[00:00:00.490] - Colin Gray

Okay, first part of this is asking your whole audience, asking everyone as a whole to find out what those questions are. Just to reiterate, what we're doing here is trying to figure out those biggest questions, those biggest pains, those the biggest problems that people have in your niche, in your area and your topic. What are they asking? What do they really want answered? Because that's how you get found most easily.

[00:00:26.370] - Colin Gray

That's how you grow an audience, by answering their biggest questions or biggest pains. Okay, so let's figure out, what they're asking. So first part of this is quite human, all right? Actually just speaking to people, thinking about what people say to you. But don't worry, there are some tools and some data that we can delve into too, here.

[00:00:44.840] - Colin Gray

So I will share that with you as well. So the first thing, you know a lot of these questions without even using any tools, you know, for a couple of reasons. Firstly, because you were new to this topic once, you got interested in this niche, this topic. What were all the questions that you remember asking yourself, like in podcasting, what's the best mic to use? What hosting platform should I use? All these questions, you know, that everyone asks in the early days, because you were that person once, and then next, because you're now expert and people ask you.

[00:01:21.330] - Colin Gray

So what do people actually ask you these days? You're coaching this topic, you're an expert in this niche. What do people ask you in this area? Those are the questions, those first ten questions that those people ask you, what are they? Note them down.

[00:01:37.790] - Colin Gray

So going beyond your own experience. Then we start to ask other people the most obvious, get on your podcast. Ask on the show. Okay, now, this is only if you're already running your show. Of course, if you're brand new, if you're planning to launch your show, you might need to find other places to ask people.

[00:01:52.660] - Colin Gray

There's a bunch of ways to do that, though. If you already have a bit of an audience in your area, ask on social media. Use your blog if you have one. Use a video channel if you have one. Figure out what those questions are.

[00:02:02.920] - Colin Gray

Just get out there and spend a month, literally four weeks worth of content just asking that one question or one CTA every single time. What are you struggling with? What questions can I answer? What can I help you with in XYZ topic? Get out there and ask that question.

[00:02:21.200] - Colin Gray

And people hearing you ask, they will answer. They will give you those questions they want help with. Now, one way to help with this is, instead of just saying generally, where are you struggling, be quite specific. People are always more likely to answer you if you're specific. So you say, what are you struggling with in your gear set up right now?

[00:02:39.610] - Colin Gray

What are you struggling with when it comes to growing your audience right now. Even more specific, what are you struggling with when it comes to growing your audience on social media right now? And the questions you get back from stuff like that, those are gold. Those are really detailed, and they really delve into an area that people are struggling with. So you can ask in a general way, but one way to put more structure around it is to use a survey.

[00:03:02.630] - Colin Gray

So you've all had surveys sent out to you. You've all used a survey. Just put down two, three, four questions maximum in a survey and put that out to people. And that'll help people structure their answers, help you get a little bit more detail around what they're struggling with, what questions they want answered. Even better, put a competition around it.

[00:03:24.010] - Colin Gray

Say if I get a certain number of responses, I'll do a draw, and I'll give away a free book, cost you £10. But people go crazy for even little things, little prizes like that. So you can offer a competition. Now, there's a bunch of good tools to run surveys, to run those kind of competitions as well. They go out of date fast.

[00:03:43.210] - Colin Gray

So what I do is I'll pop them in the notes along with this video. So check the notes for our recommendations on survey tools and any competition tools as well that you want to run to use this. Okay? So your task for today, I've already outlined a lot of it, but let's go through the steps. What you're going to do is get out there and ask your audience.

[00:04:02.090] - Colin Gray

Find a few people that you already know in the topic. Ask them, what are you struggling with, what are your questions? Go find a community online. Get in there and ask those questions as well, perhaps just getting conversations with people. Okay, next, set up a survey.

[00:04:17.820] - Colin Gray

Use one of those tools we recommend in the notes. Set up a questions survey, only a few questions, two to four questions perhaps. And then start putting that out on social media. Start putting out wherever you have an audience and mention it on the show. That's your one call to action for the next four weeks.

[00:04:33.730] - Colin Gray

Okay? The next four episodes, if you do a weekly show every single time, the only call to action at the end is, please tell me what can I help you with? Send me your questions on that survey. Let me know your questions or problems or struggles, and I'll help you with that. That's your one call to action, okay, for the next four weeks.

[00:04:52.060] - Colin Gray

Now, little thing you can do as well is find a community. I mentioned asking those questions in communities, but you can pop that survey into the community as well. Pop it in and say, I'd love to find out what you're struggling with. What I can help with, what I'll do is I'll pay you back by giving you a report of what the most common questions are. People will be curious to hear that.

[00:05:12.990] - Colin Gray

And then you can recommend some resources or even answer some of them yourself. And that's the value add to make it worth putting that into the community. So that's what it is for this week. We want to find out what those questions are that everyone is asking. And that is really the basis for all content that helps us to be found more easily because we're answering the right things to start with.