

**BUSINESS GROWTH CAN  
BE ELEGANTLY SIMPLE**

**25 Ways to  
Attract an  
Audience of  
Buyers**

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# 25 Ways to Attract an Audience of Buyers



Accelerate the Growth of Your Business

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[www.christinecampbellrapin.com](http://www.christinecampbellrapin.com)



# Hello, I'm your business mentor Christine Campbell Rapin

In order to achieve consistent client growth, business owners need to firstly learn how to attract an audience of buyers and secondly have a strategy that moves qualified prospects from being simply being curious to becoming a paying client.

It is important to understand that not all audience members are going to be buyers immediately. In fact, only 3% of your potential buyers are ready to buy on any given day. That is why building your audience needs to be an ongoing effort.

A potential buyers is characterized by 3 key factors:

- 1.They are aware they have a problem or known gap between where they are and where they want to go.
- 2.They are actively seeking a solution to solve the problem and bridge the gap.
- 3.They recognize that they may need support, resources and guidance to achieve the desired result as their current efforts are not yielding the desired results. .



Guiding a potential buyer to paid client requires business owners:

- Capture the attention of a potential buyer and bring awareness to how you may guide them to achieve their desired results in a way that is more effective than their existing efforts.
- Build a clear strategy that you can implement consistently that helps your potential buyer easily identify if they are in the right space to find support and can find guidance to solve the problem to achieve the results they seek.
- Create experiences that nurture potential buyers and move them from being merely curious about what you do, to viewing you as the "must hire expert" when they are ready to take action and invest in getting support to achieve their desired results.
- Make offers that creates valuable results predictably. Note that potential buyers must view the results as more valuable than the investment level of your offer and feel increased confidence that achieving the results is possible in a shorter period of time with less effort or resources than trying to achieve the results on their own..

**In this resource there are 25 ways to attract an audience of buyers so that you can:**

**Get Clear.**

**Become the Must Hire Expert.**

**See Results.**

Enjoy!

*Christine*

BUSINESS GROWTH CAN BE ELEGANTLY SIMPLE

# 25 Ways to Attract an Audience of Buyers

## 1. Website

The most important business asset you own is your website as it is the one place you 100% control the message where you begin nurturing the potential buyer relationship. Your website should clearly answer the question to your potential buyer: "Am I in the right room?" and help them to evaluate whether you are the right guide (the "must hire expert") to help guide them to achieve their desired results when they are ready to invest in support to achieve their goals. Be sure to include Lead Magnets that help you build your email list of those potential buyers who indicate that they value and seek the outcomes your programs and services offer.

## 2. Build Your Own Media Platform

While buyers can be found in most platforms, having the ability to have direct control over the content and communication will boost conversion rates when you are viewed as an "expert" with specialist knowledge, especially when you can incorporate a community element to your media programming. Several options include creating your own podcast, radio show, YouTube channel, hosting live events on social media platforms, creating a blog or events either in person or virtually.

## 3. Get Published

Social proof can play an important role in building trust with potential buyers. That is why getting published can be a great way to establish yourself as an expert with specialist knowledge to those seeking answers to problems. Being publicly endorsed through the written word can help to accelerate the "know, like and trust" factors which are key in the buyer decision process. Several options include writing solo books, being in a book collaboration, creating your own blog or newsletter and writing articles for other people's platforms including blogs, newsletters and magazines.

## 4.- 6. Relationship Building / Networking

Your business will be built on strangers and that is why meeting new people is essential for long-term client growth. Relationship building can create new opportunities although finding the right rooms to meet potential buyers may require a bit of trial and error while you investigate spaces.

In order to stand out when networking remember that the goal when meeting new people is to spark curiosity. Avoid the temptation to vomit your business at people or treat networking like a hit and run. The best relationships are built where there is trust and deep caring for each other.

# DECLUTTER YOUR HOME AND FIND MORE PEACE

## 4. – 6. Relationship Building / Networking Continued

There are 3 options when it comes to using relationship building/networking to build an audience of buyers:

- You can join free networking events in person, online or a hybrid of both types.
- You can join paid membership groups or clubs in person, online or a hybrid of both types.
- You can create your own networking group with the option to host events in person, online or a hybrid of both types

When selecting the type of networking to do for your business think about the preferences of your potential buyer – do they prefer paid or free events, do they like virtual or in-person.

## 7. – 8. Events

Events can be a great way to meet a large group of people in a relatively short period of time.

There are 2 options:

- The least time and resource intensive is to get involved in events hosted by other people. Start by identify events that pull together rooms (in person or online) where your ideal buyer may be present. Next find ways to participate in the event either as an attendee or as a sponsor which may include things like hosting a tradeshow booth, being invited to speak, contributing to the swag/gift for attendees or simply being visible in the event marketing materials. Be sure to understand and respect the rules of engagement set out by the host when it comes to making offers at other peoples events and actively promote the event to build a strong reputation with other hosts.
- The second option which is more time and resource intensive is hosting your own event. This is a great way to establish your expert authority in the marketplace with both potential buyers and industry peers. You have full control over your own event and therefore have the most direct access to the potential buyers who attend. Regardless of the type of event chosen, to maximize the event you need to have a strong lead magnet that helps you to build your email list and ensure you have a plan to nurture the relationships from the attendees to identify who are the qualified buyers at your event.

