

**How to Build an
Audience — Even if
You're Not Sure What
to Build Yet**

Worksheet: How to Build an Audience

Now that you know the power of an audience — and that blogging is the best way to build one — you're likely wondering: What type of audience should I build?

(Note: If you didn't watch the video associated with this worksheet yet, MAKE SURE YOU WATCH IT. This won't make sense without it).

First, if you have a product or service that you'd like to generate demand for, GREAT! This free series will help you do just that.

But if you don't have anything to sell yet, don't worry! When I launched Social Triggers, I didn't know what I planned to sell either. I focused on building my audience first — and then I sold them stuff later. (I'll share more about that in a future email).

Remember, one of the main points in the video was this:

Before you build an audience, you must decide who you want sitting in the seats.

And in this worksheet, I'll walk you through, step by step, how to figure out the type of people you want to attract.

So let's jump right in!

Step 1: Focus on either A) what you know or B) what you're learning. Both can help you build an audience.

Knowing EXACTLY who you want sitting in the seats is beneficial. And inside **Blog that Converts 2.0**, I'll share a technique that can help you get clarity instantly...

...but for right now, here's what you need to know:

The internet is a big place. That means, if you're interested in something as far ranging as organic food, business, and travel, there are probably a million other people in the world interested in the same thing.

And that means that you can build an audience around what you love. The best part? You don't actually need to know EVERYTHING about the topic you choose.

Here's why: You can write about things you know now AND things you want to learn in the future.

You see, people mistakenly believe they need to be an expert to start building an audience. But check it: you COULD go the expert route (as I talked about in the video).

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But you could also go the route of the curious novice, where you openly tell people, “Hey, I’m new at this. But I’m going to get better, and here’s what I’m doing to get better. I’ll share my mistakes and wins along the way.”

People LOVE that storyline. Plus, there’s an added benefit: people always complain about competition and how they don’t have a unique idea. But guess what? When you combine a bunch of unoriginal ideas, you actually come up with something completely new. That’s why I always say, when you’re looking to build an audience, you don’t need unique ingredients. You just need a unique recipe.

Now the question is: How can you make this into an action plan?

First, take an inventory of everything you know (and want to learn in the near future). Then describe the type of person who would care about it. Here are a few examples:

What You Know / What You Want To Learn	Who cares about this?
Know: Microsoft Excel	People who work in corporate America, business owners, entrepreneurs
Learn: How to find a relationship	People who are single and unfulfilled with their relationship life
How: How to network with people	People who are looking to either A) find more friends or B) further their career through meeting the right people
Learn: How to give better presentations	Many types of people: Novelists who have to give a talk about their new book. Entrepreneurs who have to give a speech. Corporate workers who have to run a staff meeting.

Notice how I wrote down a lot of DIFFERENT “types” of people in different areas of life? That’s important. Here’s why:

After you complete this chart, you can then go through the list and create a narrative about a specific type of person you’d like to attract.

For example, I can sum up the ideal audience for the list above like this: “My ideal audience are single professionals — either entrepreneurs or corporate workers — who want to get ahead in their careers and personal lives.”

Before you build an audience, you must decide who you want sitting in the seats. And you can figure that out by taking an inventory of what you know, what you want to learn, and who cares about those things.

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After that, it's all about creating content around those things.

Now, of course there are more in-depth strategies that walk you through how to refine this and, more importantly, how to validate your idea. You'll learn more about that later in this series.

Action Step: Use the chart below to create this inventory for yourself.

If you're struggling to think of things you know and want to learn, here are some questions to get you started: What do people often turn to you for advice about? Do your friends ask you for relationship advice? Do co-workers ask you for help with writing? Whatever the case, put in on the list.

Then, think about the things you wish you were better at. It could be anything from how to read faster, write or speak better, etc. Put it on the chart below:

What You Know / What You Want To Learn	Who cares about this?

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Step 2: You can either attract A) people with money or B) people without money. Choose the former every single time.

