



MEAGAN FRANCIS & SARAH POWERS  
THE MOM HOUR + LIFE, LISTENED

# From Listeners To *SUPERFANS*

Strategies For Increasing Your  
Podcast Audience & Inspiring Loyalty

# NICE TO MEET YOU!

WE'RE MEAGAN + SARAH



**The Mom Hour**  
@TheMomHour



**Meagan Francis**  
**Sarah Powers**  
@MeaganFrancis  
@PowersOfMine



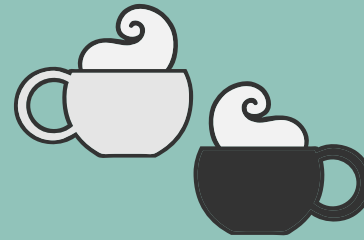
**Life, Listened**  
@LifeListened

# Your SUPERFANS

WHO THEY ARE + HOW TO MAKE THEM STICK



**THEY LISTEN BECAUSE THEY LIKE YOU**  
(PODCASTING IS AN OPT-IN MEDIUM)



**THEY FEEL LIKE THEY KNOW YOU**  
(PODCASTING IS INTIMATE)



**THEY'RE WILLING TO TAKE ACTION**  
(THE POWER OF AUDIO INFLUENCE)

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**YOU ARE A STORYTELLER**

Every podcast tells a  
story. Your listener is  
the hero of your story.

MEAGAN FRANCIS



**YOU ARE A STORYTELLER**

Plot = Listener Journey  
Moral = Your Message

MEAGAN FRANCIS



# Work Story Into Your Format

NO MATTER WHAT YOUR FORMAT IS

- **Interview shows:** the listener is showing up just as much for YOU as the guest. Be yourself!
- **Conversational shows:** the human-ness is built in. Don't feel like you have to share every moment or detail. (Podcasting is not Instagram).
- **Solo show?** You don't have to be all-buttoned-up, all the time. Audiences want you to be relatable. Find ways to work your real life into your advice



# Creating A Two-Way Connection

SO IT'S NOT JUST A VOICE BEHIND THE MIC

## Reframe the relationship between listener and host

- They think you're famous
- Takes time & consistent messaging (as well as authenticity) to reframe

## Format your show to forge connection

- Build in requests for feedback to every episode



# Getting Listeners To Talk To You

AND WHY YOU WANT THEM TO

## Specific asks

- "Email us to introduce yourself"
- "Tell me what you're struggling with"
- "Ask us a question"
- "Can anybody out there solve this for us?"
- People love to VALIDATE and BE VALIDATED

**Feedback gives you material for content, which encourages more listeners to give feedback**





# Responding To Listener Feedback

WITHOUT TOTALLY LOSING YOUR MIND

Train listeners **EXACTLY** how to communicate with you, and what to expect in response

- Make the method easy for them AND for you (don't say "hit us up on IG" if you don't like to respond to DMs, for example)
- Responding individually goes a long way
- Include an ask!
- Whenever you can, respond on the show (use their names & voices)



# Monetizing Is A Win-Win

HOW TO RUN ADS YOUR LISTENERS LOVE

**Ads on podcasts = totally accepted/expected. Don't feel sheepish.**

In fact, we recommend leaving space for ads from Episode 1 on.

- Trains your audience that they can expect ads (remember, consistency = good)
- Trains YOU to do a good job with ads (this is an acquired skill!)

**Ads allow your podcast to exist (remind your listeners!)**

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# Set Yourself Up For Sponsor Success

Keep your overarching message in mind. Does the brand fit?

Just because it's a great product doesn't mean it's a good fit

Don't be afraid to push back on, or reframe truly terrible copy points



# Listeners > Sponsors

BUT IN THE END, YOU NEED THEM BOTH

In an audio context, trust is high but BS meters are finely tuned.

An ad that feels forced can jeopardize trust (it happens)

Ask for occasional feedback about sponsors. When listeners speak up, pay attention.



# A Good Ad Spot Tells A Story

You know the product; you know the listener. Great ads create a bridge.

Tell a story that connects their life to the product or brand.

It's better to occasionally lose an advertiser than alienate listeners





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## Q & A

**Stay in touch!**

[lifelistened.com/alt](http://lifelistened.com/alt)