



Episode 22: How Big of an Audience Do I Need to Grow?

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00:16 Justin Johnson: Hello, everyone and welcome to the Neon Noise Podcast where we help you decode marketing and sales topics. My name is Justin, and with me I have my co-host, Ken.

00:29 Ken Franzen: What's going on Justin?

00:30 Justin Johnson: Not too much. What's going on with you?

00:34 Ken Franzen: Not a lot here. Just looking forward to chatting a little bit about audiences today.

00:40 Justin Johnson: Audiences. Awesome. I don't think that we've talked that much about audiences. It's exciting topic. We get a lot of common questions all the time on: "How big of an email list do I need to start sending out emails?" "I have a lot of Facebook friends but I cannot seem to figure out how to sell to them. What am I doing wrong?" "How do I use social media to market my business?" Ever since we started using social media platforms in email marketing campaigns, there's been a focus, and also a big confusion, I think around building audiences and audience sizes. "Should I build an audience? How do I build an audience? What is the value of building an audience? And how big should my audience be?" So, today we wanna touch on audiences. Why we should build one. How large of an audience you'd need, and just some things that you can do to build your audience. So, Ken why do we even build an audience in the first place?

01:57 Ken Franzen: It's a great question. There's a ton of power and reward that comes in building an audience. This is a collective group of people that want to follow you. They wanna engage with you and your brand. They wanna hear from you again in the future. They value the things that you say. Building an audience has probably become one the most powerful things as a business owner you can do. So many businesses, we hear this all the time, they've grown from word of mouth. I mean, I love to hear that when I'm meeting with clients, and say what's some of the main ways, marketing things, advertising things you've done to get to where you are today? And word of mouth has been one of the biggest components, but that can only take you so far.

02:48 Justin Johnson: Yeah. It's hard to scale word of mouth.

02:52 Ken Franzen: It is. But until now, this is... It's what I wanna talk about today is how we can actually scale word of mouth. So, some of these businesses they say word of mouth. They have a service that people they know, their friends, their family can use and when they first started that business, those friends and family said, "Yes, I will buy from you." Because they wanna support their friend or their family member. And the fact is they find out you do a damn good job in what you do and they're extremely satisfied...

03:27 Justin Johnson: Correct.



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03:28 Ken Franzen: With your product or service. So, much...

03:29 Justin Johnson: Make sense.

03:31 Ken Franzen: Yeah. Exactly. So much to the point where they begin telling other people, their friends and family, about you. And this continues and you see business grow. That's word of mouth in a nutshell. Right?

03:43 Justin Johnson: Yep.

03:44 Ken Franzen: This is pretty much the same thing we see now but we can scale us much larger using social media platforms and other online tools. There's lots of people on these social media platforms and they, just like offline, we have groups of friends that they share information with. So whenever you influence one of these people, you've created the possibility that they'll pass along that good experience to the group of friends.

04:15 Justin Johnson: Right.

04:16 Ken Franzen: Note I just said good experience. This does work both ways. So, this is gold when you do a spectacular job.

[laughter]

04:25 Ken Franzen: Exactly. On the other hand, if you don't provide quality work or you have a tendency to maybe get some, create some frustration, you might wanna shy away from some of the strategies we're gonna talk about.

04:38 Justin Johnson: Stay away from social media.

04:40 Ken Franzen: Exactly. So, Justin, have you ever heard of Kevin Kelly's "1,000 True Fans"?

04:45 Justin Johnson: Kevin Kelly's, "1,000 True Fans", I have not. What's that all about?

04:48 Ken Franzen: Alright. So, this is an essay. Kevin Kelly, is the co-founder of Wired magazine.

04:54 Justin Johnson: Okay.

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04:55 Ken Franzen: And he wrote this essay back in 2008. Then it was a little bit ahead of it's time. Not ahead of his time but ahead of it's time. We'll include a link to this essay, but it's a must read. Everyone that's listening to this episode of the Neon Noise Podcast, I'd highly recommend that you take... It's not a huge essay. There's actually a revised version which is where I'll send the link to you, that of the original essay, that appears in Tim Ferriss's most recently released book, "Tools of Titans." Kevin Kelly wrote it specifically for that book. And so, it does a fantastic job of explaining what I'm about to probably screw up. But the following concept here, I won't do it justice, but hopefully it'll give you a good snapshot of what you can further learn from that essay. But, here we go. Think about it. You are going to be creating a group of raving fans that love who you are and what you do.

06:01 Justin Johnson: Right.

06:02 Ken Franzen: Right? They're gonna tell others about you and your company, they're gonna develop this loyalty to you. And they're up to purchase from you whatever they have a need for and they're gonna do so without questions. You hear stories like this all the time about businesses that raised their price. We did this at one point in time as well. You get this paralyzing fear when you're thinking about raising your prices. You're thinking, "If I raise my prices all my customers are gonna jump ship, they're gonna revolt, they're gonna ditch me in a second."

06:35 Justin Johnson: Right.

06:36 Speaker 1: And sure, some customers are going to do just that. You're gonna lose if you raise prices. Doing those is alright. You're gonna lose some customer, but in doing so you identify who your true fans are, who your really good customers are. Are the ones that truly value the product or service and those are the ones that are gonna stay. And they're the customers that you really want as well. They're probably more closely aligned with your target buyer persona. You've, whatever reason, they're a better fit for you and your business. Now, I'm not saying go out there and gouge your client base...

