

TEAM APPLICATION GUIDE



KEY CONCEPTS

- The biggest mistake most content creators make is they approach their content from the wrong side of the screen.
- If you can help your audience solve their problems, you will always have an audience.
- Shift your screenview; stop thinking about yourself, start thinking about your audience
- Stop trying to get them what you want, and start trying to help them get what they want.

Keys to Master

1. Identify your audience's WIFM (What's in it for me?)
2. Use one of the most powerful words in the English language – You
3. Be helpful

APPLICATION STEPS

1. Think about your target audience. If you haven't already, write out an expression of their WIFM (What's In It For Me?)—what does your audience want from you? What's in it for them?

2. How does what you offer 'help' your audience? Identify a few specific ways in which you provide value to your audience.

TEAM APPLICATION GUIDE



3. Using what you've learned in this session, write a few opening sentences for an email, social post or article for each of the three scenarios below.

- a. I'm hosting a webinar about gaining momentum online on April 5th. Join me!
- b. We will send out all charitable tax receipts to donors by February 28th.
- c. We're opening a new location in Dallas. Don't miss it.

4. Which one of the three keys do you think will be most difficult for you to implement? Why?

TEAM APPLICATION GUIDE



5. People have an emotional reaction when they see your name online or in their inbox. What emotional reaction do you think they have now? What would you like it to be, and what will you need to change to get there?