



HOW TO BUILD AN ONLINE FOLLOWING

Build a Loyal Following of Ideal Clients and Coaching Prospects

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HOW TO BUILD AN ONLINE FOLLOWING

In this comprehensive workbook, you will learn all the necessary tools currently available to you to build a loyal following of ideal clients and coaching prospects online.

Once completed you will understand why you need an online following, how to get one, and when to start.

Let's begin!

UNDERSTANDING THE ONLINE MARKETING BASICS

To start, we need to understand the following concepts. Reference these concepts as you work through this workbook.

- **List building** - growing your email subscribers
- **Newsletters** - sending regular newsletters to your email list
- **Blogging** - posting valuable content on your website
- **Social media** - Instagram, Facebook, Pinterest, and more
- **Podcasts** - being interviewed or hosting one of your own
- **Guest posting** - getting featured on other peoples' websites/platforms

YOUR TOP 3 PRIORITIES

Priority #1 to build an online following is to "ask for the dance". This is your best way to convert fans into loyal, paying clients. Show them your value and invite them to a Discovery Session. This is where you can pitch your coaching services and offer your support.

To practice, write down a sample script for asking someone you just met at a networking event to schedule a discovery session. *Try it now!*

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Priority #2 to build an online following is to get in front of as many people as possible. The more people you talk to, the more likely you will grow your following and client list.

Write down three upcoming events you can attend within the next 30 days to meet + greet potential new clients.

Priority #3 to build an online following is actively engage online on a daily + weekly basis. This leads us into the next section. Let's continue!

WHY + WHEN TO BUILD AN ONLINE FOLLOWING

Running your business online allows you to cultivate a global audience and reach much more people than if you just did it in person.

The key is to continually engage with your following online, grow your audience, and increase your reach. When you do this, there will never be a lack of clients!

As for when to start, I'll tell you in one word - today! Building an online following is not an immediate return, it takes time.

When you put up a post on Facebook, or you publish a blog online, it might look like that's all that other people are doing - but in reality, they've been building their online audience for months, or even years, before you knew they actually existed!

Remember, there will never be a perfect time to start building your audience, so don't wait and start today!

3 BIG MISTAKES TO AVOID

When you begin to build your online following, you want to avoid the following mistakes:

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- Hiding behind your computer.
- Getting bogged down in the technology, and spending hours trying to work things out.
- Not taking consistent action, and not asking for the dance.

It is easy to spend hours on end perfecting your website and Facebook posts.

It is easy to think you have to wait until your Instagram is at 10k followers or your website is perfect before you go out and get clients!

It is easy to waste days or even weeks finding the perfect font, color scheme, and logo for your new business before you launch.

But I can promise that to build your online following most of your effort, energy, and intention should predominantly be on getting in front of your ideal clients and sharing value. Start today!

HOW TO GROW YOUR AUDIENCE ONLINE USING SOCIAL MEDIA

As you can imagine, social media is a tool many entrepreneurs + coaches utilize for growing their online business.

To get you thinking, answer the following questions.

Why is using social media platforms like Facebook, Instagram, and Pinterest helpful in growing an online business?

Which 1-2 social media platforms will you focus on to start as you grow your online business? NOTE: As you grow your business, you can expand to new platforms, but to start it is more effective to really focus on 1-2.

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FACEBOOK

Facebook is great to **connect, educate,** and **inspire** your followers and then **convert into clients and newsletter subscribers.**

Within Facebook, you can post a huge variety of content such as text, images, videos, and even live video of you talking to the camera, links to blog posts and other articles and quote graphics.

For reference, Facebook business pages are the only way that you can create a Facebook ad. So if you're planning to run some Facebook ads in the future, it's very important that you do have one, and you're growing it.

