

# THE AUDIENCE BUILDER BLUEPRINT

A GUIDE TO GROWING YOUR  
AUDIENCE IN 10 EASY STEPS



# #blueprintchecklist

- ( ) Define the Mission You're On
- ( ) Build Your Editorial Calendar
- ( ) Create Newsworthy Headlines
- ( ) Choose Type of Content
- ( ) Build Your Network
- ( ) Tell Your Story to Connect with Audience
- ( ) Build a Media Site to Dominate Industry
- ( ) Create a Lead Magnet to Convert Traffic
- ( ) Drive Traffic to Your Website
- ( ) Turn Lead Magnet Opportunities into Sales



# STEP ONE

DEFINE THE MISSION YOU'RE ON





# THE 11 QUESTIONS YOU NEED TO ASK.

In order to determine what kind of content your audience wants is to focus on how you can help them most - you can get some great insight by listing out the biggest obstacles standing in the way of reaching their desired goal (or outcome) as it relates to your product or service.

## DEFINE YOUR AUDIENCE

5 questions to help you nail down what your audience **REALLY** cares about.

1. Which industry are you speaking to?
  - a.
2. Who's the target audience you intent to reach with your content? Saying **EVERYONE** will **NOT** help you, be specific.
  - a.
3. Describe your audience's ultimate desire as it relates to your industry
  - a.
4. List the 5 biggest challenges that are stopping them from achieving their goal as it relates to your product/service
  - a.
5. Of the 5 biggest challenges - select 1 you can create an educational resource to help them solve the biggest problem. This can be a webinar, downloadable asset, podcast, video, workshop, ebook, event, etc..
  - a.

## DEFINE YOUR BRAND VOICE

6 questions to help you share your truth to **BUILD TRUST** with your audience.

1. What common misconceptions or expectations about your field or industry can you help your audience better understand?
  - a.
2. What is the elephant in the room? The **BIG** problem in your industry?
  - a.
3. What kind of content is your audience tired of seeing?
  - a.
4. What will get the attention of your audience? What stands out to them?
  - a.
5. What personal story can you share about getting started in your industry that your audience could identify with?
  - a.
6. What don't you like about your industry? Where can you find common ground to break through potential distrust?
  - a.





# STEP TWO

BUILD YOUR EDITORIAL CALENDAR





# BRAINSTORM CONTENT IDEAS

Creating an editorial calendar gives you a 50-THOUSAND foot view of the content you are building for your audience. Once you start building your content library, you will have to manage a content process.

Having a calendar puts you in control of that process.

Once you have a calendar, it's time to start brainstorming and scheduling the buildout of your content - **ANSWER THESE 9 QUESTIONS** to get started:

1. What are the biggest changes/trends people need to know in your industry?
2. What current events/news can you engage with related to your field?
3. What are some current/new industry insights you have come across?
4. Who are the major industry influencers that you can interview?
5. What tips should someone know before hiring someone in your industry?
6. What are the new tech/tools/resources in your field?
7. Which mistakes have you learned the hard way that you could share?
8. What stories or data will give your audience hope?
9. What are some money saving tips?

Now that you have a list of great ideas - put some more thought into your headlines before scheduling.





# HEADLINES ARE IMPORTANT

SERIOUSLY, WOULD YOU READ  
*ANYTHING* IF THE HEADLINE SUCKED?

Here are a few examples to get you started:

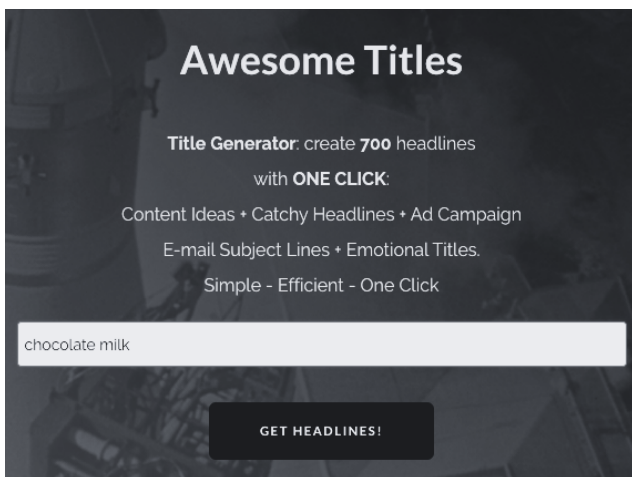
Are you tired of paying for expensive \_? When is the right time to \_? Are you making the most of \_? Should you really \_? Are you about to \_ without knowing it? How to drastically \_ in \_ easy steps? The complete beginners guide to \_ . The \_ blueprint. The simple guide to \_.

