

build your audience

your guide to getting to know
your customer and creating your
content strategy to grow
your amazing business!



**SHINE
BUSINESS
ACADEMY**

shinebusinessacademy.com



Welcome to our audience building printable

We're so excited you're here and ready to build your audience and grow your amazing business!

Shine business academy is here to support amazing entrepreneurs to build their amazing businesses, having a business that is making you an income to support your life and dreams is incredible. We would love you too to have the balance and freedom in your life to help you follow your passions and build a life that you love. Shine is about being creative, learning new skills, belonging to a community, spreading kindness and having a positive impact on the world!

Building an engaged audience is essential for any small business, you need to be attracting potential customers to start, grow and scale.



THAT'S WHY WE'VE CREATED THIS GUIDE TO HELP YOU CREATE YOUR AMAZING BUSINESS!

In this guide you will ...

- 1.** Identify your ideal customer avatar and learn all about them
- 2.** Identify the challenges and questions your customer has and work out how you can support your ideal customer
- 3.** Create content to grow and scale your audience

Thanks so much for downloading our guide we are excited to support you to grow your business

Shine Business Academy



STEP 1

Formulate your ideal customer avatar

Being targeted in your marketing helps you build your business. Not everyone is your customer and the more you can learn about your customers the more you can create content that is targeted towards them and helps them solve problems that they have. This is the best way to build your audience.

Lots of businesses we work with want to target 'everyone' as potential customers but when you are talking to everyone you are not appealing to anyone.

For example, we've recently supported a florist who specialises in weddings, her customer avatar is really specific, she wants to attract couples who are getting married, that have a particular budget, that like her vintage style flower arrangements within her area. That is a really specific market and it is incredible that she understands her customers and their needs really well.

Her audience was full of her dad's friends who play snooker, old work colleagues and her aunt's friends who are not necessarily her ideal customer avatar and her main concern was that she wasn't attracting leads when she was creating content.

By writing and producing content for her ideal customer avatar she was able to grow her audience who were all potential customers, network within her area and industry and meet couples who are genuinely interested in her product or service. Social media algorithms were then able to understand her audience and put her in front of more people that matched her demographic. Knowing your potential customer really well is important when it comes to connecting with your audience.

STEP 1

It may be that you have more than one ideal customer

for example 'parents to be' access your pregnancy services and 'new parents' access your baby courses so you can create customer avatars for different elements of their business.

Get to know your ideal customer really well. Describe your ideal customer, think age, location, what they like, what needs they have, where they shop, their income level, what do they enjoy. List as much about them as you can.



My customer avatar

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**Success is not the key to happiness.
Happiness is the key to success.**

If you love what you are doing, you will be successful.

Albert Schweitzer

STEP 1

Time to find out the challenges that your customers are having that you can help them with

The best way to build your audience and your business is to help people. Find out what challenges your potential customers are experiencing and write content that directly speaks to them and their challenges. This is an amazing way for you to be of service and demonstrate your incredible expertise.

Google is your friend for this task! Head onto google and type in a description of your client or their attributes and question or forum. This will give you access to places where your ideal clients are asking questions. For example

new puppy owner + forum
teacher + forum
mindfulness + forum

Have a look around the questions that your ideal client is asking and look for themes. For example are new parents talking lots about weaning or sleep, are pet owners seeking help to how to train their puppy not to eat shoes or business owners looking for advice on what tasks that they can delegate to a virtual assistant. Take note of any themes, this will formulate your content plan!

**THE FUTURE BELONGS TO THOSE WHO
BELIEVE IN THE BEAUTY OF**

THEIR DREAMS

ELEANOR ROOSEVELT

STEP 2

Your next job is to come up with some content ideas around these problems and challenges to help your ideal customer

Could you create a blog post, series of social posts, record a video, run a webinar, create a worksheet, a podcast, a workshop or class. Could you write 5 tips, or give your customer some seasonal suggestions, a new recipe or an activity that they can do with their kids?

Help your customer so you demonstrate your expertise and they get to know like and trust you!



How I can help my audience solve their problems and challenges

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**Formal education will make you a living;
self-education will make you a fortune.**

Jim Rohn

STEP 3

It is time to build your audience with your amazing new content!

There are so many platforms and ways that you can share your new content on to reach your ideal customers.

How could I share my amazing content?



- social media
- adverters
- print marketing
- your blog
- on your website
- email marketing
- in groups
- create merchandise
- influencers
- partnerships
- networking
- run an event
- google business
- webinar
- series of posts
- speak at an event
- press releases
- direct mail
- email signature
- guest blog
- podcast
- reels and shorts



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Choose just a couple of places to share it, trying to do everything is really overwhelming. In our business we use Facebook, Instagram, email marketing and our website as our main ways of sharing our content, other quick wins like posting in our groups and adding the content to our email signature are really helpful too!

How you choose to share will depend on your business too, if you have a shop for example sharing on your social channels and printing some copies off maybe helpful, of sending your customers a video of what you have in stock to help them solve their problem could work amazing too!

If you need help with the tech behind sharing your content, we have courses that can help, message us for further information.

BONUS

Having a way of keeping in touch with your customers is amazing!

None of us own the social platforms that we are all really dependent on, algorithms change all of the time and can have an impact on our posts and reach. We have all also heard of businesses losing their business page access and the impact that this can have.

The best way of maintaining contact with your customer is through email marketing, you own your email list, can regularly contact your ideal customer, can build a relationship with them, let them know about upcoming events, promotions or product launches and most importantly you can help them and be of assistance.

Your ideal customer will willingly give you their email address if what you are offering is of value to them, it is a great way to build your audience.

So make it your mission to start and build your email list. We run free webinars on how to build your email list and have included it in our programmes too.

'our contemporary communication methods shouldn't distract you from one of the oldest, yet most effective, strategies – email marketing. In fact, email ROI is an impressive £36 for every £1 spent'

hubspot

NEXT STEPS

If you would like support with starting, growing or scaling your business we'd love to help and support you!

we are six figure entrepreneurs who have build both in person service based businesses and online ones, we have lots of experience and you are in amazing hands.

If you'd like to learn more about starting, building and growing your amazing business we'd love you to connect with us!

Shine Business Academy

If you have any questions please email us at:
hello@shinebusinessacademy.com



facebook.com/shinebusinessacademy



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The most valuable thing you can make
IS A MISTAKE -
you can't learn anything
from being perfect.

Adam Osborne