



**5 Day
Chart Your Course
Challenge**

Day 3 - Let's Do This!

Goal of the Chart Your Course Challenge

At the end of 5 days, you'll have the knowledge, the tools, and a concrete plan in place to create your course, membership, or training program.

Day 1 - Recap

How did the assignments go yesterday?

#1 - Pick your niche! - There will be a thread in the announcement section of the group where you can either comment with your niche or simply comment "Done" if you prefer.

If you need some help in picking your niche, start a new post in the group with **#pickmyniche** and ask for some feedback. Provide as much detail as you can so group members can help you narrow it down!

#2 - Write out your vision for 3, 5, and 10 years from now. If you're more of a visual person, cut/paste some pictures to help you make it more real. Take a couple minutes every day to review this and keep your vision top of mind.

Day 2 Assignments

#1 - Determine the Format - Fill out the Format Worksheet with all the necessary details. Use the slides today as a reference.

#2 - Clearly Define Your End Goal -Write this out as a one sentence statement. This is your program!

#3 - Define the Path - Visually write out the path and figure out the major milestones that your students will need to accomplish.

#4 - Name Your Program - Sometimes this step requires a little time to come up with the right name. For naming help, you can also post in the Chart Your Course group with #whatsmyname and our creative group can help! Include as much information as you can along with any particular words you like.

Day 3 - Let's Go!

Today we will covering these topics:

- Defining Your Audience
- Positioning Yourself As An Authority
- Building Your Audience

Defining Your Audience

Before we can build an audience, it's important to figure out who your target market is.

What are their standard common characteristics?

Where are they hanging out?

What problems do they have?

What do they need? How can you help them?

What types of things resonate with that audience?

Get a clear picture in your mind

Many use the term “avatar” to describe this. That was a great movie, but not the term we prefer.

We prefer, “your perfect client”. This is a fictional person that has all the characteristics of your target market.

The important point to take from this is that when you know “your perfect client”, you can tailor your training to meet their needs.

Later, you’ll be able to tailor the marketing of your program to directly appeal to “your perfect client”.

How to position yourself as an authority in your niche

Keep in mind that an “authority” does not mean “world’s leading expert”.

Back to Merriam-Webster, a person with authority has: power to influence or command thought, opinion, or behavior.

Becoming an authority in your niche comes down to how you position yourself, your actions, and the content/information that you can provide.

It’s absolutely critical to establish yourself as an authority in your niche if you are looking to help as many people as possible.

It is not that difficult to position yourself as an authority, but there are specific things you need to do that should not be skipped.

Best ways to build yourself up as an authority

Speaker at conferences (in person) - There are few things as powerful as speaking at a conference or an event. Being on a stage or on a microphone in front of a large room of people instantly positions you as an authority. There are many opportunities to do this. Some conferences may even pay you to speak and cover your travel expenses (although this is harder to come by when you are just starting out).

Speaking at virtual conferences (online) - These are becoming more and more popular. Believe it or not, you will have the opportunity to reach many more people this way through the live and replay recordings. We've participated in some of these, and I highly recommend this if you have the opportunity.

Authority Building (Continued)

Position yourself on LinkedIn (if applicable) - LinkedIn can be a goldmine in certain professions. At the very least, if you are involved in a profession where LinkedIn is important, make sure your profile is up to date!

Be a guest on podcasts related to your niche - Podcasts are always looking for quality guests and content. Search for podcasts in your niche and email the podcaster directly (or the podcast producer) to offer your services. It will most likely be easier to secure a spot on less popular podcasts at first. As you can demonstrate your value, you can leverage up to more popular podcasts (and larger audiences).

Authority Building (Continued)

Comment frequently in niche specific groups on Facebook - Facebook groups are an excellent way to build credibility. Most groups are highly specific to certain niches. Find established groups within your niche and focus on providing value to that community. Other group members will naturally gravitate towards you if you are providing solid advice and value.

Create your own Facebook Group specific to your niche - This is an extensive subject in itself, but the bottom line here is to build an audience in your Facebook group that finds value in the information and support that you provide. The focus has to be “giving value” as much as possible. This is our favorite way to build authority. It’s produced millions of dollars in sales for our business and is working better than ever.

