

Email Fire Master Class Day 2

Audience Building Educational

3/2 rotation

Day 1 - Blind

Subject Line: My fortune cookie says...

My fortune cookie says...

“He who believes is strong; he who doubts is weak.”

You know it’s funny to me because I never really pay that much attention to fortune cookies. YOu eat your sweet and sour chicken, maybe an egg roll or two and a few bites of rice...

...and then you casually open up the fortune cookie and glance at it. No big deal.

This one struck me a little different though. It hit close to my heart because I know it is absolutely true.

I have had many experiences in my life where I doubted myself and you know what happened? Nothing.

On the opposite end of that spectrum, I have had several occasions where for whatever reason I absolutely believed I could accomplish something and you know what happened?

I either accomplished my goal, or I came extremely close.

Now this week I want to talk with you about something extremely important. AND if you were reading my emails last week about affiliate marketing...

...then you will definitely want to pay attention to this.

I am talking about audience building.

Audience building is the key to sustainable success online. Look around at all the people you follow.

From Tony Robbins and Frank Kern, to Ryan Deiss and Jeff Walker, they are all working feverishly to build their audience of influence bigger and bigger.

The truth is audience building is the key, and the email list is the core of your audience. SO working on these 2 things will benefit you more than anything else online.

Anyways...

Audience building might sound like a slow, unsexy job to you. It might sound like a tedious, arduous task that pays off extremely gradually. And maybe you are feeling a little like...

“...who the heck would want to hear what I have to say?”

Well, we are going to be talking all about that this week but I need you to promise me one thing.

Promise me that you will believe in yourself and your vision to build an audience and put that audience on an email list.

Because remember...

“He who believes is strong; He who doubts is weak.”

In your heart you know what I am saying is right.

Tomorrow we will dive deeper into this topic but for now. Get your mind right. And get ready!

[CLOSE]

Day 2 - Actionable

Subject Line: What if you don't have any experience?

What if you don't have any experience?

I know, I get it.

You want to get started making money online, but the problem is you don't know how to do anything. YOu have no experience and you haven't made any money online.

The key is supposed to be audience building but...

That's the problem.

How the heck can you build an audience of people who care what you have to say when you haven't DONE ANYTHING???

It makes no sense right?

Well you are in luck my friend. Because I have found this fact that I am about to reveal to you, extremely true and extremely powerful.

You see, there are actually 2 kinds of people who get followed on the internet.

One - Those who are perceived to have arrived somewhere. (i.e. internet guru's)

Two - Those who are on a journey. (i.e. people who have not made it yet but are learning out loud as they go)

That's right. YOu might be surprised to find that many people "learn out loud" as they learn the craft of building a business online.

These people get followed like crazy and they build massive audiences of people who relate to them and follow them to see what they are learning next.

It's an extremely powerful and effective way to build an audience online.

For example, let's say you have no idea how to build an email list. So what do you do? You start researching the topic.

You figure out you need an autoresponder and you do some research on some of the best ones.

Well, instead of just taking that information and picking the best one, why don't you also publish a blog post about it, and maybe make a youtube video about it as well.

This way others will benefit from your research. You were going to do it anyway. By doing this, you are "learning out loud." ANd you will build a huge audience if you do this consistently.

The beauty of "learning out loud" is that the internet is always rewarding fresh content. Current content. And why? Because people are always looking for fresh and current content.

People are going to be more interested in your top 5 autoresponder list article from 2018 than they are in Joe Smith's article from 2016.

That's just the way the internet is built. It favors fresh content and opinions.

When I first discovered this idea of "learning out loud" it was like a real eureka moment for me because it eliminated a huge obstacle.

I no longer needed to be the expert.

Now I was free to move about in an honest way and just have an opinion about what I was learning.

Fantastic.

So remember, building audience by "learning out loud" is easy and extremely effective.

That's it for today. Tomorrow we will be digging even deeper into the fine art of audience building. Stay tuned...

[CLOSE]

Day 3 - Actionable

Subject Line: You talking to me?

You talking to me?

Well I'm the only one here?

(ok kidding...too much Taxi Driver...don't ask...lol)

But seriously, you really need to know who you're talking to if you want to grow an audience that you plan to sell things to.

Anyways...

As marketers we get pretty involved when it comes to this kind of thing and one of the main ways we do it is by creating something called a customer avatar.

If you don't know what that is, it's basically a fictional representation of your target market.

Kind of like having an imaginary friend. Only one that will buy things off you. Pretty cool right?

Now this imaginary friend represents the entire market that you are going to be speaking to when you put content out there. Paid content as well as free content.

Now, your customer avatar isn't going to represent every single person of your audience.

Let's say you figure out that 79% of the audience you are trying to reach is male.

When you put out content you want it to reflect that. Does that mean that you won't have women in your target audience? No. The avatar is not going to be 100% for everyone in your audience.

That doesn't matter.

The point is you will be talking to a defined portion of the market. BY doing so you will be able to refine and laser focus your message.

Doing this will help your audience building endeavors massively.

So how do you come up with this "customer avatar?"

Well these are the 6 things that will really help you narrow down who you are trying to reach:

Demographic traits: List out your avatar's demographic traits (e.g., age, sex, education level, income level, marital status, occupation, religion, and average family size).

Psychographic traits: .They're based on values, attitudes, interests, and lifestyle. Examples include: wanting a healthy lifestyle, valuing time with family, using Pinterest to do home DIY projects.

Name your avatar: Naming your avatar humanizes the profile.

Put a face to their name: Find a picture online in stock photos that best represents what your avatar looks like visually.

Design a dossier: A dossier is a one-page collection of information about your avatar that includes its name, picture, information, and story.

Story: Write a story about your customer avatar. Imagine you are your avatar and are journaling about the discovery of your product or service. What were they thinking before they bought your product? How were they feeling? Why were they feeling that way? What were they looking for? What were they hoping to solve or accomplish? How did they find you or hear about you? How did they feel once they purchased your product or service?

Okay that's 6 of them, and when your all done, will have a pretty good avatar that represents the audience you are trying to build.

Now you are probably wondering...well where the heck am I going to find all that information???

YOu can find this information in a variety of places.

A great place to start though is on good ol' Facebook.

Go to the ads platform and go to the audience insights section. From there you will find a plethora of information on demographic audiences. It's almost scary.

Also there are a ton of youtube videos, blog posts, articles and forum discussions out there on creating a customer avatar. It's a deep subject, and if you are in a BIG niche like internet marketing...

...it's important to remember much of that work has probably been done for you many times over.

So get out there, do some research and figure out who the heck you are talking to.

That's it for today. I'll see you in the next one!

[CLOSE]

Day 4 - Break

Day 5 - Field Trip Day

SUBJECT LINE: Thoughts on Launching Digital Products and the Future of the EC

Thoughts on Launching Digital Products and the Future of the EC...

Just published a killer article over on my blog about audience building and wanted to take you guys out of the inbox for a trip over to The EC to check this one out...

[>>>READ THE FULL POST HERE<<<](#)

Enjoy the blog post! That's all I got today!

Stay tuned for tomorrow, as I have a very important question for you.

[CLOSE]

Day 6 - Question

SUBJECT LINE: What did you think about...

What did you think about...

...the audience building topic this week?

Audience building is extremely important. But I'm wondering...

What do you the hardest part about building an audience of followers around you would be?

1 - finding them

2 - getting them to care about what you have to say

3- creating content

4 - something else (let me know)

Let me know by replying to this email. Glve me a 1, 2, 3, or 4 and if you pick 4 be sure to let me know what I missed!

I can't wait to hear from you!

[CLOSE]

Day 7 - Break