

Idea Exchange

How to Grow Your Audience

*(when you have
no time and
less money)*

Friday, June 12, 2015
1:30pm – 2:15pm (ET)

JOSH
GREENHUT
INSIDE UP

HI, I'M JOSH.

**I AM A BRAND STRATEGIST
WHO CREATES STRATEGIES
WHICH HELP CLIENTS IN A
VARIETY OF SECTORS BE
MORE SUCCESSFUL.**

HI, I'M JOSH.

**I HELP YOU FIGURE OUT WHY
YOU MATTER AND PROJECT
THAT TO THE WORLD.**

TODAY IS MY BIRTHDAY.

WHO WOULD YOU RATHER...?

TALK ABOUT

GO SEE

FOLLOW

REMEMBER

**WHICH IS MORE
LIKELY TO...?**

GARNER ATTENTION

APPEAL TO DONORS

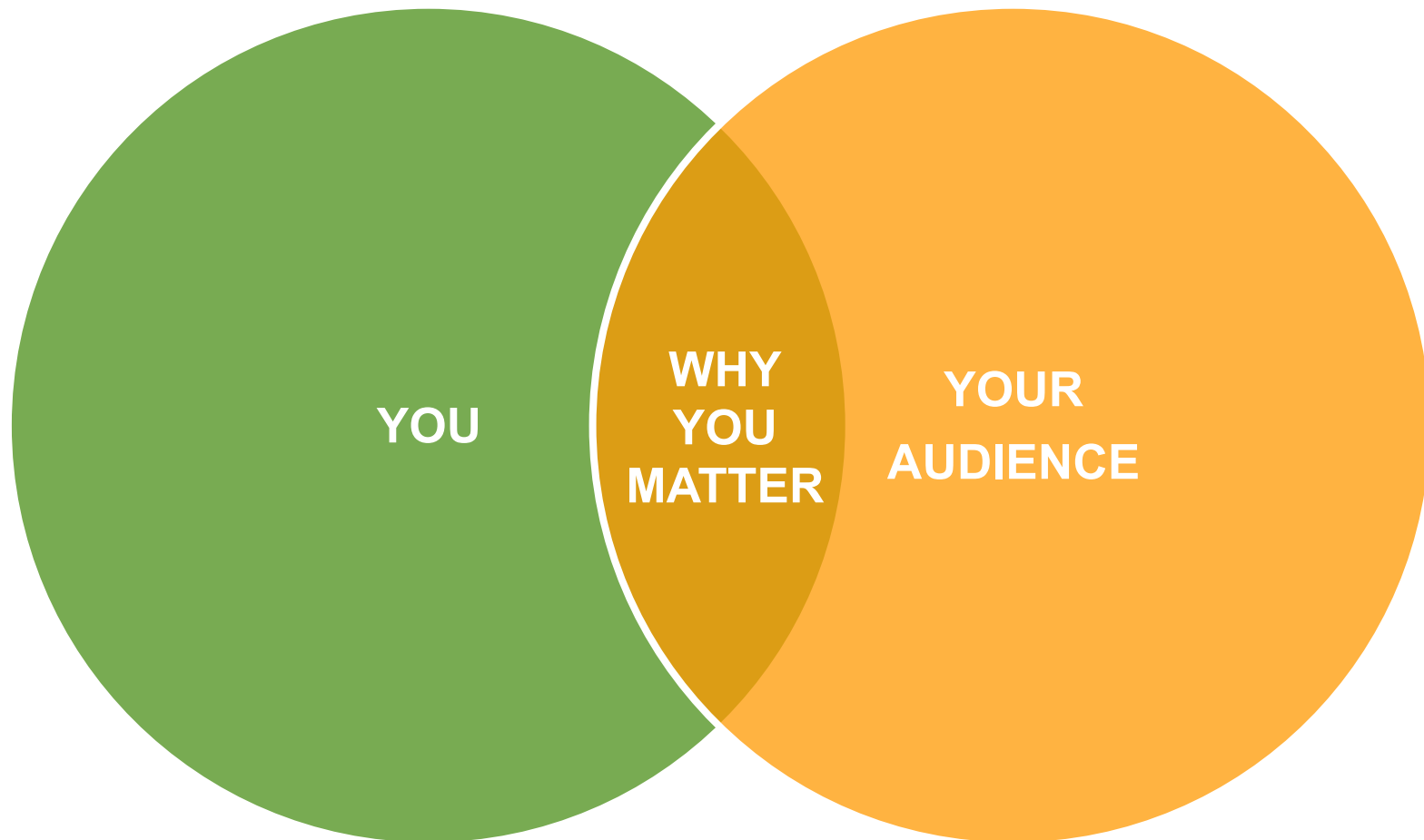
ATTRACT NEW AUDIENCES

GENERATE SUBSCRIPTIONS

WIN GRANTS

TRANSCEND THE SHOW

STORIES ARE FREE



WHY DO YOU MATTER?

BECAUSE YOU'RE DIFFERENT

+

**BECAUSE THEY BELIEVE IN WHAT
YOU'RE TRYING TO DO**

+

BECAUSE THEY CONNECT WITH YOU

ASK YOUR BEST FANS

get to know
your audience

What do you love about us?

What do you think others can
learn from us?

What should we do *more* of?

COMPLETE THIS SENTENCE

*to find
your purpose*

To _____

so that _____.

COMPLETE THIS SENTENCE

To action
so that impact .

WHERE TO LOOK FOR YOUR PURPOSE



**Story of
Our Birth**



**Best Show
Ever**



**Imagine a
world...**

TAKE THE GOLDILOCKS TEST



Too high



Too low

ANSWER THIS QUESTION

*to understand
your difference*

**What do we do
that no one else will?**

WHERE TO LOOK FOR YOUR DIFFERENCE



**Your
Process**



**Your
Focus**



**Your
Audience**

ACCENTUATE YOUR DIFFERENCE

- 1) **Make it your own**
- 2) **Make it concrete**
- 3) **Put it in *their* terms**

WHY DO YOU MATTER?

BECAUSE YOU'RE DIFFERENT

(What do you do that no one else will?)

+

**BECAUSE THEY BELIEVE IN WHAT
YOU'RE TRYING TO DO**

(To _____ so that _____)

+

BECAUSE THEY CONNECT WITH YOU

(Get to know them and use their frame)

PROJECTING YOUR VOICE

Maximize the
EXPERIENCE

PROJECTING YOUR VOICE

Shine a spotlight on your
BIGGEST FANS

PROJECTING YOUR VOICE

Hang with the
CRITICS

To articulate
so that you move forward.

JOSH
GREENHUT
INSIDE UP

**GO AHEAD.
ASK ME ANYTHING.**