Authority Building (Continued)

Create YouTube videos on topics within your niche - When people are searching for information on a subject, they will frequently be drawn to helpful YouTube videos. The focus here should be to create extremely helpful videos that address the most commonly asked questions within your niche. Since YouTube (Google) is a search engine, put a lot of effort into making sure your videos are keyword specific and searchable.

Blog and website interviews - Being positioned on blogs and other websites is an excellent way to build your authority in your niche. Before you are established, you'll want to email the blog or website owner and offer some value. Many interviews are normally conducted by email, instead of a live interview (unless it is a video).

Authority Building (Continued)

TV and Radio - TV and Radio stations are always looking for interesting content. If you can provide interesting content for them, reach out to the appropriate producer and pitch them your idea. Email is a great way to make contact initially.

Create blog posts of tremendous value - This is one of the best ways to demonstrate your knowledge and authority in your niche. The best way to start is to consider commonly asked questions in your niche and create a blog post around this topic. The point here is to answer the question thoroughly, provide the reasoning/proof behind your answer, and provide value to your readers.

Don't get overwhelmed with the choices

Although these are all great methods to build your authority, do not get overwhelmed by all the options.

At first, pick one or two methods above and focus all your efforts in building your authority in these ways.

Don't just pick the easiest ones either...

Consider which ones are the best fit for your niche, which methods align the best with your strengths, and methods that will reach “your ideal client”.

You need a home base for all your activities

A “home base” in this situation is an authority website. This is an EXTREMELY important piece of the puzzle.

An authority website serves the following purposes:

It's a place for all of your content that can be easily accessed by potential students: links to podcast interviews, videos (generally embedded from YouTube), blog posts of extreme value, links to your social media accounts, links to your community, links to your courses including any testimonials and student success stories.

An Authority Site Positions You As An Authority

This is a place where you will “toot your own horn”. We know that many struggle with this part because they feel like they are bragging or are worried that they will be seen as having a huge ego.

While we understand your concerns, it is time to get over this. You have value to contribute, and you should be proud of it.

People are looking for answers or solutions to their problems. When they find you or your content, you normally have one shot at being seen as someone that can help them. If your message is not clear, they will move on to someone else.

Things to consider before setting up an authority site

Self-hosted WordPress is the only way to go for many reasons:

- You will get maximum visibility in search engines
- Most online marketing tools require you to be on a WordPress platform to use their plugins
- You'll have the flexibility to use custom designs
- You'll be able to place ad platform pixels on your site with ease
- Most inexpensive option

[Special Offer for Chart Your Course Challenge Participants](#) to get your authority site established through our affiliate partner Bluehost.

Authority Sites position you as an expert in your field

Want to see what an authority website looks like? PeteandHeather.com

There are 2 common methods for choosing a domain name for your authority site.

Method #1 - Your Name

This will probably be the easiest one to move forward with... especially if your name is not very common. If your name is John Smith, you'll need more options.

Use your middle name (David in this example) and try variations such as:

JohnDavidSmith.com, JohnDSmith.com, JSmith.com, JDSmith.com, JDavidSmith.com

Method #2 - A domain that describes your niche

This method can be used if your name is not available for your domain, or if you simply prefer to focus on your niche instead.

For instance, if your niche is solar roof panel installations, then your domain could be solarroofpanelinstallationexpert.com or solarpanelauthority.com

There is no right or wrong way to do this... it just comes down to personal preference.

The important thing here is to pick a domain, move forward with it, and don't look back. After you move forward, it will feel like the right choice before too long.

If you need naming help, post with **#domainadvice** in the group!

How to set up your own authority site

Please Note: If you are an existing blogger, you can easily use your current blog as your authority site. It may help to make some modifications or additions that will position you as an expert in your niche, but in a lot of cases, this can be done without creating a new site.

Without a doubt, our recommended provider for your authority site is Bluehost. They are the largest host in the industry and have great customer service.

Clicking [through our link](#) will get you the best possible price on your hosting. In fact, you can get a full year of your authority website (plus a free .com domain) for \$59. If you purchase 3 years upfront, you can get your hosting for just under \$100 (includes a free domain for year 1).

How to make your authority site look professional

Now that you have your self-hosted WordPress authority website, it's time for you to make it look good! This is the easiest part for some people or it can be a bit of a project depending on your experience level with websites and or any previous design skills.

