

Make sure you follow in your workbook

Reviewing what we went over...



1

Created your FREE site or blog or watched the video to show you how.

Make sure you follow in your workbook

Reviewing what we went over...



1 Created your FREE site or blog or watched the video to show you how.

2 Select 2 platforms to post content on and list them in your workbook.



Make sure you follow in your workbook

Reviewing what we went over...



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Created your FREE site or blog or watched the video to show you how.

2

Select 2 platforms to post content on and list them in your workbook.

3

Create content using the strategies I gave you in the first video.

I don't have an audience!

Where does your audience hang out at?

- Facebook Groups
- Google Search Strategy



**"Leverage the info
already provided by
these platforms."**

This is a FREE strategy. At this point you don't even need Ads.

"With specific searches, you can find people looking for what you're teaching."

Where does your audience hang out?

Where can you find your audience at?

**How do I
know these
people are
looking for
me?**





How do I
know these
people are
looking for
me?

The groups are super
focused and *niched*
down...Ready for you to
solve their problems...

1. Specific Search Facebook Groups for Your Niche



No matter what you do or teach or have information you want to share or create a product around, there is a similar group of people interested in the same things.

2. Search Top 10 xxx on Google...

Use your niche to find what your audience is searching for... for instance for a person selling a fitness program, you'd type in...



- Top 10 fitness magazines
- Top 10 fitness experts
- Top 10 fitness websites
- Top 10 Fitness Facebook groups
- Top 10 fitness twitter pages

Change fitness to whatever your niche might be...

3. Build your audience on autopilot

FREE resource/lead magnet to offer leading to getting EMAIL ADDRESSES.



Create a Google Doc Spreadsheet



There will be a link to this spreadsheet you can fill in with your own information and add to it.

	A	B	C	D	E	
3		SORTING BUCKETS:	Problems and pain points	Goals, desires, wishes	Motivators for change (i.e. the WHY behind it all)	Common frustr product/ind
4	SOURCE:					
5	Facebook					
6	Group name		<i>copy and paste direct quotes into these buckets for each source</i>			
7	Group name					
8	Group name					
9	Group name					
10	Group name					
11						
12	Amazon					
13	Product name					
14	Product name					
15	Book name					
16	Book name					
17						

Later you use this sheet to come up with *course topics, book topics, content topics for problems you can solve.*

Example Lead Magnet Offer

LOSE BELLY FAT IN 10 MINUTES PER DAY WITHOUT CHANGING YOUR DIET



FREE MEAL PLAN + WORKOUT GUIDE [ONLY 10 MINUTES PER DAY]

OFFER INSIDE COMPELLING CONTENT

LOSE BELLY FAT IN 10 MINUTES PER DAY WITHOUT CHANGING YOUR DIET

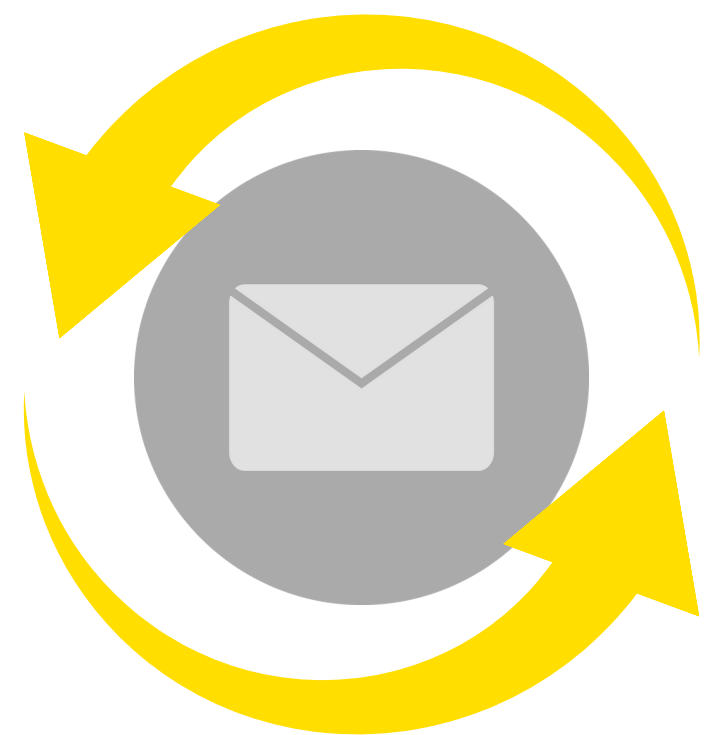
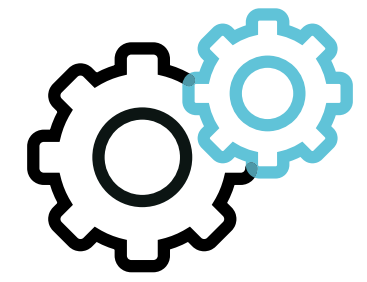


