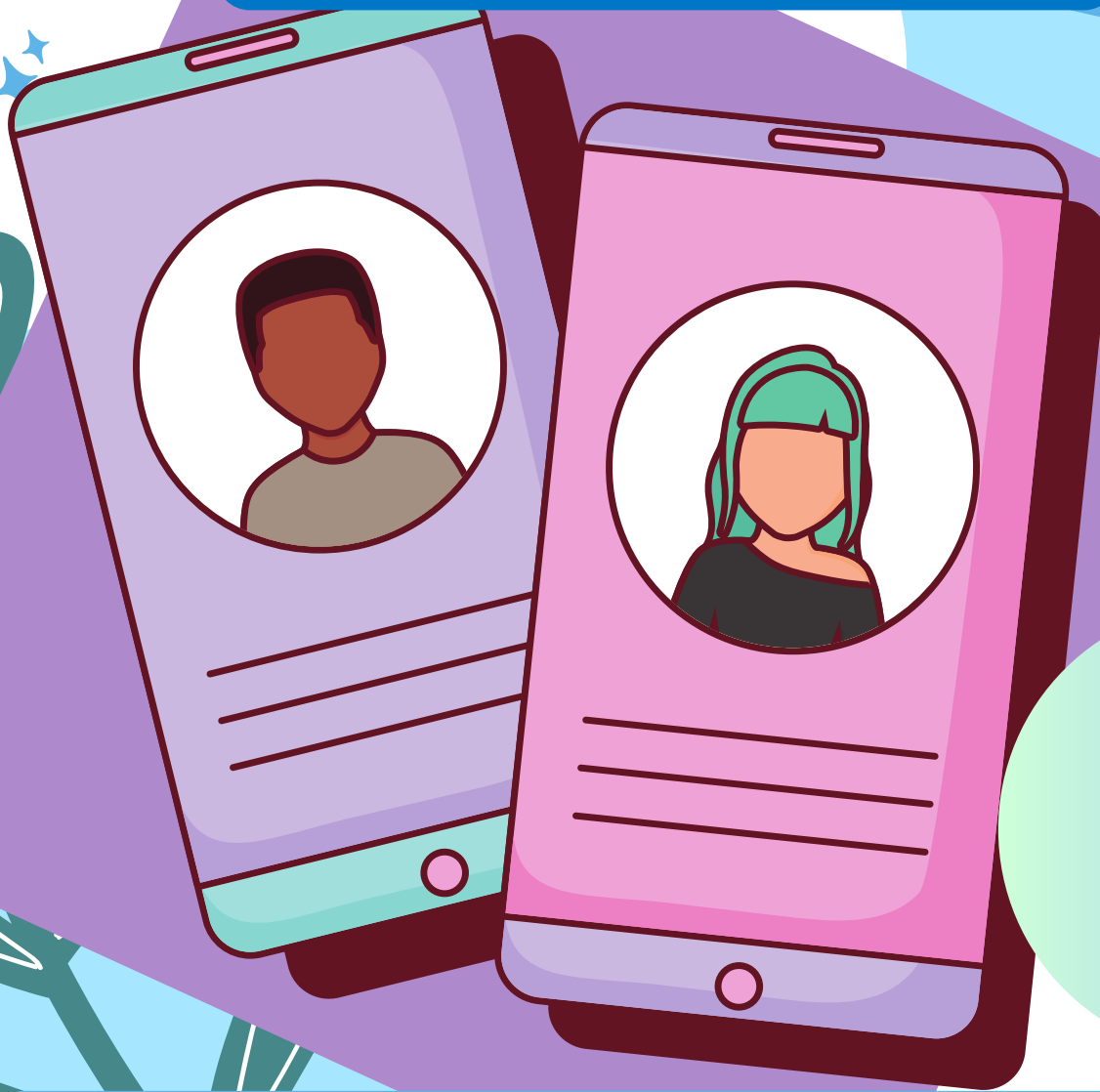


How to Get More Customers

for Your Online Business



Attract. Engage. Transform: A Guide That Helps New Entrepreneurs Build a Loyal Following Online

Introduction

In today's digital age, building an online business is more important than ever. However, attracting and retaining a loyal audience can be a huge challenge for many entrepreneurs, especially if you're new.

In this guide, you'll discover how to attract your ideal prospects, generate leads, and transform them into paying customers.



With easy-to-follow strategies, audio and video tips, and beginner friendly insight, this eBook will show you how to create a strong online presence that helps your target audience achieve their goals.

