



**Carlos Gill**

## How To Turn Your Audience & Followers Into Raving Fans

If you want to get rich online, it's all about your audience. But not just any audience. An audience of RAVING FANS who eagerly await your next move and click or buy anything you recommend! It's an art & a science but don't despair, you're about to learn the secrets!

<http://carlosgil.biz/>

### **Why is it important for influencers to turn their audience into fans?**

Social networks are search engines. The more content noise you make, you're alienating people because you're like an advertiser. You should be listening and paying attention. You'll find people who rave about your brand and you should connect with them. You want to engage with your competitor's audience. You want to engage

Facebook only shares your content with about 1% of your audience. Actual engagement drives that number down even further.

Find the opportunity to form relationships with that small number of followers - engage them, follow them - these are the people who will advocate for you.

### **What are some things that businesspeople can do to make sure they have a process for this?**

Pay attention as comments and engagement come in. You don't need to have millions of followers - you need to have the right type of follower.

You'll know you have a quality follower if you check them out and see what they do. Know

who's in your community. You can measure followers among themselves to find the commonalities. Facebook does that and will tell you who your top fans are. Pay attention to that. Build relationships with them. Follow them, comment on their posts, connect with them.

### **How can people discover what their audience wants the most?**

Look at the newsfeeds and see what they're talking about. Participate in the conversations. This humanizes your brand. Be real and present.

With Twitter, your content will be seen more if you jump in on conversations on their posts. Even if you don't have a lot of followers - the followers will come. It gives you a voice.

### **What is the process?**

It takes a while to build an online brand. You can speed it up by being active. It took him about 10 years to build his brand. When he was writing his book, he talked about the process of writing his book in posts. That build his audience for when the book was released.

Be real - you don't have to get personal but putting yourself out there a bit, every once in a while, will attract people who you resonate with.

### **How can influencers use feedback to give them more of what they want?**

Whether you agree with them or not, your community is right. They're looking out for you and will give you honest feedback. They'll want to look out for you.

You don't necessarily have to build an audience - there are many out there that you can join. The attention doesn't always have to be on you.

### **Once an audience of raving fans has been built, what's the best way to make money?**

Monetize your knowledge. Launch a course or do affiliate sales for a course. Flipping goods works.

### **Any last thoughts?**

Pick up his book at [www.endofmarketing.com](http://www.endofmarketing.com)