

(Lesson 12) How To Find Your Ideal Audience

They say time's relative. Although true, it isn't the first thing that comes to mind when I think of time.

For me, **I say time's precious.**

Although infinite in nature, it's most certainly finite to us. We have twenty-four hours each day. Seven days each week. No matter how hard we try, and how advanced and powerful we become, we cannot change this (*unless we figure out how to become wizards*). How you spend your time is very important, and as I'm sure you've noticed by now, **Your Brand Story requires a decent amount of it.**

An often overlooked part of the storytelling process is how and where you share it, and who you share it with. It's arguably the most important aspect though, and it also happens to be the stage that steals the most time. The problem is, a lot of this is wasted. You share it with those who don't care about your story. You try form relationships with the wrong kind of people. Old marketing focusses on quantity (*get in front of as many eyes as possible*), whereas new marketing hones in on quality.

Your story is all about quality, and connecting YOU with YOUR audience. They're out there, all you have to do is find them.

STOP WASTING TIME ON PEOPLE WHO DON'T CARE

In Lesson 11 I mentioned ‘*marmite stories*’, and how you should aim to create something people love or hate. Some people don’t agree with this, which is fine. The point is, you should strive to find people who **LOVE** you. Who devour your story and share it with their friends. Who don’t just read, but fawn over you. Customers are great, but endorsers... advocates... evangelists... are better.

To achieve this, you must find **YOUR** audience. It isn’t about sharing your story with anybody, but the right-body.

Good news for you is, you’ve created Your Awesome Avatar (*in Lesson 11*), so you now know who they are, what they look like, and how they spend their time. The next step is to go where they already are. Don’t make them come to you - *at least, not at first* - go to them. Your time’s precious remember, so don’t waste it. Go to the source. Flock towards your audience and make sure they know you.

HOW TO FIND YOUR IDEAL AUDIENCE...

There are many ways to find your ideal audience, and if [we were to chat one-on-one](#) my advice would differ each and every time. Maybe you’re an online-centric business, or an offline one, or appeal to younger or older folk... Without speaking to you I cannot be certain.

However, the starting point is simple: **KEYWORDS!**

You no doubt associate keywords with SEO and Google, but that’s not what we’re doing here. The reason we use keywords is to hone in on the type of terms

and language your audience use, and where it directs them. For example, I help businesses and individuals like your good self better understand your ‘*Brand Story*’.

Today’s download offers a 3 Step Process to hone in on your one-true audience, so be sure to download your **Right Audience Path PDF** because soon you’ll know where to spend your precious minutes, and how to avoid wasting it (*there’s also a rocking spreadsheet that accompanies it*)

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SPREADSHEET HERE <<**

Focus may begin with *keywords*, but the whole point is to find and immerse yourself in the communities your ideal customers already spend their days in. I cannot reiterate this enough, but your time’s precious. I think one of the biggest reasons people tend to resent marketing and social media is the time spent on it. After all, there’s always a new platform or hack or tip floating around that you *just* have to try.

Use your minutes wisely, and be sure to only go where you can provide the most value.

Oh, and although today’s download focusses online, you can and should use the same process for building offline relationships, too. Sites like Meetup.com and Eventbrite and Lanyrd.com help you hone in on the events, conferences and meeting best suited to you. Your time is just as precious offline as it is online,

so spend it wisely ;)

YOUR CHALLENGE, SHOULD YOU CHOOSE TO ACCEPT IT

Today's challenge is to complete the steps in **The Right Audience Path PDF**, and fill in the accompanied spreadsheet. It's a simple spreadsheet with no fancy formulas or anything like that. The whole point is to find a bunch of locations housing your ideal audience, list them in a single place (*where you can head to in a pinch*), and begin filtering through these and deciding which suit you best.

There's no right or wrong way to approach this, because although a site may have a low Alexa Score doesn't mean it isn't worth your time. Maybe the site isn't ideal, but maybe the Facebook Group attached to it is. Or the Twitter following. Or LinkedIn Group. Or the regular meet ups they run full of people you yearn to know and connect with.

Use your own head smarts and listen to your gut. It may take a little trial and error, but soon you'll hangout in the places you can provide the most value, and be among those desperate to unearth your Brand Story.

And once more we bring another lesson to an end. I hope beyond hope you're still finding value in this Free Course. If you've come unstuck along the way, Please Hit Reply and ask any questions you may have. I'm still here for you, kid. I promise :)

Speak soon,

TURNDOG