

Module 15, Lesson 4 Handout:
4 Keys to Growing Your Audience

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Once you get the fundamentals of your business covered and things are up and running, your focus will most likely turn to growing your audience. Audience development is a never ending task in growing any business, and retaining them as life long believers in your products and services is what ultimately will determine the longevity of your business.

The 4 keys to growing your audience are: Know Them, Nurture Them, Be You, Be of Service.

- 1. Know Them.** Talk to your audience! Survey them. Engage with them on social media. Set up live chats or live webinars where you can talk with them. Do anything you can to talk to the people who are hoping you can help them in some way, and ask specifically how you can help.

List 5 ways you will get to know your audience:

5 WAYS I WILL TO GET TO KNOW MY AUDIENCE:
1.
2.
3.
4.
5.

- 2. Nurture Them.** When they tell you what they need from you, deliver! Let them know you hear them, and ensure them that you have something just for them. And when you deliver - try to always over deliver. Go above and beyond expectations. Surprise them with how good you are at what you do, by helping them in the ways they have asked you to, and by hearing more than what they're simply saying.

List 5 ways you will nurture your audience:

5 WAYS I WILL NURTURE MY AUDIENCE:
1.
2.
3.
4.
5.

- 3. Be You.** Your customers found something in you that they believe in, they like, or they need. Live your brand always; be yourself. Be real. Creating a powerful brand and business doesn't mean you have to be someone you're not. In fact, your audience will see right through it if you aren't being 100% honest with them. And if you are being honest, they'll appreciate and respect that about you. Is there a certain type of healthy food that you just don't like, even though you're well aware of the health benefits? Talk about it. Joke about it, and maybe you'll even get your audience to open up about their likes and dislikes. Starting a genuine conversation allows your audience to engage with your brand.

List 5 ways you live your brand:

5 WAYS I WILL LIVE MY BRAND:
1.
2.
3.
4.
5.

- 4. Be of Service.** Always remember your customers are at the heart of your business. They come first. The more you can be of service to them, the more rewarding you'll find being an entrepreneur can be. While you may start working with a customer to provide one service, you may find they have a need for another service that you provide. Or, maybe you know someone that provides a completely different, unrelated service, that your customer has indicated they need. Refer them to someone you know and trust, so they can get everything they need, whether it's something you offer, or not. They'll appreciate your concern for their needs.

List 5 ways you will be of service to your audience:

5 WAYS I WILL BE OF SERVICE TO MY AUDIENCE:
1.
2.
3.
4.
5.

Businesses often fail because they focus on the features and benefits of their products rather than the customers who are buying them. I want you to flip that switch and focus on the customer first. You'll no doubt see an increase in sales, followers, engagement and success. Always remember the 4 keys here, and you'll find success in growing your audience.