## 9. – 12. Speaking

Speaking can be another way to get in front of many people in a relatively short period of time. The key to identifying potential buyers through speaking is to identify the right speaking opportunities that pull together audiences that have problem (today) that is solved through your services. Not all audiences or stages will suit your business so be selective to ensure strong return of your investment of resources.



## 9. – 12. Speaking Continued

There are 4 primary types of speaking opportunities to consider including:

- Speaking on in-person stages.
- Speaking on virtual stages.
- Speaking opportunities that are paid.
- Speaking opportunities that are unpaid.

While many dream of being a paid to speak, do not overlook the non-paid opportunities. There are significant opportunities to make sales off the stage when you have a well crafted talk, offer and follow up plan to nurture relationships.

## 13. Giveaways

Giveaways bring together multiple business owners to who share a similar audience to cross promote each others services. Through a central giveaway event, each business offers valuable resources to each others audience where the potential buyers access these gifts for free. Each giveaway differs in terms of its structure however typically contributors need to offer a unique high value gift as a lead magnet and need to commit to a promotional plan (i.e. solo email blasts and social media support). Note some giveaway hosts require a minimum email list size to qualify to participate. Participation in a giveaway can be both a free event or a pay-to-play and regardless of the format the best results come when there is strong alignment within the contributors audience and everyone follows through on their promotional commitments.

## 14. Bundles

Bundles operate similarly to giveaways with the key difference being potential buyers must pay to access the gifts contributed from each business owner that participates. To attract businesses to participate in the bundle event, often the revenue generated from sales of the bundle is shared by the event host. An affiliate link is used to track purchases of the bundle from your email list and at the end of the event, you receive a percentage of the revenue earned.

## 15.- 16. Social Media

Social media brings people together to socialize and share information. It can be a great way to connect with potential buyers however note that most buying decisions do not happen on social media itself. To create an audience of buyers you want to spark curiosity and engagement and then proactively bring people off platform by inviting qualified potential buyers into your own ecosystem (such as your website). This will ensure you have a communication channel that you control to keep the conversation going as you nurture the relationship.



## 15. – 16. Social Media Continued

As this is a social platform it is important to focus on producing and sharing content that creates conversations. Each platform has different algorithms and prioritizes different tactics to share content. Commit to mastering one platform before building an omnipresence strategy.

There are several ways to leverage social media.

- The fastest path to significantly expanding your reach is by commenting on other people's platforms or curating content from other content creators (be sure to give credit if you are curating content from other creators.)
- Create original content. With this second strategy remember that the goal of content is to create movement. To stand out from the sea of sameness seek to understand what type of content will spark the curiosity and movement of your potential buyer and use your own unique perspectives to connect them.

## 17. Public Relations (PR)

Working with a public relations person or team can help amplify the impact of your marketing. Building relationships with the media to get your message out can help you to reach more buyers. There are 2 ways to work with PR professionals, you can hire them to build the relationships and leverage existing relationships to reach more people, or you can hire them to help guide you to develop the relationships to gain more exposure. PR opportunities for exposure can be both paid and non-paid (free advertising.)

## 18. Paid Advertising

A great way to accelerate your reach is to invest in paid advertising/sponsorship including on social media platforms like Google, LinkedIn, Facebook, Instagram, YouTube or Pinterest or other types of marketed events. Creating strong results is both an art and science and working with a team of experts is highly recommended. This step should only be considered once you have dialed in your offer, have marketing content that is producing predictable results and have capacity to scale quickly, otherwise you could waste resources and see low or no ROI for your investment.



# ACCELERATE THE GROWTH OF YOUR BUSINESS

## 19. Build a Referral Network

Having a strong referral network helps you to access rooms you are not in and bring qualified buyers to your business. To build a strong referral network begin by identifying peers who share similar audiences and share common values with you. From there invest in deeply understanding each others business, what results do their clients get, how do they work and who do they want to work with. Be proactively in making introductions and following up on the outcomes of these potential buyers that are referred to you by your referral partner. Consider rewarding referral partners when qualified buyers become clients and proactively seek to open doors for mutual gain.

## 20. – 21. Use Social Proof

Social proof can help speed up the buying decision with potential buyers because it is viewed as a 3rd party endorsement. Two great ways to use social proof are:

- Invite existing/past clients to share in their own words the results they received and the value of these results (both monetary and ancillary) as a consequence of working with you through written, audio and video testimonials.
- Showcase the results existing/past clients have received as a result of investing in your programs and services through professionally written case studies.

Be sure you have written authorization to use these testimonials and develop a strategy to showcase these personal experiences with potential buyers along the sales process.

## 22. – 24. Expand Your Social Circle

As shared previously, your business will be built on strangers so getting involved in new social communities can be a great way to meet more people. Seek ways to give back, build your reputation in peer networks and be visible with people who share common interests and values. Including:

- Join or volunteer in your professional association.
- Join a community group.
- Support and volunteer your expertise and services with local charity.

