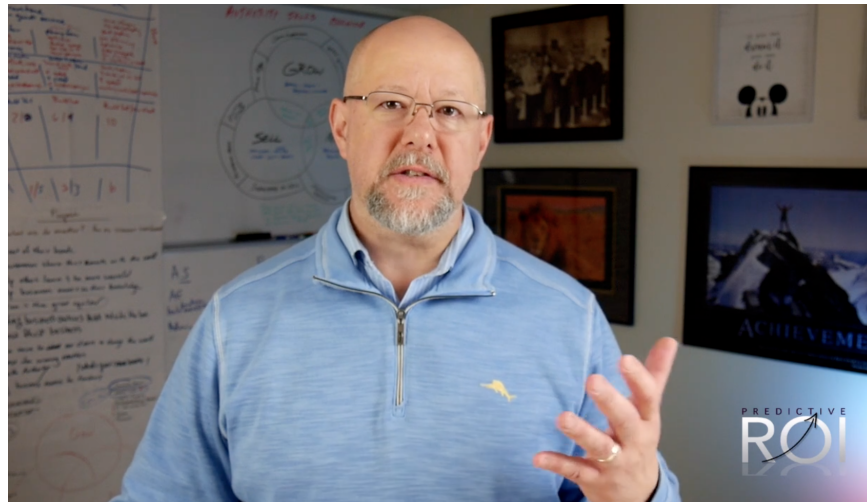


LINKEDIN LONG-TERM NURTURE #1

Sender: Stephen Woessner sw@predictiveroi.com

Subject Line: How to build an audience from scratch



Hi [FIRST NAME] — all of the valuable content-building work your doing will be fruitless without an audience that finds it helpful. Odds are, you have a small list of prospects, people who like your Facebook page, or subscribers to the newsletter you publish every so often.

But you will need a larger, hungrier audience for your authority position to serve your business in a meaningful way.

Building an audience from scratch will work for your business, even if you're just getting started creating content.

Here's the good news.

To dominate your niches and drive biz dev — you don't need a million downloads of your podcast episodes. And you don't need 10,000 YouTube subscribers.

But what you do need is an audience that is hungry to learn from you, is intrigued by your point of view, and from a biz dev perspective, can drive revenue for your business.

In this week's video — I break down two of the best strategies for building your audience from scratch — all without paid ads.

[You can find the video here.](#)

Hope it's helpful.

Now's the time to double down.

Onward with gusto!

Stephen

P.S. Whenever you're ready — here are four ways we can help you fill your sales pipeline with a steady stream of right-fit clients so you can go further, faster:

#1 Subscribe to our new “*Sell with Authority*” podcast.

Learn how to attract a steady stream of well-prepared prospects into your sales pipeline and convert them into right-fit clients. Each episode contains both high-level strategic insights and tactical recommendations from proven experts. Everything you need to grow and nurture your audience is shared in full transparency. [Go here for all the episodes.](#)

#2 Order your free copy of “*Sell with Authority*” in paperback or Kindle.

Honest — no hoops to jump through. [All you need to do is go here and enter your mailing address.](#) NO credit card for shipping. Nothing.

#3 Attend our weekly open-mic Q&A.

If you've ever thought about writing a book because of the impact it could have on your biz dev efforts — I encourage you to join us for Wednesday's open-mic Q&A at 12 noon Central, where we'll take a deep dive into...”Marketing with a book.” Henry DeVries will be our guest expert. If you're meeting Henry for the first time — he's a brilliant columnist for Forbes.com and the CEO of Indie Books International. [Go here for the details.](#)