How to find that 1% that drives over 50% of extra revenue

BUILDING A DREAM 100

CHRIS OUT & MARLIES VD BREKEL

INDEX

3 INTRODUCTION

4 BUILDING YOUR DREAM 100

9 SOCIAL CAPITAL

12 TOP 20 LIST

14 ADVERTISING BASED ON INTERESTS

16 CONTENT SYNDICATION

20 FINDING FOCUS

INTRODUCTION

The first growth lever of our Challenge and Cheat Sheet is building a Dream 100.

For those who haven't read the Cheat Sheet yet:

The key concept of a Dream 100 is that somebody else already has access to your audience.

By building relationships with community owners and leveraging their network, you can acquire new customers without spending all the money on advertising costs.

The critical mindsets we want you to embrace:

- Leverage other people's network
- Your relationships are your net worth
- Use social capital to build relationships
- Use your relationships to distribute your content

Just remember: Keep investing in relationships with other people in your industry and you will see that growing through and with them becomes easier and easier.

If there is anything we can help you with, feel free to reach out!

Best,

Chris & Marlies

BUILDING YOUR DREAM 100

Do you want to find a quick way to access your audience online without building and managing communities for years? Leverage someone else's community with a Dream 100 campaign!

Everyone is gathering online these days, and so is your target audience. They might be participating in groups on social media, forums, read industry blogs, listen to podcasts, etc. Your audience is congregating in online communities, and you should be there too!

It would be great if these community owners would promote you and your products as your audience already trusts this person, and it would save you years and years building the community.

The Dream 100 lists a collection of 100 community owners (influencers) that you'd like to work with.

1. So let's make it happen and set up the fundamentals for your Dream 100.
2. Find and list the communities that your audience already participates in.
3. Find and list new 'lookalike' communities based on the primary communities.
4. Prioritize the communities based on their reach using an impact/effort quadrant
5. Start 'infiltrating' your top communities and build relationships with the ownersLeverage your connections with a top 20 list
6. Advertise based on interests

This chapter will cover steps 1 to 3, we will discuss the other steps separately.

BUILDING YOUR DREAM 100

1. Find the communities that your audience already participates in.
Ideally, you know the answers to the below questions. If you don't know the answers, ask your customers during your conversations!

- What are the top websites that my dream customers already go to?
- Who is their industry expert?
- Who are the influencers they follow?
- What podcasts do they listen to?
- What forums or message boards do they participate in?
- What are the Facebook groups they engage in?
- What are the email newsletters they are subscribed to?
- What blogs do they read?
- What channels are they following on YouTube?
- What keywords are they searching for in Google to find information?

List the communities that come up and search for their reach online. While you are searching, you can easily find 'lookalike' communities (step 2). Let us explain:

2. Find and list new 'lookalike' communities based on the primary communities.
If you search for certain communities online, you'll find a lot of related ones too. Let's say your audience follows Tony Robbins. His community will be on your list under 1.

BUILDING YOUR DREAM 100

If we search on Google for 'Tony Robbins Forum' for example, we will not only find his own community, but also a lot of other communities mentioning him or discussing the same topics. See:

- Tony Robbins Forums

You can also do this to find communities on other platforms:

- Facebook groups
- Podcasts
- Blogs
- Youtube shows
- Instagram accounts
- Twitter results

Ps. Change Tony Robbins in each of these URLS to the name of the influencer or industry expert for your audience, and you're ready to go!

