

4 Keys to Building a Powerful Audience

a live training with
JEFF GOINS

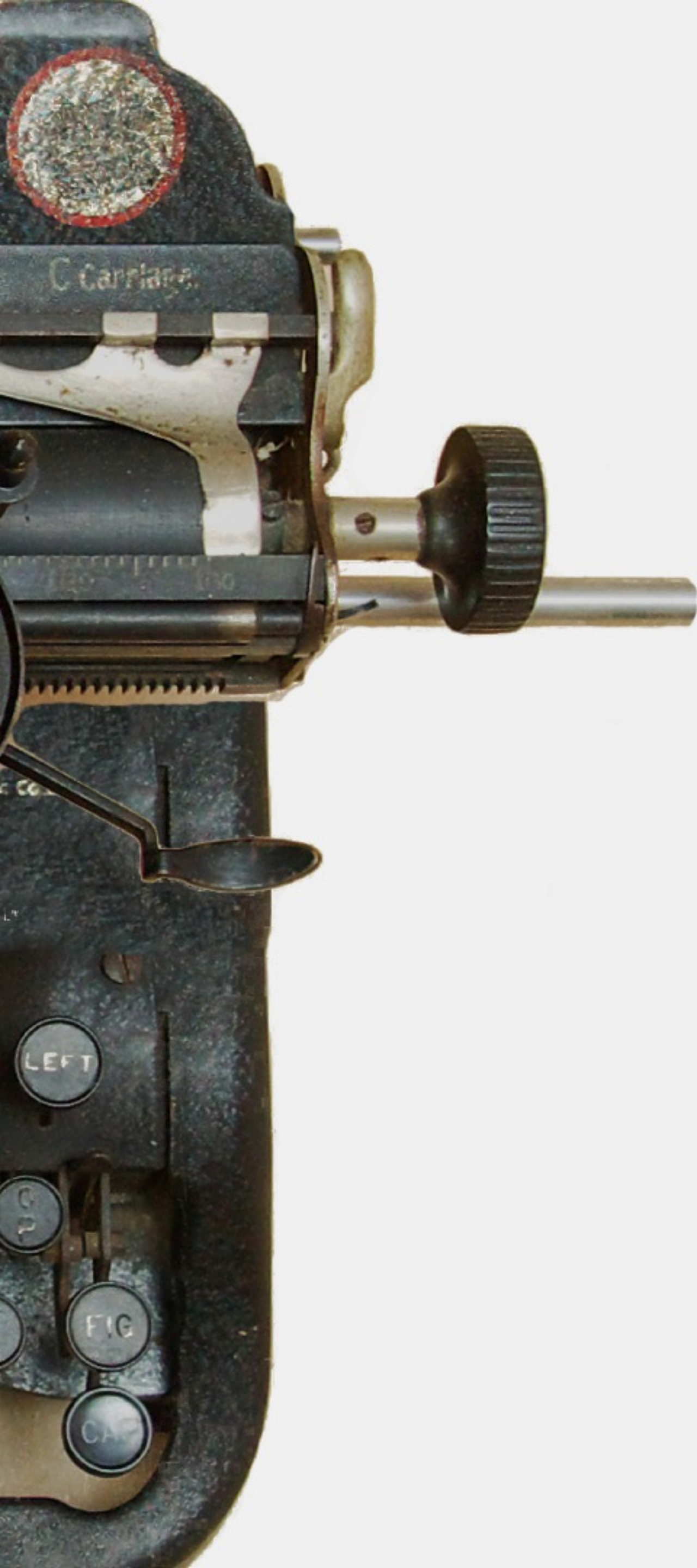




Hi, this is me.

Questions *or* Comments?

Use the comment box or
#goinswebinar on Twitter



In 2 years


BLOGGER, to a
PUBLISHED AUTHOR,
FULL-TIME WRITER,
and an ENTREPRENEUR

For years,
I always
dreamed
of being a writer

Within 1 year
I had an email
list of about
10,000 people

Over 50,000
people were
visiting my blog
on a regular
basis

**HOW DO YOU
DO IT?**



If you do
the **work**,
you will see
results

Key #1

HONE YOUR VOICE





*Art that isn't shared,
or experienced by
someone else doesn't
fulfill its **purpose.***

