



# Audience Growth

## *A Favorite Jaime - Ism...!*

### ❖ Create Disciples!

This is my FAVORITE metaphor to use in explaining the growth opportunity that is available in podcasting. It's a piece of advice that comes from religion, but it's not religious... Here it is:

The reason that Jesus' message spread so successfully throughout the world isn't because he was the only one walking around telling everybody about it. No! He had 12 disciples, and those 12 disciples believed in his message just as passionately as he did. And then, they walked in their own directions, further spreading that message.

So, the key to YOUR show's growth is to find yourself some disciples! Find people who are just as passionate about your message and mission as you. Look for social media spaces (Facebook groups, Clubhouse rooms, MeetUps, etc...) that serve the interest that you do. This is where your potential supporters are: listeners, guests, sponsors, and other kind of potential partners. Also look to connect with other public and private organizations that want to support you, such as an Association in that industry.

Then, for the social spaces in particular, don't be a fly on the wall. Join those groups, participate in those conversations, and provide good value. Don't go into those spaces with the mindset of promoting your podcast. That will never come off well, and you actually risk being banned from those spaces if you do so. Instead, just add value and be authentic. People will come to know you, trust you, and seek out what else you have going on--like your podcast!

And, for both social spaces and more official organizations, proactively reach out to the organizers. Let them know about your show and how well your intentions line up with their mission and see where the conversation takes you. They may invite you to take a more active role as an expert. Or, you can invite them onto your show as a guest. Similarly, you can have group members on as guests, as well. The goal is to foster a relationship that gives them every incentive to help spread the word about your show. Boom!!

## *Ignite your Podcast Platform!*