

THE BUYER HANDBOOK

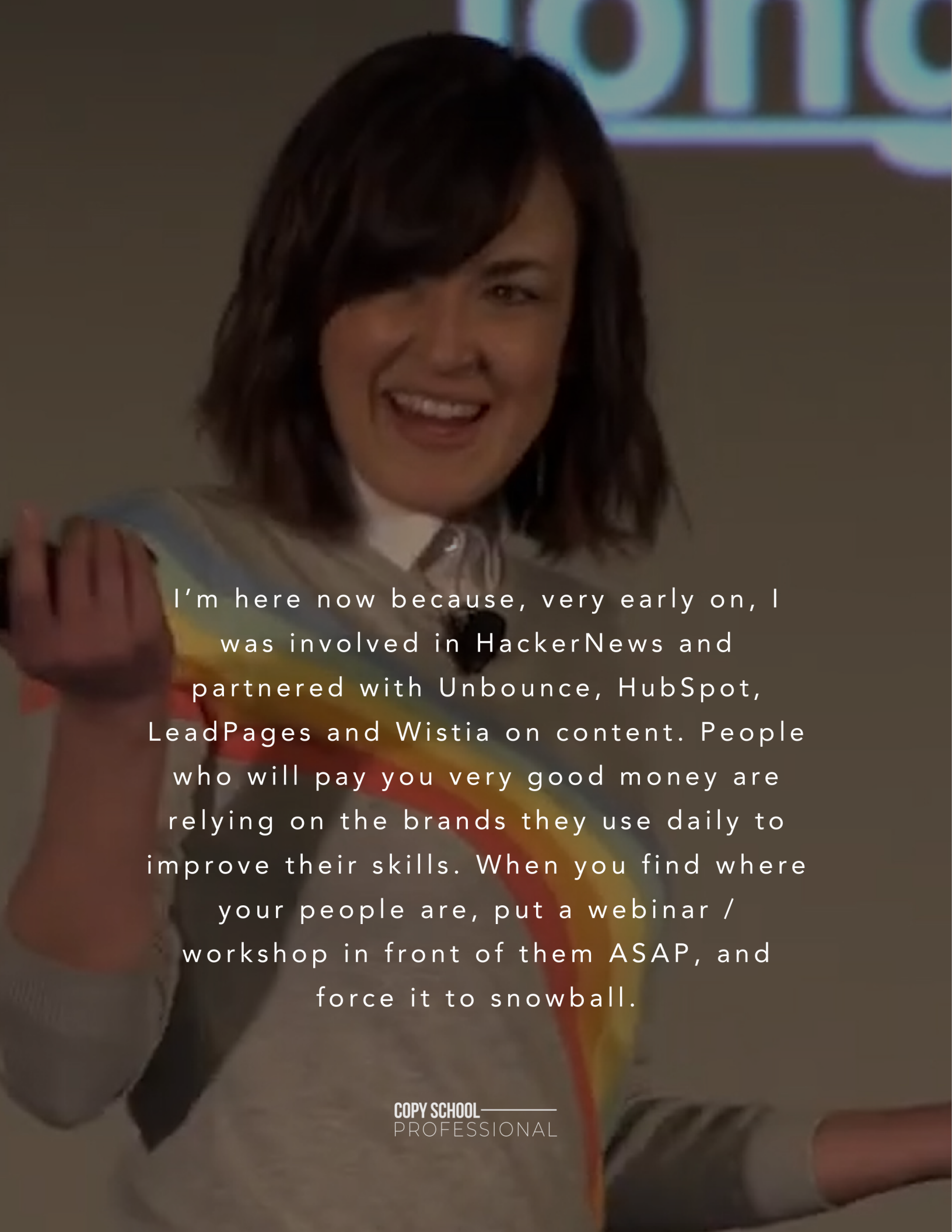
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**FIND &  
ATTRACT  
YOUR IDEAL  
BUYERS**

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This worksheet and lesson will use tools to find out where your ICPs are.

You'll be ready to start pitching brands on partnering to share your content.



I'm here now because, very early on, I was involved in HackerNews and partnered with Unbounce, HubSpot, LeadPages and Wistia on content. People who will pay you very good money are relying on the brands they use daily to improve their skills. When you find where your people are, put a webinar / workshop in front of them ASAP, and force it to snowball.

## FINDING THEM ONLINE

For too long, marketers and freelancers have complained that you can't find the right people on social media. CMOs don't watch webinars. VPs Growth don't read books. Etc. So let's challenge that. We've complained long enough. Let's go find 'em!

### FIND THEM WITH SPARKTORO + A "COMPLEMENTOR"

Not quite a competitor, a complementor is a brand that has the audience you have or want (or both), with more traffic than you get. For example, ConvertKit.com is a complementor for Copyhackers as we share a similar audience of digital creators but ConvertKit.com gets more traffic.

#### LIST THE WEBSITE OF 3 TO 5 COMPLEMENTORS (OR FULL-ON COMPETITORS)

*e.g. AprilDunford.com, Zapier.com*

- Create a free SparkToro account to see if you dig it (before upgrading for more results!)
- In SparkToro, tab to "Audience Research"
- Search the website / domain of a complementor (from your list above)
- Use the information provided to fill in the tables on the following pages, focusing on Hidden Gems if they make more sense than the primary search results do
- Export and download demographic data
- Repeat for every complementor (from your list above)
- Save this completed workbook, your downloaded data and more to an ICP / Biz Dev folder
- Block one hour in your calendar in the next 5 days to turn this info into a 90-day plan

# WHERE MY BUYERS ARE

WEBSITES THEY VISIT	I CAN GUEST HERE	I CAN ADVERTISE HERE	NOT AN OPTION

## MAYBE I CAN...

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# WHERE MY BUYERS ARE

YOUTUBE CHANNELS THEY WATCH	I CAN GUEST HERE	I CAN ADVERTISE HERE	NOT AN OPTION

## NOTE TO SELF OR VA...

# WHERE MY BUYERS ARE

PODCASTS THEY LISTEN TO	I CAN GUEST HERE	I CAN ADVERTISE HERE	NOT AN OPTION

## NOTE TO SELF OR VA...



# WHERE MY BUYERS ARE

SUBREDDITS THEY FREQUENT	I CAN GUEST HERE	I CAN ADVERTISE HERE	NOT AN OPTION

## NOTE TO SELF OR VA...

# WHERE MY BUYERS ARE

SOCIAL ACCOUNTS THEY FOLLOW	I CAN GUEST HERE	I CAN ADVERTISE HERE	NOT AN OPTION

## NOTE TO SELF OR VA...

# KEYWORDS & TOPICS

## TRENDING KEYWORDS I CAN POST / PITCH CONTENT ABOUT

## HIGH AFFINITY KEYWORDS THAT SHOULD APPEAR REGULARLY IN MY CONTENT

# WHAT'S YOUR HACKERNEWS?

Rich communities and masterminds are everywhere and are almost never called "mastermind." These groups are usually in Discord or Slack spaces, and you can learn about them by searching Reddit. Find them now; request to join them now; start adding value now; reap the rewards as the months and years pass.

SLACK GROUP	WHO IT'S FOR	THE VALUE I'LL ADD

DISCORD GROUP	WHO IT'S FOR	THE VALUE I'LL ADD

OTHER COMMUNITY	WHO IT'S FOR	THE VALUE I'LL ADD

# BRAINSTORMING

*What brands could you partner with? What webinar could you pitch? Free course? Ebook? To whom? Who do you know that could connect you? What have you already done that they'd love?*

## MY 90-DAY ATTRACTION PLAN