**TITLE TOOLS ARE YOUR FRIEND.**

Headlines are tough - but luckily there are a multitude of free websites that will generate popular titles for you.

All that content creators need to do is enter in the subject matter and voila! Hundreds of headlines will appear with the mere click of a button.

Our favorite is [titlegenerator.com](https://titlegenerator.com) - quick, go there now, type in your topic and **GET YOUR HEADLINES!**



LOOK AT WHAT HEADLINES  
POPULATED WHEN I TYPED IN  
CHOCOLATE MILK

1	7 Easy Ways To Make CHOCOLATE MILK Faster
2	Old School CHOCOLATE MILK
3	The A - Z Guide Of CHOCOLATE MILK
4	In 10 Minutes, I'll Give You The Truth About CHOCOLATE MILK
5	Stop Wasting Time And Start CHOCOLATE MILK
6	How To Improve At CHOCOLATE MILK In 60 Minutes
7	At Last, The Secret To CHOCOLATE MILK Is Revealed
8	Apply These 5 Secret Techniques To Improve CHOCOLATE MILK
9	Listen To Your Customers. They Will Tell You All About CHOCOLATE MILK
10	5 Secrets: How To Use CHOCOLATE MILK To Create A Successful Business(Product)
11	9 Ridiculous Rules About CHOCOLATE MILK
12	CHOCOLATE MILK Strategies For Beginners
13	4 Ways You Can Grow Your Creativity Using CHOCOLATE MILK
14	Death, CHOCOLATE MILK And Taxes
15	What Can Instagramm Teach You About CHOCOLATE MILK
16	Warning: These 9 Mistakes Will Destroy Your CHOCOLATE MILK
17	The Anthony Robins Guide To CHOCOLATE MILK
18	If You Want To Be A Winner, Change Your CHOCOLATE MILK Philosophy Now!
19	How To Turn Your CHOCOLATE MILK From Zero To Hero



# STEP THREE

CREATE NEWSWORTHY HEADLINES



A YEAR'S  
WORTH OF  
CONTENT  
IDEAS IN  
UNDER 2  
MINUTES

# Blog Ideas Generator

Want more blog ideas? Let us think of ideas for you

**Chocolate Milk**

Add

Another great resource for content ideas is to go to HubSpot's content generator to get an entire year's worth of content ideas. **FOR FREE!**

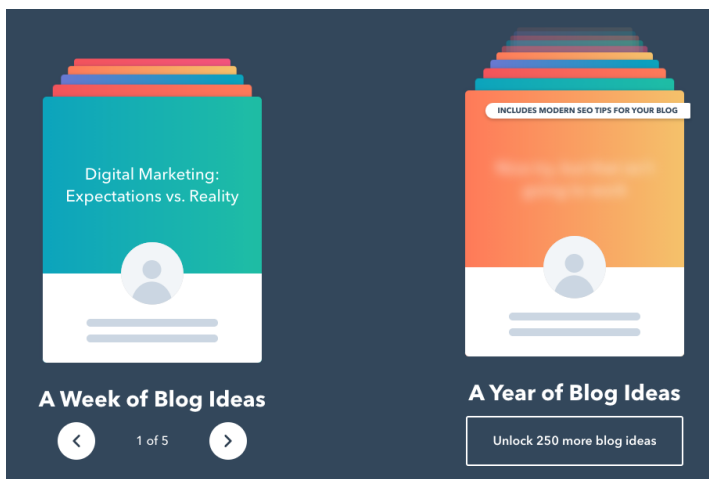
Similar to the *TITLE GENERATOR*, just type in your topic and click the button to get an entire year's worth of content ideas!

Go to [HubSpot's blog ideas generator](#) and type in your topic category.

Then, chose whether you want a week, or even an entire year, worth of content gold!

Finally, download your content ideas and start building your content library.

