

# **Audience Building**

**How To Create Engagement, Followers, Change and Revenue**

- **Become an Influencer**

- **Core messaging and Inner Calling**

- **My story**

- **Your story**

- **What you say, matters**

- **Be in integrity**

- **Don't belittle others**

- **Don't "call out" other influencers**

- **Have consistent messaging**

- **Have something to say *with passion***

- **Your cause should matter to you**

- **Enthusiasm sells!**

- **Are you in this for the long haul?**

- **Branding**

- **Look/feel/personality/resonance**

- **Earn trust, love with authenticity**

- **Emotion/connection to an ideal**

- **Unless you stand for something, you stand for nothing (can't please everyone)**
- **What is your brand name?**
  - **Your personal name?**
  - **Or a mission driven name/brand?**
- **Name your website and Facebook Page and Group same, if possible**
- **Know your mission**
  - **What is the end result?**
    - **Mine: end vaccine mandates**
- **Know your strategy**
  - **Create a plan, not a complaint**
    - **Mine: help parents stop vaccines**
- **Use multiple platforms**
  - **Website**
    - **Google Analytics & your audience**
      - **Use Yoast**
        - **SEO**
        - **Facebook**
    - **Create resources/key info**

- **Create ongoing stories/news**
  - **Ask audience for stories**
  - **Summarize other stories**
  - **Write reviews (videos/books)**
  - **Report breaking news**
  - **Repurpose videos**
- **Share same content repeatedly**
  - **New audience will see it**
- **What's the call to action?**
  - **Mine: stop vaccinating**
- **Get email subscribers**
  - **Keep them in the loop**
  - **Motivate to action**
  - **Earn revenue**
- **Email List**
  - **Use provocative subject lines**
  - **Content**
    - **Information only – news**
    - **How to content & call to action**
- **Facebook**

- **Quick overview of personal profile, Page and Group**
- **Personal Profile**
  - **Accept friend requests**
  - **Be public**
  - **Share posts to Groups & Page**
- **Facebook Page**
  - **Communicate with audience**
  - **Get Business Manager**
    - **Add others to help**
  - **Banner: 1640X924 pixels**
  - **Schedule posts**
  - **Page Insights**
  - **Upload videos on Page**
    - **YT videos vs Page videos**
  - **Sign up for an Ad Account**
    - **How to boost a post**
    - **Get at least 10 clicks per dollar spent**
- **Facebook Group**
  - **Gives you credibility**
  - **Creates community for cause**

- **Sense of belonging – coveted place to be**
- **Public or closed?**
- **Find moderators**
- **Ask entry questions**
- **Banner: 828X461 pixels**
- **Facebook Post Messaging Tips**
  - **Text only**
    - **Meme posts**
    - **Long form**
  - **Website shares**
    - **Your own**
    - **Related websites**
  - **Image & Meme Shares**
    - **Create your own**
    - **Share others**
    - **Photos you take**
  - **Videos**
    - **Interviews**
    - **You talking to camera**
  - **Live videos**
    - **Facebook loves live video**

- **You**
  - **Event shooting**
  - **Other people's posts**
  - **Engagements Tips**
    - **Ask questions**
    - **Respond to comments**
    - **Make an announcement**
    - **Be provocative**
    - **Post regularly**
    - **Cross share your FB accounts on delay**
    - **Create memes**
- **YouTube**
  - **Secondary platform**
  - **Drive YouTubers to your website or Facebook group**
  - **Create provocative titles**
  - **Ask viewers to subscribe, comment and like video**
  - **Respond to comments**
  - **Create custom thumbnails**

- **Write out title, description and tags in Word**
- **Announce new videos to your email list**
- **Facebook hates YouTube but share anyway**
- **Get transcripts or .srt files – SEO and repurpose to website**
- **Creator Academy**
- **Other social media**
  - **Google Plus**
  - **Instagram**
  - **Pinterest**
  - **Others**
- **Triangulate your platforms**
- **Monetize your audience**
- **Remember why you are doing this**
- **Work with other Influencers**
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