

Design Your

AUDIENCE BUSINESS

4 Steps to Build Your Successful
Audience Business in Just 1 Year



4 Steps to Design Your Audience Business

95% of the 172,800 blogs created every day end up abandoned. They're ditched by people who hoped to make money online... but failed. The trouble is, 90% of new Internet businesses fail within the first four months.

To avoid becoming one of these statistics, you need the proven blueprint that has been used time and again to build thriving audience businesses.

You see, a sustainable online business can be grown in **4 stages**, but you must approach them in the right order. When you do, your efforts multiply and snowball into a profitable and stable business.

We'll cover those 4 steps in this report:

1. [Building the Foundation](#)
2. [Cultivating Relationships](#)
3. [Launching Explosively](#)
4. [Making Profitable Offers](#)

Done right, they'll give you the success you're looking for – and relatively quickly in the big scheme of things. But it's important to realize that it probably won't happen overnight.

True Success Takes a Long-Term Approach

Our 4-step blueprint isn't a "get rich quick" scheme. We're going for **longevity** here. The goal is to build something sustainable that can support your dream lifestyle in the long term.

Realistically, if you're starting from scratch without an email list or audience, performing these four steps will take about **one calendar year** – and this work cannot be rushed if you want a thriving, profitable business. But as you will see, it will definitely be worth the wait!

Let's dive in for a closer look at all four steps.

Step 1. Build the Foundation

As with any long-term project, you need to start by building a foundation that can support all your future plans. The approach I outline here gives you a solid foundation that you can easily build upon – no matter how big you decide to grow your business.

Choose a Big Enough Audience

The first thing you need to consider when you're building a business is the broader marketplace you want to operate in. You want to choose a well-defined market, such as health and wellness, or business advice. You need to select an area where your interests, experience, and talents intersect. It's also a good idea to verify that this market spends money to solve their problems and answer their questions.

Here's a good quick-check: If Amazon sells books and other products to this market, you're probably okay.

Find Your Niche Within the Market

Once you've identified the broad market you'll be working in and validated that it's big enough to support a thriving business, it's time to narrow things down. Way down.

The focused segment of the market you want to cover is your **niche**, and the easiest way to express it is by completing a niche statement:



"I help [THIS NICHE OR MARKETPLACE] to [ACHIEVE THIS GOAL], so [WHY THEY CARE ABOUT ACHIEVING IT]."

Consider the Competition

Your next task is to consider the other players within your market. When your customer looks for a solution to their problem, they have many options. They may consult family and friends, search the Internet, reach out to their communities – not just buy your competitors' products.

Think of these other options as part of your competitive landscape, and think about how you could position yourself against all these alternatives.

Become a Niche Superhero and Leverage the Halo Effect

The niche and positioning work you're doing can make you a Niche Superhero. (That's your goal, at any rate!) This means you're officially recognized as *the* best at the one specific thing you've built your business around. When you become the go-to guy or gal for whatever you do, then, congratulations, you've become the **Niche Superhero!**

When this happens, you also benefit from something called the “**halo effect.**” The halo effect theory goes like this: If you believe someone is really good at one thing, you'll easily believe they're good at a related topic or skill.

For example, if you position yourself as the expert in training German shepherd puppies, your audience won't hesitate to believe you when you release a product on maintaining their German shepherd's health.

The halo effect is one of the most powerful forces in your positioning.

Create an Offer They Crave

Now that your prep work is done, it's time to begin building your audience. You need to create a piece of content that attracts your target audience.

This content can be a short eBook or special report (like what you're reading now), video, checklist, cheat sheet, roadmap, infographic – anything that helps your audience solve a very specific problem they're experiencing. We call this the **First Impression Incentive**, and it's the main way you're going to build your list.

You're going to give away your First Impression Incentive on a landing page, where you describe the problem it solves and encourage readers to subscribe in order to have access to it.

To do all this, you need two things. First, you need a platform to build your landing page. The simplest one you can use to create a landing page is a WordPress site.

The second thing you need is an email service provider so you can automatically collect subscribers' email addresses and deliver your First Impression Incentive. For beginners, we recommend AWeber.

Step 2. Cultivate Relationships

Build Relationships with Your Audience and Your Peers

As you build your business, you need to build relationships with two groups of people: your audience and your peers.

Relationships with your peers and niche authorities will give you access to their audiences – people who would otherwise never hear about you.

