Find Your Following
Amass an engaged audience from the ground up
Be kind in your interactions and be quick in mending any communication issues.

Workshop Objectives

In this workshop, you'll learn...

Consistency
So you can build and maintain a growing audience long term.

Research
So you can find your target audience then create relevant content for them to stay engaged. In other words, the 4 Pillars of Audience Building.

Lead Magnets
So you can transition your followers into email list subscribers.

Action Plan
So you can implement what you learn today.
Social vs Email List

**Social Media Followers**
- Credibility as a subject matter expert.
- Equates to having a megaphone in a stadium

**Email List Subscribers**
- Grants you easy and direct access to potential customers.
- You own the data.

**IT'S ALL ABOUT CONTROL**
Pillar #1: Research

Short form video works the best!

Content Type:
- Meaning the topics, titles, hashtags, and captions of the videos that are popular within your audience or niche.

Filming Style:
- Meaning how the video is filmed, edited, and delivered.
Activity: AnswerSocrates Research

- Go to: answersocrates.com
- Type in your niche or a keyword about your niche
- Examine the questions your niche have been asking
- Copy & Paste three questions into your participant guide

**NOTE:** The goal is to identify questions that you can turn into content later. How can you re-arrange the question into a title for a video?
Pillar #2: Content Creation Strategies

Inquisition Strategy:
- Researching your niche for common questions they have and then creating content around the answers.

Content Repurposing Strategy:
- Transforming already existing long-form content into bite sized short-form assets.

Original Content Strategy:
- Extracting an idea directly from your mind and translating it into engaging content.
Strategy Breakdown:

- Create a long (10-20 min) YouTube video
- Clip it up to extract “golden nuggets”
  - 10-60 second clip
  - Helpful, insightful, funny, interesting, etc
- Distribute to YT Shorts, IG Reels, and TikTok

Pillar #2: Content Repurposing
Generate great videos by extracting ideas **directly from your mind**

**Helpful video title ideas:**

- The best [technique] for [solution]
- 10 [tools] every [audience] should use
- You need this free [name of your lead magnet] for [their problem]
- Top 5 sites to save time as a [audience description]
- Nobody is talking about this [strategy]
- This is why your [current strategy] isn’t working
- Here is one tiny hack that will create exponential growth
- 4 free ways to create great [end result]
- Simple way to get [end result] for free
- This is why you’re not getting [end result]
- The biggest [name of your niche] mistake you’re making
- Here’s what you don’t know about [industry related topic]
The Power of **SHARE**:  

- Why do you press the share button?  

- We share things because we think our friends and followers will like them too.

**Ask Yourself...**  

- Will my audience enjoy this content enough to want to send it to their friends?
**Lead Magnets**

**Lead Magnet** = Anything valuable that's protected by a form on an opt-in page.

**Examples:** eBook, resource guide, checklist, video, cheatsheet, free training, audioguide or essentially anything valuable to your potential customers that they need to exchange their name and email for before you deliver the asset to them.

**STEP #1**
- Watch
- Engage
- Follow

**STEP #2**
Build their curiosity so they click the link in your bio - which adds them to your list & email sequence.
Emails

Opt-in Page

Thank You Page

Email Sequence

5 Emails

Thank you for downloading the TikTok Mastery For Course Creators eBook!

About The Author

Hi, I'm Alex

... a normal guy who went viral on TikTok and started making money along the way.

Since then, I've gone on to teach other people these secrets, resulting in massive success for my clients!

In 2021, I got over 4.5 million views on a video I posted earlier this year. I've made $450,000 just shy of 5 figures of sales in a single weekend!
I typed in: "You are a digital marketer. Create a list of 5 ideas for a [Name of Niche] lead magnet I can use to attract [customer persona]."

Sure, here are 5 lead magnet ideas for a dog training campaign:

1. "7 Simple Tricks to Teach Your Dog Today" - Create a guide that features easy-to-follow instructions for dog owners who want to teach their pets new tricks. This can include things like "sit," "stay," "roll over," "shake," and more.
2. "The Top 10 Mistakes Dog Owners Make During Training" - Educate dog owners on what not to do when training their pets with this informative guide. Cover topics such as inconsistency, impatience, and incorrect use of rewards and punishments.
3. "The Ultimate Guide to Potty Training Your Puppy" - Help new puppy owners tackle one of the most challenging aspects of dog training with this comprehensive guide. Cover topics like crate training, setting a schedule, and positive reinforcement.
4. "Understanding Your Dog's Body Language" - This guide will help dog owners decode their pets' behavior and understand what they're trying to communicate. It can cover things like tail wagging, ear positioning, and other body language cues.
5. "5 Fun Games to Play With Your Dog That Also Teach Good Behavior" - Give dog owners ideas for how to make training fun for both themselves and their pets with this guide. This can include games like hide and seek, fetch, and more that incorporate obedience training.
Activity: Create Your Lead Magnet

- Go to: chat.openai.com

- Type in: "You are a digital marketer. Create a list of 5 ideas for a [Name of Niche] lead magnet I can use to attract [customer persona]."

- Examine: The lead magnet ideas & pick your favorite.

