



Useful Insights About Superfans

With the proper routine and flow, you can build up a supply of episodes that will have you set for several weeks or months, depending on the frequency that you publish.

The mindset that creates superfans

A big thing is the understanding that you can actually sell and serve at the same time. Serving is not, as some might think, giving as much free information as possible. This can be overwhelming. Better is to offer more premium things that

1. allow customers to invest in themselves, and
2. that are more organized, more condensed, more strategic, more accountable, to help a person achieve their goals. This is a setup in which everyone wins.

Superfans and monetization

When superfans spend on your stuff, they don't feel like it's spending money at all, because they're just doing something that they love. It just happens to involve you and the moments that you've created for them over time. They've had experiences and magical moments with you over time and they're just kind of returning the favor.

You don't need a blockbuster

The truth is, in order to create a successful life, you don't have to have a blockbuster hit. You don't need millions of fans, you don't need millions of followers. You just need 1000 true fans. If you do the math, considering that a true fan is going to spend at a minimum \$100 a year for your craft, your art, your coaching, whatever it is, that's less than \$10 a month. But \$100 a year times 1000 true fans adds up already to a six-figure business.

One platform, or multiple?

Superfans are platform-agnostic. Wherever they are, you will create these moments for them such that they won't care where you show up. If you switch platforms, they will find you and continue to consume what you offer, because you've become a part of their life that they can't do without.



What ordinary people can do to create superfans

1. Have the right lyrics.

Use the words that your audience will respond to. It's not enough to know what your audience's problems are - you need to use the right language. If you can define the problem better than your target customer, they will automatically assume you have the solution. The right words will have people say, "Oh, I'm in the right spot. You're speaking my language."

2. Offer a small quick win.

If someone offered you a way to save \$25 a month and retire happy by 65, how appealing is that compared to Call Your Cable Company and Save 20 Percent on Your Bill Reading This Script? Before thinking about changing people's lives, consider how you might change their day first. Give them something easily actionable that will get instant results, and you'll have them hooked on your material.

3. Get people involved.

You've activated a customer, they're subscribed, but they're not yet feeling like part of a team. People want to feel like they belong to something. There are several ways you can achieve that.

- Give them a platform to speak.
- Create community events and live events and gigs and meetups for them to meet each other.
- Give your community a name.
- Feature your community members in some way

4. Create an unexpected moment of surprise

Get on Instagram to a client or customer and get in a direct message with them. Shoot them a quick video, just to say you appreciate them being a customer. That small bit of time and attention will blow their minds. It's like a high-five with Usher at a concert.



5. Scale your reach

Invite one of your success stories on your podcast or a video to talk about their experience before and the after they discovered you and how they've been able to change. Someone watching who's just starting out may gain encouragement from seeing someone like them who's benefited from your help and achieved results.

The dark side of having fans

When you've gained a certain amount of fame, beware of letting it go to your head. If you let fame change you, it could lose you both fans and peers who liked you when you were grounded. Always remember where you came from, why you're doing what you're doing and who you're doing it for.

Then, too, there are some crazy fans. Be careful what details you share on social media about where you are or where you live. Keep your house address private and stay safe in that sort of way.

For more help with your business, join SuperFastBusiness.com membership

Grab Pat Flynn's book, *Supertans*, at yoursupertans.com