HOW TO *Hone* *Your Voice*

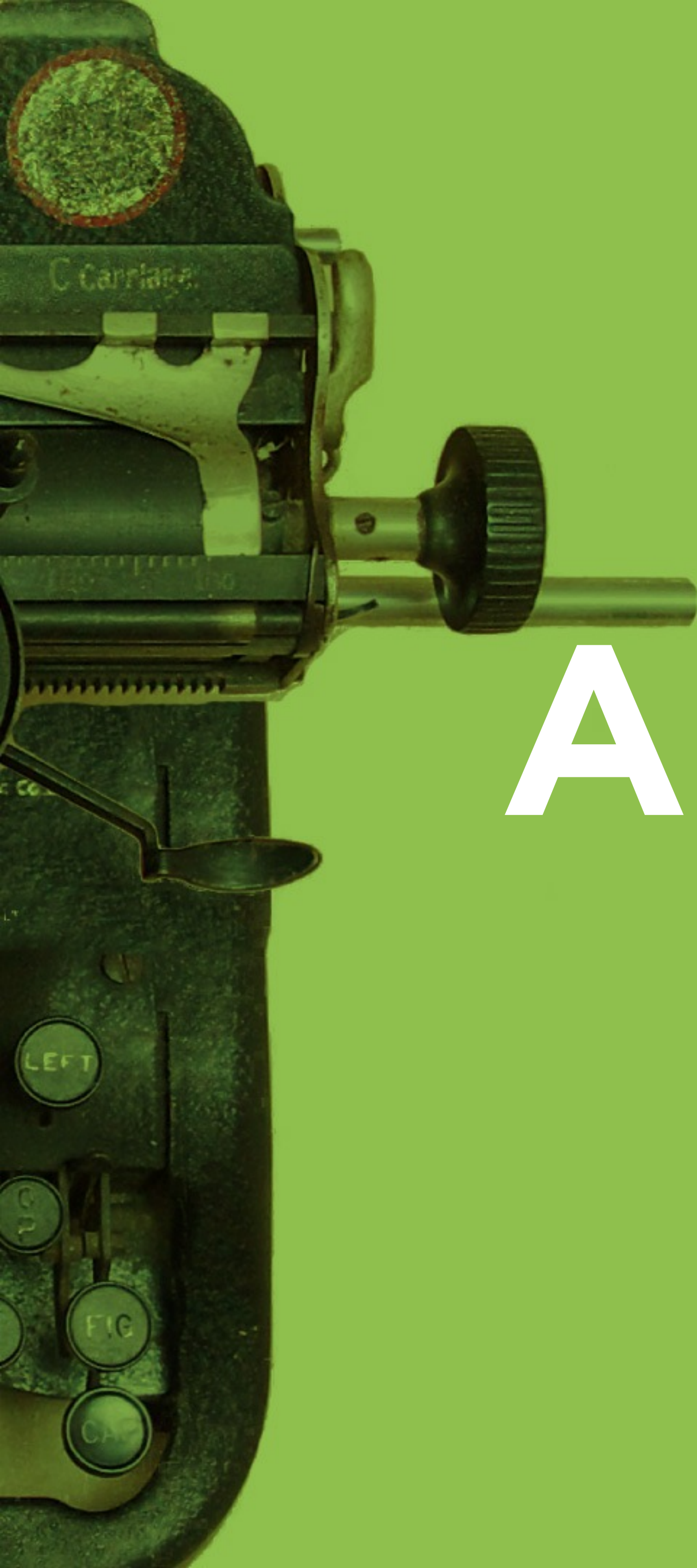




1. OWN YOUR *IDENTITY* AS A WRITER



**“You *are* a writer.
You just need
to write.”**



2. WRITE FOR
A WORLDVIEW,
not A TOPIC

*“If you hit the
right note,
with your writing,
it will **strike a chord** with
people.”*



3. STOP
WORRYING
ABOUT
GOOD

**What is GOOD
writing?**

There is **no such thing**
as good writing.



Don't think in
terms of **good**,
but in terms
of ***effective.***



4. CUT
THE
FLUFF

**If you can't say
it in 5 words,
you can't say it
in 500.**

Every
word
counts



**5. PRACTICE
EVERY DAY**

Frequency over
quantity

**500 WORDS A
DAY**

“This is how you do it:
you sit down
at the keyboard and you
put one word after another
until it's done.

It's that easy, and that **hard.**”

—Neil Gaiman

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Key #2

Establish Your PLATFORM

**What's a
PLATFORM?**

Whether you realize it or not,
YOU HAVE A PLATFORM



*Can I build a platform
doing what I do,
or do I have to play
somebody else's game?*

**YES,
YOU CAN**

Understand **how** the game is played

what the **rules** are

and how your platform **fits** into that



5

TYPES OF PLATFORMS

1. THE JOURNALIST

Builds platform by
ASKING QUESTIONS

The only requisite:

curiosity

2. THE PROPHET

Builds platform by telling
the **dirty, ugly, nasty** truth

The only requisite:
dissatisfaction

3. THE ARTIST

Builds platform by
CREATING ART

The only requisite:
an eye for beauty

4. THE PROFESSOR



Builds platform on **FACTS**

They are obsessed
with facts,
getting it right,
and

knowing how everything works

The only requisite:

thirst for knowledge

5. THE CELEBRITY

Builds platform on CHARISMA

Well known for their likable
personalities

The only requisite:
a heart for people

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A teal background with a network diagram consisting of numerous nodes (small circles) connected by thin lines. Some nodes are highlighted in a darker green color. The network is dense and interconnected, with lines crisscrossing the entire frame.

Key #3

EXPAND Your Reach

**Think of it like a
PARTY**

A teal background with a network diagram consisting of numerous nodes (small circles) and connecting lines (edges). Some nodes are highlighted in a darker green color. The network is distributed across the entire background, with a higher density of nodes and lines in the upper right and lower left corners.