	A
1	Want a simpler way to publish these new blog post ideas on your website?
2	<a href="https://offers.hubspot.com/free-trial">https://offers.hubspot.com/free-trial</a>
3	
4	Chocolate Milk: Expectations vs. Reality
5	Will Chocolate Milk Ever Rule the World?
6	The Next Big Thing in Chocolate Milk
7	Chocolate Milk Explained in Fewer than 140 Characters
8	This Week's Top Stories About Chocolate Milk
9	Where Will Chocolate Milk Be 1 Year From Now?
10	13 Things About Chocolate Milk You May Not Have Known
11	15 Things Your Boss Wishes You Knew About Chocolate Milk
12	The Biggest Problem With Chocolate Milk, And How You Can Fix It
13	20 Up-and-Comers to Watch in the Chocolate Milk Industry
14	What NOT to Do in the Chocolate Milk Industry
15	14 Savvy Ways to Spend Leftover Chocolate Milk Budget
16	How to Sell Chocolate Milk to a Skeptic
17	12 Reasons You Shouldn't Invest in Chocolate Milk
18	7 Little Changes That'll Make a Big Difference With Your Chocolate Milk
19	Meet the Steve Jobs of the Chocolate Milk Industry
20	What's Holding Back the Chocolate Milk Industry?
21	14 Common Misconceptions About Chocolate Milk
22	16 Must-Follow Facebook Pages for Chocolate Milk Marketers
23	5 Cliches About Chocolate Milk You Should Avoid
24	10 Undeniable Reasons People Hate Chocolate Milk
25	10 Things We All Hate About Chocolate Milk
26	20 Resources That'll Make You Better at Chocolate Milk
27	30 of the Punniest Chocolate Milk Puns You Can Find
28	Ask Me Anything: 10 Answers to Your Questions About Chocolate Milk
29	The 17 Most Misunderstood Facts About Chocolate Milk
30	10 Best Mobile Apps for Chocolate Milk
31	Chocolate Milk Poll of the Day
32	7 Horrible Mistakes You're Making With Chocolate Milk
33	24 Hours to Improving Chocolate Milk
34	Why Nobody Cares About Chocolate Milk
35	How to Get Hired in the Chocolate Milk Industry
36	15 Secretly Funny People Working in Chocolate Milk
37	15 Undeniable Reasons to Love Chocolate Milk
38	Think You're Cut Out for Doing Chocolate Milk? Take This Quiz
39	10 Compelling Reasons Why You Need Chocolate Milk
40	Addicted to Chocolate Milk? Us Too. 6 Reasons We Just Can't Stop
41	7 Things About Chocolate Milk Your Boss Wants to Know
42	The Anatomy of a Great Chocolate Milk
43	10 Startups That'll Change the Chocolate Milk Industry for the Better





# STEP FOUR

CHOOSE YOUR TYPE OF CONTENT





# THE MAIN POINT

WITH THOUSANDS OF WAYS TO PUBLISH CONTENT ONLINE - GETTING STARTED CAN FEEL A LITTLE OVERWHELMING. IT'S IMPORTANT TO REMEMBER, AT THE END OF THE DAY, THERE IS ONLY **3 WAYS TO CREATE CONTENT**

## MENU

### ARTICLES/BLOGS

### TEXT

BLOGS ARE REPLACING INDUSTRY PUBLICATIONS AND NEWS SITES. 60% OF INTERNET USERS ARE READING BLOGS ON A REGULAR BASIS. BLOG PAGE RECEIVE 20 BILLION VIEWS EACH MONTH.

### PODCASTS

### AUDIO

40% OF AMERICANS LISTEN TO PODCASTS. 50% OF SMALL BUSINESS OWNERS LISTEN TO PODCASTS. 72% OF BUSINESS OWNERS WITH 100-500 EMPLOYEES LISTEN TO PODCASTS

### VIDEO

### LIVE/RECORDED

VIDEO CREATES 300% MORE TRAFFIC. A SITE IS 53 TIMES MORE LIKELY TO REACH THE FRONT PAGE OF GOOGLE IF IT INCLUDES VIDEO. IT IS THE MOST TIME CONSUMING.

### DIGITAL EVENT | WORKSHOP | WEBINAR

87% of marketers find them effective lead generators. 2-5% of webinar attendees make a purchase. 20-40% of attendees become leads. The recordings become videos.

TH-TH-THAT'S ALL FOLKS. YES, THERE ARE SO. MANY. PLATFORMS TO CHOOSE FROM - BUT IT ALL STARTS WITH THE TYPE OF CONTENT, AND FOR THAT, YOU ONLY HAVE 3 OPTIONS.

