



Fan Base Growth Map Groundwork

Take some time to reflect on the sections below. This document is meant to help you in defining a clear path to communicating with your fans in the digital environment effectively. Try to be as accurate and thoughtful as possible. The more information you define using the criteria outlined in this document the better your results will be.



Section 1

Who are you helping?

What are their interests & Hobbies?

Where do they spend their time?

What groups are they a part of?

What are their core beliefs and values?



Section 2

What are you helping them with?

What is your main offer?

How do you serve people with this solution?

How do people feel before you solve that problem?

How do people feel after the problem is solved?

How is your solution different from others?



Section 3

Why are you serving people with this solution?

Why is this work important to you?

Why is this solution valuable to the people you serve?

How do people feel after the problem is solved?

How is your solution different from others?



Section 4

What resonates with your *Audience*?

What colors best represent the people you serve?

What kinds of imagery best represent the people you serve?

What language, euphemisms, or lingo is used by the people you serve?

What sorts of rituals or patterned behavior is exhibited by the people you serve?

What character or person in your business best fits the role of the “Fearless Leader”?

Who or what is the “Common Enemy” your audience shares?

What mission or bigger cause does your message aim to serve?



Section 5

How are you communicating with your *Audience*?

What forms of traditional advertising/marketing/banding have you deployed in the past?

What forms of new advertising/marketing/banding are you exploring?

What mediums do you like to communicate with?

That's It

Now that you've completed the outline we'd love to help you take this and put it into practice.

If you're ready to grow your fan base and start earning an income from your passion in as little as 90 days or less without the fear of judgement or rejection let's turn this blueprint into a predictable marketing campaign!

Email: seventreemedia@gmail.com

Call or Text: (403) 585-5132

We can't wait to hear from you soon!

