

Build An Audience For Your Creative Business Cheat Sheet

1. Be clear about your goal - what are you wanting to accomplish? How many people?

and for what purpose? (NOT sales) i.e. follow on social media, read a blog post, click on a link, engage, comments.

2. Be clear on who your ideal customer is. What do they like, where do they hang out, what other things are they interested in, who do they follow, etc. HOW WILL YOU PROVIDE VALUE?

3. Find out where those people are. Ex. Social media, email, groups, online, offline, etc.

4. Show up, grab attention, be clear, make a statement, brand awareness, provide value, connection, be a human, be kind & considerate - Keep showing up over and over - they won't see it the first time. They won't remember you. 8-12 times. People are selfish and want it to be about them.

5. Ask/tell them to do what you want them to do & how they will benefit. (The purpose you stated in #1.) Remind and follow up.