



Go Where The Audience Is

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You do not need to build your audience from scratch!

There are a lot of different ways to build an audience and that's what we're going to focus on.



**Why did we start this course
with a focus on on-ramp
products?**

**Now we'll see the benefits of
that strategy...**



Our goal, when building an audience, is to build trust.

Audiences already exist

Once they know you, they'll love you

Another audience > On-Ramp Product > Trust > Your Own Audience

This is like a little "taste"

Welcome them to your own site





Udemy

46 million folks have studied something at Udemy. There's no better of an example of a place where an audience is already built.



Teach Online - Share your knowl... x +

udemy.com/teaching/?ref=teach_footer




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Come teach with us

Become an instructor and change lives — including your own

Get started

So many reasons to start

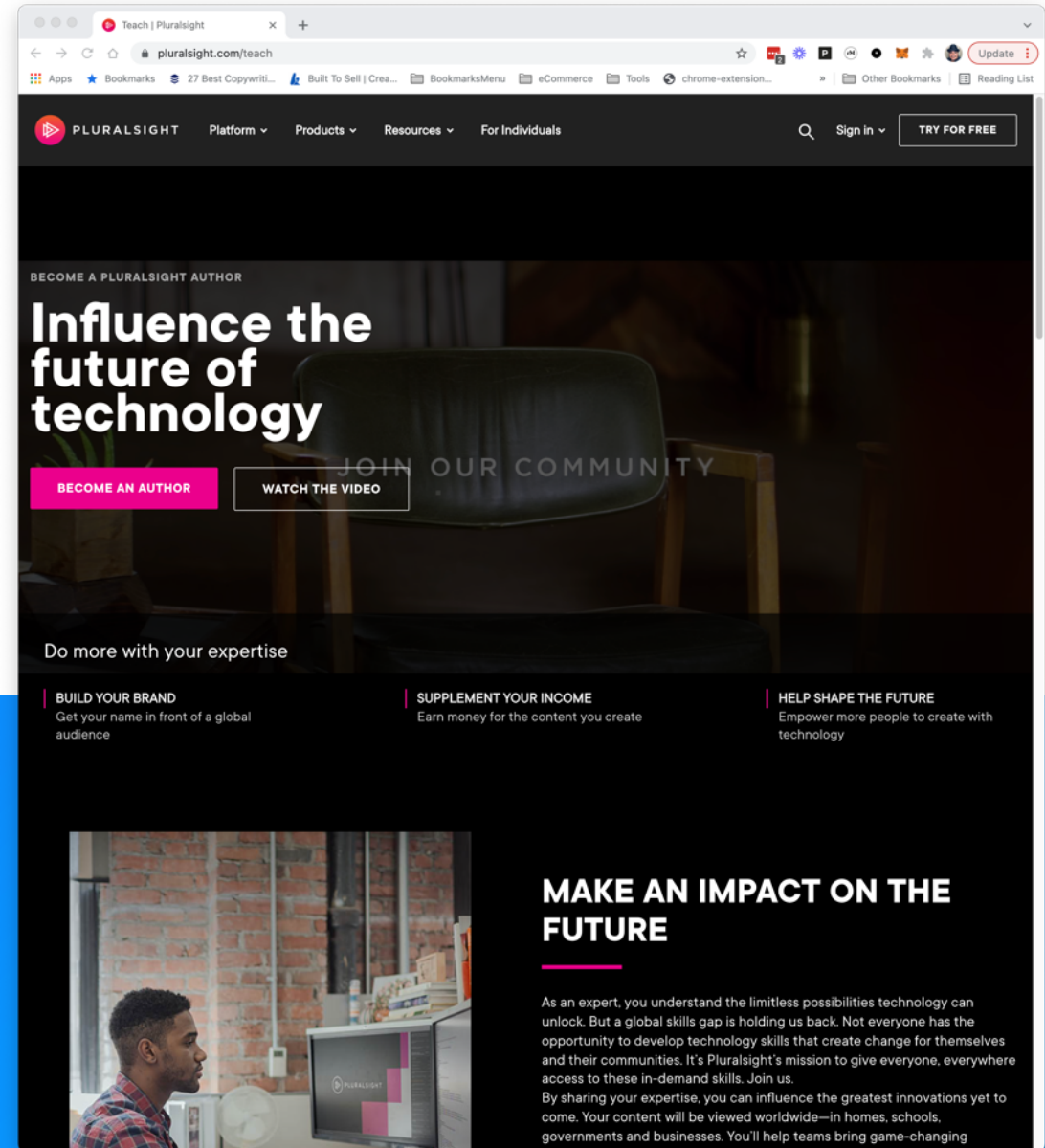
- **Teach your way**
Publish the course you want, in the way you want, and always have of control your own content.
- **Inspire learners**
Teach what you know and help learners explore their interests, gain new skills, and advance their careers.
- **Get rewarded**
Expand your professional network, build your expertise, and earn money on each paid enrollment.