1. GUEST POSTING

FREE ADVERTISING
FOR YOUR BLOG

Form the relationship **first**.

The background is a solid teal color. Overlaid on this background is a complex network diagram. It consists of numerous small, dark teal circular nodes connected by thin, dark teal lines. Some nodes are larger and colored a vibrant green. The connections between nodes are crisscrossing, creating a web-like pattern that fills the entire frame. The overall aesthetic is modern and tech-oriented.

2. EMAIL LIST

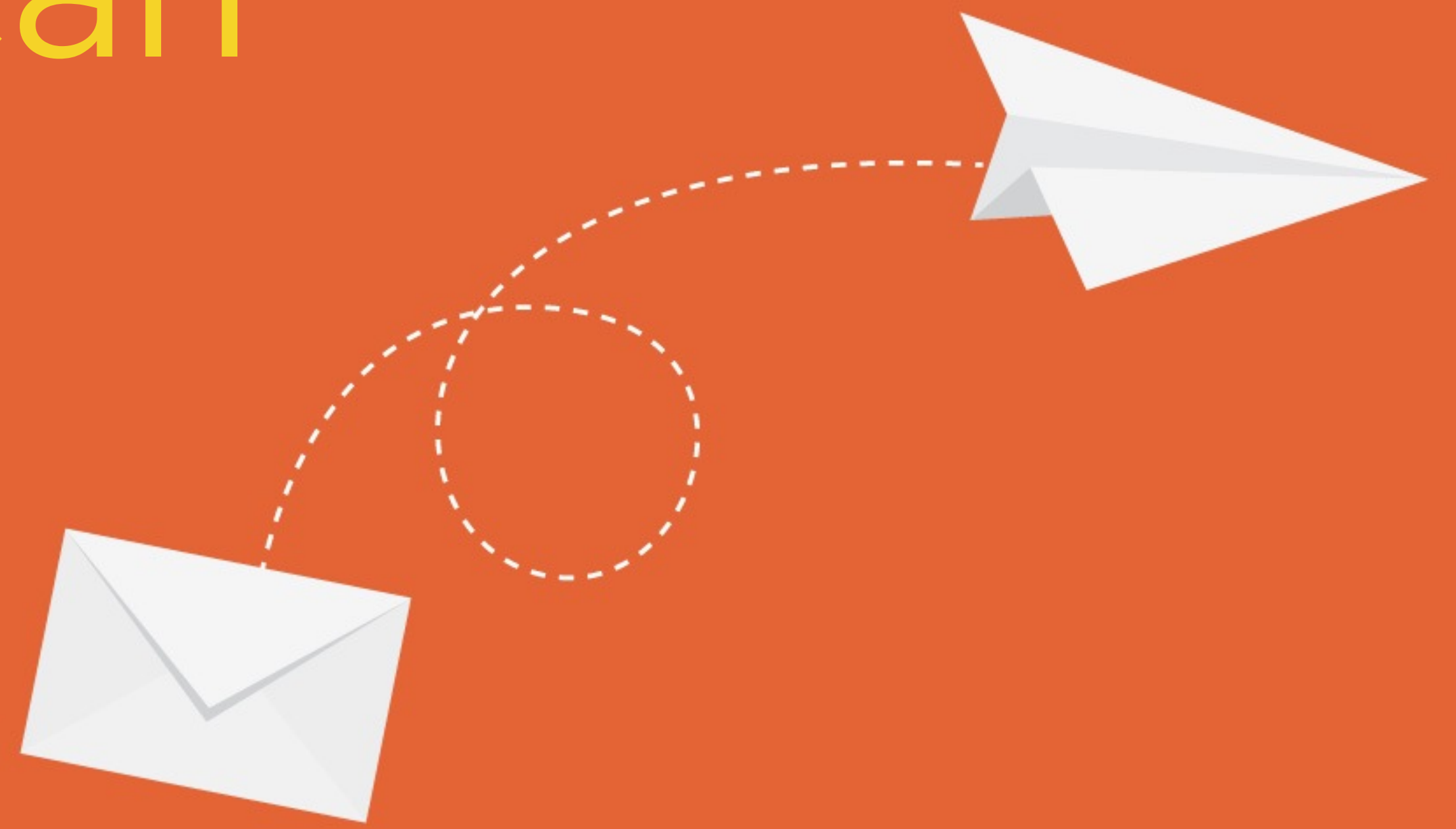
THE IMPORTANCE OF BUILDING AN EMAIL LIST



An email list is an **essential** part
of an online business and
a serious platform



An email address
is most **universal**
way that you can
communicate
with **most**
people online



If you don't have an email list,
you haven't built a platform.

GIVE SOMETHING AWAY
FOR FREE

A teal background with a network diagram. The diagram consists of numerous small, dark teal circular nodes connected by thin, dark teal lines. Some nodes are larger and colored a vibrant green, while others are smaller and dark teal. The connections are scattered across the entire frame, creating a complex web of lines.

