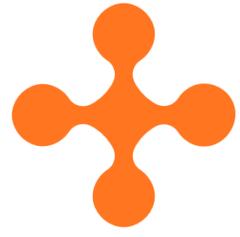


#CEX25

Ann Gynn

Behind the Scenes:
What Leading Creators Do
To Grow Audiences Today

CEX



An audience is ...





5 Kinds of Audiences

Filter through your entrepreneurial eyes

1. TARGET AUDIENCE

Business Goal:

Get people to know your brand and interested in your content

2. PROSPECTS AND CUSTOMERS

Business Goal:

Get people to buy your products and services

3. CHAMPIONS

Business Goal:

Get audience and customers to talk about your brand and content





What is the Content Goal? Call To Action

What do I want this person to

- Know? [awareness]
- Think? [acceptance]
- Do? [action]

&

What does this person want to do next?

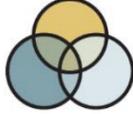
TARGET AUDIENCE

IDEA

Email everybody you know

Entrepreneur

Alexis Haselberger

 **ALEXIS
HASSELBERGER**
coaching & consulting



Target Audience

IDEA

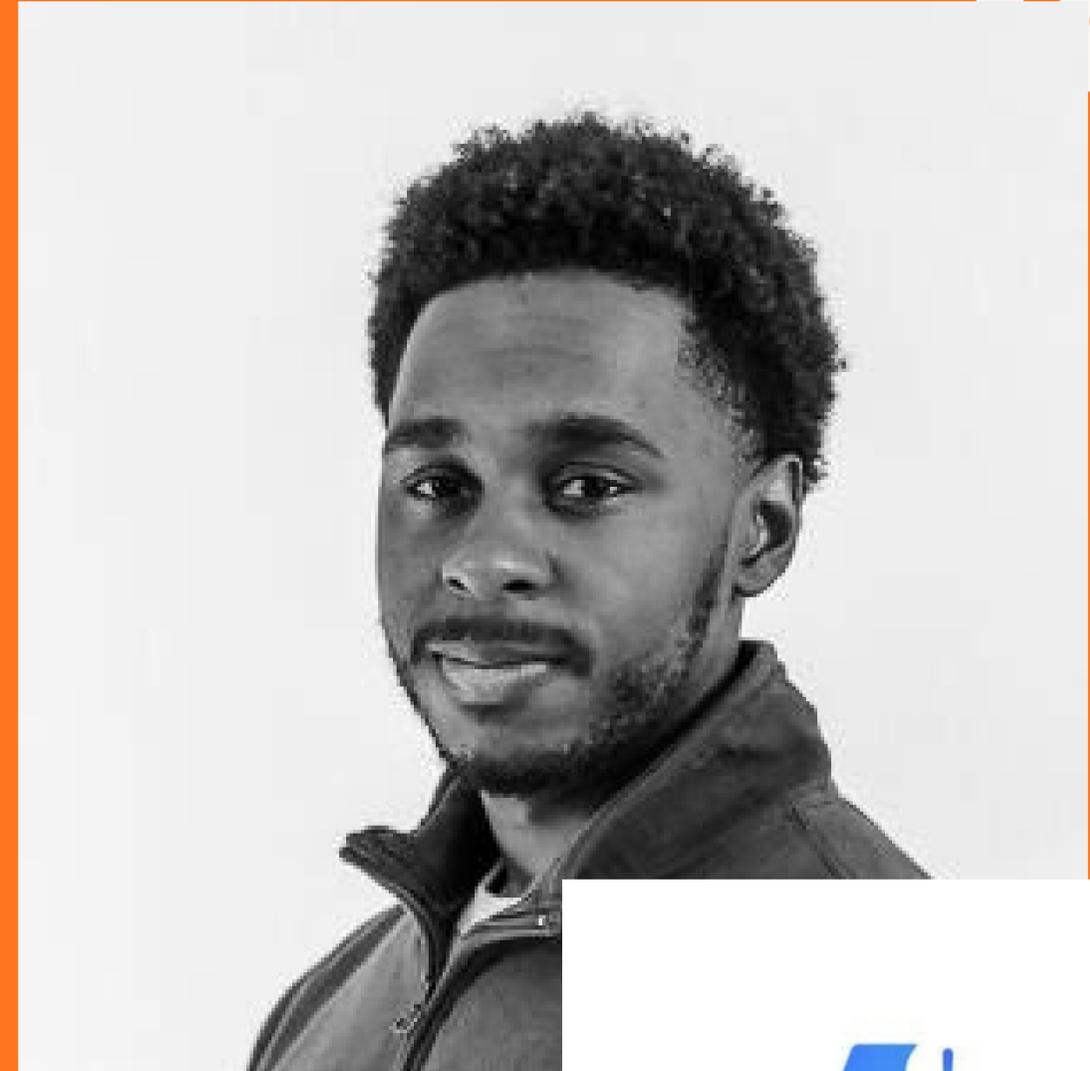
Instagram and TikTok

[social media]