BONUS POINTS FOR THOSE THAT GO FOR ALL 3 AND COMPLETE THE TRIFECTA.

CHECK OUT THE CONTENT TYPE CHECKLIST ON THE NEXT PAGE FOR HELP!



# ARTICLES & EBOOKS & PODCASTS, OH MY!

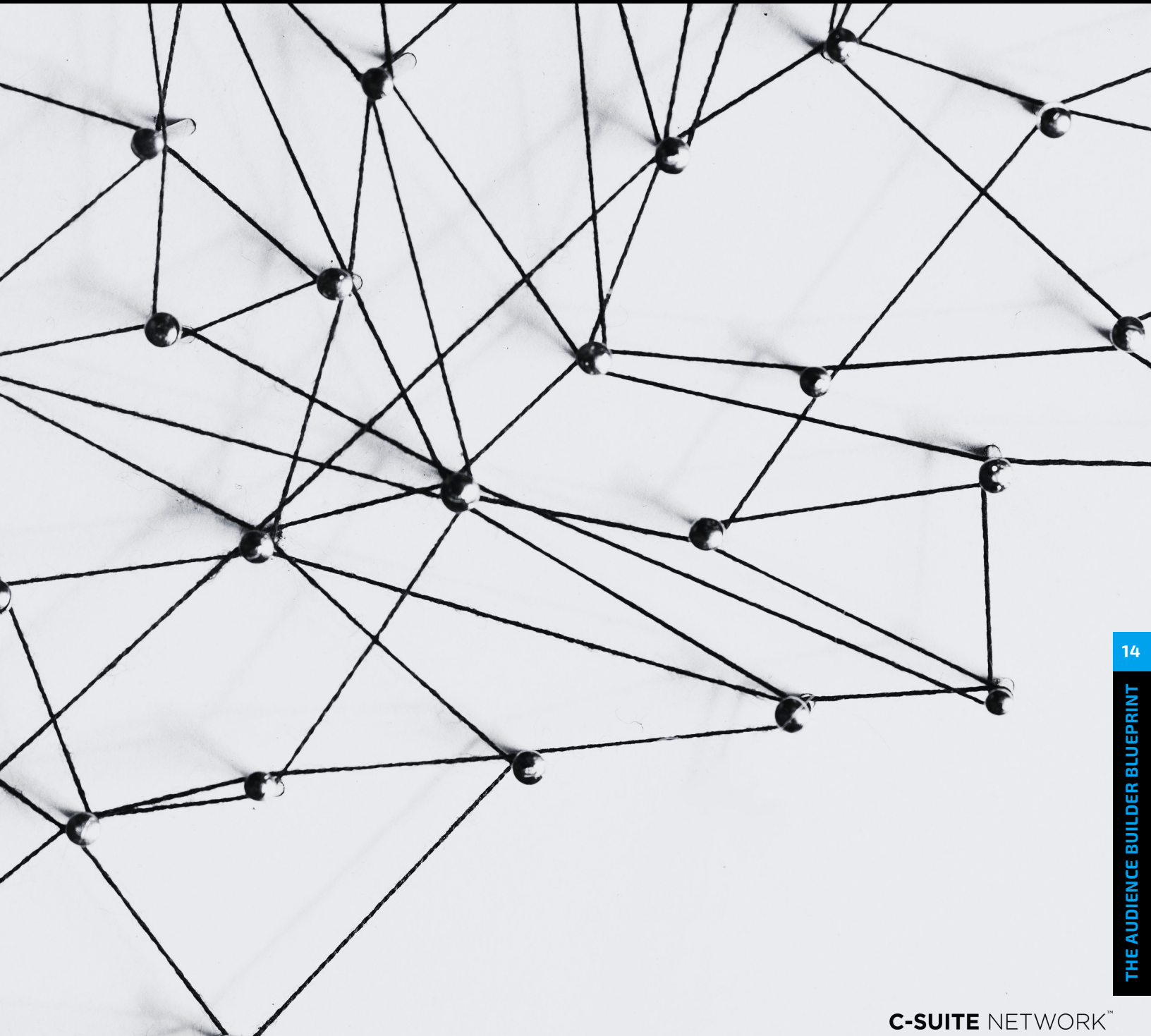
THERE ARE SO MANY WAYS TO CREATE CONTENT -  
AS YOU THINK ABOUT WHAT TYPES OF CONTENT  
YOU WANT TO CREATE, REMEMBER THAT HAVING  
AN ONGOING SHOW OR CHANNEL PROVIDES  
NETWORKING OPPORTUNITIES