3. NETWORKING

*Helping people,
by doing **favours**.*

Ask them to do
something small
that allows you to
build trust over time

I could tell people
stories.

I could interview
people.

It's not who you know.

*It's who you **help**.*

Questions *or* Comments?

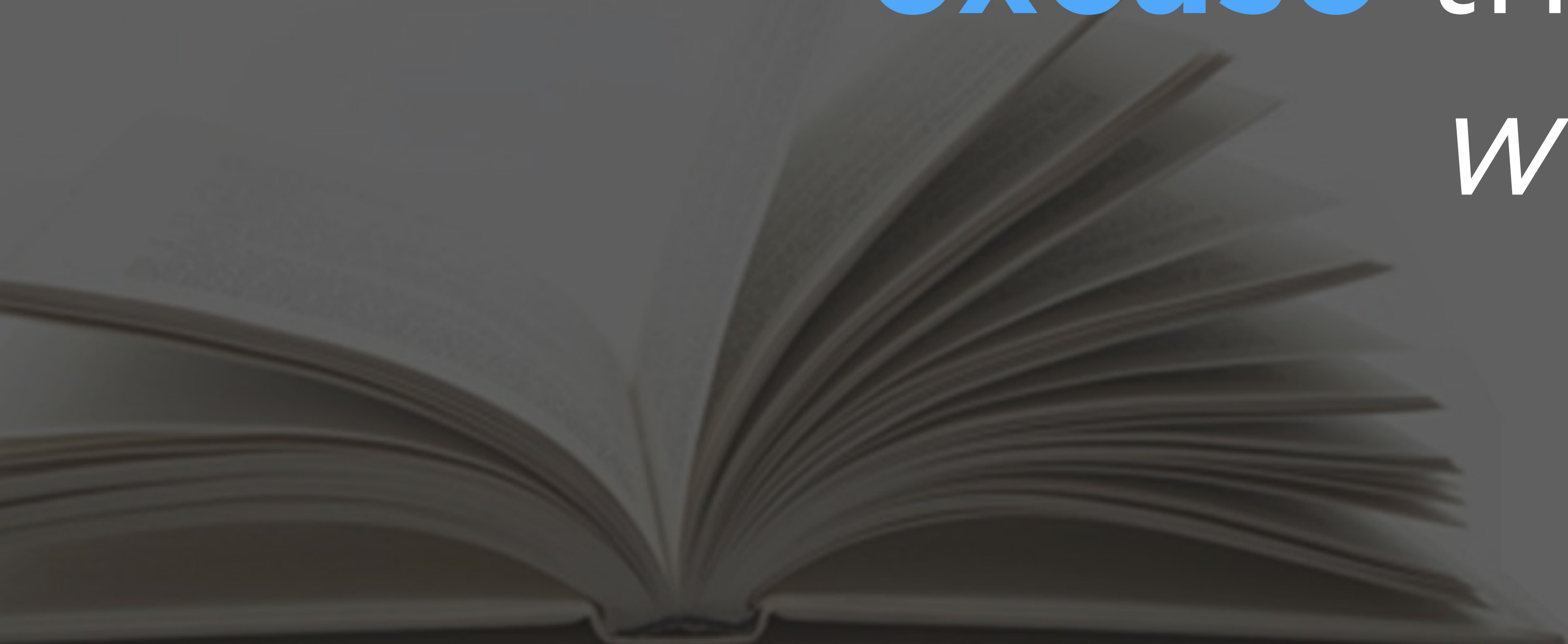
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Key #4

Getting Published



If you have an idea that *you*
want the world to hear,
you no longer have the
excuse that *no one*
will let you.



