

SPECIAL REPORT

Audience Building for
**INTUITIVE
MARKETERS**



© 2015 Mirasee. All Rights Reserved.

This book may not be reproduced in any form, in whole or in part, without written permission from Mirasee.

It's easy to get permission. Just email
support@mirasee.com.

What's Inside?

Introduction	4
Why Most Intuitive Marketers Fail... and Why You CAN (and Will!) Succeed	7
Why Intuitive Marketers Absolutely NEED an Audience	15
What Does an Intuitive Marketer's Audience Look Like?	19
So, How Do You Build an Audience of Fans?	26
Enjoy these Resources	44
Further Reading to Help You Grow Your Audience	45

Introduction

As an Intuitive Marketer, you bring something special to the table. You are strong, passionate, and insightful, and you genuinely want to make a difference in the world.

You may have incredible gifts, extraordinary vision, and a certainty that you can change the world but, unfortunately, that alone isn't enough to build a business that is both fulfilling and profitable.

Business, marketing, audience building – these are things you may just be getting a handle on, and that's okay. They are all part and parcel of how you can bring your understanding and vision to the world – and we want to help.

This free report is something that we created especially for Intuitive Marketers.

You feel like you've got the knowledge, heart and commitment to make the world a better place and



really make a difference, but is it even possible to reach enough people?

More importantly, is it possible to do so without compromising your values?

Don't worry. The people who need you really are out there, but finding them and then trying to pitch to them can be one hell of a challenge.

It's fun to dream of becoming the next Steve Pavlina overnight, but we all know that reality doesn't work like that. The truth is you've GOT to put yourself out there and build an audience for yourself.

Just making your services available isn't going to get the word out to the people who will want to talk to you. Most people don't get discovered by just randomly approaching people and offering their services.

Those who try that route just end up upset, angry and disappointed, because no one's biting and they think that it's their approach or their personality that's to blame.

Well, it's not, and it doesn't have to feel that way.



You CAN build an audience of genuine fans who can't wait to hear your advice.

You CAN get feedback from people about what they want to learn about and what they need from you – before you make a single offer for sale!

You CAN be an inspiration, source of help and inspiration and even a valued mentor to thousands of people.

REALLY!

You CAN make a living doing what you were always meant to do.

It just takes a little shift in focus and a few tips, tools and strategies.

Are you ready to take your career to the next level and change the world through it?

Good. Let's go.

Why Most Intuitive Marketers Fail... and Why You CAN (and Will!) Succeed

*The rules have changed. There's a new way to
make a name for yourself, and it a proven
way to achieve success.*



Can you guess the most common complaint we hear from Intuitive Marketers?

*“I put so much of myself out there –
why is so little coming back?”*

It’s a feeling that’s endemic for professionals like you.

It’s easy to understand why too. As an Intuitive Marketer, you know how much value you can give people. You’ve seen first-hand the impact your solutions can bring. So it doesn’t make sense that others don’t see it. They have a problem, and you have the solution – why is the connection not happening?

You’re also aware that, in order to build a successful business, you need to do marketing. But marketing seems cold and inhuman, and finding a way to attract enough attention without compromising your values seems absolutely impossible.

So you try reaching out to people individually. You create beautiful, inspiring content on your blog, and you diligently respond to commenters and the people who reach out to you.

You ask for referrals from family, friends and the few clients who know and love you – but there aren't enough of them for you to be really satisfied.

There's a reason all of this is happening. Essentially, you're trying to build a traditional business in a non-traditional age! (I know, you're doing something revolutionary – but business strategy is business strategy!)

*In our digital, connected world, the
traditional ways of building a name
for yourself just don't work!*

You're trying to fit into the mold of what has gone before – what has been established over the years as best practice for independent and innovative business owners.

This doesn't take into account the fact that a LOT has changed since the rules were first made.