- ARTICLE SITE
- VIDEO CHANNEL [YouTube]
- PODCAST
- eBook
- AUDIO BOOK
- WEBINAR
- LISTS
- HOW-TO-GUIDE
- Q&A
- FAQs
- EXPLAINER VIDEO
- CASE STUDY
- QUOTES
- INTERVIEWS
- PRODUCT REVIEW
- BOOK REVIEW
- NEWSLETTER
- EMAIL SUBSCRIPTION
- WHITE PAPER
- WORKSHEET
- CHECKLIST
- TEMPLATE



# STEP FIVE

BUILD YOUR NETWORK







# ARE YOU USING YOUR CONTENT TO NETWORK?

You can use the content you're creating as a networking activity to interact with people you want to grow your network with.

Having a show allows you to leverage it for opportunities to connect with other influencers in your industry, even potential customers - here is how:

1. Create a list of your 100 dream customers
2. Invite them as a guest on your industry news publication (podcast / article / video)
3. Focus the interview on THEIR brand and THEIR insights (every business is looking for media opps)
4. Follow up with them after you publish the interview
5. Promote them in your marketing and social
6. Stay in touch - repost episode regularly
7. Follow up your follow ups.

Let's say you started a video channel or a podcast to answer the biggest questions people have about your industry.

Hypothetically, you spend an hour to email your 100 dream customers to do an interview with. Now, let's assume 10% respond with a yes (which is not unreasonable in our experience).

Executives are looking for media opps to get their brand out there.

In 1 hours' time, you're now on a first name basis, and have direct access to, 10 of your biggest dream clients.

What if you spent an hour doing this every week? Would those connections open up bigger opps? Use your content to connect with the people you can serve and who can influence your business in a positive way.


**Need help starting a podcast? Check out our step-by-step guide.**





# STEP SIX

TELL YOUR STORY TO CONNECT WITH YOUR  
AUDIENCE



*What's your story?*



# ANSWER THESE 6 QUESTIONS.

Creating new content on a regular basis is a lot of work. One way to avoid burnout is to document your story vs. creating a new one. For example, share some of the reasons you started your business - every company has a story, share yours.



- What was the reason for starting your company - and how did you overcome the frustration you felt in the market?
- How did you come up with the idea to start your business?
- What motivates your team to wake up and fight for your clients?
- What did your past and existing clients find value in when working with your team?
- What was a big win for you, professionally, recently?
- Ask your followers for advice when making decision - like which logo they like best, who should your next interview be, etc...



# STEP SEVEN

BUILD A MEDIA SITE TO DOMINATE INDUSTRY



## NEWS

## Customer Engagement Marketing: A New Strategy for the Economy

Emilio Montes - December 10, 2019



The main thing that you have to remember on this journey is just be nice to everyone and always Refreshingly, what was expected of her was the...



### Fake engagement is only half the problem

Emilio Montes - December 10, 2019



### Editor Picks

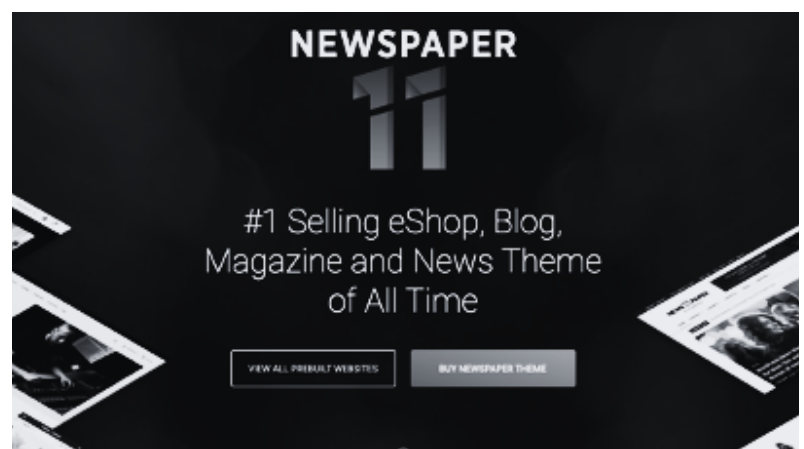
#### Jen Kendall Kicked off American Airlines First Flight

December 10, 2019

- Advertisement -

NEWSPAPER WordPress Theme

Offer from



## EXAMPLE

# BUILD A MEDIA SITE TO BUILD YOUR AUDIENCE

Why just host a blog when you can turn your website into a news site for your industry?