STRATEGIES FOR GETTING PUBLISHED

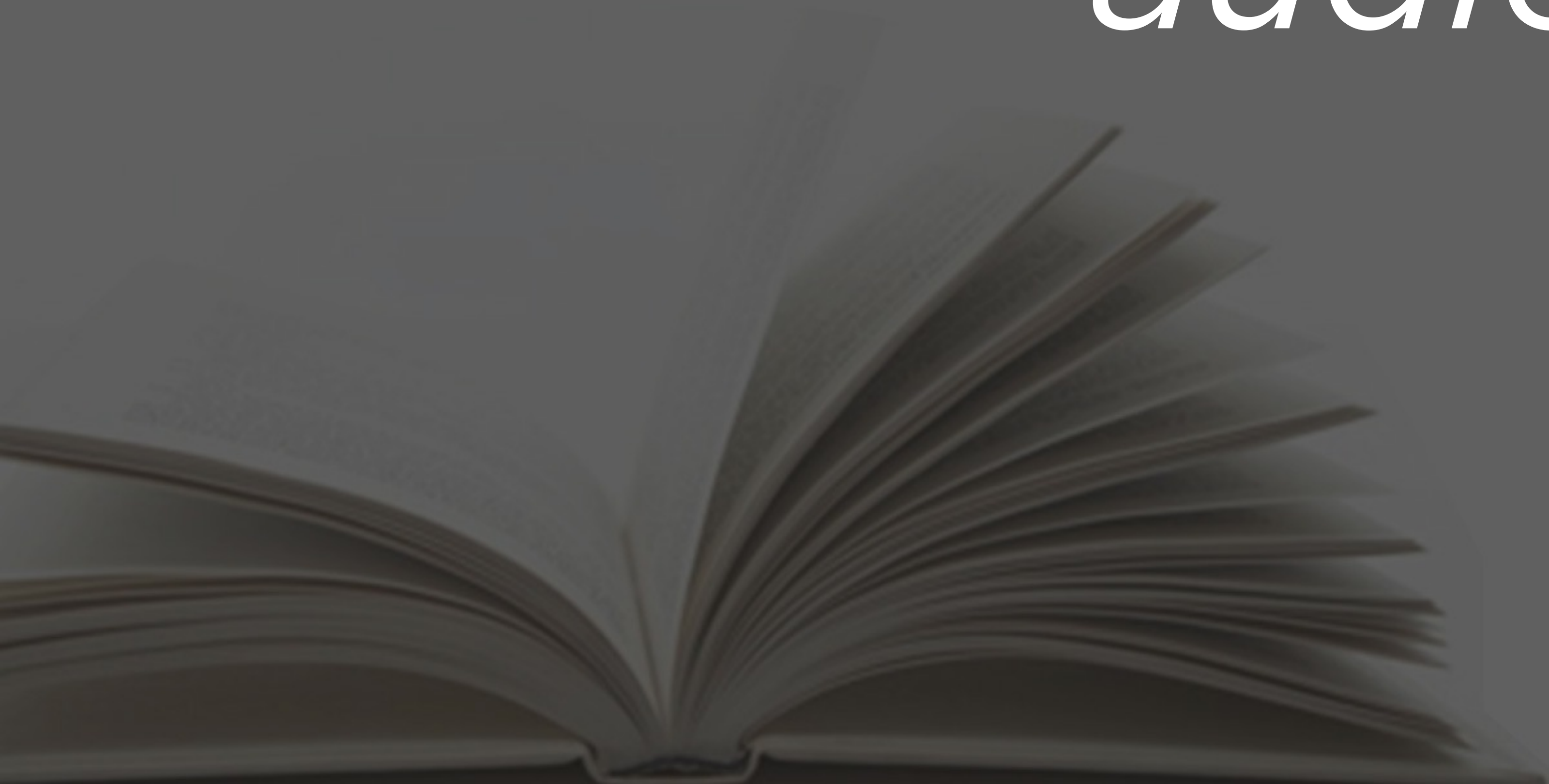
1. CRAFT A MANIFESTO



SHORT, statement
of purpose that
picks a **FIGHT**

*It will get your
audience to*

ACT



2. Write for
magazines and
other publications

Know the editor



**KNOW THE
PUBLICATION**

Know your subject

3. Publish an eBook on Amazon

*Plug into the
power of an
existing
network*



4. Write a book
proposal

*Not a question
of **IF**, but a
matter of
WHEN*



PUBLISH

“Nobody is going
to come and
pick me.

I’m going to have
to pick myself.”