You know the rules I'm talking about:

- You hone your service offerings until they are as good as possible.
- You try to anticipate what people really need from you and create something that will genuinely help them.
- You provide above-and-beyond customer service and client care, meticulously paying attention to details and following up with thanks and new offers.
- You make yourself available, finding new leads and creating a great presence for yourself in local and online groups.

But it's just not going the way you want it to – or the way it should, dammit!

The problem here is that you're chasing clients, trying to convince them you can do what you say you can do.

Wouldn't it be better to have clients coming after you, approaching you for advice, asking you how much you charge (and being thrilled with your prices)?



Wouldn't you rather be speaking from a position of authority, with hundreds or thousands of people backing you up when you say you can help them?

I thought so.

So what you need to do now is make a real change – not just in the actions you take, but in your thinking about your whole business. You ARE running a real business here, and you get to decide how you want to frame yourself and your services.

You can build an audience.

*Transform yourself into the
respected, sought-after expert.*

I'm not saying it's going to be easy – quite the opposite! It's going to be a lot of hard work, but it's work that, if done the right way in the right order, can transform you from the chaser to the chased, from the seeker to the sought- after.

Here's what you need to know that other Intuitive Marketers probably don't:



- What you are able to provide and what people need might be different.
- What people need and what they think they need can be really different.
- You'll never know what you're dealing with – someone who wants what you can't provide or doesn't even know what they need – until you have some kind of relationship with them.
- People are absolutely desperate for services like the ones you offer, but they are overwhelmed with options and often can't see where a real solution lies.
- Other Intuitive Marketers, other blogs, business, organizations and even celebrities don't have to be your competition – they can help you!
- You're not really providing a service – you're solving a problem.
- It takes lots of preparation, research and trial and error before you can start making sales and getting the kind of customers you deserve – but they are out there waiting for you.

- Putting extreme value into the world isn't enough – you have to lead people to the solutions you're offering.

Now, I don't want you to get overwhelmed with all of this. You don't need to do and learn everything today, but you've got to understand that without an audience, you're going to be chasing low-value clients who might not really “get” what you're doing, and you're going to be struggling to make a name and a living for yourself for a long time... like most of the other Intuitive Marketers out there.

Let's get back to the main idea in this section: what most other Intuitive Marketers get wrong.

*Talent and skill simply aren't enough to
attract your best customers.*

It isn't that they aren't good at what they do, and it isn't even necessarily that they don't want to learn new things so they can market themselves effectively.

It's that they are playing by the old rules, trying to build a traditional business the way you had to a dozen or even five years ago. Or they're trying to do something totally new and untested, when what they really need is an *audience business*.

That's the key difference right there: successful Intuitive Marketers have audiences – and unsuccessful ones don't.



Why Intuitive Marketers Absolutely NEED an Audience

Learn the real value of an engaged, loyal audience... and how it helps you turn your talent into a real business.



Let's start with the bad news.

No matter how dedicated you are, you're unlikely to be able to reach every person who might like your work without help on the hundreds and thousands of online spaces, forums, communities and blogs. Not to mention, there may be people who don't know they need you yet!

Further, when you're running a traditional business and have to pursue the people who will become your clients, the burden of proof is on you. An audience takes a lot of that burden off of your shoulders, helping you spread the word about your services AND acting as living testimonials to your quality.

Without an audience, you'll never know if someone wants to buy what you're selling until you've already offered it.

You'll never really know if you're speaking to the problems that people really have in a way they can understand.

You'll constantly be playing catch-up and may never see the results you want – or become the change you want to see in the world.

That won't do.

So hopefully, you're coming around to the idea that building a profitable, sustainable business starts with building an audience.

Now are you ready for some good news?

The people you gather around you as members of your audience will be open to what you have to say. They will listen with interest and respect, and they'll be in a position to judge for themselves if there is a good fit between what they need and want and what you offer. You connect with the people most likely to value you.

An audience, once you have one, will do tons of the business and marketing work for you. Knowing that, can you afford NOT to have an audience?