This guide takes a different approach to building an audience. Instead of chasing after prospects and leads, we will examine methods that will attract your ideal customers to you.

You'll discover how to manage what happens before a potential customer lands on your site, that will enable you to generate leads and nurture them into loyal clients.

Whether you're just starting out or looking to take your online business to the next level, this eBook is the ultimate guide to building a loyal audience for your online business.



The Struggle is Real

If you're having a hard time finding enthusiastic people who are looking for what you offer, you're in the right place. This guide will arm you with tools and strategies that will help you transform from confused and scattered to confident and assured.

When you're able to implement the strategies in this guide you'll be clear on who you're selling to and how your business helps them. You'll no longer need to feel like a pushy salesperson that has to twist people's arms to get them to make a purchase.

An Important Transformation

One of the first steps in finding an audience and building a successful business has to do with making your own transformation.

Making the transition from a friend, family member and coworker to business owner (with something to sell) is a challenge faced by lots of people who want to earn online. And most of us go about it all wrong.

There's a right way to start, for example with confidence and authority, versus thinking that you have to hunt down and chase after people who have no interest in what you're doing.



Those Awkward Conversations

It can be awkward trying to explain what you do to friends and family. These conversations have been known to turn people off and even strain relationships. And that's not what you signed up for...

Having an online shop or website helps, but you need certain elements in place to attract the right people, get traffic, implement a follow up system and achieve your goals.

Let's Get Started!

We'll show you how to build a strong foundation that positions you as an authority that people will look to for whatever it is you're selling.

The worksheets on the next pages will walk you through the steps needed to build your business building foundation. Be sure to click the links located on each page for detailed tutorials, articles, videos and audio training that will help you make your transformation.

Audience Attraction 101

The information on these pages will help you attract the right people to your business. Click on the images and links for detailed resources.

Who Will You Sell To?



To attract an audience you need to know who your ideal customer is and what they are looking for. What problems, challenges and ideas can your product help them with? The more you know about this person, the better you'll be at creating messages that will turn visitors into customers.

Get the Word Out to Potential Customers

You need a way to deliver a consistent marketing message to people who are a good fit for your business. We'll help you set up a system that will deliver marketing messages that will attract potential customers to your business.



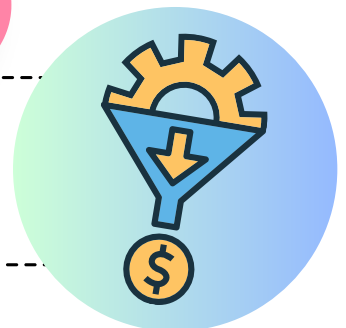
Measure Your Results

Setting up a business account on your social media accounts will give you access to data you can use to learn what's working. Do more of the things that help you reach your goals.



Now You're Ready for the Next Step. Lead Generation

Once you're consistently attracting people to your business, you'll need a way to get them to opt in to receive regular communications that will help them reach their goals.



Goal Planner

Read about setting SMART goals for your business [here](#).

START

END

NOTES

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GOALS

ACTION STEPS

ACTION REVIEW

GOALS

ACTION STEPS

ACTION REVIEW

Reverse Engineer Your Income Goals

GET THE MATHEMATICAL FORMULA [HERE](#)

Identify a niche: The first step is to identify a profitable niche that you're passionate about. This could be anything from health and wellness to digital marketing or pet care.

Research the market: Once you've identified your niche, research the market to determine the demand and competition. Look for gaps in the market that you can fill with your product or service.

Determine your target audience: Next, determine your target audience and their needs. This will help you create a product or service that meets their needs and solves their problems.

Create a product or service: Based on your research and target audience, create a product or service that meets their needs. This could be an eBook, online course, coaching program, or physical product.

Develop a marketing strategy: Once you have a product or service, develop a marketing strategy to promote it. This could include social media marketing, content marketing, paid advertising, or email marketing.

Launch your product or service: Once you have a marketing plan in place, launch your product or service to your target audience. This could be through a website, social media platform, or online marketplace.

Reverse Engineer Your Income (Cont.)

■ **Monitor and adjust:** Monitor your results and adjust your marketing strategy as needed. This could include tweaking your product or service, targeting a different audience, or changing your marketing approach.

■ **Scale up:** Once you have a successful product or service, look for ways to scale up your business. This could include expanding your product line, hiring employees, or partnering with other businesses.

