



Building your audience

Here are 6 essential steps to building your audience.

1. Get started now!

If you haven't already done it start building a following on whichever social media channels your target customers hangout on. Twitter, Instagram, Youtube, Snapchat, or Facebook.

Don't try to do them all. Do your research first.

Find out where your potential audience spends their time and concentrate on those platforms.

It may well be Facebook and not Twitter or Instagram and YouTube but not Snapchat for example.

It will depend on their age, and their interest.

2. Make your brand 'talkable'

Create a powerful brand story!

Basically a brand is "talkable" when people actively want to share, discuss, and have conversations about it. They become willing 'ambassadors' for the brand.

This means your customers and followers want to tell others about it.

'Talkable' brands are a mixture of purpose, vision, passion, customer service and strategy. If your brand isn't talked about it's forgotten about.



3. Have a voice of your own

"Everything has been said before, but it's never been said by you. Your point of view is what makes you interesting."-Jory MacKay

4. Do stuff differently

Don't just repeat what everyone else is doing. Do that and you only add to the noise.

5. Consistency beats frequency

Consistency is incredibly important in building an audience and this is especially true in the early days of building your brand.

You can't afford to wait until you get a moment of inspiration every time you plan to talk to your audience.

In the beginning it will feel as if no one is listening ('so why bother?') but stick with it and if your offering is authentic, people will listen, 'it is a fact'.

On social media, whether it is Twitter, Facebook, Instagram etc, the most successful accounts with the most dedicated and loyal followers, and with the highest engagement, are those that post everyday in an unchanging and consistent voice.

It's better to post once a day everyday than 2 on a Monday, nothing on Tuesday and a dozen at the weekend for example.

I find the best way to be consistent is to work to a schedule. For me once a day works best but many people do it 3 4 5 times a day whatever works best for you.



6. Spread the word

Start spreading the word about your brand story as soon as you can.

There are many ways to do this but not all of them will be right for you and your business, these include:

- Content creation – Basically this mean create value content, articles, posts, podcast episodes.
- Email
- Guest blogging
- Talks, conference, small groups, workshops,
- 'Doing free' - ...
- Podcast -
- Press –
- Webinars –

In the coming weeks I will add some information about how to these in more detail.