



— STAGE 9: —

# AUDIENCE GROWTH



## LESSON 1:

# GROWING YOUR AUDIENCE

In this lesson we look at the three core ways to grow your audience - build it, borrow it, or buy it - and explain why content, collaboration and clarity matter now more than ever.



### KEY TAKEAWAYS

Growing your audience comes down to three core approaches: **Build, Borrow** and **Buy**.

All three work best when they act together - organic growth provides the foundation; collaborations extend your reach; paid media accelerates what's already working.

You build your audience organically through content and social media marketing strategies. This is your credibility-builder: content helps you get discovered via search, YouTube, podcasts and similar channels. It creates a body of work that people can engage with.

As your presence strengthens, you open up opportunities to appear on other people's platforms - guest blogging, podcast appearances and interviews. That's how you borrow someone else's audience.

On top of that, paid ads (*Facebook ads, Google ads, etc.*) let you buy attention and speed up the things that are working.

Yet the landscape is shifting. Building organically is becoming tougher. Content still matters, but the traffic isn't flowing in as easily from search as it used to. Search engines have evolved. Instead of simply sending users to your website, they often deliver direct answers - including through AI tools - which bypass many websites entirely.

The net result is that your content may get mentioned or cited, but the click-through traffic is reduced.

At the same time, podcasting and video are far more mainstream: chart positions are dominated by celebrity hosts and large networks, making it harder for smaller creators to stand out.



## LESSON 1:

# GROWING YOUR AUDIENCE

If you want to maintain audience growth today, you need to do three things well:

- **Make your content work harder.** – Ensure everything you publish maps to the buyer journey - from awareness of the problem, through possible solutions, to the decision to buy. Use remarketing to re-reach people who've shown interest. Focus on what's working, rather than spreading efforts too thin.
- **Treat collaboration strategically.** Don't just borrow someone else's platform - create partnerships where both sides benefit. Seek entrepreneurs, brands or creators whose audiences partially overlap with yours but are not identical. Use guest posts, podcasts, co-webinars and interviews as stepping stones to new visibility.
- **Clarify and own your brand.** Don't be inconsistent or generic. Be the trusted, recognisable voice across everything you publish. Make sure your brand identity is strong, your messaging is consistent, and what you publish always reflects who you are, what you stand for, and who you serve.

These 3 core themes will be interwoven through the strategies and tactics for audience growth that we'll cover in this stage.

## LESSON 1:

# GROWING YOUR AUDIENCE



### ACTION STEPS

Review your audience growth activity over the last three months:

- **What have you done to build organically?**
- **What have you done to borrow via collaborations?**
- **What have you done to buy using paid ads?**

Which of those has brought you the most growth? Which haven't you focused on at all?  
Which approaches haven't worked as well as you hoped?

Note down your answers below. These answers become your baseline - the starting point from which you can sharpen your audience-growth strategy.



## LESSON 2:

# BUILDING YOUR BRAND

In this lesson we're looking at your membership brand and helping you get clarity on how best to show up in your market to attract more of the right people into your world



## KEY TAKEAWAYS

Getting total clarity on your brand means you first understand who you are, who you serve and how you serve them - and perhaps even more importantly, what your brand is not.

Your logo, your company name, your tagline, domain name or website aren't the brand itself.

They're shorthand for everything your audience knows, feels and understands about your business. In the words of Jeff Bezos: your brand is what people say about you when you're not in the room.

**A fully formed brand is built on three key pillars:**

### 1 Principles

This is the what, how and why of your membership. What change are you trying to make in the world or your market? What guides every decision you make? Why does your membership exist at all? What would be lost if you weren't here?

### 2 Positioning

This is how you stand apart. What makes you different - your unique approach or methodology, your niche or sub-segment, your voice, personality and the role you choose to occupy.

- Are you the **leader** people look up to?
- The **peer** who works alongside them?
- Or the **facilitator** who brings voices and ideas together that benefit your audience?

What promise do you make - your value proposition - and how is it different from your competitors? How do you want to be seen and felt - formal, aspirational, polished, relaxed, quirky, geeky... there are many options, but what matters most is choosing one and being consistent.



## LESSON 2:

# BUILDING YOUR BRAND

### 3 Packaging

This is what most people think of when they hear “branding” - the name, logo, visual identity. But packaging only works properly when it reflects your principles and positioning.

