

CREATING COMPELLING CONTENT



**A KEY TO BUILDING
A LOYAL AUDIENCE**

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LEVERAGING

RELATIONSHIPS TO BUILD YOUR AUDIENCE



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MARKETING

SIMPLIFIED VERSION

AUDIENCE HOARDING

- ☐ Decide what your business is all about
- ☐ Rebrand
- ☐ Spend money making sure your site looks amazing
- ☐ Write passionately and regularly, or hire people that can
- ☐ Create the platforms and channels you will communicate with your audience through
- ☐ Ensure maximum synergy between your channels
- ☐ Strongly consider YouTube
- ☐ Network and be active in communities
- ☐ Repeat! It really is that simple!



INTRODUCTION

Building an audience should be the first step for any serious online business. The objective here is to create an audience that is not only large but also highly targeted and highly engaged.

That means that you shouldn't be interested in just creating the longest possible list of people reading your site, but should instead focus on creating a list of people who are fascinated by everything you say, who hang off of your every word and who are eager to get more of your content in any way possible.

Creating an audience like that means building an audience that will grow in a self-sustaining and self-perpetuating manner. It means building an audience of people who will actually want to buy from you. And it means building an audience that will stay with you for a long time.

And without wanting to sound hyperbolic, it is absolutely true that huge, engaged audiences like this represent the single differentiating factor that sets the most successful brands in the world apart online.

Think about it. What are the biggest sites and brands in your niche online right now? Which are the competitors that you wish you could be?

So, what is it that sets these sites apart? Why are they more successful than your brand?

CONT'D

Simple: they have vastly larger audiences than you do. These sites have hundreds of thousands of followers. People who would consider themselves genuine fans. People who will visit their site every single day and who will trust what they have to say. If a small niche site posts news about a new product, then it won't have the platform to reach out to with.

Perhaps 100 people might see that product over the course of a month and seeing as your average conversion rate for a sales page is about 1% at the generous end you're talking a single sale. You could get more people to see your site, sure. You could set up an ad campaign and get lots of people to click on it to bring them to your site.

But then they would likely just leave. Why? Because they're not your audience. You have exposure now but you still don't have an audience.

But if you spend the time chatting with them and building rapport, then you are much more likely to be successful. This is the difference between a platform and an audience in blogging or internet marketing. This is why you absolutely need to put the time in to not only be able to reach out to a huge number of people, but also to be able to count them as a genuine audience: as fans or as followers.



WHAT YOU'LL LEARN

This ebook will give you the edge over the competition by showing you where so many brands go wrong when it comes to building an audience and what you can do differently

- What makes certain brands so successful when it comes to building massive audiences
- How to create your own audience, starting from the beginning
- How to inspire trust and authority and why this is crucial
- How to create a brand that people can believe in
- How to gain more exposure to widen your audience
- How to target your audience and engage with the right customers
- How to communicate with your audience and keep it growing And much more!



KNOWING WHAT WORKS & WHAT DOES NOT EARLY

The point is that most new brands have a completely misguided approach to how they go about marketing and promoting themselves and this mistake absolutely cripples any chance of success. That's what we'll be addressing here though and in doing so, we'll hopefully be able to ensure that you don't take a similarly misguided approach.

