

[00:00:00.730] - Colin Gray

In the last section, we talked about talking to all of your audience, surveying your full audience. This time around, it's getting much more specific, talking to just one of your audience. Okay, well, actually more than just one, but talking to them individually. So the idea here is that you want to go out and you want to find people who are in your ideal listener audience. Who are your ideal listeners?

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Find five to ten of these people and have a real, actual conversation with them. So you might be able to find these people through your email list or through Twitter. If people follow you there or in a community that you're a part of, you might be able to find these people and reach out to them, contact them, and invite them for a call. You might actually know some of these people personally. You might have some friends or some people in a real live community or colleagues at work or related to that client.

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Maybe they are your ideal listener audience. Ask them, can you buy them a coffee? Go and meet them and actually have a conversation and ask those questions. What are you struggling with? What are your pains, your problems?

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What can I help with? What are your biggest questions in this area? That's the idea. Okay, now, scheduling tools make this really easy. You've got all these tools out there like Calendly, like Book like a Boss, which you can send someone a link and they can book in a call, and then you can have those video calls.

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And the goal is to have maybe a couple of these two half hour calls, two 30 minutes calls per week for the next four weeks. Okay, so you talk to maybe eight people in total. The insight you get in this is absolutely gold. Okay, your task for today, getting specific. If you're just beginning, go out there and find communities, look on Twitter, find people who are part of your ideal audience.

[00:01:48.670] - Colin Gray

Maybe they're not in your audience, maybe they don't know who you are. But find a way to persuade them to get on a half hour call with them. Maybe you'll give them something. Maybe you'll help them with something. Maybe you'll give them a bit of free teaching, something like that.

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Find a way to persuade them to get on a call and ask them these questions. What are you struggling with? What are your problems, your pains? The things I can help with. If you're already established, though, you already have an audience, delve in there. Find the people that really fit that target audience and get them booked in. Send them that booking link through Calendly, Book like a Boss, whatever it is you're using, and get them on that call.

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Note down the answers to the questions, and that is going to be the way to find exactly what content you're going to cover in future. And that is why you're going to be found easily because you're answering the right questions.