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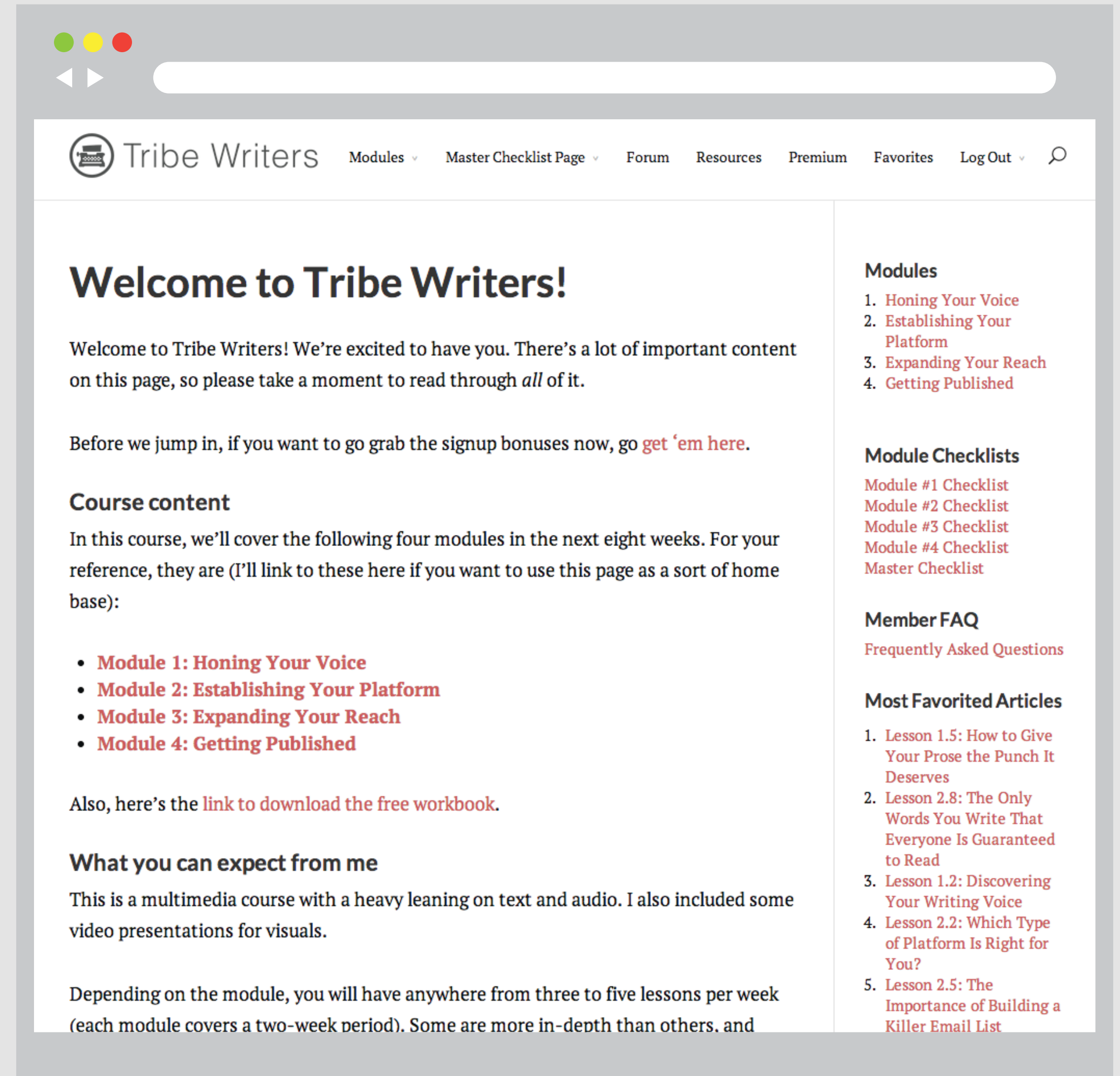