3. Prioritize the communities based on their reach using an impact/effort quadrant

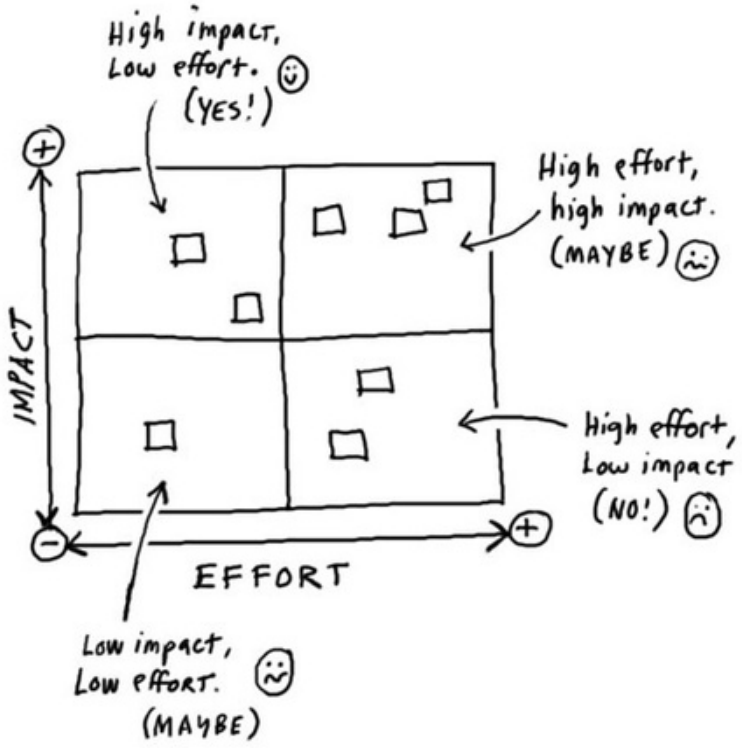
Our guess is that you won't have time to go through every single one of the communities on your list every day to participate in and build relationships with the owners.

BUILDING YOUR DREAM 100

Also, some of your community owners will be public figures, like Mark Zuckerberg or Tony Robbins. Chances are low you will get close to them in a short time span. So we're going to prioritize your listed influencers based on reach (meaning: followers/subscribers/visitors/likes etc.) by plotting them in an impact/effort matrix:

The more reach the community has, the higher the impact
The more difficult it will be to infiltrate this community, the higher the effort

You want to act first on the highest impact, lowest effort communities. Easy as that!



BUILDING YOUR DREAM 100

Exercise: Starting with your Dream 10(0)

- We’re going to start with a Dream 10 instead of a Dream 100 to save you time and enable you to start building relationships with the owners while searching for the other 90 on your list.
- Find and list 5 communities that your audience already participates in.
- Find and list 5 ‘lookalike’ communities based on the primary groups.
- Prioritize the communities based on their reach using an impact/effort matrix

There you go, you’ve got your first setup of a Dream 100. From now on, every time you speak with your customers, try to find out more about their interests and whereabouts to keep on building that list!

SOCIAL CAPITAL

Working on your Dream 100 and building relationships with community owners might feel very time consuming and maybe even a little impossible at first.

It's true, it will take you some time & effort, but building up social capital (or goodwill with other people) is one of the best investments you can make. So let's see how we can effectively do this.

Your relationships are your net worth
There's nothing that can generate a higher return in business than having strong relationships with people of influence. There is a saying: "Your relationships are your net worth." You build this social net worth with social capital.

When you've got enough social capital with a community owner, they will happily promote you. So how do you build this up?

- Share interesting resources with them that help them reach their goals faster.
- Invest in their products and services and share your results with them.
- Make introductions to interesting people.

Did you know that, in internet culture, the 1% rule is a rule of thumb pertaining to participation in an internet community, stating that **only 1% of the website users add content, while the other 99% of the participants only lurk?**

SOCIAL CAPITAL

So, participating and adding value to your Dream 100 communities will make you stand out from the rest!

What resources are interesting to post in a community?
You can **set up a google alert** for the topic which the community is interested in and be the first to share those links with a thoughtful comment. People will start to see you as somebody who knows what's hot in your industry.

How can you invest in their products and share results?
Can you find any content / strategies / tactics that the owner has shared? If so, read it, use it, and share your feedback, they want to hear from you! Not many people do this. So this is, again, something where you can stand out from the rest.

How to make interesting introductions
Make introductions with people from your own network that can help the community owner reach their goals faster.

The most important thing is to help other people move forward!

SOCIAL CAPITAL

Exercise: working on your social capital

- Take your impact/effort matrix and select the communities with the lowest effort and highest impact
- Set up a Google alert for the topic of these communities to make sure you're always up to date with the latest news regarding this topic
- Be the first to share interesting news items
- Take 5 minutes per day to go through your communities and make a habit of posting one item per day or engaging with at least one post
- **Pro tip:** invest in one of the products of a community owner where you want to build a long term business relationship with

Doing this on a consistent basis is an ultimate lever for your growth!