In the early days of the internet, everything was fairly simple and straightforward.

Someone bought a URL, list products and services onto the website, and you just waited for the phone to ring.

Now, with consumers constantly searching for information that solves a problem - if your not providing them answers, they are not giving you business.

Today, you can easily build your own industry news site to provide all of the content your audience needs.

Arm your team with helpful articles they can share with leads - reaching out to your opps with rich content is much better than a cold call.



# Steps to building your media site.

1

## Budget accordingly

You'll need a popular theme, those have a one-time fee of \$59. We upgrade for the additional support @ an additional \$17.63.

2

## Purchase #1 media theme

Head over to [themeforest.com](https://themeforest.com) to purchase "[NEWSPAPER](#)" theme. This is the #1 theme companies use for their website.

3

## Install and customize the theme

Play with the layout - the settings - ask questions if you paid for the extra support. This is your opportunity to make it your own by matching your brand colors and brand font.

4

## Edit

2 things separate a good site from a great site - the most important is correct spelling and formatting. Don't overlook this step, it is very important for your credibility.

5

## Connect your social

This is such a simple step that many miss - make sure you have your social handles listed on your site and your site listed on your social handles... and share, share, share!

## WELCOME TO THE MEDIA BUSINESS

# STEP EIGHT

Create a Lead Magnet to  
Convert Traffic



# What is a lead magnet?

*A lead magnet is an irresistible offer that delivers value upfront to a potential customer.*



## THE MAGNET

Now that you have a content plan to attract traffic to your site - you need a way to capture their contact information in order to turn that traffic into qualified prospects.

But, getting someone to enter their contact information is no easy task... enter, the lead magnet.

[This one from Digital Marketer](#) is one of our favorites - and in just 60 days, it generated 35,859 leads!

Their secret? Free digital ad templates

A lead magnet compels the visitors to your site to make a purchase with information, most likely, their email.

The lead magnet can be any educational piece of content like an eBook, template, online course, .pdf, newsletter, etc...

A lead magnet can be anything, really, as long as your target audience will deem it valuable.

## TYPES OF LEAD MAGNETS

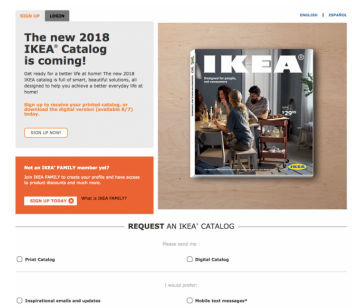
- Checklist
- Quiz
- Poll
- Toolkit
- How-to-Guide
- Tutorial
- Class
- Discount
- Giveaway
- Competition
- Expert Advice
- Free Trial
- eBook

## LEAD MAGNET EXAMPLES

*HubSpot has a ton of lead magnets targeting marketing professionals (like myself).*



*Ikea offers a free digital catalogue as their lead magnet.*



*Marketo promotes a series of educational videos as their lead magnet. You could offer a webinar/course/instructional video on [insert the solution to your customer's challenge] for them to download.*



# STEP NINE

Drive Traffic to Your Website





# QUICK RECAP.

1. YOU HAVE DEFINED WHAT YOUR AUDIENCE WANTS AND THE CHALLENGES STANDING IN THEIR WAY.
2. YOU HAVE OUTLINED AN EDITORIAL CALENDAR THAT ADDS MASSIVE VALUE TO YOUR AUDIENCE
3. YOU HAVE CHOSEN WHAT TYPE(S) OF CONTENT TO CREATE
4. YOU HAVE CREATED A SITE TO HOST ALL OF YOUR CONTENT (BONUS POINTS IF YOU DOWNLOADED THE NEWSPAPER THEME).
5. YOU HAVE CREATED A LEAD MAGNET TO CAPTURE THEIR CONTACT INFO.

Now it's time to learn how to convert your traffic into leads, and your leads into opportunities, and your opportunities to... well, you understand.



# NOW... HOW DO I DRIVE TRAFFIC TO IT?

## AND BY IT, I MEAN LEAD MAGNET

At first, you may not have ANYONE to promote to - and that's ok. This is the time for you to leverage ads on outlets like Google, Facebook, and LinkedIn (just to name a few).

