

Grow Your Podcast Listener-Base (Without Spending A Single Rupee)

KEY TAKEAWAYS

1

“An Engaged Audience”

Focus on building an engaged audience over a superficial one. Remember, only an engaged audience truly interacts and invests in your content which adds more value to your work.

2

“Unique Content”

Focus on the depth of content for your niche, give your audience a little more than what your niche covers. This makes them think of you as someone who shares more than they expect and pushes them to check out your social profiles to see your other work and engage with it.

3

“Personal Satisfaction”

Prioritize personal satisfaction over public satisfaction. You can offer more if you enjoy your work along with your audience. This will help you be more consistent too!

4

“Create Super Fans”

Your focus should be on creating an audience that deeply engages with your work. It doesn't matter if they're small because they are the ones who will pay to see your work VS an audience that is just large in size but small in engagement.