TOP 20 LIST

We've discussed how to build up social capital with community owners. Another great framework to help you do this is the Top 20 list from Chris Winfield.The idea is that you always know 20 people within your own network that can help you reach your goals. If we want an introduction to a community owner, we should be able to find 20 people that can, in some way, help you reach that goal.

Let's give it a try:

1. Pick one of your Dream 100 communities
2. Brainstorm a list of 20 names (friends, colleagues, family, organizations, your kids, your parents, whatever!) that can get you an introduction with the community owner
3. Create two columns.
4. You list how influential they are on a scale from 1-10
5. And how likely they are to help you on a scale from 1-10
6. You add the two numbers, and that will give you a score
7. Sort by descending order
8. Contact one person each day for the next 20 days.

The person with the highest score will be the first you will reach out to. See how they can help you, and you can help them.

Remember: we rise by lifting others!

TOP 20 LIST

Exercise: Top 20 List

- Create your top 20 list to reach get an introduction with someone from your Dream 100
- Start reaching out to 1 person per day based on your top 20 list.

You’re now set up to really leverage the power of your network!

ADVERTISING BASED ON INTEREST

In the last chapters, we focused on building up your social capital to make the most out of your relationships. Another strategy we discussed in the cheat sheet is advertising in these communities and/or using these communities' insights into your advertising strategies.

Advertise in a community
When a community is part of a platform like Facebook, you can get a lot of insights for your advertising. You're looking for insights about the interests that people in these communities have.

What do they like?
What type of people are they?
Which commonalities do they have?

We call it interest-based advertising when you start to advertise based on these characteristics. It's built on the premise that specific interests are a predictor for somebody's chance to become a customer.

You can do this type of advertising on all the big advertising platforms.The how-tos are pretty detailed, so we've shared some resources which explain what you can do on the different platforms.

Facebook
Twitter
Linkedin
Google/Youtube

ADVERTISING BASED ON INTEREST

Exercise: Advertising

- We want you to read through the resources above, so you have an understanding of what's possible.
- We highly recommend hiring an expert to do this type of advertising for you when you're not an online marketeer yourself.

CONTENT SYNDICATION

You've probably heard of the phrase, "content is king." That's because great content has become a necessity for any modern brand. It improves your brand reputation and conversions by building trust and giving your audience the information they need to be guided through your value ladder.

In our previous exercises, we talked about creating content, such as lead magnets, client cases, and heroes' journeys. Now it's time to make this content more visible, so let's discuss the concept of content syndication: a cost-effective method that helps you boost brand awareness and improves SEO performance.

What is content syndication?
Syndicating content is literally taking the same piece of content and republishing it on other platforms in order to reach a broader audience. Publications, big and small, like to syndicate your content because it helps them give their readers fresh information. And you can benefit from this by getting your brand in front of a new audience. It's a win-win for both parties.

See this Syndication Policy of Universe Today, for example, saying: "Steal Our Content… Please."

You can recognize a piece of syndicated content by a phrase like this at the beginning or end of an article: "This article originally appeared on [Original publication + Link] and has been published here with permission."

CONTENT SYNDICATION

Two ways for you to benefit from content syndicating

1. Your content gets published on other platforms with a link to your original piece to reach new audiences.
2. You publish content of other authors with a link to their original piece to give your audience fresh information.

Have in mind that you can always recycle the content of other authors (2.) to keep your audience engaged. You only have to provide a link back to the original article, and you're ready to go. We're going to focus on getting your own content published on other platforms to reach new audiences (1.).

Free content syndication tips

We want to focus on free content syndication tips. If you want to go all-in with a budget, you can reach out to paid solutions like Taboola or Outbrain. They publish your "sponsored" or "recommended" content as an ad on bigger sites, and you pay every time a reader clicks on it.

Getting your content published for free, however, can be a lot of work. You'll need to find the right platforms and build partnerships, one at a time. So we've got some tips for you to share that might help to get you out there.