Entrepreneur

Leqwane Lynch

Alerts Daily , a sneakerhead newsletter



TARGET AUDIENCE

IDEA

Engage and comment

Entrepreneur

Dakota Robertson

Growth Ghosts



TARGET AUDIENCE

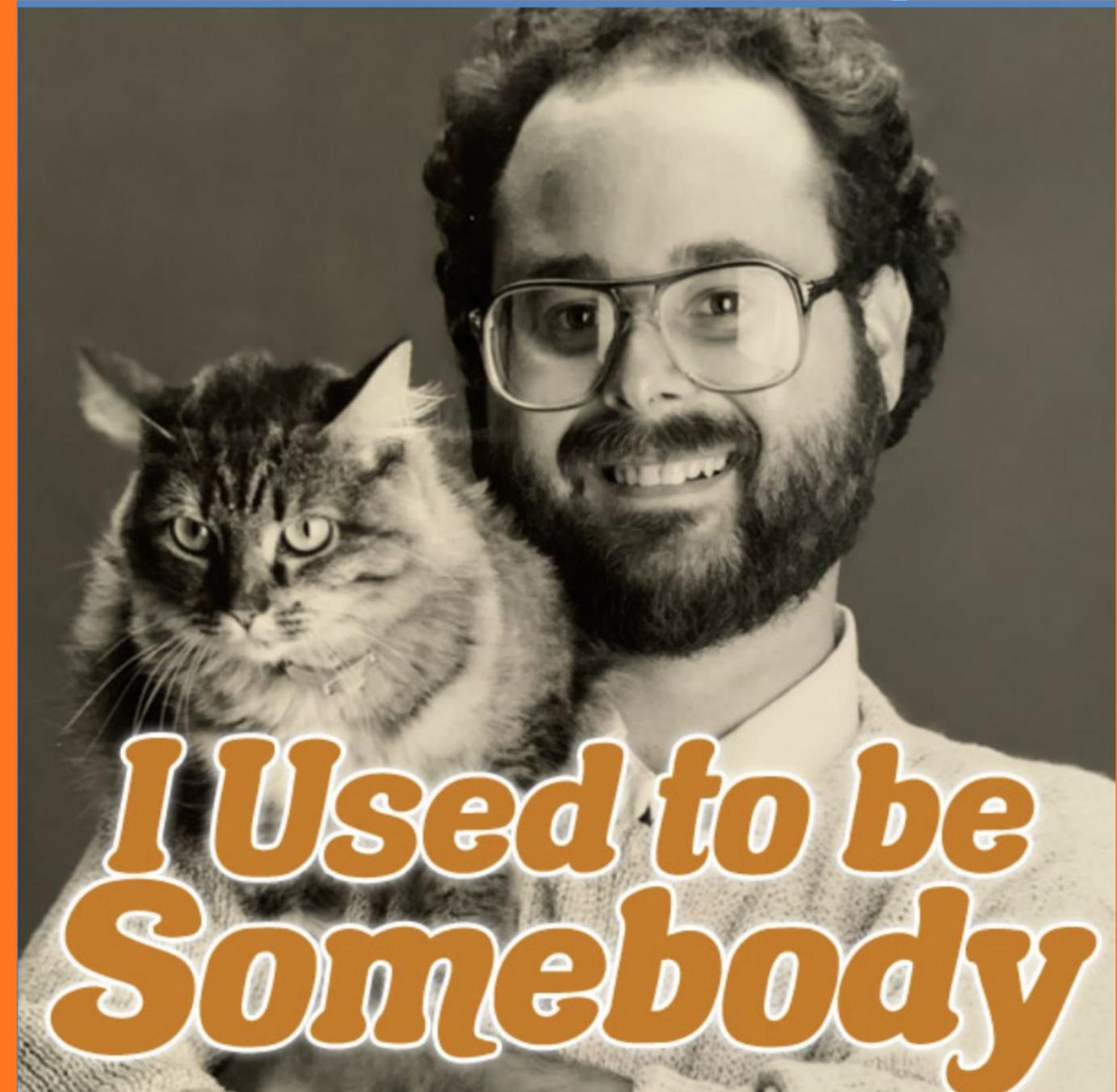
IDEA

Launch a pre-product

Entrepreneur

Carl Landau

I Used To Be Somebody podcast



TARGET AUDIENCE