## 25. Work with a Business Mentor

Every business owner understands that without an audience of buyers, they have an expensive hobby and not a viable business. However we often do not focus on the right things to create new client growth and struggle to move beyond the theory to implementing an effective strategy that creates predictable results. Working with the business mentor who has extensive experience in marketing, sales and operations that can help you to pull the pieces together so that you can create results is the ultimate accelerator.





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# 25 Ways to Attract an Audience of Buyers

1. Website
2. Build Your Own Media Platform
3. Get Published
- 4.- 6. Relationship Building / Networking
  - Free Networking Group
  - Paid Networking Groups
  - Create Your Own Networking Group
7. - 8. Events
  - Leverage Other People's Events
  - Create Your Own Events
9. - 12. Speaking
  - Speaking on Virtual Events
  - Speaking on In-Person Events
  - Paid Speaking Opportunities
  - Unpaid Speaking Opportunities
13. Giveaways
14. Bundles
15. - 16. Social Media
  - Leverage Other Peoples Platforms & Content
  - Create Original Content You Publish
17. Public Relations (PR)
18. Paid Advertising
19. Build a Referral Network
20. - 21 Use Social Proof
  - Personal Client Testimonials
  - Professional Case Studies
22. - 24. Expand Your Social Circle
  - Join Professional Associations
  - Join Community Groups
  - Volunteer / Donate Expertise at a Local Charity
25. Work with a Business Mentor



# Business Growth Can Be Elegantly Simple

Building an audience of buyers is the most essential foundation for sustainable client growth. There are many many tactics to build an audience of buyers and the above 25 are just our personal favourites at CLEAR Acceleration Inc.

**If you want to see predictable results in your client growth efforts, consider the high touch, high result Business Scale Accelerator Mentorship Program.**

This program is designed to help business owners know what to focus on to build an audience of buyers, know what to say to create movement and to create offers that convert consistently because it creates valued results for their specific audience of buyers, It provides both the structure and the accountability to build and execute the plan to create real results over the long term.

**Learn more about the program here:**

**[www.ChristineCampbellRapin.com/1-1-coaching](http://www.ChristineCampbellRapin.com/1-1-coaching)**

**And if you'd like explore it you can book a call here to see if it is a fit:**

**[www.ChristineCampbellRapin.com/strategy-call](http://www.ChristineCampbellRapin.com/strategy-call)**

**Reach out with questions:**

Email: [Contact@christinecampbellrapin.com](mailto:Contact@christinecampbellrapin.com)

Telephone: (+1)-587-434-9944

**Connect with us on social media:**

- [www.linkedin.com/in/christinecampbell1](http://www.linkedin.com/in/christinecampbell1)
- [www.YouTube.com/@christinecampbellrapin](http://www.YouTube.com/@christinecampbellrapin)
- [www.instagram.com/christine.campbell.rapin](http://www.instagram.com/christine.campbell.rapin)

*Christine*



GET CLEAR. BECOME THE MUST HIRE. SEE RESULTS.

## Read What Our Clients Have Said:

### **Anna Thellman – Owner of Thellman Enterprise Management Consulting**

"I met Christine at a networking event and we set up a virtual coffee. She asked me what lit me up and asked me what my big vision was. I told her I'm building an empire here. And Christine's response was something I will never forget. She looked at me and believed in me and my big dreams. When I reached the point in my business where I needed better messaging as it wasn't clear enough and wasn't attracting buyers, I recalled our conversation. I liked her vibe, her perspective and her knowledge and knew I wanted to work with her and so I asked to become her client.

We had 3 amazing months. She didn't just jump in where I was and immediately start tweaking things as I expected. She said we had to start with the basics and asked me "Anna who are you? Who do you want to serve? What do you want to achieve? What I discovered through our time together is that it turns out I was on the wrong path, no wonder I wasn't attracting buyers. She asked challenging questions and the truth was I was struggling to identify myself, the person I wanted to be. With her help, exercises, sharing her knowledge, homework, and just being there when I had little breakdowns and things to celebrate. she helped me to figure out who I wanted to serve and who I am as a coach. For that I am very very thankful and grateful. I can only recommend working with Christine. Just do it. Book a Call with Her.

### **Mary Elaine Petrucci – Owner of Boomer Health, Wealth & Legacy**

"Christine has helped me with clarity, and confidence, and as a result opened new doors for me to make a bigger impact in the world. She worked with me where I was and encouraged me to proceed with my mission and implement strategies to fulfill my family legacy.

Christine's support has helped me to build more confidence and belief in myself. I am now offering health sharing and mindset programs for caregivers so that they can reduce their healthcare costs and work through their trauma and limiting beliefs, and implement strategies to live more purpose-filled lives. These programs were not on my radar a year ago prior to working with Christine. It is exciting because I know they will provide significant value and impact in the caregiving community while creating more income to meet my financial and family legacy goals."

**Explore the Business Scale Accelerator Mentorship Program:**  
[www.christinecampbellrapin.com/1-1-coaching](http://www.christinecampbellrapin.com/1-1-coaching)