Mention influencers

The first thing you should do is mention industry experts and owners of bigger platforms in your text.

CONTENT SYNDICATION

You can then reach out to them to inform them about the mention to see if they're willing to share the content on their platform. Your dream 100 is a perfect list to start with.

Guest post on a bigger platform
See if you can guest post on a bigger platform and syndicate this content later on your website or Linkedin. You get the benefit of getting your thought leadership in front of a big audience, and you can link to your own website or blogs in these posts.

Find syndication opportunities
If you're not sure where to start, use Google to find sites that have syndicated content from others. If they do, they're more likely to republish your content too. As this content always has to link back to the original author with phrases like 'Originally appeared on' or 'Originally published on', you can search for ["originally appeared on" + [your content topic]]. You'll find all kinds of content pieces about your topic that have been republished on different websites.

CONTENT SYNDICATION

Exercise: Content syndication

- Take your dream 100
  - See who's content you can syndicate
  - Who of your dream 100 already has syndicated content on their site?
  - Who is open for guest posting?
- When you write a post, always try to link to as many people from your dream 100 as possible
- Every time that you wrote a post and made a link to somebody from your dream 100, let them know
- Find syndication opportunities for the websites of your industry
- Syndicate their content

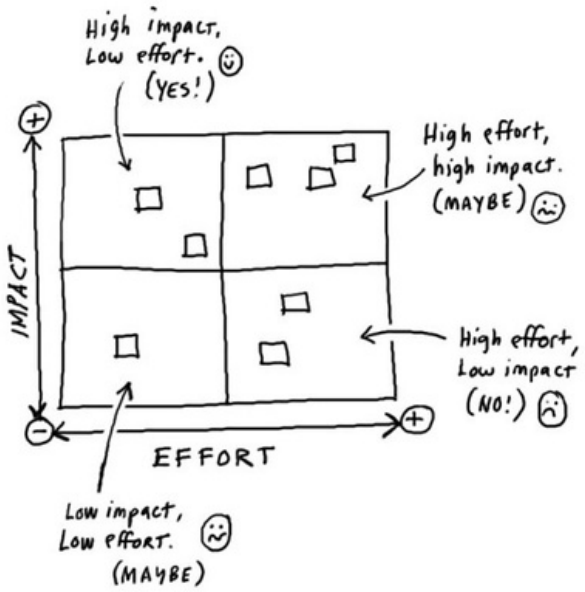
Creating content takes a lot of time, but you can get the maximum return of your investment by doing it this way. You're leveraging what you've done and try to promote it to as many people as possible.

FINDING FOCUS

We covered a lot, and you already went through 5 exercises! If you finished them all, you're a rock star! If not, don't worry. This last exercise will help you find the one thing that will set you up to maximize the output.

Exercise: Finding your growth Lever

- Go through your previous dream 100 exercises.
  - Building your Dream 10(0)
  - Boosting social capital and infiltrating communities
  - Leveraging your connections with a top 20 list
  - Start advertising based on interests on different platforms
  - Content syndication - the powerful trick to share a lot of content
- Plot the exercises in an impact-effort matrix
- Start with the exercise with the lowest effort and highest impact.
- Try to finish at least one exercise in the coming weeks.





ABOUT US

In our combined 20.000+ hours of experience, we've encountered the same issues that businesses struggle with and found a common passion for growing businesses and (online) transformation.

Chris has founded one of the worlds best growth hacking agencies and exited in July 2020. He has worked with hundreds of clients on different continents. He is a lecturer at Beeckestijn Business school and has spoken around the world about growth.

His true passion is unlocking extreme revenue growth and transforming everything that is necessary to support that. Chris still works with some clients 1-on-1 next to building his portfolio of online products.

Marlies has 10+years experience in working as a Marketing Manager for big corporates such as eBay and Bugaboo as well as (tech) startups and scale-ups in the Netherlands. In 2019 she co-founded the agency Amsterdam Webdesigners and has consistently made 10K+ since her first month as freelance consultant.

Great teams know their strengths and weaknesses. Therefore Marlies is creating our online infrastructure, campaigns, copy and creatives. Chris is more client facing in our products. So, he is your main point of contact.