IDEA

Speaking gigs

Entrepreneur
Tiffany Yu
Diversability



CUSTOMERS



IDEA

30 - minute call for new paid subscribers

Entrepreneur

Simon Owens

Simon Owens's Tech and Media
Newsletter

CUSTOMERS



IDEA

Adjust business model

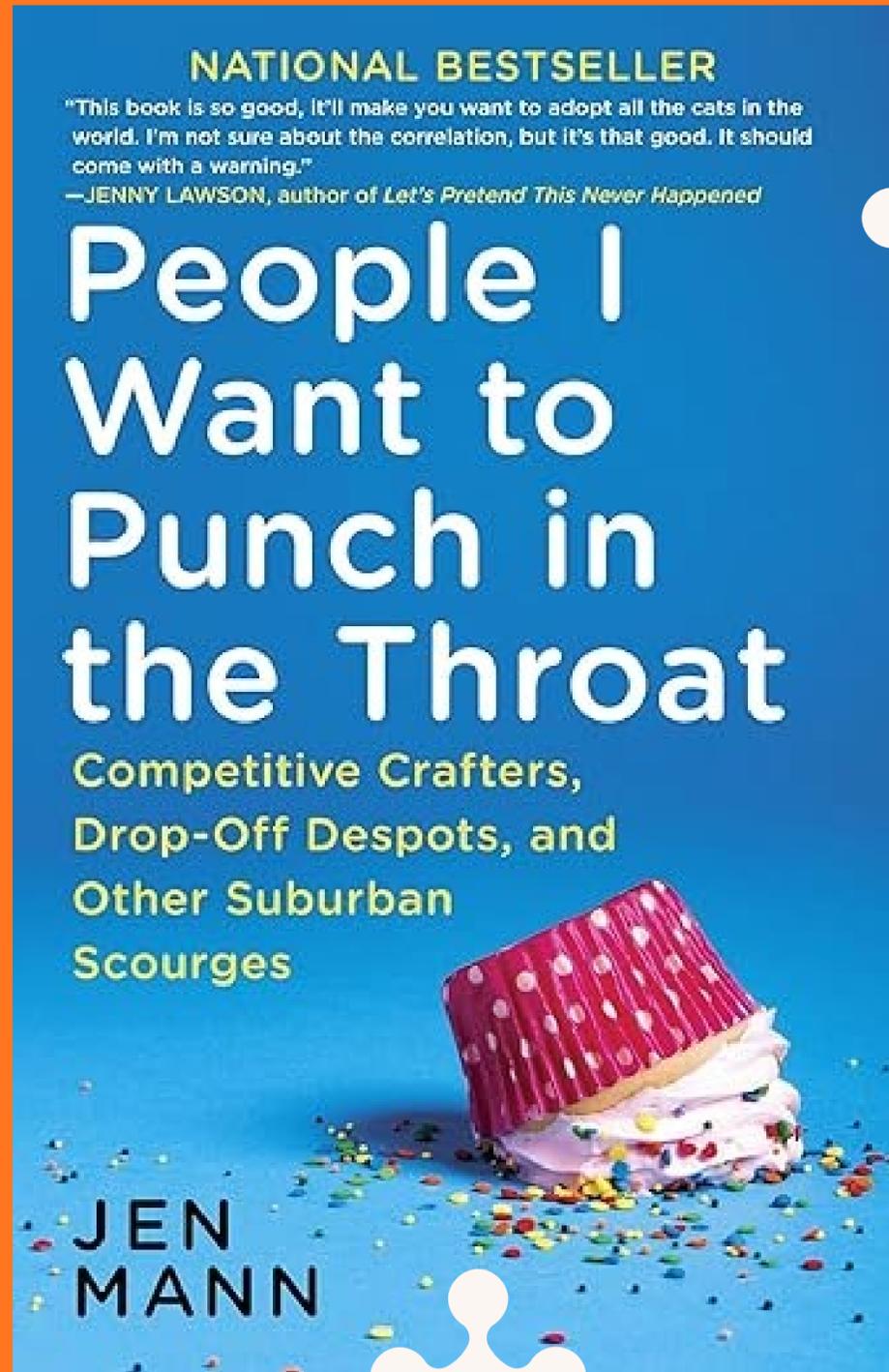
[free and paid, shifted to paid -
only community]