When someone sees your logo, hears your name or arrives at your website, they should feel the beliefs and identity behind your membership. It should evoke the right feelings, assumptions and expectations that align with your mission, your personality and your promise.

When all three pillars are aligned and working together, your brand becomes magnetic.

People who resonate with your values, your voice, your mission and how you show up will be drawn to you. Consistency across content, platform and experience helps people feel they belong in your world.



### DEEP DIVE

To delve deeper into developing a compelling and consistent brand - we recommend working through this short course: [Develop a Brand Strategy for Your Membership](#)



### ACTION STEPS

#### 1 Audit your output across any platforms you currently show up.

*Is your voice, tone, style and positioning consistent?*

#### 2 Decide what role you play for your audience.

*Are you their Leader, Peer or a Facilitator? How is this reflected in the content you put out there and the way in which you engage with your audience across social?*

I am my audiences:

Leader

Peer

Facilitator



## LESSON 3:

# BUYER AWARENESS JOURNEY

In this lesson I introduce you to the Buyer Awareness Journey and explore the different stages your audience are at and how to fine tune your content to meet them where they are.



## KEY TAKEAWAYS

Understanding your audience means recognising that not everyone is at the same stage - many people don't even realise they have a problem yet, others are actively researching solutions, and some are ready to buy but need one final push.

The **Buyer Awareness Journey** helps you understand those stages - so your content attracts people wherever they actually are, not just where you assume they are.

When you align your content to exactly where people are in their search and decision-making process, you reach more of them, you build trust earlier, and you guide more of them toward becoming members.

## STAGES OF THE BUYER AWARENESS JOURNEY

### UNAWARE

At this first stage, people haven't identified the problem they're facing - they might notice symptoms (*things aren't going well, tasks are lagging, health or energy is slipping*), but they don't yet know why or even that there is a problem.

#### CONTENT IDEAS FOR THIS STAGE:

- "Five signs you're suffering from burnout (*you're not lazy*)"
- Thought leadership pieces that surface major issues in your market
- Sharing your story on other people's platforms (*podcasts, blogs*) so that your experience helps people realise something is off before they've named it

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## LESSON 3:

# BUYER AWARENESS JOURNEY

### PROBLEM AWARE

At this point, people know they have an issue, but they don't yet know what to do about it. They're seeking fixes - the "how to" content tends to dominate here.

#### CONTENT IDEAS FOR THIS STAGE:

- "How to write an email sequence for your quiz"
- "Ultimate guide to doing X so you can fix this problem"
- Content showing that yes, there is a way to address the issue, and you understand it

### SOLUTION AWARE

Here people know that solutions exist. They are considering different routes: maybe a membership, a course, hiring a coach, attending an event, or using tools. They are weighing which type of solution fits them.

#### CONTENT IDEAS FOR THIS STAGE:

- Comparative content across different formats: *e.g. memberships vs courses vs coaching vs events*
- "Myths and misconceptions" articles (*to remove doubts about particular approaches*)

*Example: an article comparing different marketing conferences, or different membership plugin solutions - helping people figure out which kind of solution matches what they want*

## LESSON 3:

# BUYER AWARENESS JOURNEY

### PRODUCT AWARE

At this stage, people know about you and what you offer, and also know your competitors. They are comparing your membership (or product) against others and deciding which will give them the best fit.

#### CONTENT IDEAS FOR THIS STAGE:

- Content that helps people judge if your membership is right for them (*the features, outcomes, what's inside, what they will achieve*)
- Comparisons (*your membership vs other memberships*)
- Content tackling objections, helping them see whether your offering fits their situation or goals

### MOST AWARE

This is the final stage. People here are almost ready to buy. They understand your membership, have usually done a lot of research, and are on the fence - they only need a final piece of persuasion or reassurance.

#### CONTENT IDEAS FOR THIS STAGE:

- Case studies or success stories (*what others have achieved in your membership*)
- Testimonials and proof of results
- Content that directly handles objections and misconceptions
- Behind-the-scenes material, or a look inside your membership so people see precisely what joining will look like

If your content focuses only on Problem Aware people (*the "how to fix" crowd*), you miss all the others - the unaware people, those exploring solutions, those comparing products, and those ready to buy.

In effect, you'll only ever reach one stage of your potential audience - you might be only accessing **one fifth** of your total opportunity.