- Optional But Encouraged: Share your AI-generated lead magnet idea in the chat.

NOTE: This activity is optional because it requires you to sign up for a third party software.
I Typed In: "You are a copywriter. Turn idea number [Number] into a lead magnet that provides value for the reader. Write the content in a [Type of Tone] tone and a [Type of Style] style. Promote my course called [Course Name] near the end of the lead magnet content as the call to action."
Activity: Create Your Lead Magnet

- **Respond:** Underneath your first prompt, ask ChatGPT to turn the idea into content.

- **Type in:** "You are a copywriter. Turn idea number [Number] into a lead magnet that provides value for the reader. Write the content in a [Type of Tone] tone and a [Type of Style] style. Promote my course called [Course Name] near the end of the lead magnet content as the call to action."

- **Examine:** Your brand new lead magnet content!

**NOTE:** This activity is optional because it requires you to sign up for a third party software.
The Power of an Email List

- Better to have a list than followers
- You own the data
- Powerful business asset

Pillar #3: Hit Your List
Audience Building Lifecycle

Scroll, View, Like, & Follow

Entertain and Build Trust

Fills out the Form, Added to Email List
Email Sequence Begins

Clicks Link in your Bio

SALE

Follow up emails
Activity: Create Sales Email Copy

- **Go to:** kajabi.com/ai/sales-email
- **Type in:** Your course topic
- **Examine:** Your brand new AI-generated sales email.
Account Maintenance:
The actions you take on your social media accounts that directly correlate to your growth.

- Posting, then walking away is not enough
- Content creates the BUZZ
- Maintenance is the magic
Pillar #4: Account Maintenance

Time MGMT

Research & Content Creation
- Pillar #1: Research
- Pillar #2: Content Creation

Account Maintenance
- Engage
- Comment
- Interact
- Analytics
Pillar #4: Account Maintenance

Outline

Engage

Respond to the comments that you get underneath your videos
<table>
<thead>
<tr>
<th>Engage</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respond to the comments that you get underneath your videos</td>
<td>Post your thoughts on other relevant videos in your niche</td>
</tr>
</tbody>
</table>

**Pillar #4: Account Maintenance Outline**
Pillar #4: Account Maintenance

Outline

Engage
Respond to the comments that you get underneath your videos

Comment
Post your thoughts on other relevant videos in your niche

Interact
The proven strategy to get pretty much anybody to follow you back
"The way to get what you want in life is to first help other people get what they want."

-ZIG ZIGLAR
Pillar #4: Account Maintenance

Outline

Engage
Respond to the comments that you get underneath your videos

Comment
Post your thoughts on other relevant videos in your niche

Interact
The proven strategy to get pretty much anybody to follow you back

Analytics
Measure the growth of your accounts on a WEEKLY basis
Today We Learned...

Consistency
So you can build and maintain a growing audience long term.

Research
So you can find your target audience then create relevant content for your them to stay engaged. In other words, the 4 Pillars of Audience Building.

Lead Magnets
So you can transition your followers into email list subscribers.

Action Plan - UP NEXT
So you can implement what you learn today.
30-Day Action Plan

- **Day 1:** Create or update your social media accounts.
- **Days 2-4:** Research your competitors to see what kind of content works best
- **Days 5-9:** Turn your research, notes & ideas into video scripts
- **Days 10-14:** Batch shooting your video content
- **Days 15-30:** Consistent daily uploads & Account Maintenance
- **REPEAT**
Homework

• Finish any incomplete work in your Participant Guide.

• Come prepared with questions for tomorrow's Q&A.

• These can be questions about any of the PLAN workshops you’ve attended this week, or even marketing related questions you have about knowledge commerce.
Congratulations! You did it!

Validate Your Idea
Plan To Brand
Keys To Copywriting
Find Your Following
Q&A/Weekly Recap

REMEmBER: In addition to these live workshops, we have created four On Demand Workshops to complete your journey.

- Know Your Worth
- The ABC’s of Kajabi
- Website Prep
- Settings For Success
Questions?
Please use the Q&A to submit your questions!
Get the Support You Deserve
Kajabi Help Center
help.kajabi.com

You've got questions, we've got answers. Our Help Center’s guides and FAQs can answer your questions and walk you through every action you can take with Kajabi.
Live Workshops
learn.kajabi.com

Our workshops are a great way to understand Kajabi’s features and ask questions live with our very own team.
Contact Support

support@kajabi.com

Based on your Kajabi Plan, you can chat with Live Agents right from your Dashboard.

For additional technical and billing assistance, you can email us directly at support@kajabi.com.
Onboarding
Get the guidance you need to keep your business on track.

Welcome Call
Maximize your trial with a 1:1 call.

Activation Call
Get 1:1 help to set up your business.
Kajabi Hero Community
facebook.com/groups/newkajabi

Connect with fellow Kajabi Heroes - share wins, celebrate milestones, and support each other!
Kajabi University
university.kajabi.com

Kajabi University is your resource for guided content aimed to help you create and build your online business with Kajabi. Go at your own pace and master your skills. Be a proud KU Alumni.
THANK YOU FOR ATTENDING!

Homework

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