40M Students 65+ Languages 480M Enrollments 180+ Countries 7,000+ Enterprise customers



Pluralsight

The benefit of this platform is that every member gets access to your material – you don't have to sell them on your course (or have them buy it).





Skillshare

Skillshare has a robust set of topics that you can create on-ramp courses for to build and invite your audience to get to know you.



The screenshot shows the Skillshare website's 'Teach' page. At the top, there's a navigation bar with the Skillshare logo, links for 'Chroma Courses', 'Teacher Help Center', and 'Teach Challenge', and a prominent green 'Start a Class' button. Below the navigation is a hero section with a background image of a person from behind in a classroom setting. The text reads: 'Inspire creativity in others. Teach on Skillshare and share your passion with members around the world.' Underneath is a section titled 'Why Teach on Skillshare?' which includes two paragraphs of text. The first paragraph states that teaching is rewarding and can lead to earning up to \$100,000+ per year. The second paragraph mentions that teachers are real creatives and experts who receive support from Skillshare. Below this is a 'From Our Teachers' section with a 'See All' button. It features three teacher profiles: Tabitha Park (Earn Money), Mimi Chao (Build Your Community), and Ira Marks (Inspire Creativity), each with a small photo and a short testimonial quote.

The beautiful approach to using these large platforms is that you'll also generate revenue while brand and audience-building.

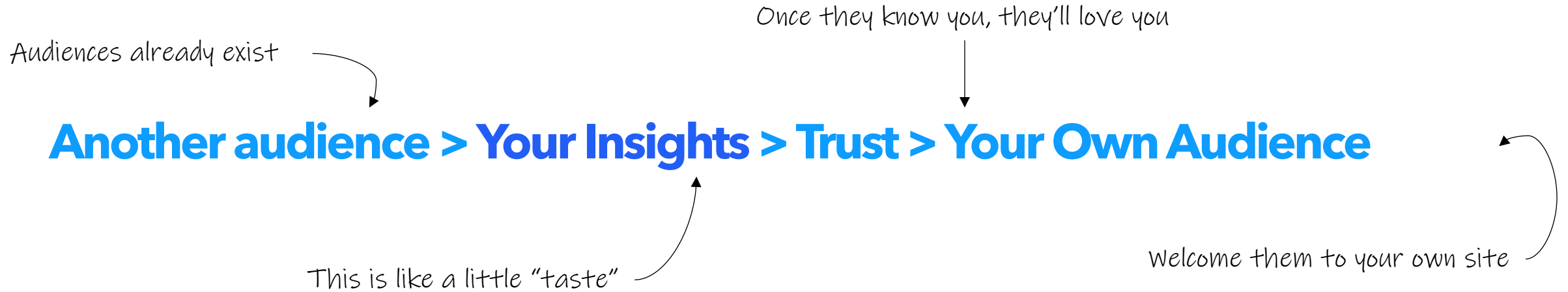


Can I tell you a story about how I learned this strategy to begin with?

It all started with a podcast / webinar invitation that I received (at the last minute).



This approach works with webinars, talks & podcasts!



Your job, when writing a **blog post, being interviewed on a **podcast**, **speaking** from stage, or in a **mini-course**, is one single thing...**



It's not your backstory
It's not your why
It's not your product
It's not your service
It's not your price



**Your job is to deliver a
paradigm-shifting thought
that creates enough curiosity
that makes that audience
want to hear more from you.**







YOUR HOMEWORK



Think about the spots where you go left while others go right. Those areas of contrast are the places to look for the paradigm-shifting curiosities that you can use to draw in other audiences.





Q&A