## LESSON 3:

# BUYER AWARENESS JOURNEY

By planning and producing content for every stage of the Buyer Awareness Journey, you attract people from wherever they currently are, build trust earlier, and guide them step by step to becoming a paying member.



### ACTION STEPS

- 1 Audit your current content (*blog, podcast, YouTube, etc.*) and map each piece to one of the five buyer awareness stages listed above.
- 2 Identify which stages you have neglected or haven't covered at all, and then create **at least one** new piece of content for each neglected stage.

#### UNAWARE

Content that highlights the symptoms or tells your story.

Content idea: .....

#### PROBLEM AWARE

How-to content or guides.

Content idea: .....

#### SOLUTION AWARE

Content comparing options and explaining approaches

Content idea: .....

#### PRODUCT AWARE

Content about how you compare, why you're the best fit, how to decide.

Content idea: .....

#### MOST AWARE

Case studies, testimonials, objection-handling, final nudges.

Content idea: .....



## LESSON 4:

# CONTENT REPURPOSING

In this lesson we dive into the best ways to repurpose your existing membership content as well as new marketing content you publish to create a wealth of new promo material.



### KEY TAKEAWAYS

Making the most of your hard work doesn't mean creating more - it means creating smarter. You can turn one piece of content into many, reach more people, and multiply your influence without doubling your workload. That's what content repurposing is for.

Content repurposing is the process of transforming one piece of content into multiple formats and distributing it to reach a wider audience and maximise its value.

For example, a single podcast episode can become blog posts, social media captions, video clips, newsletters and more - so your core message connects with different audiences on their preferred platforms.

**You'll be using two main sources of material for repurposing:**

#### 1 Your Existing Membership Content

Many membership owners believe that anything behind their paywall has no marketing value. But that isn't true.

If you have a great course consisting of 15-20 lessons, you can repurpose two or three of those lessons as standalone videos without diminishing the value of that course, making it clear that the full course is reserved for members.

You might pull audio from lessons and release it as a podcast. You can do the same with Q&A calls, office hours, roundtable sessions - extract valuable segments and package them as content.

Your member community itself is a goldmine of ideas. Conversations, questions and discussions can become new content: podcasts, videos, blog posts, newsletters.

You might summarise key points from a discussion, interview a member, analyse how someone solved a problem. You can explicitly tell your audience these ideas came from real member discussion, increasing credibility and trust.



## LESSON 4:

# CONTENT REPURPOSING

### 2 The New Content You Create For Marketing

Whether it's a blog, podcast, video or social post, most creators release content and then move on. But many people never see it the first time, and algorithms bury old work. So we repurpose to get more mileage from everything you make.

Best approach: use video first. Create one long-form video. From it you can:

- strip the audio and turn it into a podcast
- cut shorter clips for social media (*Reels, Shorts, TikTok, etc.*)
- transcribe it to create a blog post or email copy
- pull out quotes and key points to design graphics or carousels

One video becomes the anchor for dozens or even hundreds of spinoff pieces.

This process doesn't just expand reach - it can lead to new ideas, workshops, webinars or even full courses.

Content repurposing helps you reach more parts of your audience, get more traffic, generate more leads, and ultimately attract more members. There are tools (*e.g. Repurpose.io, CastMagic*) that can automate large parts of this process, making it even easier to scale.



## DEEP DIVE

To really master repurposing your content, we have two further resources to help you:

**Expert Session:** *Repurposing Your Membership Content with Amy Woods*

**Member Mission:** *Content Repurposing*



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## LESSON 4:

# CONTENT REPURPOSING



### ACTION STEPS

- 1 Identify a repurposing opportunity inside your membership content library. Pick something that has value, then plan a spin-off into new marketing content.
- 2 Choose a free piece of content (*video, blog or podcast*) - either your best performing from the past year or the one you plan to publish next - and repurpose it into at least **three new assets** for different platforms (*e.g. short videos, audio, social posts, blog post, quotes, graphics*).

#### Details of your repurposed content assets:

- 1 .....
- 2 .....
- 3 .....



## LESSON 5: DWM STRATEGY

In this lesson, I share our DWM strategy for establishing a consistent and effective approach to social media marketing.



### KEY TAKEAWAYS

Social media can easily become a time-sink for membership owners. It's all too easy to fall into the trap of posting endlessly, chasing algorithms, and trying to be everywhere at once.