They'll help you:

- Test ideas and new service offerings.

*Your audience does
a lot of your
business and
marketing work
for you.*

- Validate that your offers are good ones.
- Improve on your delivery and performance.
- Get your message out to hundreds and thousands more people than you could alone.
- Send you recommendations and referrals.
- Tell you EXACTLY what they want to buy, as well as what it should look like.

An engaged audience is a group of people who have chosen to be your best clients, colleagues and even friends. They will support you as you move forward, comfort you when you fall, and help you build your business into something great.

Are you ready to start building yours?



What Does an Intuitive Marketer's Audience Look Like?

Building your audience doesn't need to be overwhelming, especially when you know how to do it.



Having read this far, it may be a little hard to visualize who will make up the group of people who are so excited to be working with you.

Keep in mind, though, no matter how good you are, not EVERY member of your audience will always be suitable as a customer – and that’s a good thing! You want to have enough of a variety of prospects so you can work with the people who will benefit the most.

The significant difference between an Intuitive Marketer’s audience and everyone else’s is the strong, genuine connection you must build with your followers. It’s not like you’re going to be selling a product or even a service like copywriting, graphic design or accounting. You offer something a little

more nebulous, and because of that, YOU are the most important benefit they will see. That’s why you need to be willing to really get out there and spend a long time building trust.

You have to establish that you’re a credible and moral answer to your reader’s problems, that you will always engage with them openly, honestly and from a place of helpfulness and integrity. That being the case, it’s also

important that they come to you open and willing to challenge their own beliefs.

So your audience will be composed of people who engage with you about your passion, provide the evidence that you're a consummate professional and, possibly, become customers of a different sort than you're used to.

This means you have a wonderful amount of freedom in what your audience will look like and who it will be composed of.

*You have total freedom in deciding
who your audience is and what it
looks like.*

There are a few things to keep in mind as you read this report and start building your own audience:

Relationships provide value in a huge variety of ways: financial, emotional and spiritual. That value should always be mutual.

The more people you have paying attention to you, the more authority you command in the market place.

You may be leaving a lot of money, growth or opportunity on the table if you refuse to consider fresh new options as they present themselves.

An audience, once built, will bend over backwards to help you build the kind of business you want – but you have to put in the time first.

If you give them valuable information for free, your audience will help you improve your services and get the word out to people who can afford them.

An Intuitive Marketer's audience is composed of:

- Potential clients
- People who want to do the personal work themselves
- Other business owners in the same, related or totally different spaces
- People who are just interested in what you're passionate about

Each is valuable in their own way and brings different qualities to your community. The more viewpoints you have to draw upon, the more insight you'll be able to gather to improve your offers down the road.

It's the YOU that makes the difference here. You gather these people together for a common purpose, and you lead them towards success – for their own sake as well as yours. Because of that, and because your audience gives you the precious gift of their time and attention, you should be prepared to give them a lot of yours as well.

Having engaged readers and community members who are interested in not just what you do, but YOU yourself is a priceless resource.

*As your standing in your
community grows, so
does your authority.*



If you can do this, if you can gather people of all sorts and needs and interests under the banner of your outlook on the world, you'll find that your blog posts get shared far and wide. You'll find that they generate lots of great discussion, ideas and attention.

As your community grows, you'll start to be recognized as an authoritative source of information and inspiration, and people will ask you questions about your area of expertise. This is going to help you develop new offers, and over time, it's going to raise the value of everything you do.

*Your audience will challenge you,
learn from you, teach you, and buy
from you or direct others who can.*

Your audience will make suggestions, challenge your assumptions, and treat you like a mentor. You'll be able to see the impact you have – not just with 1-on-1 clients but with a large, constantly evolving group, and even the world.