FREE MEAL PLAN + WORKOUT GUIDE [ONLY 10 MINUTES PER DAY]



AUTOMATION

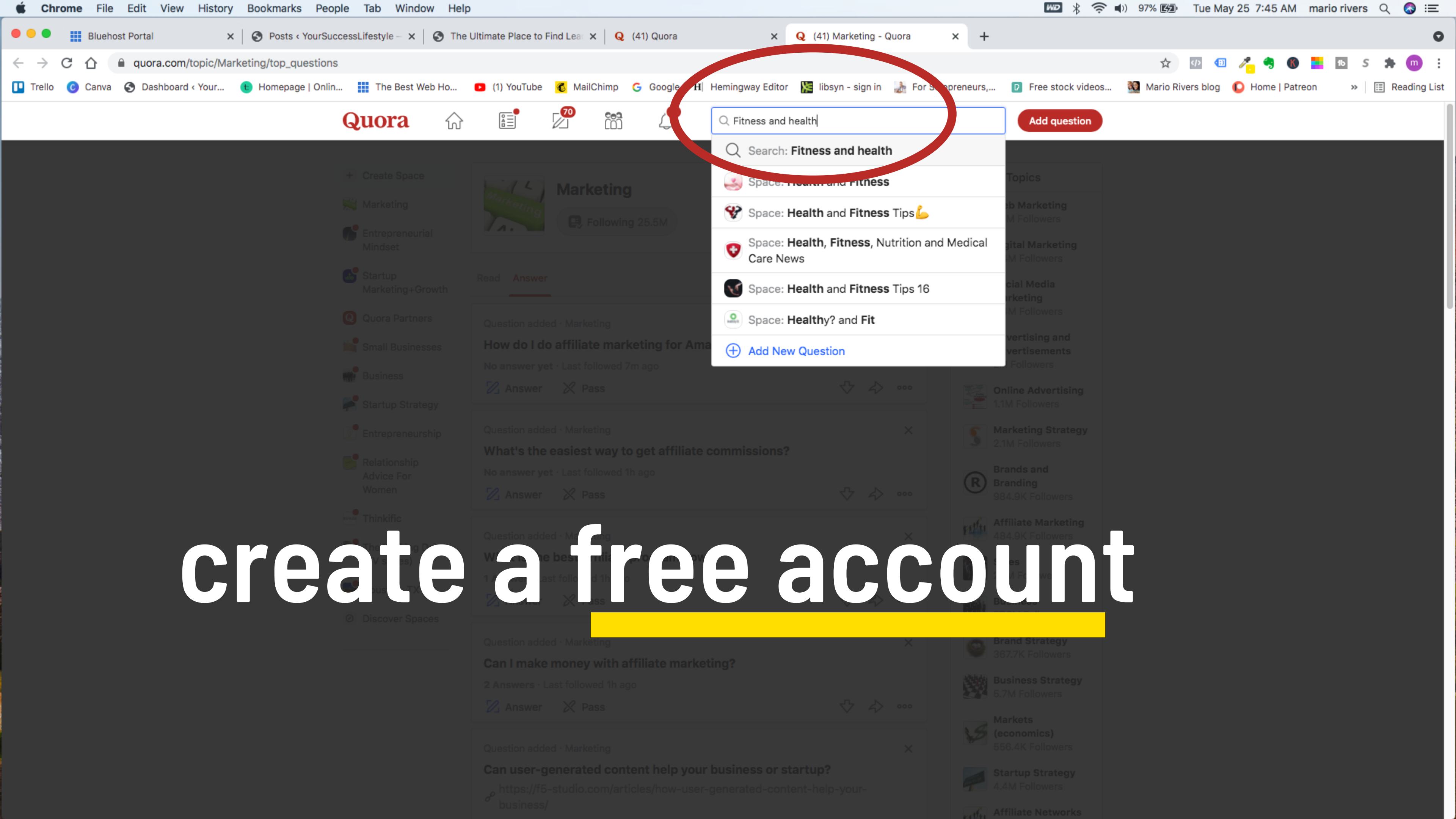
BUILD AUDIENCE ON AUTOPILOT



GET THEIR EMAIL ADDRESS IN EXCHANGE
FOR VALUE [BEGIN EMAIL MARKETING]

~~SECRET WEAPON?~~

Quora



create a free account



Health and Fitness

Latest information about health and fitness

342.6K Followers

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About Posts Questions

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What is the role of e-commerce in the health sector?

No answer yet · Last followed 3h ago

Answer Follow · 2 Request

Since turmeric is widely used in Indian cooking, are Indians less likely to get certain health conditions?

No answer yet · Last followed 3h ago

Answer Follow · 2 Request

If I currently turn tomato red when working out, is it a sign of bad health? Would it get better if I was fit?

No answer yet · Last followed April 8

Answer Follow · 1 Request

How can I lose weight without keto in 2021?

https://rebrand.ly/Poop-Out-Your-Bellyfat

No answer yet · Last followed April 7

7 Contributors

- Kamalesh Chauhan** , lives in Noida, Uttar Pradesh, India
- Krishn Veer Singh** , Computer Science Engineer at Buddy4Study.com (2018-present)
- Sravya Borra** , studied Electronics and Communication Engineering at Sagi Ramakrishnam Raju Engineering College (2014)
- Vanshika**, Student at Galgotias University (2018-present)
- Hiteshi Patel**, Blogger | Mental Health | Part time writer,full time learner
- Mahnoor Zahid**, MBBS, Doctor at University of Health Sciences, Lahore
- Kajal Findallblogs**, Digital Marketer (2020-present)

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- Thinkific
- The Walking Dead (TV series)
- Houston, TX