The truth is, you don't need to be on every platform, and you don't need to post twenty times a day. What you do need is a repeatable, structured approach that keeps you visible in a consistent, manageable way that actually gets results.

That's where the **DWM strategy** comes in - standing for **Daily, Weekly, Monthly**.

It's a simple but powerful framework for organising your social media activity so that you're delivering three core types of marketing messages at three different cadences: daily, weekly, and monthly.

This approach ensures your content stays balanced, sustainable and effective, without requiring you to live on social media.

### THE THREE CORE CONTENT CATEGORIES

The DWM framework rotates between three key objectives:

#### 1 Authority-Building Content

This is everything that positions you as the go-to person in your space. It's content that builds your credibility, showcases your expertise, and establishes your membership as a trusted authority.

**That could include:**

- Promoting your core marketing content - your latest blog, podcast, or YouTube video.
- Sharing repurposed quotes, soundbites or carousels from your own material.
- Posting about events, interviews or summits you've appeared in - demonstrating that others rate you highly enough to feature you.



## LESSON 5:

# DWM STRATEGY

- Photos from conferences or networking events that show you alongside other recognised experts.
- Quick, informal tips shared directly through your stories or reels - thirty seconds of valuable advice shot on your phone can do wonders for keeping you top of mind.

All of this reminds your audience that you are a proven expert and reinforces your authority within your niche.

### ② Social Proof Content

This is where you demonstrate the results your members are getting and the impact your membership is having. It shows that you don't just talk about results - you deliver them.

#### Examples include:

- Turning member testimonials into attractive social graphics.
- Sharing screenshots of wins or feedback posted inside your community or Facebook group.
- Posting quick, authentic videos from your members celebrating their successes.
- Writing case-study style captions that tell the story of a member's progress or breakthrough.

Every piece of social proof adds evidence that your expertise translates into tangible outcomes - and that joining your membership gets people real results.

### ③ Direct Promotion Content

This type of content highlights your membership itself and other key parts of your marketing funnel - like lead magnets, webinars, or upcoming events.

#### Examples include:

- Sharing details of new content coming up for members.
- Behind-the-scenes glimpses of you creating new material or running live calls.
- Selfies from member Q&As, masterminds or mixers that show your community in action.
- Feature posts or carousels breaking down the specific benefits and features of your membership.

This content keeps your membership visible without being pushy - showing the effort, quality and value behind what you do.

## LESSON 5: DWM STRATEGY

### PUTTING DWM INTO PRACTICE

The goal is simple: make sure that every day, every week and every month, something is happening to shine a light on you and your membership.

New people discover you every day. They haven't seen your past posts or campaigns, so this approach ensures that your membership stays visible, your authority stays clear, and your brand remains consistent - without overwhelming you or your audience.

**Here's how that might look in practice:**

**Daily:** one small piece for each category.

- **Authority:** a quick tip shared in an Instagram Story.
- **Social proof:** a screenshot of a member's win.
- **Direct promo:** a behind-the-scenes snapshot before you go live for a member call.

**Weekly:** one larger item for each category.

- **Authority:** share a post promoting a recent podcast you were interviewed on.
- **Social proof:** publish a short video testimonial from a happy member.
- **Direct promo:** release a reel breaking down a specific feature of your membership.

**Monthly:** one substantial piece for each category.

- **Authority:** a designed carousel post summarising key takeaways from your latest blog.
- **Social proof:** a detailed case study or member story posted across social and your blog.
- **Direct promo:** a scheduled post announcing everything new coming to your membership this month.

## LESSON 5: DWM STRATEGY

These activities can be batched in advance, so the system runs smoothly even when you're busy with other things.

The DWM strategy gives your marketing rhythm and consistency - the kind that builds momentum quietly in the background, ensuring that you're always visible, always credible, and always attracting attention.

If the full cadence feels too demanding, you can scale it back - one post a day, one a week, one a month, cycling through the three categories. What matters most is consistency and balance, not volume.

The DWM strategy is about keeping your presence active and strategic at all times. Even when you're not in the middle of a major campaign, your authority is growing, your results are being showcased, and your membership is staying top of mind.



### ACTION STEPS

Use the DWM planner we've included to plan our your social media content following this strategy.



