

## Phase 2: Generating a Profitable Idea

### Redefining your audience

You'll be surprised at how few "true fans" you need to have to make a decent living. We often think that we have to impact as many people as possible, going on TV and radio (tactical!) in order to reach them all. We're just waiting for our "big break" that will give us overnight success... the way this truly happens is by building an audience from scratch bit by bit.

The internet now gives us a platform to easily connect with our audience.

You're going to start thinking differently about your audience, in terms of type and number.

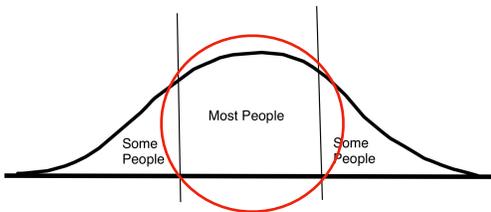
#### **Type: True Fan**

Definition: Someone who loves what you do and will buy from you again and again. They will also spread the word about you to others.

#### **Number: 1000 or Smallest Viable Audience**

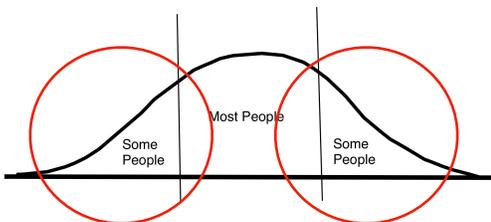
Definition: For 1000, read the article linked below. For smallest viable audience, think about how many people can you realistically impact in a very deep way - i.e. make a dramatic impact and change for the better. How many true fans do you need to make a decent living? How many to make a great living? You might be surprised at how small the numbers are.

- Appeal to the masses and your work will suffer.
- Appeal to the fringes (smallest viable audience) and you'll do your best work.



We're often taught to appeal to the masses, but doing so makes the quality and impact of our work go down.

*Example: You play a popular song that you don't like on TV in order to try and appeal to the masses. No one wins...*



We should instead appeal to the fringes, because we'll do our best work and those people will be most impacted by it.

*Example: You play a rare and obscure piece that only a small amount of people know. You really love this piece as does your audience. Everyone wins.*

## Task 1

How can your unique skill sets and products/services appeal to the fringes?

What kind of people would the fringes be comprised of?

How many true fans would it take for you to make a decent living from?



## **Task 2**

Read the article 1000 True Fans by Kevin Kelly. Does this change your idea of having an audience?

Take notes while you read and share your notes.

1000 True Fans: [Click Here](#)