- Discover Spaces

Marketing
Following 25.5M

Read **Answer**

Question added · Marketing

How do I do affiliate marketing for Amazon?

No answer yet · Last followed 7m ago

Answer Pass

Question added · Marketing

What's the easiest way to get affiliate commissions?

No answer yet · Last followed 1h ago

Answer Pass

Question added · Marketing

What is the best affiliate program now?

1 Answer · Last followed 1h ago

Answer Pass

Question added · Marketing

Can I make money with affiliate marketing?

2 Answers · Last followed 1h ago

Answer Pass

Question added · Marketing

Can user-generated content help your business or startup?

<https://f5-studio.com/articles/how-user-generated-content-help-your-business/>

Related Topics

- Web Marketing 1.5M Followers
- Digital Marketing 2.4M Followers
- Social Media Marketing 2.4M Followers
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- Online Advertising 1.1M Followers
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or select a category



Health and Fitness

Latest information about health and fitness

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Work Out Advice Six Pack Abs Abdominal Exercises Abdominals (muscle)

Gyms and Workout Facilities +5

How can I work my 6 pack without going to the gym?

Submission accepted by Kamalesh Chauhan · See parent question

Answer Follow 2 Request

You're submitting to Health and Fitness.
Hey Submitter!! Make sure your submission is relatable for the Space.

Mario Rivers
Edit Credential

B I [List] [List] [Image] [Link] [More]

Write your answer

then answer the questions
link to your content

2 Answers

Dr. Salil Patil · April 8
Plastic & Cosmetic Surgeon (2017–present)

Working on abs doesn't require a gym.

