

LESSON 3:

FINDING THE RIGHT AUDIENCE THAT DELIVERS RESULTS

Welcome to Lesson 3!

In the last two sessions, you learned how to define your niche and get a handle on your competitors.

Now, it's time to level up—by figuring out how to attract an audience that doesn't just scroll past, but actually engages, supports your growth, and helps deliver real results.

In this lesson, you'll learn:

- Where to find your ideal audience
- How to attract and retain them
- How to analyze who they are and what they want
- What content resonates
- Which promotion channels work best

WHERE TO FIND YOUR TARGET AUDIENCE IN 2025

Your audience could be anywhere—but not every platform works for every niche.

Social Media: In 2025, Instagram, TikTok, YouTube, and LinkedIn are still leading platforms for personal brands.

- **Instagram:** Best for visual content—Reels, Stories, and Feed posts.
- **TikTok:** Great for short, creative, and viral videos.
- **YouTube:** Ideal for long-form, educational, or expert-driven content.
- **LinkedIn:** Perfect for professionals, B2B brands, and business networking.

In-Person Events and Collaborations: Live events, exhibitions, conferences, and workshops are still powerful ways to meet people in your space.

Partnering with others through collaborations or joint projects is another smart way to reach new audiences—especially if they cater to a similar crowd.

HOW TO CHOOSE THE RIGHT PLATFORMS FOR YOUR BRAND

- **Visual-first Brands:**

If your brand is highly visual—think fashion, food, design, or photography—Instagram and TikTok should be your top choices.

Instagram is perfect for Reels and Stories, while TikTok gives you massive viral reach.

- **Educational/Expert-Driven Brands:**

If you share knowledge and insights, lean into platforms like YouTube, LinkedIn, blogs, or podcasts. These help build long-term trust and credibility.

- **Mixed-Format Brands**

If you do a little of both—visuals and expertise—use a mix of platforms. For example:

- Instagram for visual storytelling

- YouTube for deep dives
 - LinkedIn for networking and authority
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ORGANIC VS PAID GROWTH

Organic Growth

This means building your audience through valuable content and consistent engagement. It's slower, but the followers you gain are genuinely interested.

Paid Growth

This is where advertising comes in—social media ads, Google Ads, and sponsored campaigns can get your content in front of more people. But here's the thing: targeting matters. Your message needs to reach the right people—not just anyone.

Top Audience Acquisition Channels in 2025:

- TikTok—still exploding. Great for creative, viral content.
- Instagram—reels, Stories, and Feed posts help boost visibility.
- YouTube—ideal for building thought leadership with long-form content.

- Email Marketing—don't sleep on email. It's still one of the best ways to build long-term connections and deliver value.
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HOW TO ATTRACT THE RIGHT AUDIENCE

(Not Just Random Followers)

Understand Instagram's Algorithm:

The algorithm decides what content people see. The more you interact with the right accounts, the more Instagram shows your content to the right crowd.

Use Hashtags & Keywords That Fit Your Niche:

Let's say you're in the psychology space—use tags like #psychology or #selfgrowth so your audience can actually find you.

Engage Consistently:

Posting is just step one. Comment, like, reply, and participate in conversations. This signals the algorithm and builds real community.

HOW TO MANUALLY OPTIMIZE INSTAGRAM'S ALGORITHM

Instagram shows users content based on what they interact with. If most of what you like or save is memes or animals, guess what?

That's what you'll keep seeing—and it's who Instagram will think your content is for, too.

How to Fix That

You need to teach the algorithm who you are and who you're trying to reach. That means:

- Engaging with creators in your niche
- Liking, saving, following, and commenting on similar content

MANUAL ALGORITHM CONFIGURATION

Instagram lets you fine-tune what shows up in your feed. Use it!

To tell Instagram what you're interested in:



- Tap the three dots on a Reel
- Select "Interested"

To remove things you're not into:

- Tap "Not Interested."

This helps the platform learn your niche faster.

SMART WAYS TO SHAPE YOUR RECOMMENDATIONS FEED

Search Behavior

What you search for on Instagram matters. Clear your "recent searches" regularly and look up people, hashtags, or locations in your niche.

