

ONE MILLION FOLLOWERS

How I Built a Massive Social Following in 30 Days

BRENDAN KANE

BRENDAN KANE is a business and digital growth strategist. He works with Fortune 500 companies, brands and celebrities to help them systematically find and engage new audiences. Brendan Kane has worked with MTV, Skechers, Vice, IKEA and other corporations to advise them on how to grow their digital audiences. He previously managed Lakeshore Entertainment's interactive media strategy where he worked on 16 films, which ultimately generated \$685 million at the box office. Brendan Kane has also built platforms for celebrities like Taylor Swift, Rihanna, Charles Barkley, Adriana Lim and others. He also served as vice president of digital for Paramount Pictures. Brendan Kane is a graduate of Columbia College Chicago and Augustana College.

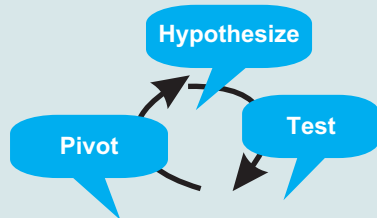
The website for this book is at: OneMillionFollowers.com.

ISBN 978-1-77544-982-9

MAIN IDEA

Each and every day, more than 60 billion messages are sent out on digital platforms. It is now feasible for anybody (not just celebrities) to build an authentic following of one million people or more on digital platforms like Facebook, Instagram, YouTube, Snapchat and LinkedIn.

So how do you build a successful multi-media brand? The key to scaling a massive audience in the shortest time possible is to produce digital content and then test and measure how people are responding to your content in real time. Specifically, your mantra should be:



Hypothesize – what kind of story, format or theme will engage your target audience.

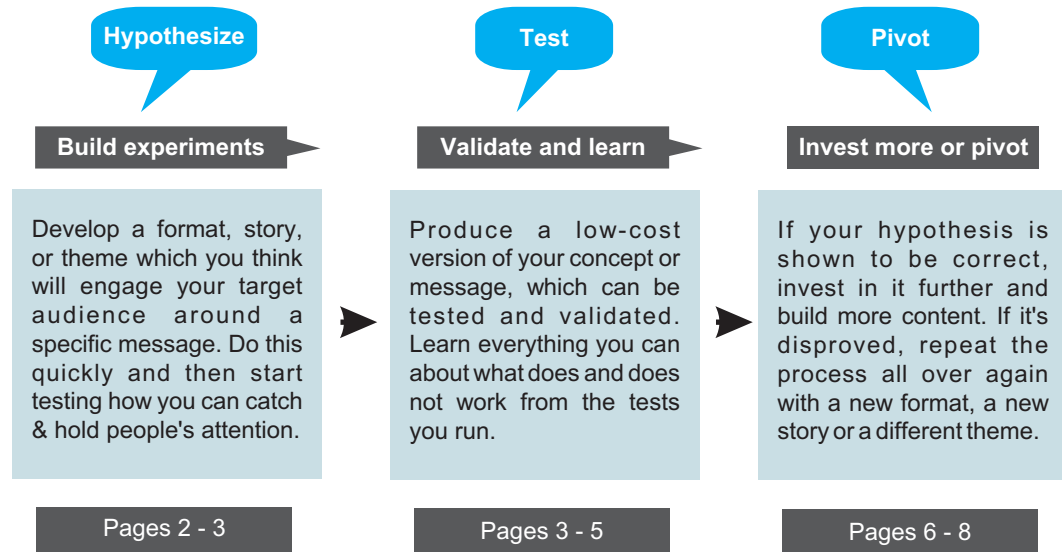
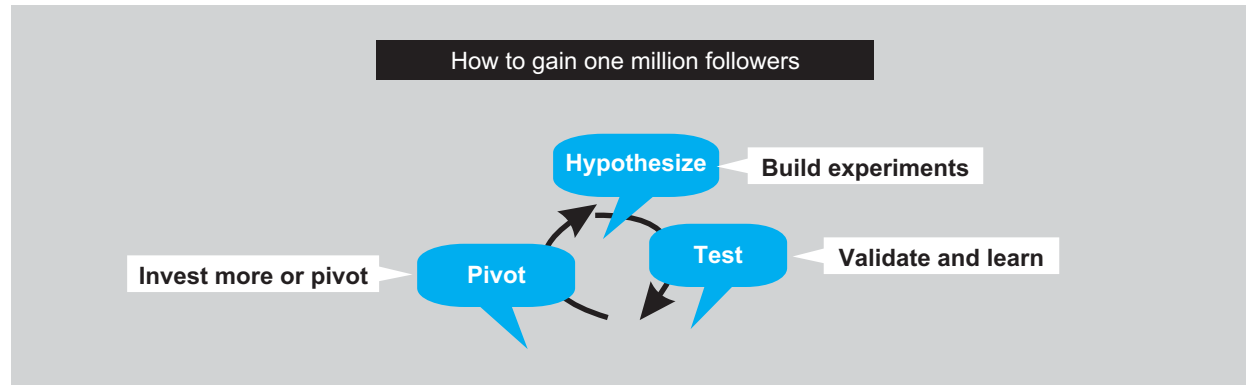
Test – quickly produce a low-cost version of your concept or message and learn everything you can about what does and does not work.

Pivot – invest in it further if your hypothesis turns out to be correct. If it's disproved instead, quickly pivot to a new format, a new story, or a new theme, and repeat the process.

The great point is you don't have to reinvent the wheel when it comes to social media. Look around and borrow ideas from what has worked for other people. Test and learn.

"If you have something to offer, and you know how to leverage digital and social platforms, you can reach millions, if not hundreds of millions, of people around the world in no time. It's how social influencers have taken off and in some cases have become bigger than mainstream celebrities in just a matter of years. With the right strategies, nearly anyone can build a massive global audience."

– Brendan Kane



"After ten years of helping celebrities, brands, and corporations grow big audiences, I started to wonder if my ideas and techniques could be applied to someone starting from scratch. So I came up with an experiment to determine whether a person who had never been on television, in a film, or in print could amass a large following around the world. So in June 2017 I got to work on my little experiment. I put into practice everything I had learned from more than ten years of digital and social media experience. To my amazement, by July – in less than a month – I had generated over one million followers in more than a hundred countries. If I can do it, you can do it."

– Brendan Kane