Entrepreneur

Scott Martin

Groundswell Origins

CUSTOMERS



IDEA

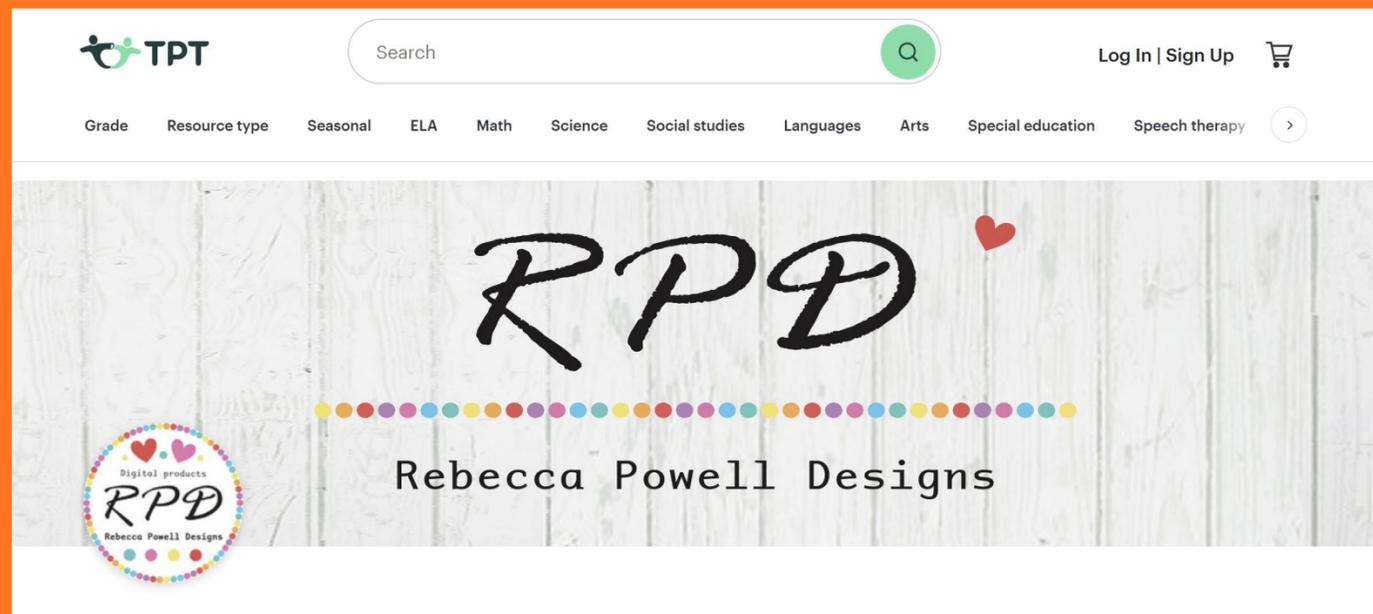
Sell low - cost product

Entrepreneur

Jen Mann

People I Want To Punch in the Throat

CUSTOMERS



IDEA