Outlets like these have billions of users that they will display your Lead Magnet to any number of them - in exchange for your money.

Ideating, creating, designing, and targeting an ad may seem daunting - but it much easier than you're thinking... I promise.

Here are 4 crucial questions you need to ask yourself before starting an ad campaign.

- Will my target audience really value my Lead Magnet enough to download it?
- How much is a visit to my sit worth?
- How much is a new lead worth?
- How much is a new sale worth?

C-SUITE NETWORK™

## THE BUYER JOURNEY

Publish content that solves the biggest problem you can help your customer with



### 1. Publish Content

Publish content that helps solve a specific problem for your customer.



### 2. Capture Contact

Create subscription form to capture the contact info of your prospects.



### 3. Close Sales

Email your prospects to schedule a call to discuss more ways you can help.

# HOW TO CREATE A FACEBOOK AD

## FROM START TO FINISH



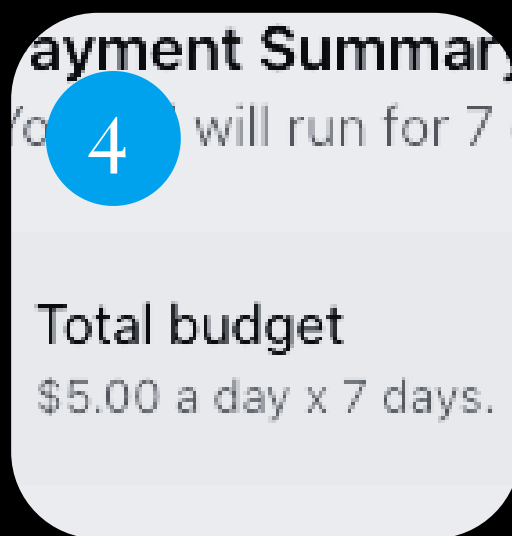
Create a graphic, for FREE, on [canva.com](https://www.canva.com)



Log into Facebook, click the settings button by your name, click on "Ad"



Choose a goal and edit your audience - you can set an age range, location, and interests.



Then, just set your daily budget and voila!



# STEP TEN

TURN LEAD MAGNET OPPORTUNITIES INTO SALES

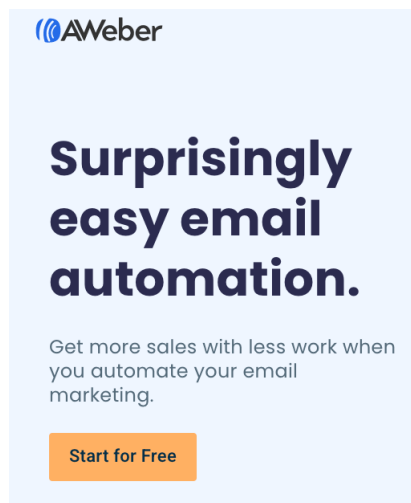


# AUTOMATION. AUTOMATION. AUTOMATION.

Now, you need to set up an auto-responder email - so that it runs in your sleep - that connects with the people who download your lead magnet.

It is important to have another call to action in this email, examples of that action can be a demo, a discovery call, or sales call.

A great tool to get this done is AWeber.



Let's be honest, there are hundreds of email automation tools out there - the one with the shortest learning curve is AWeber. Now, let's set up your auto-response campaign.

When setting up email automation, it is important to think about the sequence and cadence of the messages.

I'll outline our go-to sequence we use, and then just sit back and let autoresponders do what they do - following up with your leads, nurturing them with more useful information.

**Email 1:** Thanks for downloading! Let's schedule a time to discuss \_.

**Email 2:** Following up on note below, are you still trying to solve \_?

**Email 3:** Did you see this article?

**Email 4:** Can you join me this Friday?



# "CONTENT IS WHERE WEALTH WILL BE GENERATED"

"Content is where the real wealth will be generated online- **Bill Gates**

The new barrier to entry for every business is creating content people want to engage with and follow to create an audience of potential buyers for our products and services.

But when consumers can consume limitless amounts of content on their own terms and devices, having a plan to capture their attention is the new mission for any business wishing to scale online.

Congratulations, you've now outlined and completed the mapping of your entire inbound marketing strategy from the top level awareness of your funnel down to conversion of new sales opportunities.

Welcome to the media business!

**Written By:** *Tyler Hayzlett, CMO C-Suite Network*





**WELCOME TO THE  
NETWORK**