## LESSON 5: DWM STRATEGY



### RESOURCE

### DWM PLANNER

Write down possible activities for each of the 3 core DWM objectives.

| AUTHORITY BUILDING                    | SOCIAL PROOF                                     | DIRECT PROMOTION                                            |
|---------------------------------------|--------------------------------------------------|-------------------------------------------------------------|
| <i>e.g. sharing a tip on Facebook</i> | <i>e.g. sharing a screenshot of a member win</i> | <i>e.g. promoting a specific training in the membership</i> |
|                                       |                                                  |                                                             |
|                                       |                                                  |                                                             |
|                                       |                                                  |                                                             |
|                                       |                                                  |                                                             |
|                                       |                                                  |                                                             |
|                                       |                                                  |                                                             |



## LESSON 5: DWM STRATEGY



### RESOURCE

### DWM PLANNER

Which of the activities above can you add into your DWM routine?

|                           | DAILY | WEEKLY | MONTHLY |
|---------------------------|-------|--------|---------|
| <i>Authority Building</i> |       |        |         |
| <i>Social Proof</i>       |       |        |         |
| <i>Direct Promotion</i>   |       |        |         |



## LESSON 6:

# GUEST OUTREACH

In this lesson, I share my framework for reaching out to experts whose audiences you want to gain access to and secure opportunities to be featured on podcasts, blogs and other platforms



### KEY TAKEAWAYS

Getting yourself in front of other people's audiences is one of the fastest ways to grow.

Whether that's speaking on podcasts, contributing to blogs, appearing on summits or webinars, or joining someone else's event - these opportunities give you exposure you often couldn't get easily on your own.

They bring you credibility, access, leads, and audience reach that would otherwise be much harder.

But those opportunities rarely just turn up by chance or luck. You get them by being strategic - by knowing what you want, by having something of real value to offer, and by making it as easy as possible for others to say yes. The **CLEAR** framework gives you the structure you need to do this well.

### THE CLEAR FRAMEWORK: A STRATEGIC APPROACH TO GUEST OUTREACH



#### C = CLARITY

Clarity begins long before you pitch. It's about knowing exactly what you want, why you want it, who you want it from, and how it aligns with your goals.

- Define the type of opportunity you are seeking: are you aiming to be a guest on a podcast? Writing a guest post or blog contribution? Speaking or co-hosting a webinar or virtual summit? Participating in an event or panel?
- Be precise about your objective: is it building authority, generating leads, getting credibility, reaching new followers, building backlinks, or selling your membership? Often it will be a combination, but clarity helps you pitch with purpose.
- Choose your target platforms based not just on size, but on relevance. Whose audience is genuinely aligned with your membership, your expertise, your niche, and your values? It's about quality over blanket reach.



## LESSON 6:

# GUEST OUTREACH

- Avoid pitching just because someone is big or popular. You want good fit - you want hosts whose audience will actually care about what you offer, not simply cross your fingers and hope something sticks.
- Write down clearly your “ask”: what you want them to do (*feature you, interview you, quote you, host you, etc.*), when you’d like it (*proposed timing*), and what outcome you expect (e.g. *100 new leads, 300 new followers, live event attendees, etc.*).

### **L** = LEVERAGE

When someone receives your outreach, they (*often unconsciously*) test themselves: “What will I get out of featuring this person?” Your leverage is the answer to that question. It’s what makes your proposal more attractive than many others they might receive.

#### 1 Skills & expertise

- If you bring niche or specialised knowledge - things many audiences haven’t heard before - you become valuable. For example, if you have deep insight into membership analytics, AI tools for communities, or scaling content operations, you can bring fresh, credible ideas to the host’s audience.
- You can also offer to support the host in producing their content. For instance, you might create promotional materials ahead of time (*graphics, video snippets, social media copy*), or offer to “bonus” their content with extra tips, resources or worksheets. This helps the host produce something of higher value with less effort.
- Sometimes a gift upfront (a few well-designed graphics, a short video edit, helpful prepublicty quotes) can open doors by showing professionalism and willingness to add value whether or not you “get” the slot.

#### 2 Access & network

- If you know people, audiences or other hosts your prospective collaborator might like - or you are able to recommend useful connections - then you become more useful.

## LESSON 6:

# GUEST OUTREACH

- For example, you might offer to introduce them to a contact who you believe would add value to their audience, or highlight a community you run that might benefit from their work. This should feel genuinely helpful, not transactional (*"if you do this, I'll do that"*) in the bargain-style sense.
- Network leverage can also include guest reciprocity: if you can offer them a chance to appear on your stage later, or share their content with your members, their incentive to say yes increases.