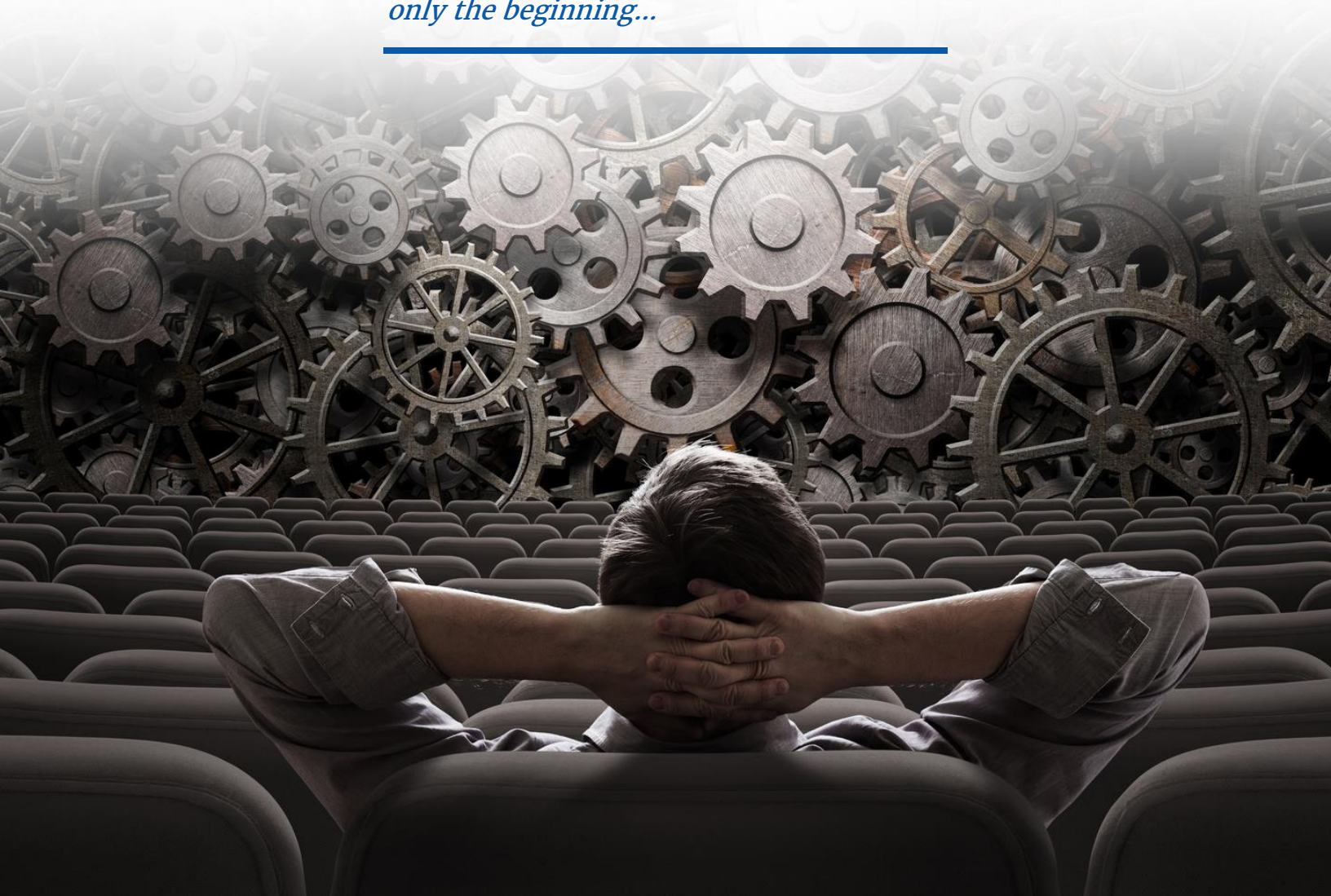
Your audience will teach you things, too! If you've connected with people who are colleagues as well as fans and customers, you'll be able to share tips, instruct each other, and even refer business back and forth.

