


Audience Attraction 101


Use these simple steps to attract the right people to your business.
Remember to zero in and narrow your focus to sell more.

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



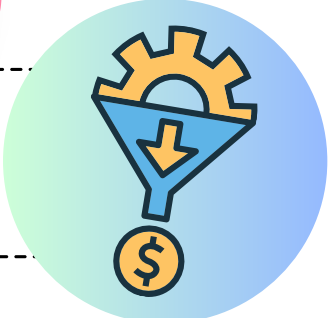
You need a way to deliver a consistent marketing message to people who are a good fit for your business. We'll help you set up a system that will deliver marketing messages that will attract potential customers to your business.

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.

Your Ideal Customer

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



What Industry are You In?

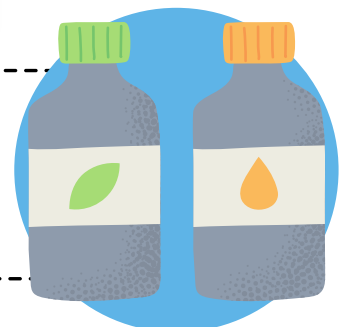
What Niche Will You Serve?



Challenges Faced by People in Your Niche

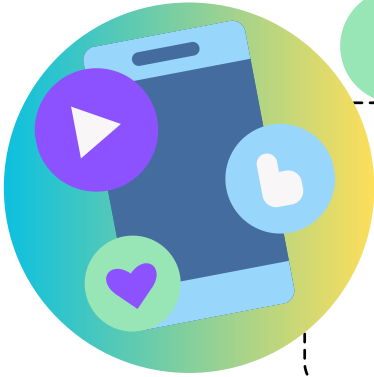


Describe How Your Product Helps People
in Your Niche (Your Ideal Customer)



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?



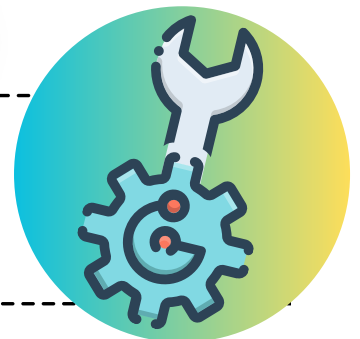
Is Your Messaging Helping You Connect with Potential Customers? If not, why?



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

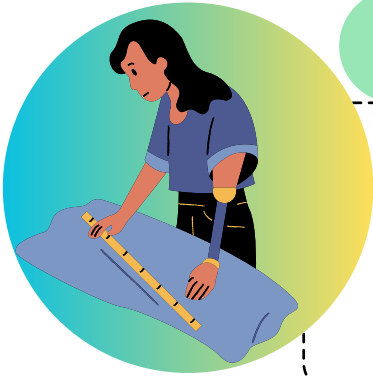


Are you currently using tools to automate audience attraction?



Measuring Your Results

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



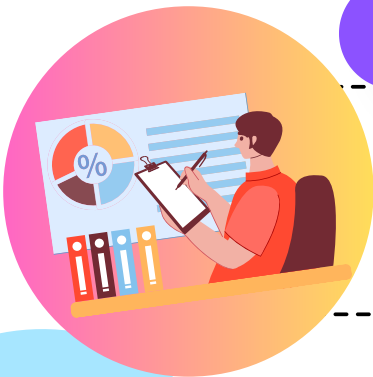
Write down the way you measure and track success on your social platforms.



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?



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?

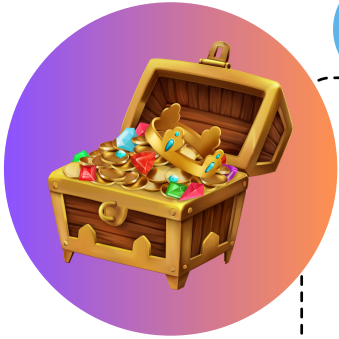


Write down how your messaging is on target with potential customers.



Social Media Audit (Cont.)

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

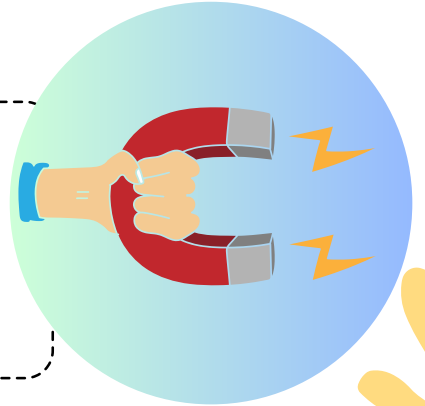


How is the information in your feed valuable to your ideal customers?



Is your messaging attracting the right people to your business?

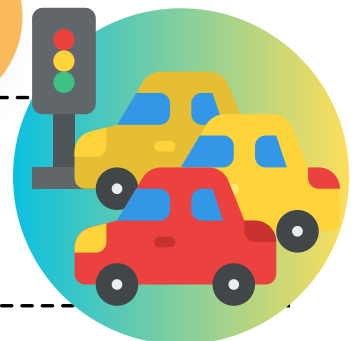
Are you attracting people who never take action, tire kickers, nay sayers and people who are total mismatch



Are your social media platforms regularly updated and consistent?



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



Tracking Social Media

Platform: _____

Date: _____

How many likes/followers/fans do you have?



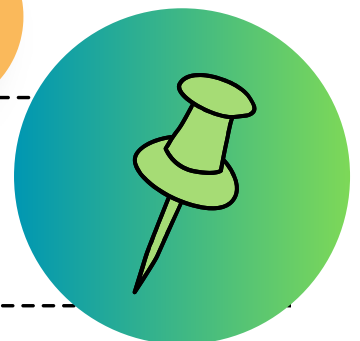
How many impressions have you received in a week?



How many clicks have you received in a week?



What is your top performing post/pin/tweet for the week?

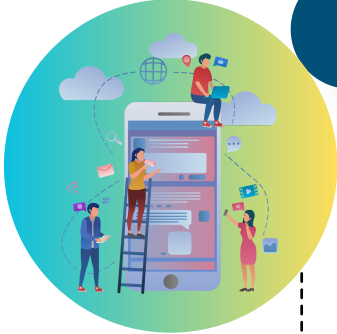


Tracking Social Media

Platform: _____

Date: _____

Are people liking, sharing commenting,
forwarding your posts/pins/tweets?



How much traffic are you getting to
your platform from this channel?



Are you using paid ads on this platform?



What can you improve on this
channel to get better results?