### 3 Results & story

- If you have case studies, outcomes, metrics, or a compelling story, these can make you significantly more attractive. People love to hear how others have made progress, learned lessons, or overcame challenges.
- If your work is particularly relevant to their audience - perhaps you've used a system or method they advocate, and got tangible results - that makes you even more relevant (*you become a "real-life example" of success from their teachings*).
- Be ready to share evidence (*testimonials, statistics, success stories*). This helps the host feel confident you'll deliver content that resonates and delivers value.

### 4 Audience & platform

- While your audience might be smaller than some major hosts, it still matters. The fact that you're willing to promote your appearance (*podcast episode, blog post, webinar*) within your own channels means additional exposure for the host.
- Mention clearly what platforms you use (*email list size, social media reach, membership base, etc.*) if it's relevant. If you can show you're engaged, responsive, and that your audience tends to take action, this becomes more valuable.
- You may even offer to "feature them back" (host them, share their content) in some way as part of your collaboration plan - which boosts mutual benefit.

## LESSON 6:

# GUEST OUTREACH

### **E** = EFFORTLESS

Once you know what you want and what you bring, your next job is to make it as easy as possible for the other party to say yes. Your proposal should feel thought-through, aligned, respectful, and low friction.

- Do your homework. Consume and familiarise yourself with their existing content: blog posts, podcast episodes, guest formats, summaries, audience feedback. This helps you speak their language, understand their angles, and avoid pitching irrelevant or repetitive ideas.
- Personalise your outreach. Reference specific episodes, quotes, points or topics the host has covered, and explain why you believe your contribution adds value to their audience. Avoid generic, mass-email pitches.
- Propose concrete topic ideas, titles or suggested questions (*if your role is interview guest*). Show that you've invested effort and creativity into the idea, not just thrown out a vague "could we work together?"
- Provide any necessary assets in advance or at least offer them: your bio (*in a few lengths: short intro, mid, longer*), headshots, audio/video promo ideas, links to your past guest appearances, preferred scheduling windows, etc.
- Make clear how you intend to promote the episode / content to your own audience (*which platforms you'll share, approximate timelines, teaser posts, etc.*). This shows your commitment to both sides' success.
- If possible, include a short personalised video message as part of your outreach (*tools like Loom help*). A brief "hello, why this matters to me, why I think it will add value to your audience" video can help you stand out from generic emailed pitches.

## LESSON 6:

# GUEST OUTREACH

### **A** = ASCEND

Ascend is about progression and strategic sequencing. You do not need to leap to the biggest possible guest slot right away - you build credibility, experience, and track record progressively.

- Begin with smaller or mid-tier but relevant hosts whose content and audience align well with yours. They are often more receptive, with fewer cold pitches to sift through, and value genuine collaboration.
- Grow a credible portfolio: collect your guest appearance links, testimonial feedback, social proof that you delivered value, and any engagement metrics you can share. Use these as social proof for the next outreach rounds.
- As you deliver high-quality content, refine your messaging, clarify your niche, and deepen your expertise - you will naturally become more attractive to bigger platforms.
- Don't neglect fit: aligning on tone, values, teaching approach and audience needs matters more than just size. A slightly smaller but more engaged, aligned audience can produce better results than the biggest but least relevant one.

### **R** = RECIPROCITY

Reciprocity is the often-underestimated magic in collaboration. People are more open to you when you lead with value, not just need.

- Offer first: hosting, interviewing, spotlighting, co-creating content - whatever gives them benefit before you ask for something from them. This builds goodwill and trust.
- Collaborations where both parties benefit (and both have given something) tend to produce better outcomes, better relationships, and more repeat opportunities.
- Look for small ways to help or contribute even before you are formally "on the show" or "guest slot" - engage with their content, comment, share, support. If your name is familiar (in a respectful way) before your pitch hits their inbox, that improves your chances.
- Make your outreach less about "what I get" and more about "what I can offer, how we can both benefit" - this shifts your tone from dependence to partnership.

## LESSON 6:

# GUEST OUTREACH



### ACTION STEPS

Identify 2-3 key people whose audiences you'd like to get in front of, and use the **CLEAR** framework to direct your approach.

To help you further, we've provided templates for creating your outreach messaging.