Tribe Writers



Tribe Writers

online membership Website



One-time fee

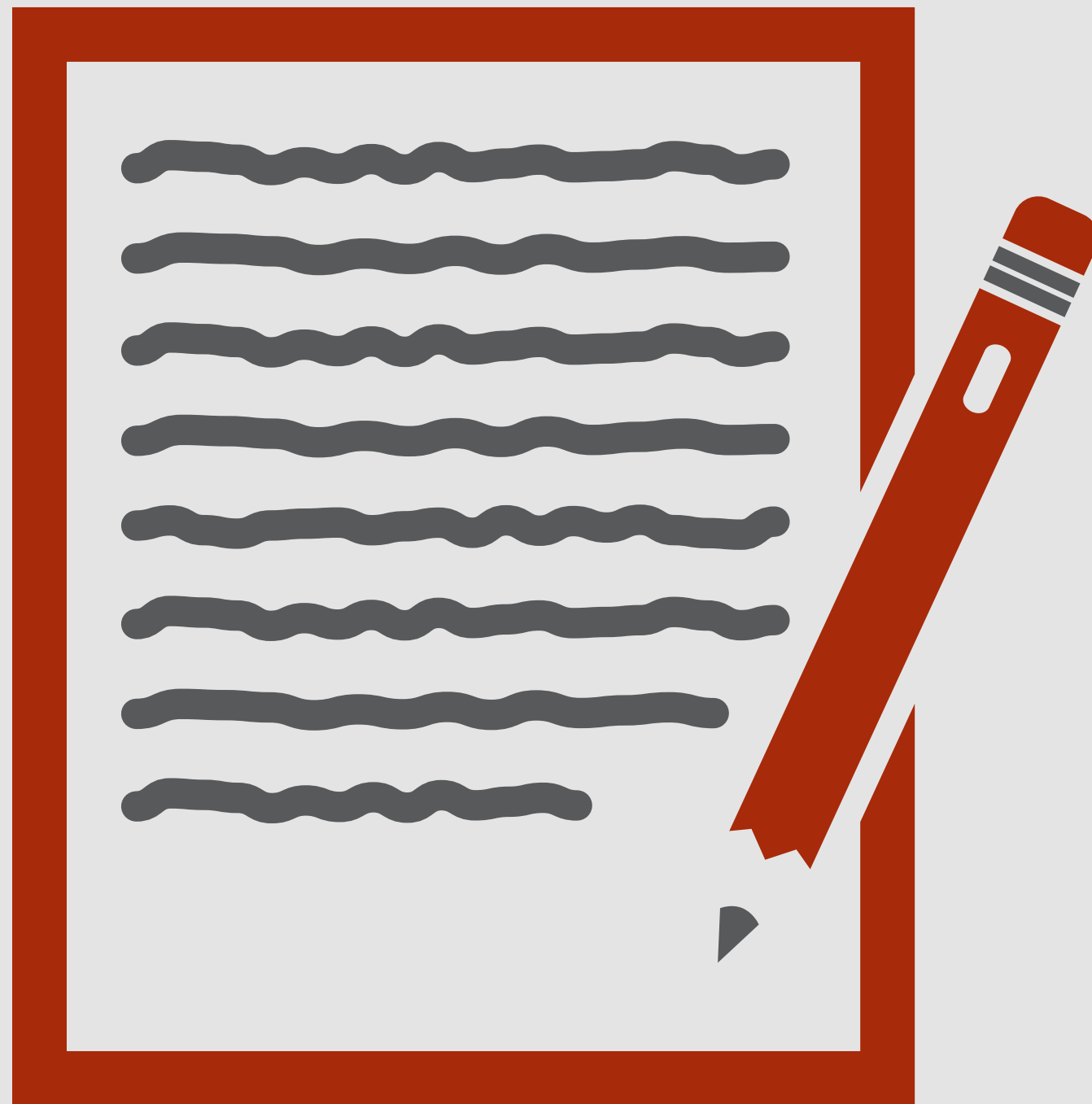
Lifetime Access

Eight-week Course

Four Modules

Module 1:

HONING YOUR VOICE



In this module, you'll dig deep into the craft of writing, learn the essentials of crafting great blog posts and how to reach an audience.

Module 2:

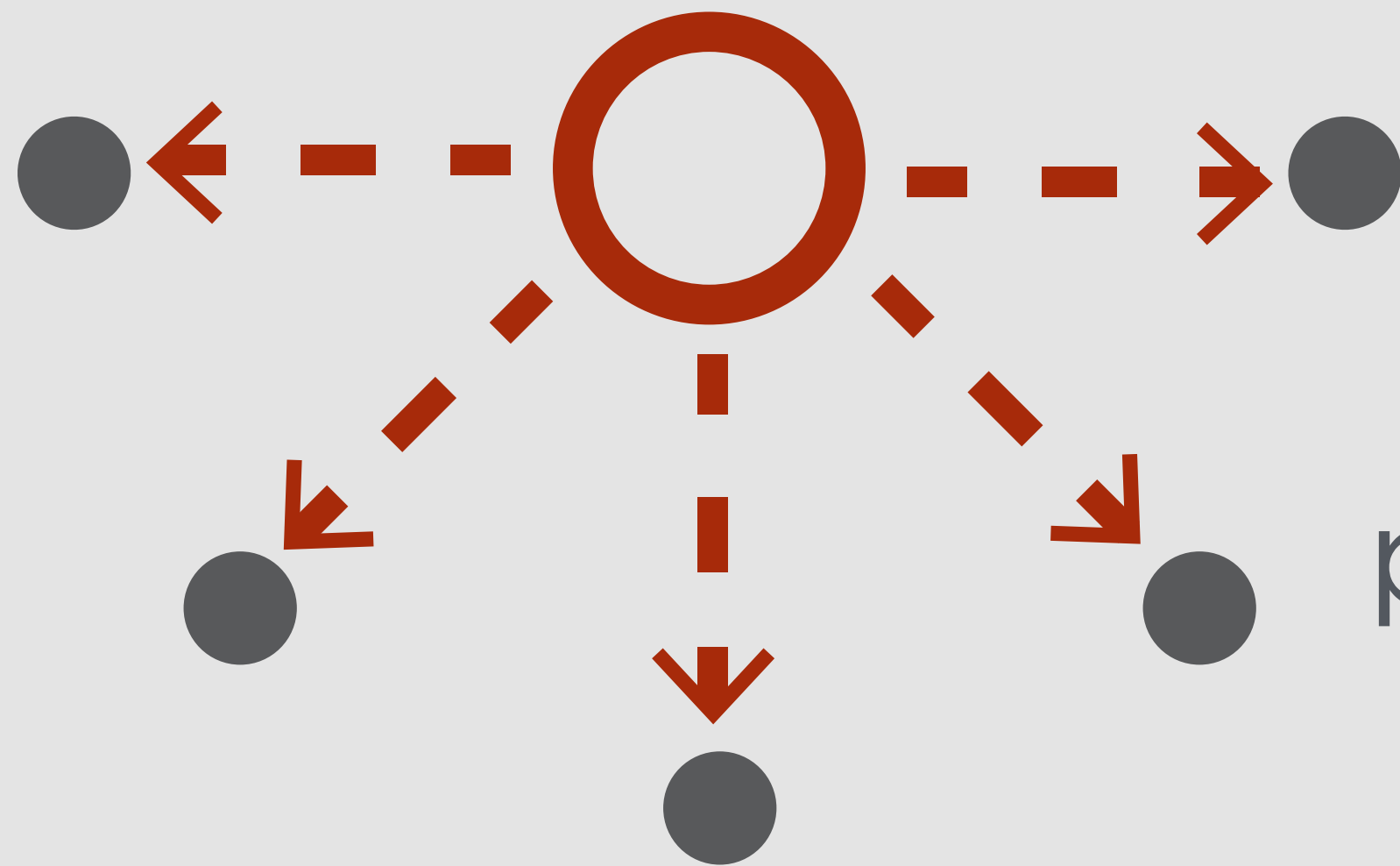
ESTABLISH YOUR PLATFORM



In this module, you'll learn how to build a powerful platform, including the ins and outs of blogging and social media.