Your Ideal Customer

For an article and helpful video on selecting a niche, click [here](#).



What Industry are You In?

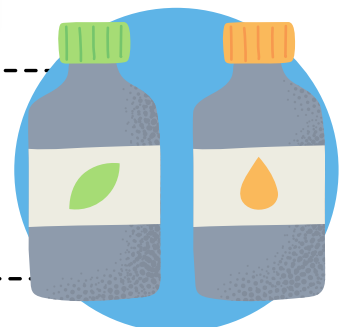
What Niche Will You Serve?



Challenges Faced by People in Your Niche



Describe How Your Product Helps People in Your Niche (Your Ideal Customer)



Where Your Ideal Customers Hang Out Online

Your content should be on platforms where your potential customers are, especially social media.

Video Channel

Blog

Marketplaces

Podcast

Groups

Social Media

WORDS YOUR IDEAL CUSTOMERS USE TO DESCRIBE PAIN POINTS

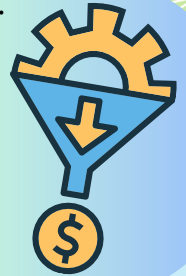
Watch our [video](#) to learn how to find keywords and content ideas

KEYWORDS



THE P-A-S WRITING FORMULA

Use this formula to connect with your target audience. It works for writing content, ads, descriptions social media and blog posts.



Problem. Describe the pressing issue (pain point) your target audience is experiencing.

Light green rectangular box for writing the Problem section.

Agitate. What could happen if your audience doesn't take action?

Light green rectangular box for writing the Agitate section.

Solution. How does your product solve the problem?

Light green rectangular box for writing the Solution section.

Call to Action. What action should potential customers take next?

Light green rectangular box for writing the Call to Action section.

Process Flow

Outline a basic process for each step that potential customers will take that leads to a sale, i.e. promotion, attraction, lead generation, client transformation.

Step 1:



Step 2:



Step 3:

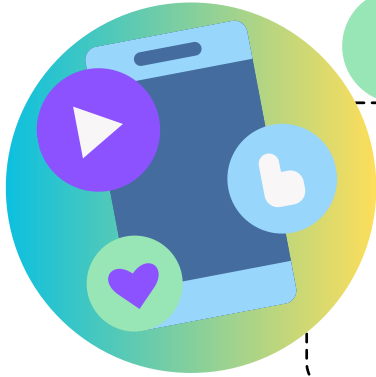


Step 4:



Getting the Word Out

For an article and helpful video on using free social media platforms to get the word out, click [here](#).



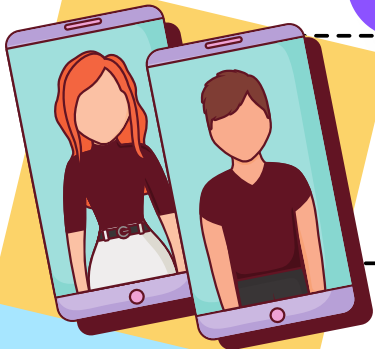
What Social Media Platforms are You Currently Using for Business?



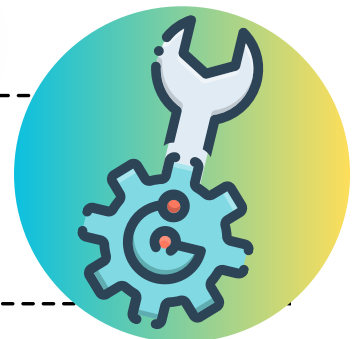
Is Your Messaging Helping You Connect with Potential Customers? If not, why?



How many people are you reaching and engaging with each month?



Are you currently using tools to automate audience attraction?



Social Media Audit

Perform these steps on each of your social media platforms, prioritizing the platforms where your ideal customers hang out.

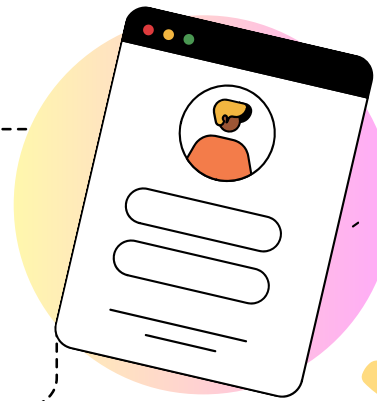


How does your social media feed look?

Are your posts leading people to valuable content or are you constantly selling (spamming) without adding value?

How does your profile look and where does it send people?