Third - party product platforms
[Teachers Pay Teachers]

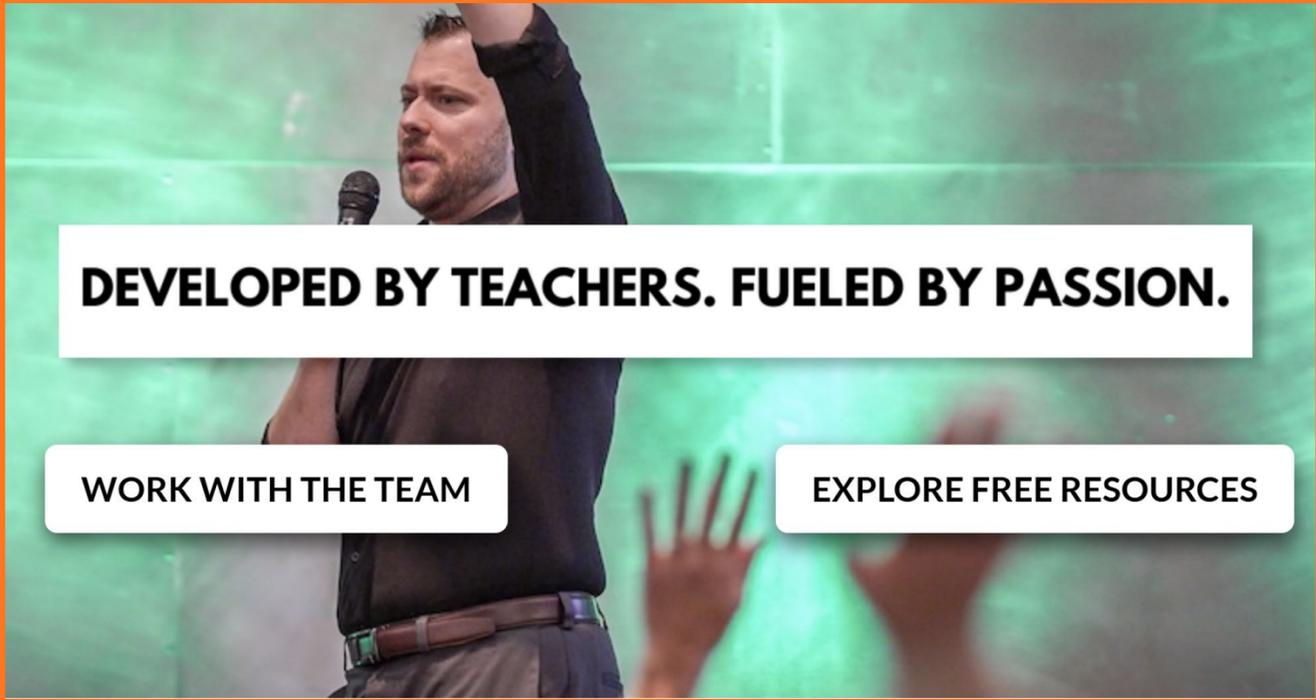


Entrepreneur

Becky Powell

Sight Words Activities

CUSTOMERS



IDEA

Toys 'R' Us Model

[attract teachers; sell to schools]