Lastly, your audience will buy from you because they want to improve themselves, their family's lives, the lives of strangers and the world around them. Whether it's 1-on-1 work, video or audio training, or books and reports, if you've invested the time in making real relationships, a loyal audience will pay off in terms of real dollars and real change.



So, How Do You Build an Audience of Fans?

It starts with finding the link between your areas of expertise and your audience's areas of interest. But that's only the beginning...



Consider why you got into this business. It could have been:

- An interest or passion
- A need for flexibility and freedom
- The desire to change the world for the better

It could have been all three, or something else entirely. Whatever the reason, though, you were able to do it because you possess the talent to actually deliver. Whether you provide therapy, personal development or spiritual guidance, you are highly competent.

Being able to render a service like that means that you're able to solve a problem for someone, and if you can solve a problem – from overcoming personal obstacles to improving interpersonal relationship to a stronger, more engaged community– you have a wealth of ways to talk about it and share what you know.

So you need to start finding the links between the things you have expertise in and the things people want to learn more about. This is the bridge that you will build your relationship on.

The basic steps are:

How to Build an Audience of Raving Fans

1. Identify who you want to serve and what you want to provide.
2. Provide one unique and irresistible bit of insight or delight.
3. Create that content, and put it on a landing page, connected to an auto-responder that has a series of engagement emails that will be delivered at intervals.
4. Start connecting with people on blogs, social media, and other online spaces they inhabit.
5. Contribute to communities by guest posting on blogs your ideal customers read.
6. Once you reach “critical mass” (at least 1,000 people) on your email list, launch or re-launch your blog and continue to engage people there.

Let’s go into each step in more detail.

1. Who You Serve and What You Provide

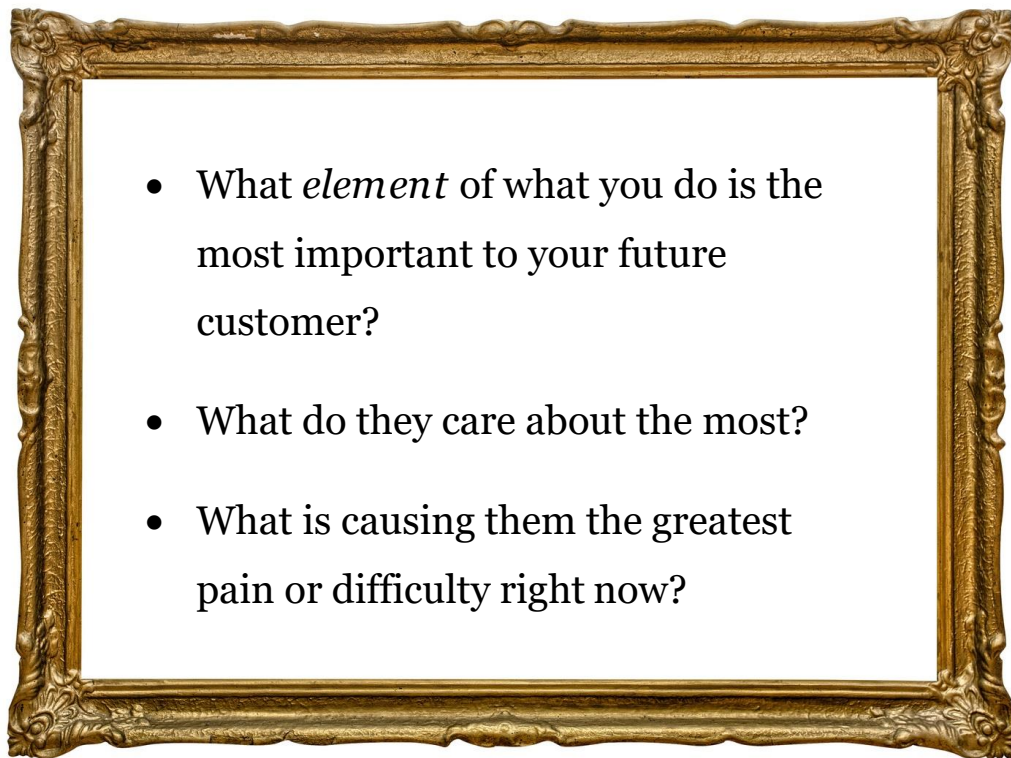
First things first: know what you offer and who will find it most useful. This means identifying (in much more detail than you'd expect) your one single ideal customer. Who is that one client you wish all your clients were like?