Do you have a compelling image, text and message on your social media profiles? Are you sending potential customers to a place where they can become a lead, learn something new or obtain a freebie?



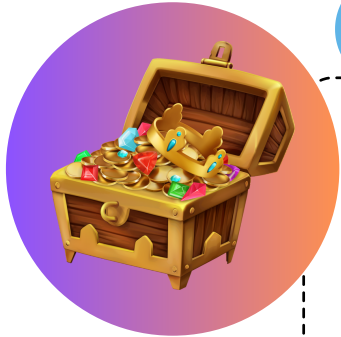
Are you using the keywords and hashtags potential customers use to find your products?

Write down how your messaging is on target with potential customers.



Social Media Audit (Cont.)

Perform these steps on each of your social media platforms, prioritizing the platforms where your ideal customers hang out.

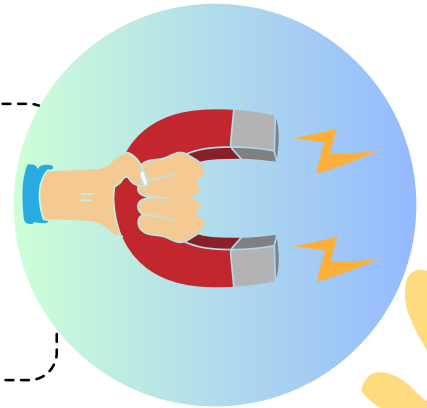


How is the information in your feed valuable to your ideal customers?



Is your messaging attracting the right people to your business?

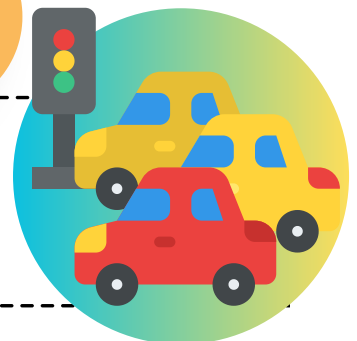
Are you attracting people who never take action, tire kickers, nay sayers and people who are total mismatch



Are your social media platforms regularly updated and consistent?

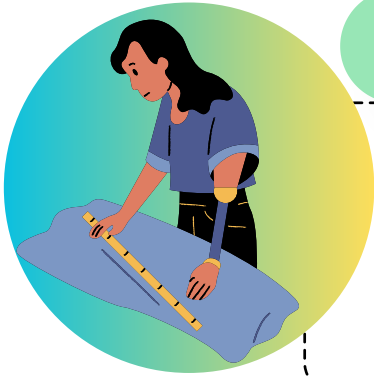


Are you prioritizing the social platforms that send you the most traffic?



Measuring Your Results

For an article and helpful video on building an audience and performing a social media audit click [here](#).



Write down the way you measure and track success on your social platforms.

What did the results of your social media audit (next page) tell you?



When you look at the last six months of social data are you pleased? If not why?

How can you improve when it comes to attracting an audience?





Resource List

LISTEN TO OUR [PODCAST](#) ON SPOTIFY OR WHEREVER YOU GET YOUR PODCASTS

- If you need a blog, I'll show you how to build a self hosted WordPress blog using the tools I've used to build my blogs in my [WordPress course](#). Receive step by step video instructions. No tech skills required.
- I use [Canva](#) to create mockups, digital products and graphic design. I also use Canva for social media images and videos.
- For more more complex graphic design projects, I use the Adobe Creative Cloud membership that includes Adobe Illustrator, Photoshop, Audition, Premier and InDesign are the industry standards in graphic design, video and audio editing software.
- Easily manage, optimize and grow your YouTube channel with [Tubebuddy](#). Get more traffic, views and subscribers with advanced keyword research and their suite of time saving tools.
- [Tailwind](#) is a tool you can use to put your social media posting on auto-pilot. Don't spend all day on social media, Tailwind to do the heavy lifting for you. Post to Facebook, Instagram and Pinterest using this handy tool that has plans for most budgets.
- We use [RankMath SEO](#), a WordPress plugin that helps us optimize each post and page for Google and other search engines. This tool gives you reports and tools you can use to learn how your content is doing.

Please Note: There may be affiliate links on this page, which means that I will receive a small commission if you use these links to make a purchase. However it will not affect you or your purchase in any way.

Get the Full Picture

Take our audience building course and discover the secrets successful online business owners have used to build thriving online businesses.



Get Started

Learn to apply the information in this guide with uncomplicated, step by step video tutorials, and in depth audio training.