



## How to Build an Online Audience – Part 1 Exercise: Who Do You Follow and Why?

**Instructions:** One of the best ways to learn how to become an object of interest is to flip the process around and examine why you follow specific people. Complete these three steps:

### Step 1: Who Are Your 3 Favorites?

List three people, who are not celebrities or politicians, that you follow the most frequently on social media or their blog.

Person 1: \_\_\_\_\_

Person 2: \_\_\_\_\_

Person 3: \_\_\_\_\_

### Step 2: Why Do You Follow Them?

Write out the primary reason why these individuals appeal to you. What makes them an object of interest in your eyes? How are they able to hold your attention and keep you returning to read what they write?

Why I follow Person 1: \_\_\_\_\_

Why I follow Person 2: \_\_\_\_\_

Why I follow Person 3: \_\_\_\_\_

### Step 3: How Can You Imitate Their Style?

Ask yourself how you could imitate or incorporate what your favorite three people do and apply it to your own approach. What can you take from their style and mimic in order to become an object of interest yourself?

What can I mimic from Person 1?

\_\_\_\_\_

What can I mimic from Person 2?

\_\_\_\_\_

What can I mimic from Person 3?

\_\_\_\_\_