CONTENTS

Introduction	ix
The Audience-Driven Movement	1
AUDIENCE DISCOVERY	
An Actionable Guide to Finding Your Audience	11
Step 1: Awareness — Think of Possible Audiences	16
Step 2: Affinity — Find Out How Much You Care About Them	21
Step 3: Opportunity — Find Out If They Have Interesting Problems	24
Step 4: Appreciation — Find Out If They're Willing to Pay	28
Step 5: Size — Find Out If This Market Can Sustain a Business	31
Tallying the Results	34
AUDIENCE EXPLORATION	
To Boldly Go Where No Entrepreneur Has Gone	39
Before	
Embedded Exploration	41
Communities	46
The Four Principles of Embedded Exploration	57
Community Platforms	59
Offline Events during a Global Pandemic	100
How to Take Notes in Communities	102
Presenting Yourself to the Community	104
Tracking Influential People across Platforms	107
The Cardinal Rule of Embedded Exploration: Dwell, Don't Sell	109
Next-Level Embedding: Get a Job	114
PROBLEM DISCOVERY	
Finding Problems as an Embedded Entrepreneur	119
Properties of an Interesting Problem	121

The Shape of a Problem in the Wild	127
On Budgets and Purchasing Agency	134
A Warning About Validation	137
Finding the Problem(s) You Want to Solve	143
AUDIENCE-BUILDING	
Making Friends for Fun and Profit	147
A Platform of Choice: Twitter	149
The Goals of Audience-Building	151
The Three Pillars of Growth	157
The Abundance Mindset	160
Impostor Syndrome and Building Capital	162
The Practice of Audience-Building	166
Engagement	172
Empowerment	195
Valuable Content	206
Setting up a Twitter Engagement, Empowerment, and Content Schedule	250
Tools of the Trade: Using Twitter Professionally	257
Building (for) an Audience	259
Audience Graduation	271
The Journey Ahead	276
Now what?	277
Notes	279
Acknowledgments	283
About the Author	289
Also by Arvid Kahl	291