Entrepreneur

Jeff Gargas

Teach Better

CHAMPIONS

IDEA

Answer every email

Entrepreneur
Ryan Sneddon
Naptown Scoop



NAPTOWN  **SCOOP**



CHAMPIONS

IDEAS

Digital badges

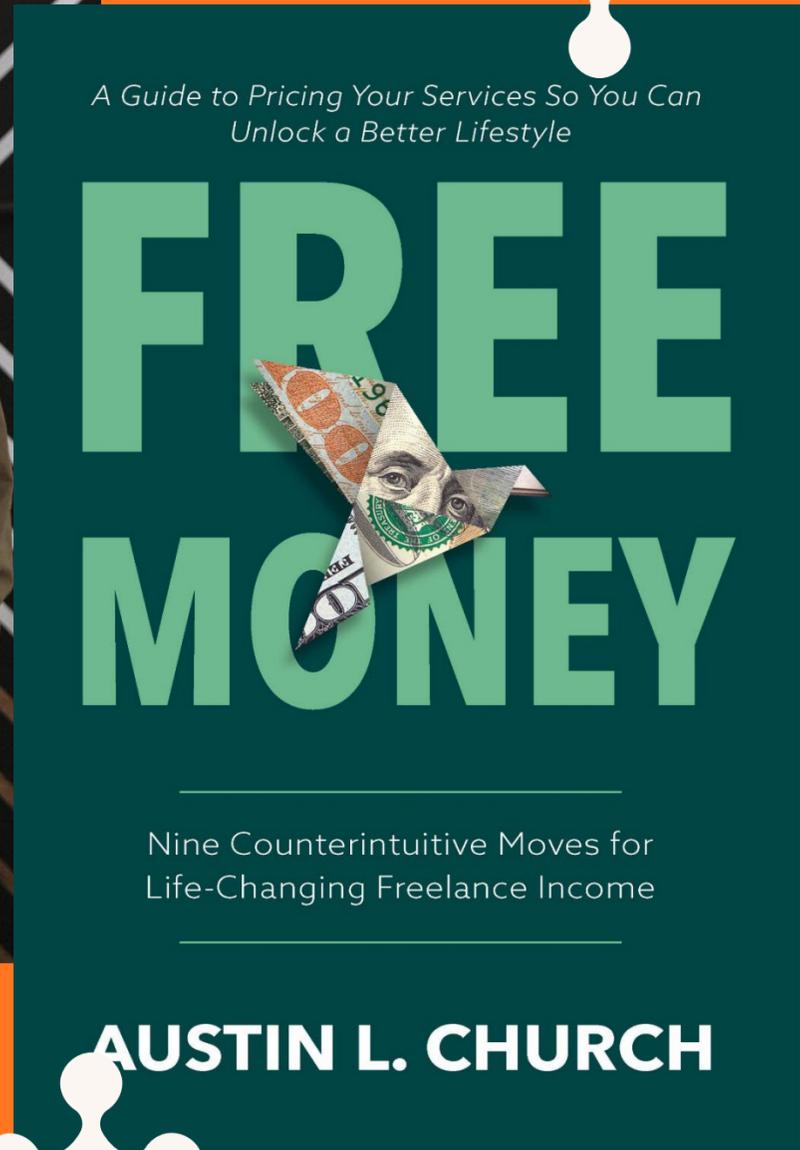
Merch

Champion kits

Referral rewards

Shoutouts





IDEA

Guesting

Entrepreneur

Austin L. Church

Freelance Cake

Author, Free Money



1440 is the knowledge company for the intellectually curious. But it began as an email we sent to 78 people.