Follow Wisely

If you're following 1,000 random accounts, Instagram won't know what you're about. Try narrowing it down.

If you're a makeup artist, for example, follow others in that field—and try to keep your follow list under 200 accounts.

GETTING READY TO POST

Use Focused Hashtags & Keywords

Instagram scans your Reels and captions to understand what it's about.

Stick to one language, and don't mix hashtags from different languages. Use niche-specific terms to help your ideal audience find you.

Schedule Smart

Schedule your post a few hours before it goes live. This gives the system time to process your content and publish it in high quality.

Engage Before & After Posting

Interact with relevant posts and conversations before and after you publish—it helps reinforce what your content is about.

WHAT HELPS THE ALGORITHM UNDERSTAND YOUR CONTENT

It's not just about setup—it's about the type of content you publish.

From experience, what's working now is shares and saves. Likes and comments don't carry as much weight.

Plan your content around formats people will want to save or send to others.

Consistency Is Everything

A regular posting schedule helps Instagram learn who you are and what you offer.

Daily posting is tough—especially when you're doing everything yourself. That's why having a system helps.

MY CONTENT CREATION SYSTEM

Idea Generation:

Spend 30–40 minutes browsing your feed for trends and inspiration. Early on, aim for 3–5 solid ideas per session.

Editing:

Batch your edits—2 to 3 videos in one session. Plan your posts ahead for the week.

Filming:

When you know what you want the final video to look like, filming becomes quicker and easier. Try filming multiple videos in one go.

COLLABORATIVE POSTS

Collaborations help you reach a bigger audience—fast.

When you post with a collaborator, Instagram shows it to both of your audiences. If people interact, it gets pushed even further.

CHOOSE THE RIGHT COLLABORATION PARTNER

Similar topics and audience: Choose profiles with similar content and a matching target audience.

This will ensure maximum relevance and interest in your post.

High-quality content: Make sure your partner's content quality meets your standards. This is important for maintaining your image.

Active and engaged followers: A partner with an active and engaged audience can significantly increase the reach of your post.

WHY COLLABORATIONS WORK

Wider Reach: Your post will be visible not only to your audience but also to the audience of your collaboration partner.

More Interaction: Likes, comments, and reposts from both audiences help your post gain popularity quickly.

Stronger Trust: Collaborative projects demonstrate your activity and openness to collaboration, which can appeal to your followers.

Mutual Growth: Both participants in the collaboration gain new followers who are interested in similar content.

WHAT HURTS ENGAGEMENT?

- × Content that doesn't match your niche
- × Constantly switching topics
- × Buying fake followers or using bots

HOW TO ATTRACT THE RIGHT PEOPLE

- Post quality content consistently
- Use tools like polls and Q&As
- Run targeted ads

HOW TO KEEP FOLLOWERS ENGAGED

- Keep posting
- Use interactive content (polls, quizzes, Q&A)

- Provide real value—solve problems they care about

IF PEOPLE UNFOLLOW, DON'T PANIC

- Review what content caused the drop
- Adjust your format or message
- Re-engage with your audience—ask questions and get them involved

HOW TO MEASURE SUCCESS

- **ROI (Return on Investment):** Are you getting a return for your time, effort, or ad spend?
- **Engagement Rates:** Likes, comments, shares, and saves
- **Audience Growth:** Are you growing, and are those followers active?

That's a wrap on Lesson 3!

Now you know how to attract and connect with the right audience—the kind that helps grow your brand and reach your goals.

In the next lesson, We'll dive into your brand's visual style and identity. You'll learn how to create a look that's both stylish and memorable. See you there!

HOMework

1) Compare organic vs paid growth in your niche

- Do a little research: What's working for others?
- What feels right for you—collabs, ads, events, or word of mouth?

2) Measure your main channels:

- ROI
- Engagement
- Follower growth

BONUS MATERIALS:

Profile Audit Template (From Scratch) Look at your profile from a new visitor's eyes:

- *Who are you?*
- *What do you offer?*
- *Why should I trust you?*
- *What should I do next? (Call to action)*