Now, sometimes it might seem like someone is “too small” and you're tempted to overlook them. Remember, they're growing like you are and could become an amazing partner down the road – so build relationships with the small guys as well as more established authorities.

Here's the bottom line: You'll build relationships with both these groups by **servicing** them, providing as much value as you can, in as many ways as possible.

Strategic Guest Posting

Guest posting is probably the single best way to fulfill both of your relationship-building objectives. It's a great way to provide value and get yourself in front of new audiences. To learn more, read Danny Iny's post on guest blogging, which includes an email template for pitching your guest post ideas. (You'll find the link in the resources at the end of this document.)

Build Your Relationship with Your Subscribers

When someone first joins your mailing list, you have to make sure they stay interested in what you're sharing with them.

You do this through an **Engagement Sequence**. This is a series of emails that continues the conversation you began on your landing page and in your First Impression Incentive.

Ideally, your First Impression Incentive will ask your subscribers to perform a specific action related to the incentive. This could be to reply to a question, join an online discussion on your blog, or something similar.

In your Engagement Sequence, you'll follow up on the action you requested and provide additional support to help them carry out the solution you offered in your First Impression Incentive.

Your email service provider, which we mentioned earlier, will help you deliver your Engagement Sequence automatically, based on the timeline you specify.

Step 3. Launch Explosively

Launch with 1,000 Subscribers

If you're just starting out, you don't want to launch your blog until you have at least 1,000 email subscribers on your list.

Why? Because there's no point writing and publishing blog posts when no one is reading yet! Until you hit that 1,000-person milestone, keep your engagement happening in your email list, and devote your energy to guest posting to increase your list size.

If you already have a blog, and don't want to stop it altogether, then slow down your posting rate to 2-4 times monthly, to give yourself the bandwidth to guest post aggressively.

When you reach the 1,000-subscriber mark, then you can launch (or re-launch) your blog, and you'll have at least 1,000 possible readers!

Develop an Editorial Calendar

An editorial calendar is critical to your blogging success. It's a schedule of posts you're going to run on your blog and when you're going to publish them.

Aim to have a "runway" of content prepared and scheduled in advance, so you're not scrambling every week to make sure your content goes out consistently. The busier your blog is, the further in advance you want to schedule your posts.

Get Thousands of Subscribers Through Joint Ventures

Somewhere between 1,000 and 3,000 subscribers, you'll hit the point of diminishing returns on your guest posts. That's the time to start engaging in higher-value efforts to gain even more subscribers and grow your list faster.

This means partnering with other voices in your niche to exchange value with each other's audiences.

One of the simplest and most effective ways to do this is through high-quality training teleseminars or webinars. These may or may not have a sales component to them.

Step 4. Make Profitable Offers

Let Your Audience Tell You What They Want to Buy

As your audience grows and you become better known in your industry, you can start thinking about earning money. That IS one of the reasons you've been doing all this, after all!

The best way to know what your audience will pay for is to look for patterns.

You can find patterns in **recurring questions** from your readers, blog topics that generate heated discussion or increased engagement, and posts with above-average social shares.

Any topic that seems to get more than normal attention from your readers is a strong contender to be turned into a product or service you can sell.

First Launch It, Then Build It

Before investing a huge chunk of time and money into building a full training program, validate your idea with a pilot or test run. That way, you can verify that your idea is strong enough to sell well.

The Pilot Run

To make a **pilot run** of your product idea, offer a very limited number of spots to a deeply discounted live (in-person or online) training. It should be a small course that wouldn't take more than a month or so to deliver. Sell spots even before you create your first lesson. Whether or not you sell all your spots is an indicator of the demand for your idea.

In exchange for early access and a low price, your beta users will give you valuable feedback and insights on your content and delivery. Use their feedback to develop a high-quality, in-demand, full-scale course.

If few take up your pilot offer, then you clearly must go back to the drawing board and try a different idea. This is not failure. It's an opportunity to pivot and correct your course – before you've invested a lot of money and energy on a single idea.

What Next?

Go deeper by reading the following additional resources.

From the Mirasee Blog

[“Outreach Marketing: The Complete Guide to Growing Your Business”](#)

[“Customer Profile Template: Finding Your ONE Person”](#)

["How to Get Traffic to Your Blog \(How I Became the Freddy Krueger of Blogging\)"](#)

["5 Steps to Hosting a Popular and Profitable Telesummit](#)

[“7 Steps to Create an Online Course \(That Doesn't Suck\)”](#)