Now that you have an idea of who you want in the seats, it's time to narrow it down. If you're trying to build a profitable business, it's important to focus on attracting people who have the money and want to spend it.

This makes sense in theory, but in practice, most people fail to implement it. And that's a big mistake.

I'll explain...

A friend of mine runs a blog for stay-at-home moms. She often shares things like coupons, discounts, and ways for other stay-at-home moms to save money.

And her blog took off. She built one of the largest blogs in the space. But there was a problem — a BIG problem...

She wanted to create and sell an online product. Instead of relying on advertising, she wanted to take control of her audience by selling them something. But conversions were HORRIBLE.

Why?

Well, as you might have guessed, she built an audience of people who didn't want to spend money. They only wanted discounts, coupons, and other ways to NOT BUY STUFF. So, when she asked the people who don't want to buy to buy... naturally, they didn't buy.

And that's the thing. When you're looking to build an audience, you might as well attract an audience of people who want to buy. Or you might learn the hard way, like my friend did.

So how can you ensure you attract people who actually want to buy?

It boils down to two things: **scarcity** and **abundance**.

Here's why:

When you attract people with a scarcity mindset — people who are focused on LESS — you get exactly that: people who won't spend money, people who want to conserve as opposed to acquire, and people who will never take action unless you're appealing to their penny-pinching mindsets.

On the surface, there's nothing wrong with these people. We can all use a little thriftiness in our lives, but you should not base your business — a business that requires people to buy things — on customers like this. You'll find that people will never pay your rates, they'll haggle with you, and it will be a race to rock bottom prices, which makes business TOUGH.

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“But Derek! What if I believe in this?” That’s fine. You can. Just realize that you’ll fight an uphill battle when building your business — and I believe it isn’t worth it.

That said, when you attract people with an abundance mindset, things are much easier. Why? Because they believe that the more you put into something, the more you’ll get out of it.

People with a scarcity mindset focus on giving as little as possible to conserve. People with an abundance mindset focus on giving as much as possible because they know more will come back to them.

Ever wonder why brands like Chanel can sell handbags for \$5,000, while other handbag designers command prices like \$100?

When you attract people who believe in paying for quality, you can charge for quality. And the right clientele will appreciate it.

Do you think a woman who buys a Chanel bag cares that you can get another handbag for \$100? HECK NO. They want a Chanel bag. They don’t care about conserving their money. They believe in spending their money to get the quality and brand they want.

The same applies to other products like self-help. When you attract people who believe in spending money to better themselves, whether on self-help or clothes or anything, you can actually sell them stuff. And they won’t be a headache when you sell.

When I first launched Social Triggers, I focused on building an audience of people who would actually want to spend money to better themselves. When I started selling, I received almost no complaints from people about “selling out.” This wasn’t the case for other people I knew. They built their audience first, but then when they tried to sell them stuff, they got a TON of complaints... all because they attracted the wrong type of people first. Then they had to slowly weed out those people for the right people.

Okay, now that you know you want to attract people with abundance mindsets (as opposed to scarcity mindsets), here’s what’s next:

Action Step: When you think about who you want to attract, think about MORE not LESS. Instead of offering discounts, offer MORE value for a HIGHER price. Don’t show people how they can penny-pinch on their education by going to the library. Show them how spending MORE on books will help them get MORE successful.

It’s nuanced, and it’s important. So, what I want you to do now is this: Go back through the list you created earlier and focus on this: “How can I help my audience get MORE out of life (instead of conserving)?”

After that, write a few sentences describing who your ideal audience is.

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Now that you have an idea of who your ideal audience is, the next question is:

How do you actually go about getting these people?

Well, over the next few weeks, I'll show you exactly how to do it in this free training series.

More specifically, you'll learn the 3-step strategy I used to get my first 26,778 subscribers. And I'll show you how you can use that same strategy to get your first 1,000, 5,000, and even 10,000 subscribers.

For now, just get clear on WHO you want sitting in the seats.

And I'll talk to you soon!

- Derek Halpern