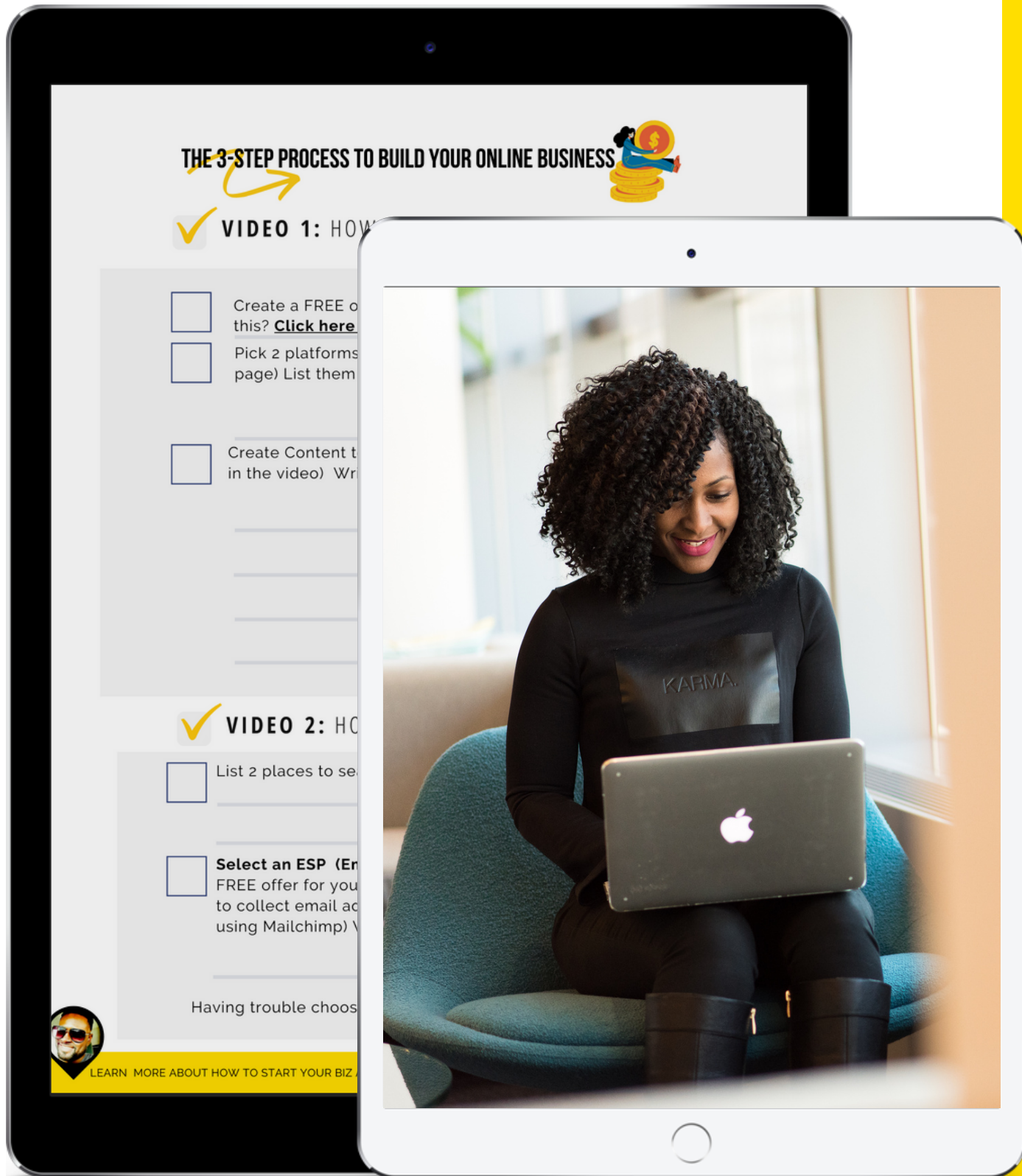
There are a lot of core and abdomen exercises which can be done at home with enough
resistance to keep you occupied the entire week.

Next Lesson

Find out what to sell to your audience...

Turn your knowledge and the Action Steps we've been discussing into earned income for you.





Action Items to do TODAY...



1

Select an Email Service Provider (ESP) and write in your workbook

2

Create an OPTIN for the FREE RESOURCE you created.