Think about things like their age, family situation and income, and then delve into their hopes, fears, opinions and dreams. It sounds a bit “out there” but trust me – this works.

*Start by identifying
your one single
ideal customer.*



Once you have a really clear idea of who you will be working with, think about your services.



This will tell you how you need to approach them, and help you understand how to frame your offer so it clearly communicates the benefits of working with you.

Write down your answers to the questions about who you serve and what you provide, and keep them nearby to help remember what your goals are.

2. Solve ONE Problem

Next, think of one specific problem your clients have, one problem you can solve quickly and thoroughly with a single piece of content. Remember in the previous step where we talked about the benefits you provide your customers?

That's where you need to start. Just pick one critical problem you can solve. If you succeed, you'll become a hero in the mind of your subscribers!

(Not to mention – it feels AMAZING to be able to solve this kind of problem for so many people. It's an incredibly strong jumping off point for a fruitful relationship.)

We call this problem-solving piece of content a first impression incentive, and it's one of the very first steps to building that thriving income-producing business you want.

There is a temptation here to try to go after a big, intricate problem – after all, you have so much insight you can share with your customers. But that's what your *paid* services are for. This isn't dishonest or

manipulative. It's just part of the process of building trust, so your clients are excited about working with you at a higher level. We start small, so bigger things can happen.

With the first impression incentive, your goal is to prove your credibility. It's easiest to do that by solving a small, intensely bothersome issue you know people have.

Some examples might be:

First Impression Incentives Suitable for Intuitive Marketers

- The five reasons you haven't kept your New Year's resolution – ever.
- The biggest mistake women make when trying to find a relationship.
- How to understand what your companion animal needs from you.
- How to be true to yourself while working your way up the corporate ladder.

Rule of thumb: think simple, applicable and valuable.

These examples will appeal to more people than just your ideal reader, and that's good. While you're aiming to have a steady stream of engaged, sharing, supportive readers, attracting a wider audience is valuable as well.

3. Crafting the Incentive

Once you've decided what annoying and persistent issue you're going to help your new audience members with, you have to figure out the best way to present the information.

You can make an eBook, a free report, a video, an audio recording – whatever you think will help people absorb and use the information you're giving them.

If you're not sure which format to use, keep this in mind: use the *minimum richness* to get the job done.

Always use the “minimum richness” to achieve the best possible outcome.

So if you need a video to demonstrate a technique, then make a video, but if a description would be as good, then write a report or an eBook. You don't want to invest more of your time or resources than necessary, because you've got plenty of other things to worry about!

Like making the content available.

You'll do this through a landing page and email autoresponder.

A landing page is a page on your website that presents your incentive, plus a form for entering their name and email to access it. It's very simple, since anything else would be a distraction.

You want people to sign up for your First Impression Incentive and, at the same time, give their permission for you to contact them in the future, which is where your Engagement Sequence comes in.

The Engagement Sequence is a series of emails that does a few things:

- It gets people in the habit of opening your valuable messages.

- It encourages your subscribers to respond to you.
- It shows that you're interested in whether or not the incentive is working for them.
- It shows you're a real person who really cares about what happens to them after they surrender their email address.

Set up your engagement emails to deliver in the days and weeks after people subscribe. In these emails, you can ask them if the information you've shared is working, send other resources, and ask for their opinions. You manage all this with an email service provider like AWeber, which allows you to create opt-in boxes and schedule your emails in advance.

Landing pages can be tricky, but many free and premium WordPress plugins work right out of the box and don't take much time to get the hang of.