IDEA

**Cross - Promotion
aka Swaps**

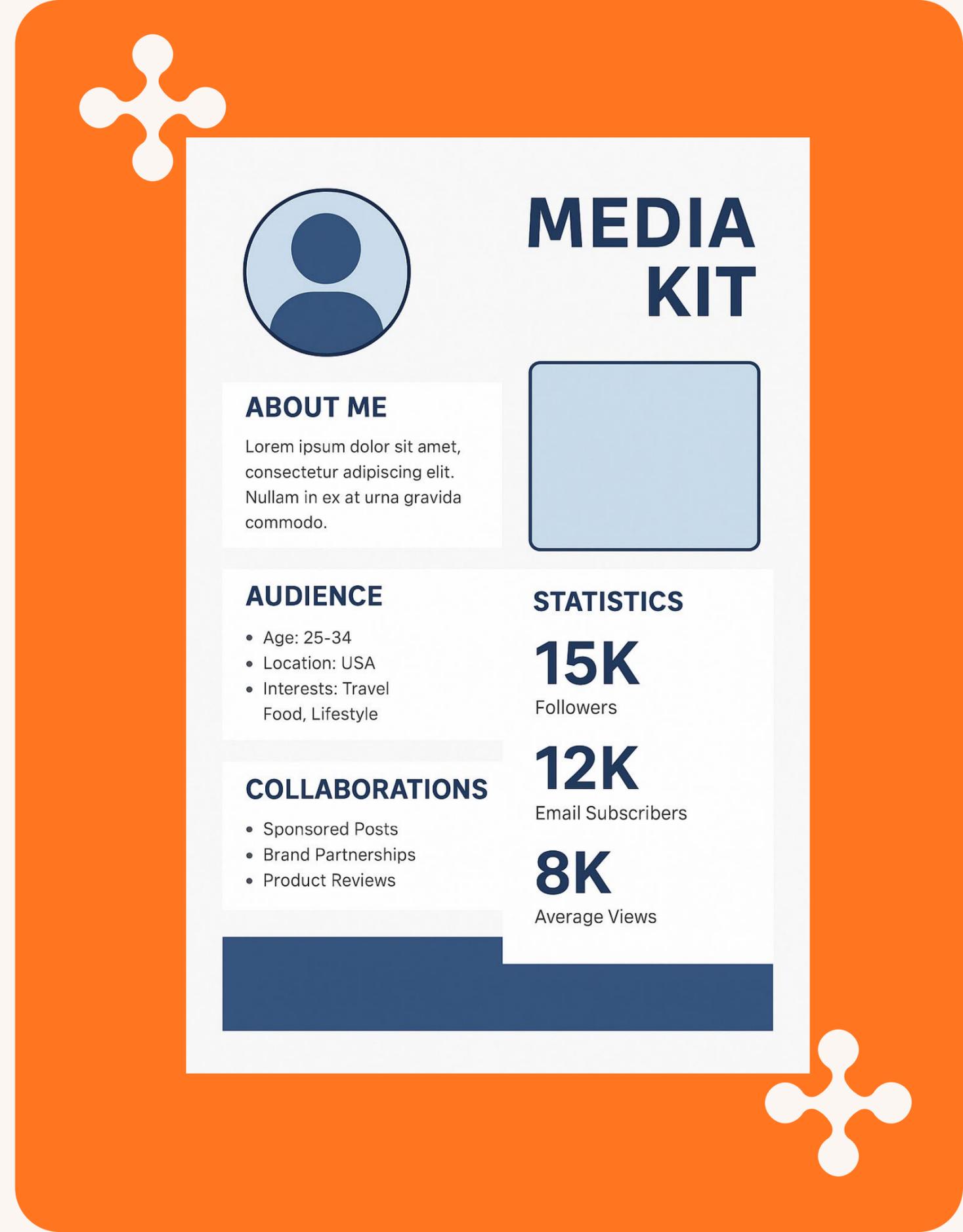
Entrepreneur

Tim Huelskamp
1440 Newsletter

ADVERTISERS & SPONSORS

IDEA

- Pitches
- Media Kit
- Testimonials & Reviews



ADVERTISERS & SPONSORS

IDEAS

- Partners [Converge; Fox Soul]
- Content Adjustment [Ratings Guide]

Entrepreneur

Anthony and Marlie Love
Traveling While Black



Ready To Grow Your Audiences?

Do one idea for each category:

- Target audience
- Prospects and Customers
- Champions
- Media
- Advertisers & Sponsors

Resources

<https://bit.ly/CEXaudience>

Let's Connect

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