When you are ready to create a Facebook business page, use this checklist to get your started:

- Create a Business Page Name
- Upload a profile image
- Upload a cover image
- Fill out the "Services" tab
- Fill out the "About" tab
- Add a button to drive to a specific destination like your website or landing page

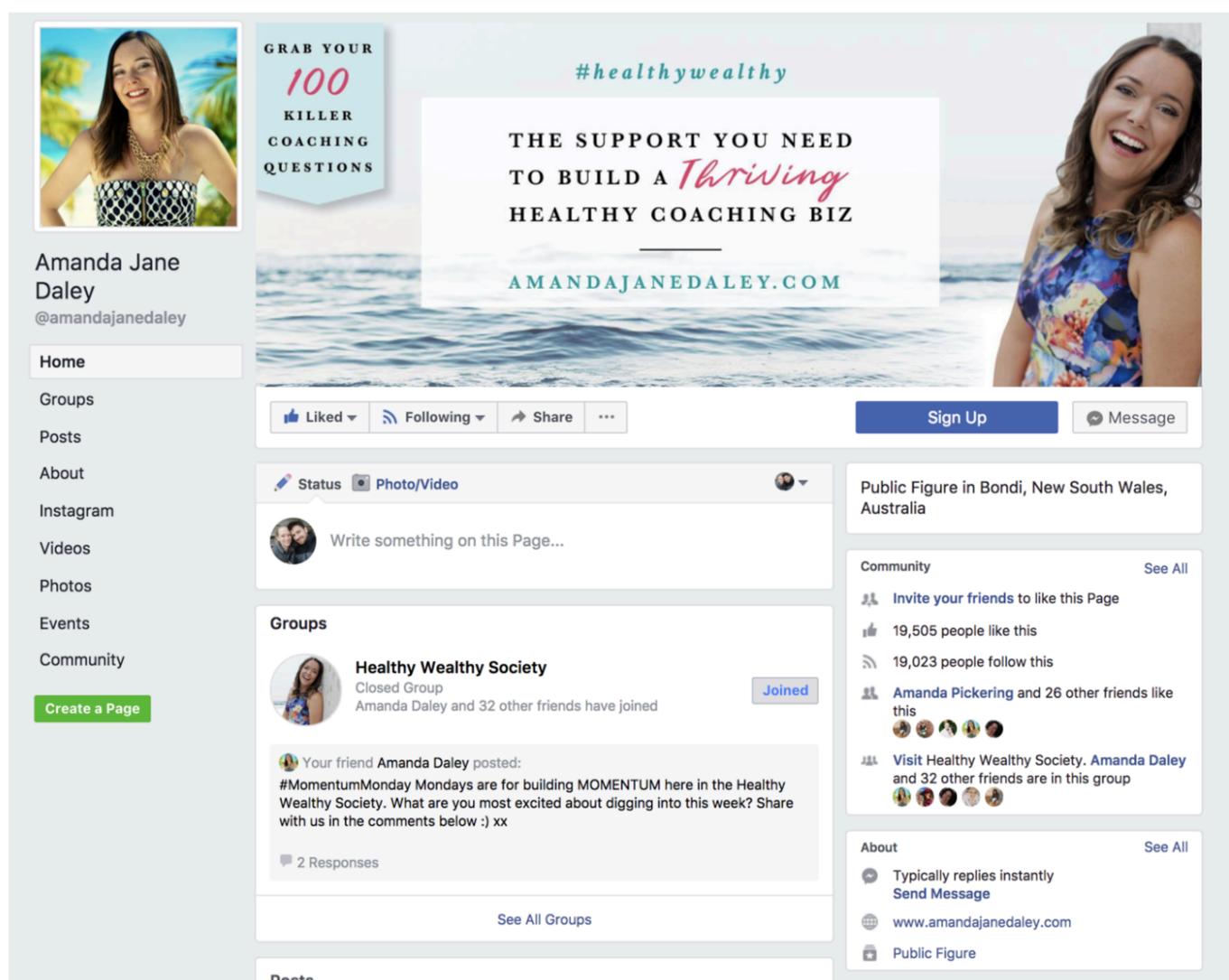
You want to post nurturing content on your Facebook business page. Avoid having too much sales-y content. Think: 80% "give" and 20% "ask" for the buy.