4. Finding Your Tribe

Once you've got your landing page set up, your first impression incentive created, and your engagement sequence ready to go, you've got to start finding and connecting with the people you



identified as your perfect customers (and the myriad others who will just think you're cool and interesting).

Go back to the research you did when you were identifying them, and try to step into their shoes.

Your audience is the foundation for everything else you do to build your business.

If you were them, what blogs would you read? What magazines? What forums? Where would you look for answers to your problems? Make as long a list as possible, and start joining conversations in those spaces.

If your ideal customer religiously reads self-help blogs, start reading them yourself. Leave interesting, insightful comments on as many posts as possible. Do this for a while, and you'll start seeing subscribers trickling in.

Do you see why the first step is so important now?

I'm not going to lie to you; this part of building an audience is long and sometimes feels like absolute drudgery – but you're building a very strong foundation for everything that comes after.

It's not just the readers of these other blog and communities that are going to notice your comments; it's the owners as well, which is absolutely critical to your next step...

5. Contributing to Communities

Once you've established yourself through commenting (when you have 100 to 300 subscribers), you'll need to step up your game, and start leading the conversations on these other blogs, not just participating in them.

You do this by guest posting.

Remember that the owners of those other blogs will be reading your comments. That's important because when you go to pitch them a guest post, you'll be able to say, "I've been happily commenting on your articles..." and they'll know it's true.

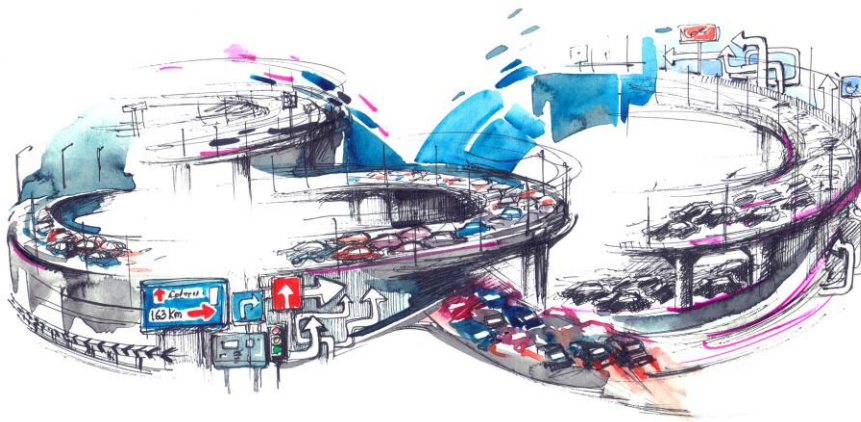
This puts you miles ahead of other bloggers who haven't done the preliminary work.

Let's step back for a moment.

What Is a Guest Post?

Guest posting is when a blogger lets a guest author write a post for their blog. It's an amazing way to get attention and build relationships with both readers and bloggers who will help promote your work down the line.

If you're not sure you have anything to write about for other blogs, look for the intersections.



Say you're a spiritual coach whose ideal customer, a new small business owner, reads a lot of marketing

blogs. A possible intersection between those two ideas would be “5 Ways to Practice Self Care While Wearing a Dozen Hats.”

If you’re an astrologer whose ideal clients hang out in productivity blogs, you might want to write about “How to Work WITH your Sign to Overcome Your Procrastination.”

Your goal as a guest blogger is to impress your future readers so they follow your byline back to your landing page.

Remember: the goal is to impress your future readers so they follow your byline back to your landing page!

You’ll ideally do all of this before you actually start a blog – in fact, until you have close to a thousand people on your list, we don’t recommend blogging on your own site much at all. If you already have a functioning blog, however, it can still work for you – just make sure to create a landing page and spend more

of your energy guest posting and building relationships than you do posting in your own space.

6. Finally, You Can Launch

I bet you thought we were never going to let you actually launch (or re-launch) your business, right? Not at all – we just want to make sure your launch is a successful one.