### RESOURCE

### EMAIL TEMPLATE FOR PODCAST OPPORTUNITIES

New Message



Hi *[Name]*,

I've been following your podcast for a while now, and I especially enjoyed your recent episode on *[specific topic]* --I shared it with my members last week because it was spot on.

I'd love to contribute something that I think would resonate with your audience.

I run *[your membership/business]* where I help *[audience]* achieve *[outcome]*, and I've seen first-hand how *[insert relevant case study, result, or unique insight]*.

Here are a couple of topic ideas I could cover:

*[Proposed title #1]*

*[Proposed title #2]*

Of course, I'll make it easy - I'll provide a full outline, bio, and everything you need promo graphics so everything's handled. And I'd be happy to promote the episode to my own list and audience of *[size / demographic]* too.

If this sounds useful, I'd love to send over a quick outline - or even just record a 60-second video to give you a feel for the angle.

Thanks for considering,

*[Your Name]*

Send



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## LESSON 6: GUEST OUTREACH



### RESOURCE

### VIDEO TEMPLATE FOR GUEST OPPORTUNITIES

"Hey [Name], I just wanted to send you a quick video rather than another long email - I know how full your inbox probably gets.

First off, I've been following your [podcast/blog/group] for a while and I really loved your recent piece on [specific topic] - I actually shared it with my audience because it lined up perfectly with what I teach.

The reason I'm reaching out is, I think I could add real value to your audience by sharing [quickly describe your topic or unique insight]. It's something I've seen have a big impact inside my membership - and I think your listeners/readers would find it super actionable too.

If you think it might be a fit, just let me know and I'll send over a quick outline. Either way, thanks for the great content you're putting out - it's been genuinely useful for me and my members.

[Smile/wave] Hope to hear from you soon."



## LESSON 6:

# GUEST OUTREACH



## RESOURCE

### EMAIL TEMPLATE FOR GUEST BLOGGING

New Message



Hi **[Name]**,

I've been reading **[Site Name]** for a while, and I really enjoyed your recent article on **[specific topic]**. I shared it with my own audience and it sparked a lot of conversation, which is why I thought I'd reach out.

I'd love to contribute a guest article for your blog. I run **[your membership/business]**, where I help **[your target audience]** achieve **[specific result]**. Based on that work, I could put together something highly practical for your readers - here are a couple of possible topics:

**[Proposed Title #1]**

**[Proposed Title #2]**

I'll make it easy: the article would be 100% original, formatted for your style, with actionable takeaways. And of course, I'd actively promote it to my audience once it's live.

If one of these topics feels like a good fit, I'd be happy to send over a short outline before I draft the full piece.

Thanks for considering,

**[Your Name]**

Send



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AUDIENCE GROWTH



## LESSON 7:

# LEVERAGING COMMUNITY

In this lesson, we explore ways of becoming known and visible in other people's communities to expand your reach and attract people from that community into your own audience



### KEY TAKEAWAYS

Leveraging other people's communities is one of the most under-used ways to grow your audience - and one of the most powerful when done right.

It doesn't require big investment. It requires tact, consistency and genuine value. But the payoff is visibility, credibility, and trust far beyond what you might reach alone.

When you step into someone else's community, your first instinct must never be to blast your membership, your course, your lead magnet, or your content.

People can smell a hard sell before you even pitch it. Instead, make your entrance as someone who listens, helps, and adds value. Answer questions, offer tips, share ideas you've tried. Show generosity.

Over time, other people start to see you not as an outsider, but as someone who cares, someone who contributes. You become one of the go-to voices in that space - and your authority spreads not just inside that community but outwards, to your own audience too.

### HOW YOU BECOME THE MODEL MEMBER

- First, observe and learn. What does the community leader want from members? Which behaviours do they encourage? If they ask for progress logs, case studies, post-ups about lessons learned, follow that lead. Start your own log. Be honest. Show what's working and what isn't. Real experiences matter more than polished perfection.
- Second, contribute first. Don't just wait to be asked - add your insights when you see a question. Be helpful. Be valuable. Be consistent. Over time, people will learn your name and value your input.