HOW SO MANY GET IT WRONG EARLY ON

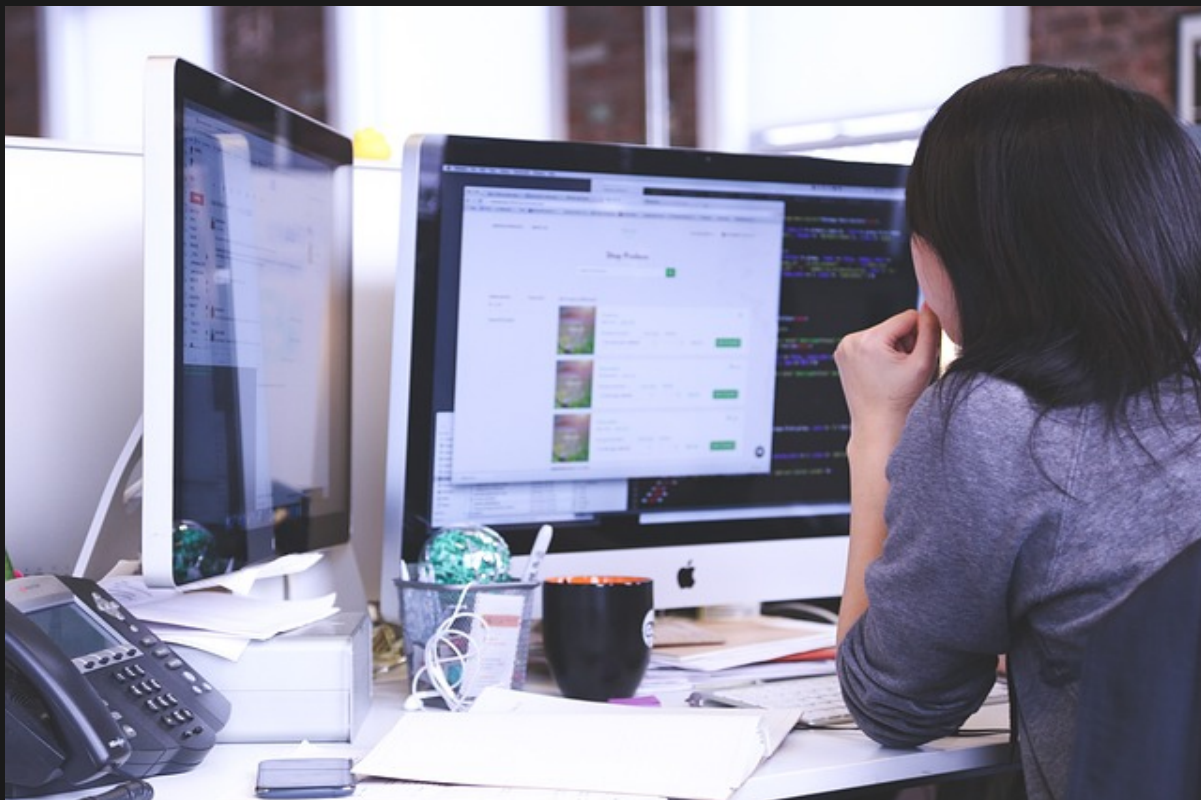
The problem comes down to care and attention. That is to say that to put it politely, a lot of businesses view their digital marketing efforts as a 'get rich quick' scheme. Think of all the different marketers that you have encountered on your trips around the web. How many of them do you feel are trustworthy and offering a great product? How many do you feel are just trying to get you to spend cash on a sub-par product?

How many times have you had a web page pop up without your intention and tell you about this fantastic opportunity to earn millions while working from home.

"I couldn't believe it!"

Announces some awkward, unpolished voice. "And neither will you! Soon you'll be earning hundreds of thousands of dollars a day working from the comfort of your home."

Well guess what? Surprise, surprise you shouldn't believe it.





SMALL BUSINESSES ARE NOT EXEMPT

But perhaps you're reading this as a small business owner and thinking it doesn't apply to you! After all, if you don't write content for a blog then you can't be guilty of generic titles. But the same cynical approach and lack of care and attention regularly goes into business efforts.

In fact, many businesses are even more guilty of this. Take for example those businesses that want to promote themselves online through social media and do so by writing the most generic posts imaginable.

Why This is So Wrong and What the Alternative Looks Like:

You have approached your business like a business person: you've chosen a niche, looked into 'what's hot' and you've paid the minimum to get something set up. Now you're going to promote your ass off and make sure that people see what you're selling.

So, what's wrong with that?

Simple: it doesn't build an audience!!!

SIMPLE TRUTH!!!

The answer is NO. And this reveals the simple truth: if you want to build an audience, you can't rush it. You can't take short cuts. You can't cheat.

The only method for building a massive audience that is worth pursuing is to create a channel or brand that is:

- ☐ Unique
- ☐ Interesting
- ☐ High quality
- ☐ High value
- ☐ Professional

And if you're going to do all that, then you need to have passion for the topic you've chosen. You need to understand the subject. And you need to love doing what you're doing enough to actually put all that time and effort in.

Because you know what? Building an audience is not something you accomplish overnight.

