

Attract Your Audience

Hello and welcome to the Audience Building module. This is the single most important module of the whole programme because you can have anything going wrong during your launch. You can fluff up your script, you can break your slides, your livestream can fail but if you already have an audience of people who are literally queuing up to buy from you, it doesn't matter if things don't quite work out how you want, they're still going to buy. So this is a crucial part of what we do and the place that I see most people actually failing during a launch is that they don't do enough of this early on, they get to nearer their launch, they realise that they haven't built enough of an audience, they start putting out some ads and throwing spaghetti at the wall and things aren't really working and they wonder why they don't get the results that they want. So the most important thing that you can do is show up, do the work and I also want to you to exercise an incredible amount of consistency plus patience equals results. It's my recipe for launch success. And that's all that it is. None of this is rocket science. We've laid out everything for you in the programme.

What I can't make you do is show up. I can't make you craft out that time for you to show up and do the work. You have to be the person who shows up consistently and that is all about being a pro. So another pro tip that I want to share with you is don't get too caught up on the numbers. What I want you to reflect on and you've probably looked at this in the previous module is how many people do you need? How many people do you want in your audience? Probably not as many as you thought and you think maybe you want to convert 10% of those leads into sales in your launch, how many customers do you need to get? Maybe 10, 20, 30? Not 100s. And so therefore you don't need to have an audience of 10,000 people to have an amazingly successful launch. So I want you to let go of the vanity metrics like I need to have a huge audience, I need to have all these followers, I need to have likes. What I want you to measure are the relationships you're building and also the quality of the people that you're attracting into your world. So we have essentially a few stages of a launch and I do talk about this in this module. But we're going to talk about the importance of warming up your audience all the time, so not just when you're in launch mode but every single month of the year, you're always going to be putting out some kind of content, you're always going to be warming up your audience. As you move closer to your launch event, you are going to be switching gears to really talking about the event, getting people excited, we call it the build-up stage. What we're focused on right now between now and the implementation break is warming up your audience and so this module is really going to help you get clear on everything that you need to do in order to do that. So one of the things that you're going to do first is you're going to look at who your dream customer is.

Now, what I don't want you to do is to approach this with a yeah but attitude. Yeah but I've done this before. Or yeah but I know my person. Yeah but I don't need to do this because I'm way more advanced than that. We have to approach new programmes and learnings from the lens of I'm here to be a really, really good student and I want that for you. And I want you to have huge success but the work that you're going to do in the dream customer profile is actually going to help make things a lot easier when you then come up with your content plan and then when you move into the paid growth area as well. So by doing this work now, and doing it properly and pushing through any resistance of yeah buts or this is just my best guess, you are going to have far more success later on down the line in the programme. So you're going to create your dream customer profile. It's a full workbook. It's going to take you quite a while to do that piece of work. It's probably the biggest chunk of work that you're going to need to do right now. Then you're going to create your content plan and then depending on what stage of business you're at, you're going to choose one of our three tracks. Now, chances are, most of you are going to do a mix of two of them. The first stage, which is called Strong Foundations, and that's all about getting the foundations in place. So if you're new to audience building or if you're going through a pivot, or you're not quite sure that your marketing is even working, then I recommend starting off with Strong Foundations first. Lots of those strategies in there are the unscalable things so the things that you're actually going to have to do the work for but they're the things that if you get right, it gives you a much stronger foundation for you to then move to the next level stage. So the next level track is there if you've had success with audience building, maybe you have been working on a particular platform, it's going really, really well, you've seen some traction, you've seen that your ideal people are there, you can then start to build in the next level strategies and then if you've already had two or three wildly successful launches and you want to start bringing in people who can sell it for you, you're going to do the Strong Foundations track but even if you're doing, sorry, you're going to do the Launch Leader track but you're probably also going to do the Strong Foundations in alignment with that because all the strategies you're going to use to bring in partners are actually Strong Foundations.

So I would say like go through each of the lessons, understand what they're all about but then you're just going to choose one track to work on right now. Most of you, if you've never built an audience before, you're going to be doing Strong Foundations, getting that piece right, then building in the next level strategies which is about paid growth and really optimising what you've done. If you're really, really amazing at both of those, you've had two or three successful launches and you're now at the stage of taking things to that ultimate level, then you're going to do the Launch Leader track but you're going to use the Strong Foundations strategies to do that because so much of it is about building amazing relationships. Just the lens that you're going to be approaching it from is not trying to find customers, I'm trying to find partners. So I hope that explains it well. And go through those lessons, enjoy this module. It is the biggest chunk of work for sure but it's also the most important. If you want to have pro results, you have to behave like a pro and pros know that the audience build stage is the most important stage of the whole launch. Get this right, you'll have more success. If you want your launch to fail, you're

going to skip this, right? And we're not doing failures round here, we're not doing launch failure. We are doing powerful audience building. So we're going to build in as much accountability as we can throughout this programme but the single most important thing you need to do right now is start doing the work. Do it consistently. Block out time to get it done and we will be here every step of the way. So it's time to make your launch wildly successful by building that dream audience. So I'll see you in the next lesson.