Module 3:

EXPANDING YOUR REACH



In this module, you'll take the platform you've established and go find an audience. Together, we'll tackle the secrets of successful guest posting, getting published in magazines, and how to network

Module 4:

GETTING PUBLISHED



In this module, you'll learn what it takes to get published, whether you decide to go traditional or self-publish, and how to monetize your platform.

*Plus \$160 of
bonuses*

PREMIUM MEMBERSHIP

\$597

The big enchilada. With over seven hours of additional content, the premium membership is for those who want more than the beginning steps.

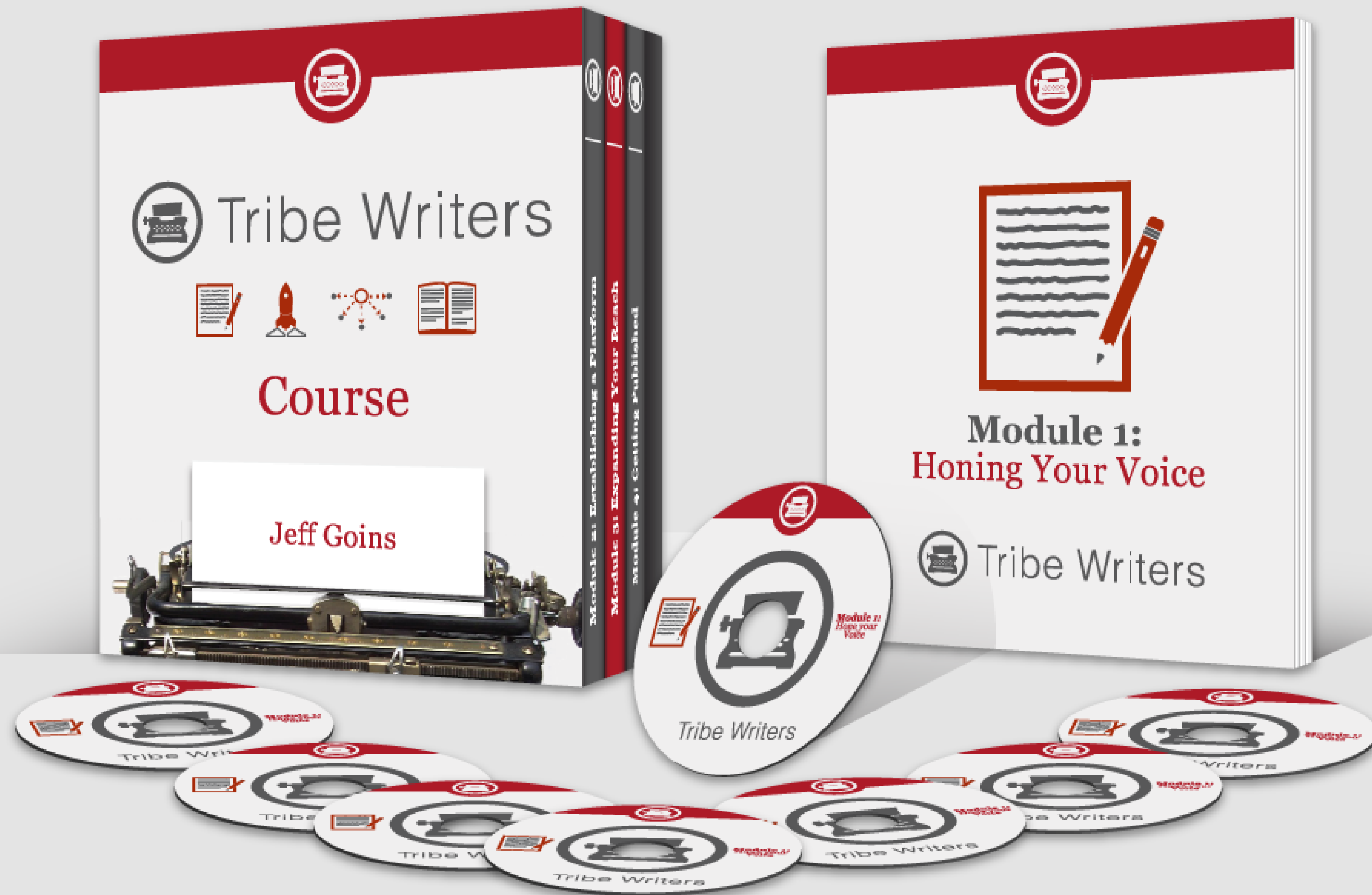
With a premium membership, you will get detailed case studies from real students, as well as extra video teachings that you won't find anywhere else.

STUDENT MEMBERSHIP

\$397

This is perfect for folks who are just getting started. We will walk you through the beginning steps of launching a blog, starting an email list, and finally finding your tribe.

*Here's my
guarantee...*



tribewriters.com/join