Again, ask any big name vlogger, blogger or business owner. They will all tell you that they started out writing blogs that no-one read, selling products that barely anyone bought or making videos that no one watched.

The only thing that kept them going at this point was genuine passion for what they were doing.



BUILDING YOUR DEFINITE LOOK- BRANDING YOU

So how do you go about creating that channel that you're going to be so excited for? It actually starts with your brand. This is what will help you to create a topic that you are truly excited about and it's also what will help you to create a channel/business/blog that your audience can get equally as excited about.

If you already have a business and you're struggling to get your online presence up and running or to build that engaged audience, then nine times out of ten a rebranding is the first and best thing you should do for your company.

If your site is just screaming: generic business! Then you need to start over right away and start giving people a reason to follow you. And that starts by showing that you have passion and enthusiasm for your own brand.

Because let's be honest: if you don't seem to care about your own site then why would anybody else? So, you need a rebrand and that starts by deciding what you want your mission statement to be. A mission statement is essentially a statement of intent. This is a simple summary of not only what your site is about but also what it hopes to achieve.

What is it going to offer to people that they can't find anywhere else?

Why should they follow you?



CONT'D

Consider Simon Sinek's 'Golden Circle' when creating this mission statement. Simon describes a circle that is made up of three layers – an outer layer, middle layer and inner layer. These layers are defined as 'what', 'how' and 'why'.

If your business has a generic brand right now, then chances are that you have considered the first layer and maybe the second but not the middle. You need to find why you're doing what you're doing and why what your doing is important.

Whatever the case, having a why will give your followers a reason to be interested in your brand. You're giving them a reason to follow you and to care about what you have to say.

You have a purpose, a mission and a passion and that is what is going to make people want to follow you. And this 'why' is also what will allow you to start offering more interesting and giving people a reason to follow you.



THE BUYER PERSONA

You might be wondering why we're focusing so much on brand and on quality content when it comes to building an audience.

The answer as I hope you've worked out by now, is that you're trying to create something that people genuinely want to follow. Something that is genuinely interesting for people.

But just to tie this a little more closely into the notion of building an audience, let's see how the audience itself should define the brand.

Because what you need to recognize next, is that your site or your business is not for everyone.

As much as you might like to try and reach the widest possible audience, that will be definition make you generic. And when you're generic, people will be indifferent to your brand.

Why is Apple so successful? Because it knows its audience. Instead of trying to appeal to everyone, it has chosen to create premium products that are for artistic professionals.

In doing so, they have alienated a portion of their audience (people who want more flexibility in their technology, people who want to spend less) but they have made sure that what they're doing appeals as much as possible to the audience that they are targeting.

Your aim should be to do something similar. In other words, don't try to appeal to everyone and anyone who might land on your site.

Instead choose a selection of people who will respond to the mission statement you have and then focus on them.

Doing this allows you to know more about your audience. That in turn allows you to know what they want and then that means you can cater to that desire and you can create something they'll be ravenous for.

It is MUCH better to have a small audience that loves your brand than a massive audience that doesn't care.

Okay, so with that in mind, you are now going to actively profile your audience. This means you're going to create a buyer persona, which in turn is going to act like your ideal archetypal customer.

This is the person for whom your products are practically made. This is the person that will be most likely to become a fan and to become a buyer. Create an imaginary biography:

How old is this person?

How much do they embrace change?

What gender are they?

What are their other hobbies and interests?

Investing in the idea is going to mean spending money and time on it and finding other passionate people to work with.

CONTENT

For blogs, the content needs to be excellently written. It needs to be engaging, it needs to be error free and it needs to really sell the 'dream' – the value proposition – that gives your brand its emotional appeal.

The same goes for the blogs attached to a business site. This will give you a new way to find new customers - through SEO – but it will also be what gives them a reason to go from one time visitors to followers.

Usually, it will take a few encounters with your brand for someone to decide they want to sign up to the mailing list or follow you on LinkedIn / Twitter / Instagram / Tik Tok. You need to ensure that each one of these encounters impresses so that they will become closer and closer to wanting to sign up.

The same goes for your social media. If you want someone to follow you then you need to incentive that. I'm not talking about offering free giveaways here (which will encourage people to sign up or follow and then never read anything you have to say!). Instead,

I'm talking about offering something that is genuinely interesting and that is as such an incentive in itself. So instead of posting about why your business is great, you're offering useful advice for businesses and you're getting them excited for your brand by talking about things that matter to them.