## LESSON 7:

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- Third, share your wins - the results you get by applying advice, taking action, or by being part of the community. Remember, a win doesn't have to be massive: a better email open rate, a new member, a clearer process, fewer support emails. Share what others can learn from. If the community encourages "wins" posts, use them. If they don't, be thoughtful and respectful about how you share. The goal is to help others, not brag.
- Fourth, always follow the rules. Be respectful. Don't self-promote unless it makes sense or you are invited to. Understand the norms. Stay helpful and professional. Building trust is faster than trying to earn attention with noise.



### ACTION STEPS

Identify one community that you're either in or would benefit from joining which is occupied by the type of audience you'd like to reach, and then start leveraging that community more strategically following what you've learned.



## LESSON 8:

# GROWING WITH ADS

In this lesson I share the "Handraiser Strategy" for running paid ads that will bring cold leads into your audience and into your funnel.



### KEY TAKEAWAYS

Paid ads can be your audience-growth accelerator - but only if your core funnel is already working. If your content, lead magnets or membership page aren't converting, paid traffic won't fix that. What ads can do is amplify and speed up what's already working.

At the heart of your funnel is a simple human process: traffic becomes leads, and leads become sales. When someone first meets you, they are cold - they barely know you. As they consume your content, start interacting, and get nurtured by your emails, they warm up.

They begin to trust you. They see your value. Eventually they become members.

We teach something that we call the "Boomerang Strategy" for using paid remarketing ads.

Once people are already in your funnel - consuming content, opening emails, engaging - you use remarketing ads to keep them engaged and bring them back if they stop progressing.

These ads might promote your lead magnets, your email opt-ins, or your membership page. In effect, you "boomerang" people back into the parts of your funnel where they are most likely to convert.

But the tricky part is getting people into the funnel in the first place.

**That's where "Handraiser" ads come in:**

### THE HANDRAISER STRATEGY

This is how you draw cold audiences in - and how you improve the odds that those people are well aligned with your offerings before you spend heavily on ads.

#### STEP 1 Identify early-stage frustrations

Think about how your target audience feels before they even know exactly what the problem is. What keeps them awake at night? What leaves them stuck, exhausted, overwhelmed, or unsure what to do next? Use your experience, your member feedback, or tools like ChatGPT to test out phrases until you land on ones that really resonate.

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## LESSON 8:

# GROWING WITH ADS

### STEP 2 Create simple, low-friction “handraiser” ads

Take those frustration statements, boil them down, distil them into a single problem statement. The call-to-action is minimal: ask people to like or otherwise signal agreement. Design is purposely simple - even rough - so it stands out from glossy ads and avoids screaming “advertisement.” Low friction means more people will act quickly, without overthinking.

### STEP 3 Test cold audiences

Run your handraiser ads to broader or “lookalike” audiences, or interest-based segments. Keep your budget modest until you see what phrases and designs perform best. The goal here is volume and resonance, not sales or heavy conversion right away.

### STEP 4 Retarget the people who raised their hands

Now you have an audience that has already self-identified: they see the frustration you pointed out, they relate to it. You then speak directly to them again - using that same language - and offer something that addresses the issue: a quiz, assessment, relevant content, or lead magnet. The message is hyper-specific, tied to what they already reacted to, and low-barrier to engage with.

### STEP 5 Guide them down your funnel

Once they opt in or consume your content, you can retarget them with deeper material, nurture via email, and bring them into your membership funnel. The Boomerang Strategy can be used here to bring people back to your offers, keeping them engaged until they’re ready to buy.

## WHY THIS WORKS

When people respond to a handraiser ad, they are already saying yes - they agree with the problem you described. That means your audience is no longer generic - it’s self-filtered.

You spend less money trying to convince people who don’t care, and more resources on those who already care. Because the ask is so simple, people are more likely to engage without resistance. They don’t worry about being sold to; they just signal agreement, which feels easy and non-committal.

## LESSON 8:

# GROWING WITH ADS

From that starting point, you speak directly to what matters to them, validating their frustration, and then offer real value that holds the promise of addressing it. Each step feels relevant and helpful - not pushy.

Over time, this builds trust, increases the likelihood that people will opt into your world, warms them up, and eventually leads them to your membership.



### DEEP DIVE

For the bigger picture strategy of how to guide those newly attracted audiences down your sales funnel using remarketing with the “Boomerang Strategy”, check out our in-depth course:

*[Facebook Remarketing for Memberships](#)*



### ACTION STEPS

Conduct an initial test of the Handraiser Strategy using statements you've researched about your audiences' frustrations