

# AUDIENCE BUILDING

## Checklist

- Identify the specific needs/pain points of your DOT.
- Create 2-3 credibility posts weekly addressing those specific needs.
- Choose a platform.
- Identify the top 10 industry experts that are currently serving your DOT or a similar audience.
- Scan recent posts from these experts and look for people who are highly engaged with their content (These are your prospective DOT's).
- Research your prospective DOT.
- Like 2-3 posts and leave 1-2 genuine comments that offer them value.
- Message your new prospective DOT.

## Example Messages

- Hey! I loved your post on \_\_\_\_\_, I wanted to reach out and let you know how valuable I thought it was! Hope you have an awesome day!
- I saw your post on \_\_\_\_\_, I've dealt with something similar, one thing that really helped me was \_\_\_\_\_. Thanks for sharing and have a great day!
- Hi! I saw your post on \_\_\_\_\_ and felt compelled to reach out. I loved your thoughts and the insight you provided. Hope you are having an amazing week!

## Key Takeaways

- The idea is to add tangible value with your comments and simply express a genuine interest in their content. This is the equivalent of giving someone a tap on the shoulder in hopes they will turn around and look at your content to see what you are all about.
- When they come to your page, they will see all of the valuable content you have already put together. Keep giving them value through your content. Let the conversation slowly build over time.
- Never be in a rush to pitch your program of course. Relationships are built over time. Plant the seed, water it, and watch the relationship with your audience grow!

## 4 Questions For Prospect Connection Ask yourself...

1. What are they struggling with?
2. How does that struggle show up in their life? (Identifying this will help to craft a message that speaks directly to them)
3. What are some goals that they are looking to achieve?
4. How can you help them?

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## Identifying The Experts

Now that we know how to get in touch with your audience organically, it's time to identify those 10 influential people in your industry so that you know where to start!

Using the space below, right out 10 experts and the platform location the are showing up on most. (Location examples: Instagram, LinkedIn, Facebook, Youtube, etc.)

1. Expert: \_\_\_\_\_  
Location: \_\_\_\_\_

2. Expert: \_\_\_\_\_  
Location: \_\_\_\_\_

3. Expert: \_\_\_\_\_  
Location: \_\_\_\_\_

4. Expert: \_\_\_\_\_  
Location: \_\_\_\_\_

5. Expert: \_\_\_\_\_  
Location: \_\_\_\_\_

6. Expert: \_\_\_\_\_  
Location: \_\_\_\_\_

7. Expert: \_\_\_\_\_  
Location: \_\_\_\_\_

8. Expert: \_\_\_\_\_  
Location: \_\_\_\_\_

9. Expert: \_\_\_\_\_  
Location: \_\_\_\_\_

10. Expert: \_\_\_\_\_  
Location: \_\_\_\_\_

**Helpful Hint!:** While considering WHERE these experts are showing up, keep in mind HOW they are showing up and WHY people are following them.

## Notes:

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## Breakout Session

Now that you have a better idea of where your DOT may be hanging out online, it is time to declare which social media platform you will be focused on most to attract your audience.

**GOAL:** Share the platform location of your choosing with your team during today's breakout session! Don't forget to submit your social media declaration within your Live Events Portal as well, to gain points for your team!

**Helpful Hint!:** Be each other's raving fans! Don't forget to follow and support your teammates on social media.

## Notes: