This INFOGRAPHIC contains *a lot* of links. Follow them - extra resources are waiting for you!

How to Build a Thriving Audience and Business Online in 2013

You can do this if... (1) you're an expert on something people care about, (2) you're willing to work your ass off,

(3) you can do this without earning anything for a while, and (4) you're reasonably smart, willing to figure things out.



Choose a "big enough" market

Find your niche within the market

Position against the competition

Niche superhero + Halo Effect

Create the offer that they crave

- With your audience, and peers.
- Yes, quest posting! (strategically)
- A list ≠ relationships Engage subscribers, lose the once per week crowd.

Launch Explosively

- Launch with 1,000+ subscribers They'll help to spread the word
- Develop your editorial calendar
- Leverage relationships to grow Webinars; 100s of subscribers

Profitable Offers

All the consulting work you want (at higher rates.),

selling e-books and products that people LOVE, writing

your book, and making it a best-seller, being sought after as a speaker and presenter... or all of the above!

- Your audience will tell you exactly what they want...
- ...so <u>launch it to them!</u> Optimize. Launch publicly. And keep on growing.

"I know this works; (ve done it myself, and so have many of my students!

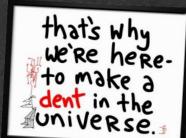
-Danny Iny

Firepole Marketing

If you follow these four steps... in the right order... and get help when you need it along the way...

then a thriving <u>Audience Business</u> is within your grasp this year!

You can replace your income, and even build a multiple-six-figure business, making a real difference in the world. After all...



And if you need help...

Join the Masterclass!

firepole.bz/audiencebiz

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