

# Grow Your Podcast Audience

## 10 Point Checklist

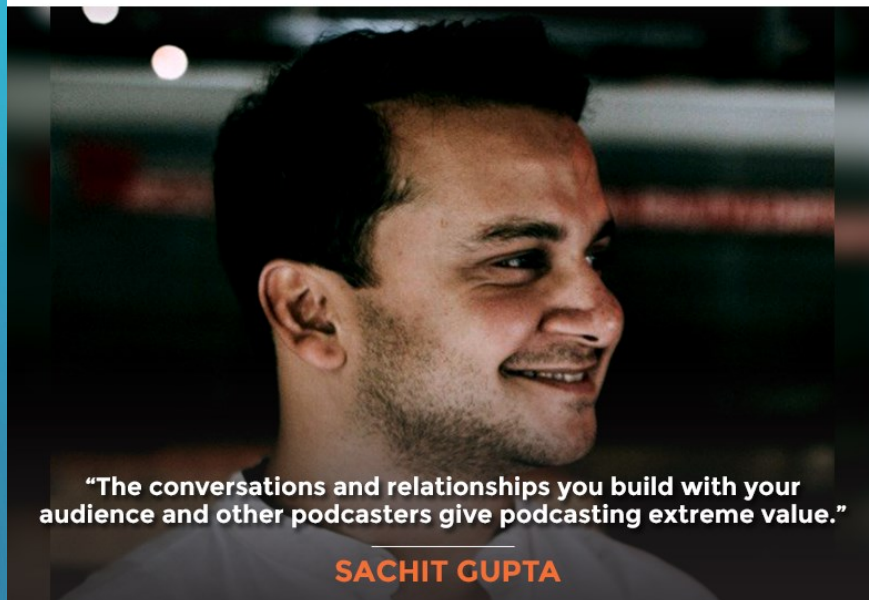
### Sachit Gupta

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



# Marketing Speak

HOSTED BY **STEPHAN SPENCER**



**"The conversations and relationships you build with your audience and other podcasters give podcasting extreme value."**

**SACHIT GUPTA**

# 10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Cater to the taste of my desired audience when crafting my podcast. Strive to create content that perfectly aligns with their preferences.
- Forge valuable relationships and meaningful collaborations to lineup guests for my podcast. Cultivate a network that boosts guest opportunities and expands my reach.
- Elevate my credibility as a podcaster by aiming to feature influential personalities in my niche. It will boost my reputation and position my podcast as a premium niche platform.
- Pour my heart and soul into podcasting, as podcasts thrive on authentic energy. Create compelling content that truly resonates with my audience.
- Develop my podcast with passion. Podcasting is hard to fake because it reveals the energy I feed into my content.
- Maximize the potential of paid media to accelerate and drive targeted traffic to my platforms. Utilize strategic investments for growth opportunities.
- Create an engaged community to sustain traffic to my platforms. This surpasses even paid media opportunities.
- Craft a personalized podcast strategy that aligns with my unique strengths. Embrace authenticity and originality rather than merely replicating someone else's approach.
- Unleash the immense potential of YouTube to leverage my content. Start learning today, discover unlimited growth opportunities, and transform my content strategy through YouTube.
- Discover the limitless possibilities of podcasting and brand building from Sachit Gupta's boutique consultancy, [Platforms Media](#). Enroll in the [Creator's MBA](#) coaching program today to unlock my revenue potential and expand my audience.