Option #1 - Set it up yourself. You can purchase a theme and then customize the look of it until you are happy. Many students end up purchasing a theme at a marketplace such as ThemeForest.

Option #2 - Hire a designer

There are lots of different levels of web design that you can find. But, in most cases, a fairly basic, but professional setup will get the job done. If you are looking for something very custom, there are various freelancer sites where you can search for custom designers. A platform like [FIVERR](#) can be a great inexpensive choice if you can find a freelancer with great reviews and reasonable prices.

A platform like [FIVERR](#) may end up being the least expensive, but there are large variations of the quality of work you will receive.

If you are looking for something more custom, you may want to post a project for bid on Upwork, and then move forward with the best candidate.

Building An Audience

Your audience is the group of people that look to you as an authority in your niche.

Some key points about building an audience:

- Build trust by providing value. The more your audience trusts you, the more interest they will have in the solutions you can offer them.
- The bigger your audience, the more potential you will have for enrolling students in your courses.
- Building an audience that trusts you and sees that value in the solutions that you can provide will make your program sales happen much easier.
- Yes, it is possible to enroll students in your program(s) without building an audience, but it is easier when you are able to cultivate an audience.

Using A Facebook Group To Build An Audience

Facebook groups are an excellent way to build authority within your niche, provide value to your audience, and build a sense of community.

We do this by answering questions in the group, filming live videos, running giveaways and monthly challenges.

The group is a great platform to increase awareness for our premium programs.

YOU should consider using a Facebook group in the same way.

Starting a Facebook group is free, but it does take some work and oversight on your part.

Building An Audience With YouTube

If you are comfortable with video, YouTube could be a great option for you.

The goal is to provide as much value as possible. YouTube is unique because it is a video search engine as well. This means that people can find you when they are looking for information or a solution to their problem.

Treat the comment section like your own little community. Encourage regular viewers to leave comments and answer them!

Video is the most effective way to build a connection with your audience.

Success on YouTube takes effort. Just know that it will take work to create quality videos and build your community.

Building an audience with a podcast

Having your own podcast can do big things for building your audience and authority and it could be a great fit for the right person.

It's very important to release new content on a regular schedule. You may choose to batch the recording of your podcast(s) into a couple of days a month and then release the episodes at predefined intervals.

Work hard to create episodes that will be very interesting to your target audience.

Line up interesting guests in your niche. This will help you find new followers!

Creating a podcast takes work. Building a huge audience with a podcast does not happen overnight, but it is a great technique if you are in it for the long haul.

Building an audience with Facebook Live videos

Facebook Live videos are a great way to build a connection with your audience and also get in front of lots of new people.

Your results will likely start out slow, but you will build momentum as you do your live videos on a regular basis.

Map out a plan or goal with your live videos. Join Facebook group? Sign up for a lead magnet?

Each video should also have a defined topic or focus.

You can run these videos as Facebook ads to increase your audience size which could be a cost-effective way to get leads for your online course business.

Building a community on Instagram

Building a community on Instagram could be a great option for niches like fitness, fashion, food, and others that are very popular on Instagram.

Focus first on posting quality and interesting content. This is the most important piece of the puzzle. You also need to be highly consistent and put in a lot of ongoing effort.

Follow and interact with other authorities in your niche, and also the followers of other authorities in your niche.

It takes time and dedication to gain momentum on Instagram.

Take notice of what other successful people in your niche are doing and use that for inspiration on your own content.

Blogging To Build Your Audience

Blogging can be a highly effective way to build an audience.

It takes a quality content strategy, and dedicated effort to promote your content as well!

Focus on methods of driving traffic to your blog that work best for your niche: SEO? Pinterest? YouTube?

Creating quality blog content can be an amazing compliment to your other audience building efforts as your new audience can be referred to your blog to learn more about what you can offer.

Blogging allows you to go very deep on subjects which many will be looking for.

Day 3 Assignments

#1 - Define “Your Perfect Client”. Make a list and write down all of the characteristics of this fictional person.

#2 - Establish an Authority Site (if you don’t have one already). Follow the steps in the video [on this page](#) and start your site. As part of the sign-up process, you’ll be choosing your domain name for your authority site, which is very important.

#3 - Write A Plan For Building Your Audience. Determine where and how you will build your audience. This may end up being a longer term plan, but it’s important to put a plan together so you can focus on the tasks needed to make it happen.