

Welcome to Leadstra

We help businesses stop worrying about where their next best customer is coming from. We do this by helping create a system for finding, engaging, and growing your influence in the marketplace. The result is more opportunity, better clients, and a value that others notice and share.

Find Your Tribe, Feed Your Tribe, Thrive with Your Tribe

What does all this mean? Simply put, we believe there are three key elements to successful business development in the digital age. It starts by understanding that success comes when you become an influencer.

From there, you need:

1. An engaged audience
2. Content that activates your audience
3. A platform to support and monetize your efforts

An Engaged Audience

Your audience consists of several key groups. These are:

- Your target - these are your prospects, your potential customers
- Referral partners - these are the people who will refer you to new prospects
- Your friends - also known as the general marketplace

As you consider 'who' is in your audience, understand that you must be relevant to anyone you wish to engage. To do this, you must know what they value and speak to them in terms that will encourage them to engage. This is especially true for Targets and Referrers. The tighter you can focus your message to these groups the more effective it will be.

The chart shows how each group breaks out and how you should consider managing your audience.

Your Target			Target Avatars based on ability to serve, ability to be relevant, ability to reach, ability to compensate for value. Focus on a maximum of 3 profiles
Avatar 1	Avatar 2	Avatar 3	
Referral Partners			Referral Avatars based on willingness to participate, value in referral, return on investment, relevance to their core value. Focus on maximum of 3 profiles.
Avatar 1	Avatar 2	Avatar 3	
Your Friends (aka The Marketplace)			
Marketplace messages must reinforce brand. Key marketplace messaging should 1) <i>identify pain you solve</i> , 2) <i>give that pain a personal connection</i> , 3) <i>identify limitations of current 'remedies'</i> , 4) <i>offer option of 'new' solution</i> , 5) <i>end with call to action that brings interested targets to your platform</i> .			
Ideally, marketplace messages will also reinforce referral partner values or opportunities			

Our chart notes three Target Avatars and three Referral Avatars. This may seem limiting. Instead, by reducing your efforts to a tighter focus, you will become more relevant to those who most benefit from your efforts. Narrowing your focus does not exclude you from doing business with anyone. It simply means you don't invest resources to attract those outside your ideal fit.

Content That Activates Your Audience

Content must move your audience to action. In the same way you segmented your audience into Avatars to increase connection, you must segment your content and messaging so that is perceived as relevant. Content must do at least 1 of 3 things:

1. Connect
2. Engage
3. Educate

Connect

Connection occurs when a piece of content grabs someone's attention. Connection content often has an engagement element, but rarely is designed to educate. The key to effective connection content is:

- Making it outstanding so it grabs attention
- Deliver it effectively so it can be consumed easily
- Elicit a response that leads toward larger engagement
- Able to repeat itself without becoming tiresome
- Aligned with your overall brand

Engage

Engagement occurs when a person responds to a content element. This can be passive when other discuss your content: 'Did you see that thing on Twitter...?' Passive engagement cannot be easily tracked. Engagement can also be active such as a like or share, or even more active such as filling out a form or subscribing for more information.

Engagement is most effectively achieved using a 'Call to Action'. This is a request for the audience to do something. In many cases, engagement is 'activated' through an exchange of value. This can be a monetary transaction or simply an allowance to 'stay in touch' in exchange for a content element (Give us your email to download our whitepaper).

Engagement begins a relationship between the content provider and the audience. The process of moving that person from initial engagement to active involvement is called your 'sale funnel'.

Within a funnel, the audience member is segmented (or filtered) based on a variety of elements:

- Which audience segment they best fit
- Their motivation to engage
- Their value as target or referrer

An effective funnel will segment your engaged audience and provide them content that reinforces the preferences they've expressed through their engagement. It will also seek to move them forward in the relationship without being overt to the point of frustration. This effort - the ability to remain relevant and grow your relationship without becoming a nuisance is called Customer Relationship Management, or CRM.

CRM strategy takes many forms, but is most effective when:

- It segments the audience
- Filters by level of engagement
- Offers products and education based on established buying indicators
- Manages engagement frequency, channels, and content based on the target's preferences (either actively indicated or based on past models of engagement)

Educate

Education is the final form of content. Education can be used at any level of the funnel process. The primary value of education is:

- To create a deeper connection with the audience member
- To build credibility
- To create a basis for continued conversation (and a stronger relationship)
- To generate a value exchange which may be monetized
- To help the audience better engage with you and the principles ideas of your business

Education takes many forms. It can be content published on a website, social media, or a blog. It can be event driven such as seminars, webinars, or short events such as 'lunch and learn'. It can be more formal such a course offered online or via workbooks and video. It can be a book written on a subject.

The key to education is making it relevant and accessible. In most cases, education becomes a critical element of the funnel process. It can be used as a filter mechanism, a core product, or a relationship building tool.

Education will be a critical tool for building credibility. It must be designed to be:

- Relevant
- On point
- Understandable
- Of Value
- Credible

A Platform to Energize and Monetize Your Efforts

What is a 'Platform'? A platform is the process and tools you use to:

- Distribute your message
- Manage engagement
- Manage follow up
- Educate
- Engage
- Transact

These all work together to deliver your message to your audience and manage the resulting interactions. It may include a mechanism to transact business. Your platform can consist of many elements. Some common ones are:

- Social media
- Website
- Videos, Podcasts
- Event registration, management, and follow up
- Webinars
- Public speaking
- Blogs
- Books
- Training Seminars
- eLearning
- CRM systems and campaigns

It is important that your content and your audience be in alignment with your platform. For instance, if the only way a person can experience your ideas is to purchase a 500-page book for \$49.95, the book becomes your 'platform'. In this case, your platform limits your audience to only those willing to read a large volume and to pay \$49.95 up front.

