

# PROGRESS TRIBE

Step By Step  
Workbook To Help You  
Create Demand For  
Your Course Without  
Hard Selling It!

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# Purpose:



Be able to attract Your Ideal Audience and Create Demand For Your Course Without Hard Selling It.

The most important and best thing you can do for your course is to create demand for your digital program/course without having to hard-sell anyone. You can achieve this by creating a tribe whom resonate with your core beliefs and values and who will truly be transformed/or achieve results they need.

Here are 3 simple ways you can start building your ideal audience right now.

## 1. Create an irresistible lead magnet-

A lead magnet is something that your ideal audience will get in exchange for their email address. Some examples of magnets are case studies, templates, downloadable guides, or training videos where they learn something useful that they can take immediate action on to help them in a small or big way.

## Below are some tips for creating one...

- It must solve a huge pain point for your audience - ask yourself what are the biggest struggles for your audience and address one specific problem.
- It must give them a quick win: It must answer a specific question/pain point they have and give them hope/inspiration to be able to see the bigger picture or transformation.

■ Demonstrate that you are capable of helping them - This creates good will in your brand/yourself and you will be seen by your ideal audience as the go to person for your topic or for solutions.

Now let's dig deeper and show you how to come up with an irresistible magnet!

## Example:

One of our magnets shows people how to create their course outline in one day. This gives people a small win which is: they can start to see the bigger picture of what they will teach in their program/course along with giving them clarity and confidence too.

Now it's your turn...



What topic comes to mind for creating a magnet for your audience.

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What pain point does it solve?

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What quick win does it give your ideal audience?

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# Put It On Video:



Create 3 to 5 short videos 3 to 10 minutes long each that helps your audience. These videos will help establish you as an expert or knowledgeable in your course material.

*Example topics for this could be...*

- ✓ *Case studies*
- ✓ *Lessons you have learned or your journey*
- ✓ *Some common mistakes and pitfalls that they can avoid to give them faster results.*

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Keep it simple... just record it on your cell phone and upload it to all available channels such as YouTube, LinkedIn, Instagram, TikTok, Twitter, Pinterest, and Facebook.

Optional :

Take it to the next level by making Facebook Ads. You can do video views ads for your video and you can spend just \$1 per day to bring awareness.

It's now time to brainstorm and write at least 5 topics you can talk about on video that could benefit your audience.

1-

2-

3-

4-

5-

## 2. Taking A Stand

This is how you really stand out! People will always stay loyal to brands that have similar values, and belief systems. This will help your ideal audience better understand your journey and why you started the program, your intentions and goals.

One of the best ways to create a deeper connection with your audience is by sharing your core values and beliefs. Who are you? What do you stand for? What matters to you and why do you do what you do?

*For example:*

*We are family-centered entrepreneurs whose lives have been totally changed by being able to monetize our experiences and knowledge. Our goal is to help other family-focused entrepreneurs do the same so they have the freedom of time to do what really matters! Spending quality time with their loved ones and creating memories that will make them smile when they are 80 years old and beyond!*

*What about you? What are your core values and beliefs?*

*What do you want to be known for? What matters to you and why do you do what you do or want to do?*

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# Takeaways / Conclusion

Congrats! You now have clarity on how to build an audience of potential customers who align with your core values and beliefs. These are the best types of customers because once they get to know you, they will buy from you as you will be their natural choice.



At Progress Tribe,  
we are family centered  
entrepreneurs whose mission  
is to help you monetize your  
life experience so that you can  
have freedom to spend quality  
time with the people that  
matter the most to you!

If you are are looking for  
step by step coaching on how  
to build your own profitable  
course, then make sure you  
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