Waiting until you have around a thousand subscribers before you launch (not to mention healthy relationships with other Bloggers) is crucial. That way, when you officially open your doors, you'll have a crowd of people waiting to celebrate with you, share the news, and spread your message.

To launch, pick a date at least a couple of months in the future and reach out to all of the bloggers you've been in contact with. Ask them for another chance to guest post during the week you'll be opening your doors. Most of them will say yes, and running several guest posts in one week will ensure maximum site traffic.

And that's the basic formula for building an audience and getting your online business going.

I'd like to recap this briefly, because we covered a lot, and this stuff is vital:

The 6-Step Formula for Building Your Audience Business

1. Identify who you want to serve and what you want to provide.
2. Provide one unique and irresistible bit of insight or delight in the form of a First Impression Incentive.
3. Create that content, put it on a landing page, and connect it to an autoresponder that has a series of engagement emails that will be delivered at intervals.
4. Start connecting with people on blogs and other online spaces your target audience inhabits.
5. Contribute to communities by guest posting on blogs your ideal customers read.
6. Once you reach "critical mass" (at least 1,000 people) on your email list, launch or re-launch your blog and continue to engage people there.

What happens after you launch your blog?

You continue your community-building exercises, and you get ready to start offering your services to your audience.

Remember, up until this point, you've mostly been giving, giving, giving, and asking for fairly small things in return, like comments and social shares. Now it's time to think about offering something a little bigger in scale, namely, your valuable services.

If your business is new, then you'll want to start with a small, reasonably discounted offer to your list. Make it special, make it exclusive, and make it an almost irresistible offer. You have two goals for this offer:

1. You want to get a few people to pay you for your services.
2. You want GLOWING testimonials that you can use going forward for higher end clients.

If your business is already established, then it's time to start testing higher prices, using all you've learned about your ideal clients' wants and needs to make the sale.

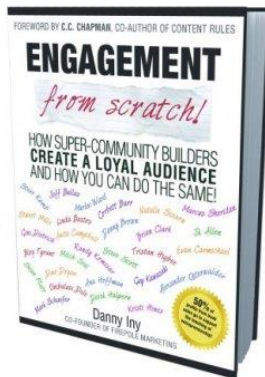
This process is about iteration. Again and again you reach out to the people who are putting their trust in you, and giving them your all in return. They will learn, you will learn, and you will grow together.

And this is really just the beginning. There are obviously many more details to creating a thriving audience business – but these really are the basics.

If these ideas appeal to you, check out our online class [Sell More Courses](#) - where we teach you how to create a thriving audience business, complete with all the training, guidance, and support you need every step of the way.

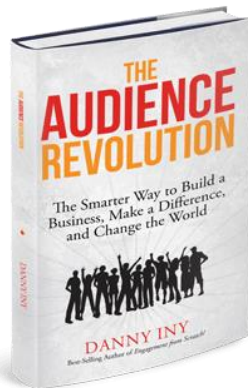


Enjoy these Resources



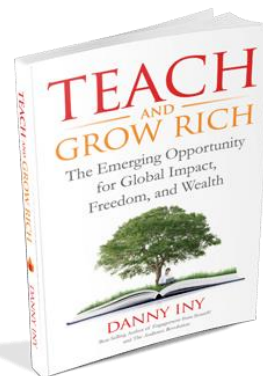
*Engagement from
Scratch!*

[Free Download](#)



*The Audience
Revolution*

[Buy on Amazon](#)



*Teach and
Grow Rich*

[Buy on Amazon](#)

Further Reading to Help You Grow Your Audience

[Creativity: The Essential Discipline for Entrepreneurs](#)

[I used Instagram for Business and Doubled my Sales in
One Month](#)

[3 Reasons to Use Pop-Up Retail: Curiosity, Cost Cuts and
Carving a Niche](#)

[How to Make Money Blogging: The Definitive Guide from
Mirasee](#)