Down the line, you can create a Facebook group to have more direct conversations with the members.

Facebook groups are a great place to engage and build your online community.

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Below is an example of a Facebook business page you can reference to help you build yours.



INSTAGRAM

Instagram is really good for building your “**know**, **like**, and **trust**” factor because it's got that real personal feeling. It's great for sharing “behind the scenes” moments.

With Instagram you can sprinkle in some personal and professional branding as well.

For example, on my instagram, I've got a combination of “behind the scenes,” tips and inspiration, occasional branded sales graphic encouraging people to check out my video training series or a program I am offering; then other times just a beautiful flower, a delicious meal, the view from my desk, and photos from my travels or around my home.

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To help you think about your future content for Instagram, fill out the fields below with your creative content ideas. These will be great future ideas you can post in the coming weeks and months on Instagram!

Business Tips + Inspiration

Branded Sales Pitches + Launches

Personal Life + Travels

PINTEREST

Pinterest is used to **collect, share**, and **organize** photos, articles or content relevant to your business. It is more of a search engine than a social media platform. Pinterest is a fantastic way to drive traffic back to your website as well.

To get started with Pinterest, you will want to complete the following:

- Create a Pinterest business account
- Add a profile description with relevant keywords
- Upload a profile image (*consistent with all other social media platforms*)
- Create 15-20 boards that are relevant to your audience.

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- Pin at least 50 pins per board
- Pin on a daily + weekly basis

YOUTUBE (AND OTHER VIDEO PLATFORMS)

Videos are another great way to build the "**know, like, and trust**" factor with people. They're a popular way to communicate with and attract your ideal audience since people like to see you.

It's one thing to hear you talk, or read something you've written, but when they get to see you as a person it just boosts that connection massively.

UTILIZE SOCIAL MEDIA PLANNING TOOLS

These online tools enable you to manage your various social media pages all in one place. By using this tools, you don't have to sit in your social media accounts every day. This will allow you to work on bigger, visionary goals for your business!

- [Meet Edgar](#)
- [Later](#)
- [Planoly](#)
- [Grum](#)

WEBSITE DESIGN AND LIST-BUILDING

Know that you can acquire clients without a website. But if anything, start with a landing page where users can opt-in for a free PDF to join your list!

Growing your list is your #1 asset since you own it, unlike your followings on Facebook, Instagram, and Pinterest.

For designing your website you can use Squarespace, Wix, Weebly, or even Wordpress. These are all great options!

For growing your list, I recommend MailChimp to start since it is free and easy to use. Down the line, you can try more advance email service providers like ConvertKit, Ontraport, or even InfusionSoft.

Now stop waiting and go start building your online community today!

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Do you need support growing your Health Coaching business?

I have now trained 1000's of new Health Coaches to kickstart their confidence, clients and cashflow with my signature '\$5k months for Health Coaches' system and I would love to give you access to the best-of-the-best of my trainings.

For complimentary trainings and resources to build your own thriving Health Coaching business - visit:

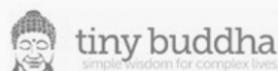
amandajanedaley.com/5kmonths/

For regular support from me and a like-minded community of driven Health Coaches, I invite you to hangout in my free facebook group 'Healthy Wealthy Society, where I offer feedback, support and inspiration on a daily basis:

facebook.com/groups/healthywealthysociety/

To work with me directly in building your Health Coaching business, check out my products and programs at:

amandajanedaley.com



With a background of 18 years in online marketing, Amanda Jane Daley has earned recognition by the world's top advertising awards. In just a few years, she's built a high 7-figure online coaching practice of her own.

Now, she combines her health + business savvy to mentor other Health Coaches to achieve the same goals focused on money mindset work and current online marketing strategies.