantity (short and to the point is better)
- 1-2 page PDF of content can add images and make longer, short video or audio
- Give one piece and you can follow up with additional content

Build the relationship:

- Campaign or follow up sequence, sometimes referred to as a funnel
- Tell more about you so they get to know you

- Provide follow up content
- Lead with one of something, like a video and then offer more, send them in your email campaign

Opt-in ideas:

- Pdf (example: “5 Steps to...”)
- Video (tutorial, “How to...”)
- Invite them to a challenge (“__x__ 5 Day Challenge”)
- Webinar (valuable content)

Know what they want:

- Creating a challenge or webinar is a bit more work
- Find out what your ideal audience wants, you want them to sign up
- Survey to your list, Poll on social media, post and ask for comments
- Forums, groups and where your ideal audience hangs out

Challenge tips:

- Overwhelm is a common mistake
- Keep it bite sized
- In just 5 days you will ____
- Use email sequence, add interaction with a FB group
- Have a “what’s next” CTA

Webinar tips:

- Valuable content that your ideal audience wants
- Deep dive into one aspect or provide a sampling from several steps
- Add Q&A time
- Offer a what’s next (CTA)

Success Work:

- Create or edit the avatar for your ideal client/audience
- Create an irresistible offer by our next Academy Chat on Friday, March 9 at 1 pm ET
- Links to 2 audio talking about defining your niche
- Links to 2 Mail Chimp tutorials