

Community Building Blueprint

The Community Builder Blueprint is the process that you use to build a community of loyal customers that look to you as a trusted advisor and buy again and again.

This is an overview of each of the pieces that make up the blueprint.



The goal is to identify your ideal prospects, get their attention and then take them through the following progression.

1. Target Customer
2. Site Visitor
3. Subscriber
4. First-Time Customer
5. Long-Term Customer
6. Raving Fan

As they progress through the phases of this process, their relationship with and trust for your brand grows, hence strengthening your community of loyal customers.

Get Attention

- The process of building a relationship with your prospects begins with getting their attention
- Once you have the target prospect's attention, you can get their permission to "start a relationship" with them
- One of the most powerful and effective ways to get the attention of your target market is by producing relevant, authoritative and valuable information and then syndicating it to establish a preeminent web presence



Attention

Get Permission

- The relationship starts with the first time they come to your site. You have to get them to "raise their hand" and give you permission to continue interacting with them. This is the number one goal of your site.
- Getting permission could consist of one or more of the following: subscribing to your email list,



following you on Twitter/Facebook, subscribing to your blog or subscribing to your podcast.

- Once you have their permission, you continue to interact with them

Engagement

- Once a prospect "raises their hand" and gives you permission to interact with them, engagement begins
- Engagement consists of repeated interactions that strengthen the emotional, psychological and physical investment a customer has in your brand
- The most effective way to engage your market is to offer frequent, valuable content that they want. In addition to keeping them engaged over time, it allows them to get to know, like and trust you.
- One of the most important and effective channels for offering this content is your e-mail newsletter list. Blogging and podcasting are also very powerful for engaging your market.



Relationship Building

- As you engage your market over time, a relationship builds
- Your community is built on the relationship you have with your subscribers, followers and customers.



Trust

- Trust and loyalty are derived from the relationship that builds over time.
- The trust builds as they receive continual value from the content that you regularly provide as you engage them.



Influence

- The ultimate goal is to acquire influence with your market.
- Influence gets them to act (e.g. buy, review, donate, vote, click, etc.)
- This influence is incredibly powerful when it is based on a relationship of trust and loyalty that you have built up over time with your community.
- If this influence is properly in place, marketing and sales will become infinitely easier.