Another more common example is a consultant who sees clients in her office Monday through Friday. Her rate is \$175 per hour and clients must pay a \$2,000 retainer to get started. This platform (a visit to her office for consultation) has some great filtering mechanisms (the cost per hour, location, and initial retainer) but these same 'filters' can be significant limits to growth and earning potential.

If this consultant wrote a book based on her experiences and expertise, her platform would expand and now be available to a much wider audience (anyone who can get her book anywhere in the world) and at a much lower threshold (anyone willing to invest in the cost of a book rather than a retainer). It is possible that through the book, the consultant could help many who could not either afford or physically be able to learn from her in person.

Imagine if this consultant was able to move some of her content into an online learning platform where she could sell her expertise. This would allow her to distribute it more effectively to a wider audience and could create the opportunity for significant additional revenue. It might even create a powerful 'funnel' system for her in-person consulting allowing her to raise her rates.

Take it one step further and imagine if she could systematize her content, tools, and practices and train other consultants to use her method. This would allow her to scale her most profitable work (the in-person consultation) and grow even further.

While her content did not change dramatically, the scope of her platform defined the size and value of her audience.

Many businesses today find themselves in a similar situation. The intellectual property developed to provide their core products and services becomes a valuable product itself. If they can find a platform and an audience, they can exponentially grow their business without significant staff or infrastructure investments.

So, What Does This All Mean?

There are 3 important take away concepts from this white paper:

1. We hope you better understand the importance of Audience, Content, and Platform
2. We want you to understand how alignment of Audience, Content, and Platform create the opportunity for success
3. It is never too late to start creating that alignment and improving your content and platform

Hopefully we have demonstrated items one and two for you. Most of us see these concepts in action every day. Understanding the elements and how they relate allows you to better consider how YOUR program should work. If your program is missing alignment, you can shift your efforts.

As an example, consider my friend George. George had a large number of followers on Facebook and LinkedIn. On Facebook, he connected with family as well as friends from high school, college, and social contacts he'd known throughout life. On LinkedIn, he was connected primarily with colleagues and old connections from his 25-year career at a previous company.

As George decided to build a new business after leaving his corporate job, he was convinced his social media network would help him find new clients. After all, whenever he posted content, he regularly had it shared or received comments. That kind of activity would surely result in opportunity for his new business.

He was surprised when his posts about the new business went largely ignored. He had an audience. He had a platform (Facebook and LinkedIn). Unfortunately, his new content was not in alignment with his audience and his use of the platform did not give his messages the power he had hoped - or needed.

When George figured this out, he began growing new contacts on LinkedIn that were more in alignment with the value his new firm provided. He also used Facebook to find and share content with new contacts who fit his target Avatar profile. He started a business page to separate his personal content from the professional. Over time, both networks began to bear fruit and now are key parts of George's larger business platform.

It's Never Too Late

Are your efforts to become an influencer not succeeding as you had hoped? Do you struggle to create effective content? Do you need help building a platform that works for you? Are struggling to put all the pieces together and just get started?

We realize this process can be overwhelming - regardless of what stage you find yourself. Looking at others it all seems so easy. Post a video: make a sale. If only that were the case. We rarely get a glimpse 'behind the scenes' to see how much work it takes to be a successful influencer. Or, to juggle all the elements necessary to make things work. We just see the outer veneer and assume all is successful.

But it doesn't have to be that difficult. With an effective platform architecture and a content development plan, building a powerful and effective audience can be very systematic. With the right structure, that audience can generate all the opportunity you need to grow and succeed.

But don't wait. If you are not seeing results, take a minute to evaluate your situation. Most of the time, small changes can have a big impact.

If you are just getting started, consider how you will build your platform. Who will be your target audience? Your Avatars? How will you connect with them? What tools and content will you use to engage? To educate? How will you monetize your efforts? Who will be your referral partners? These are all critical elements to create a successful Influencer's Business Model.

And as important as these elements are today, they will change over time. Make sure your Influencer's Business Model is part of your regular business review process. Plan on doing a quarterly or bi-annual review with your key management or stakeholders. This will verify your assumptions and allow for course corrections as well as integration of new content and platform structures.

How Can Leadstra Help?

We are here to help in a variety of ways. We hope you will take advantage of any and all that make sense for you.

Become an Insider (It's Free)

To start, go to our website and become a Leadstra Insider if you have not already. This will give you access to lots of training and discounts on our products and services. It is 100% free and we hope it will represent a huge value for you.

Influencer Workshops

Beyond that, consider our Influencer Workshops. These training workshops take you through the process of building your audience, content, and platform. We have both group and individual programs that are coached by trained Leadstra experts. Whether you are just getting started or working on a realignment of your existing program, the workshops are a great opportunity to learn how to build the right system that will deliver the results you desire.

Products and Tools

Leadstra offers a variety of products and tools designed to grow your audience, develop your content, and perfect your platform. Whether you need help developing your content or using LinkedIn to grow your audience - or anything in between - we want to help. Check out our Products page to learn more.

Hands-on Assistance

Sometimes it is best to just get some help. That is what we like doing the most. Our coaches can help you determine what is needed, how to do it, and help you overcome any obstacles along the way. We have knowledge and expertise on tangible elements such as:

- Membership websites
- WordPress web development
- eLearning systems
- Video production
- CRM set up and management

We can also help you find partners who have expertise in:

- Branding
- Graphic design
- Livestreaming and Podcasting
- Custom programming (including mobile app development)
- And much, much more

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