

Building An Audience

1. How it used to be.

- a. You write content consistently on a blog about something of interest to you.
 - i. Or to several groups of people.
- b. You hope an audience finds you because people share your content.
- c. Those who created the most content had the advantage.

2. How it is now:

- a. Find a specific niche (smaller than you think), and write content only for them.
- b. Your audience finds you because you stand out.
- c. Those who create the best content have the advantage.

3. What has changed:

- a. It takes more than permission.
 - i. I have given permission to 100s of people.
- b. You have to earn the right to someone's attention.
 - i. There has never been more competition (You have to stand out)
 1. You have to be more compelling (interesting).
 2. You have to solve problems better (quicker).
 3. You have to talk more directly to people (niche).

4. How to pick your topic/niche

- a. You can't be all things to all people.
- b. [Ikigai](#)
- c. Down/Down process.

5. How to identify your ideal audience

- a. [Darrell's Worksheet](#)

6. Creating a content strategy for your ideal audience

- a. Where are you building your audience?
 - i. [You only own two things.](#)
 - ii. Everything serves the email list.
- b. How does your ideal audience want to consume content? (platform)
- c. How often does your ideal audience want to consume content?

- d. Where does your ideal audience hang out? (growth)
 - i. [SparkToro](#)

7. Consistently Create Until Your Audience Grows

- a. [Compounding Interest](#)
- b. [Matt Ragland](#)

Business Leaders

- Down - 1: Key Decision Makers (through C-suite)
- Down - 2: Mid-Market Growth Companies
- Down - 3: Become more effective leaders

Home Schoolers

- Down - 1: Parents of Homeschoolers
- Down - 2: Who are just getting started
- Down - 3: Who aren't sure the right way to do it.

Fans of the NBA:

- Down - 1: Fans of the NBA in Portland, OR
- Down - 2: Fan in Portland who are season ticket holders
- Down - 3:

Gardening:

- Down - 1: Succulents
- Down - 2: Growing them in SW United States