CHANNELLING

So now you have everything looking the part and you have a brand that people want to follow, you need to keep providing them with excellent content and you need to give them ways to go from visitor to follower.

YouTube

One of the most powerful ways to build an audience that is overlooked by countless businesses. There are countless examples of massive brands that got their start thanks to YouTube. But there are very few examples of blogs or businesses that use YouTube properly.

Email Marketing

A lot of sites and brands will tell you that email marketing is their single most important tool for growing and engaging their audience. Is this true? Yes and no. The great thing about email marketing is that it gives you a very direct route to contact your audience and you won't be relying on any intermediate organization like Facebook to decide whether or not your posts get seen.

People check their emails daily and they are even notified when they receive new one. What's more, is that email feels very personal. This means that for some people, signing up to a mailing list will make them feel instantly more committed to your brand and almost like VIPs. This is a great way to build engagement, to get people to actually respond to your messages and to get them excited for your upcoming announcements and projects.

Social Media

The aim on social media is to post frequently and again to make sure that you are offering useful content. This will vary slightly from channel to channel.

-Instagram is where you communicate the emotion that drives your business and that will motivate your target persona.

-Twitter is a place where you can share interesting SIDE VIEWS and useful tips. This channel works particularly well for personal brands as it lets you invite your audience into your daily life a little.

- Facebook is a great place to crowdsource ideas, to run campaigns and competitions and to generally get the audience to participate. This is also really good for sharing content on your site and especially if you can come up with some grabbing headlines and titles.

-Tik Tok of course is highly visual through video sharing. If your brand goes deeper, show them exciting uses for interesting technology, show them beautiful travel destinations or show them people in their creative element.

-LinkedIn is a useful place to share information of both kinds but also to communicate with your audience. Remember, communication is a two-way street and this is a very powerful way to answer questions, to get people interested in your brand and to encourage your page to spread through real-world social networks.

GROWTH

If you're now doing everything I've explained in this ebook, then you will steadily grow. This is almost inevitable: a site that has genuine passion and something unique to say and one that has been beautifully designed; this will automatically generate readers and they will be likely to share with their friends and other places online, thereby helping you to gain more and more followers.

But if you aren't actively promoting your site as well, then this is still going to be a slow process. Posting to your site alone and sharing it on social media will probably mean you generate some traffic from Google (due to long-tail keywords) and from the occasional share.

But this alone is going to take years for you to gain the momentum you need to start thriving. And that's why it is absolutely crucial for you to actively grow your audience too. You've built the perfect net, you just need to start waving it around in the right places.

Communities and Social Sharing

One of your very best options for promoting your blog is to post on social sharing sites and forums. That includes the likes of subreddits, facebook groups and online community forums.

A single post on one of these can gain huge exposure for your site and get the system you've created churning over perfectly. But there is a right and wrong way to go about this.

If you sign up to Reddit, find the relevant sub reddit and post your article there, then it may get met with distrust and it might get badly downvoted. Even if the article is great quality! Why? Because you are clearly promoting yourself.

This doesn't go down well anywhere and particularly not in a supportive, tight-knit community. The solution then is to focus on building trust in that community first. Spend time there. Get to know people. Mention what you're trying to do. Learn their likes and dislikes. Built authority.

Networking

There's no way around it: if you want to rapidly build an audience online, then the single best way to do that is by networking and speaking with other creators and other businesses. Find someone that has a large number of followers and offer to work with them so that you will both expose each other to your respective audiences.

This is the only way to create exponential growth, so reach out to those people, speak with them and tell them why you're keen to begin your partnership. Don't aim for the top right away though: start with influencers that are at a similar level to you and then work from there.



The key to gaining an audience and gaining an audience that actually cares about your brand, is to make sure you know who that audience is and understand what they want. You then need to invest genuine time, effort and passion into creating something amazing for them.

Something you are proud of and something they will be excited about. You need to know your why. You need to spend money. And you need to set yourself apart as unique and interesting. From there, it's a simple matter of finding your audience in the right places, posting regularly and believing in what you're doing.