[laughter]

07:15 Ken Franzen: To find out who loves you the most 'cause that's furthest from the truth.

07:17 Justin Johnson: Which one of you guys like me and which one of you don't?

07:19 Ken Franzen: Right, exactly. Now, those who have successfully raised the prices, they've done so within fair market value. So what they've found is sometimes they're on the cheaper level of their competitors and they're probably offering just as good of or if not better service. And so, I just went down an alley there, that's not the true gist. The true gist of the previously mentioned, Kevin Kelly's "1,000 True Fans" though is not so much only raising your prices but really developing, creating what we're gonna call true fans, raving



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fans. In his essay he notes, that all you need is 1,000; 1,000 of these individuals. Now, some people might think 1,000 is a small number. Others might be like, "Holy cow, 1,000 is an unreachable number." But you'll read through this essay that 1,000 is a number, it's a benchmark that you can equate lots around but it's just a benchmark number for the purpose of conversation. 1,000 individuals that will follow you to the edges of the planet, right?

08:26 Justin Johnson: Okay.

08:26 Ken Franzen: They stand behind everything you have to say. They'll purchase the next product you write or product you create. The book that you write. Next service that you come out with without question because they believe so much in what you do, and the service that you provide cannot be matched. You are irreplaceable in their eyes. So, Justin, can you think of any individual or company that you are a true or a raving fan of?

08:53 Justin Johnson: True or raving fan? I'm gonna stay off of a football topic, because we don't agree on that.

[laughter]

09:05 Justin Johnson: So, yeah, let's go... Okay, I'm a huge barbecue nut. I purchased a Big Green Egg, which is a... Basically, it's like a Kamado style smoker, probably about four or five years ago. And pretty much anything that Big Green Egg puts out, I would say that I'm a raving fan of and so are probably the 150,000 people that follow them on social media.

[laughter]

09:39 Ken Franzen: Exactly. So their product in your eyes is superior than all others?

09:45 Justin Johnson: Yep, no question.

09:46 Ken Franzen: And you've bought into the fact that them, they as a company, that they have this identity in your eyes that cannot be matched by anyone else and therefore, you follow them, you open their emails... I'm saying this just very assumptively, but you open their emails, you follow social media posts if they came out with an Egg car that was shaped with wheels and things on those lines that you would probably [chuckle] at least, consider buying that thing, right?

10:20 Justin Johnson: I'd go take a peek at it for sure.

[laughter]



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10:22 Ken Franzen: Exactly. And that then, that's a perfect example. You are "one of their true fans."

10:29 Justin Johnson: Yes, no question.

10:31 Ken Franzen: Do you own more than their Egg product, the actual Egg?

10:37 Justin Johnson: Yeah, I own probably too much.

[laughter]

10:41 Ken Franzen: Okay, you don't have to dive...

[overlapping conversation]

10:42 Justin Johnson: I own the Egg. Okay, and then, there are what they call EGGcessories.

10:49 Ken Franzen: Nice.

10:50 Justin Johnson: So I own quite a few EGGcessories. So, yes, I mean if they were to come out with some different new EGGcessory, I would absolutely be interested in purchasing that.

11:08 Ken Franzen: Fantastic, perfect example of what a true fan is. And so, what we're looking at doing, why build... Why do we wanna build an audience in the first place? Because what they've done, the Egg... Is the company called The Egg? I'm not familiar with it.

11:24 Justin Johnson: So, they are called... They're actually called Big Green Egg.

11:28 Ken Franzen: Big Green Egg okay. So, Big Green Egg has done such a fantastic job of creating a product, getting it into Justin's hands and then continually engaging him with I'm guessing communications, to let him know about the, what are they called, EGGstensions?

11:42 Justin Johnson: EGGcessories.

11:44 Ken Franzen: EGGcessories, excuse me. The EGGcessories that go with this, that he's bought more and more from him. Because what you bought there isn't something you're gonna buy again for a while, right? The main unit itself, the...

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11:58 Justin Johnson: I guess it depends on how crazy you are, how much of an EGGhead you actually are. You actually...

[chuckle]

12:05 Ken Franzen: Nice. Is that what you're considered, as an EGGhead?

12:08 Justin Johnson: Yeah so, that's the one that once you join the forum or any of their social media sites, everybody calls each other EGGheads. And I said from the very beginning, I said that I'm gonna buy this smoker and I'm not gonna consider myself an EGGhead. However, you meet people on here and everybody's sharing recipes and all that stuff. And am I an EGGhead? Yeah, I suppose.

12:36 Ken Franzen: Perfect.

12:37 Justin Johnson: It's a...

12:38 Ken Franzen: So they have a community that you're apart of.

12:40 Justin Johnson: Yup.

12:42 Ken Franzen: And in construction of that community which has no direct tie to revenue, they've coined the term EGGcessories, they've coined the term... Well, I wouldn't say they coined it but they're using the term and then eggheads that you identify with. You're buying into that community and therefore, it's an awesome example. These folks, is a perfect example, more so than I even expected to get out of this question. So, I'm really liking this. This is a true example of a true fan. So you think about some of the things in life that you purchase that we go about... Some of the buying decisions. My wife, she's a runner, so she will only wear ASICS running shoes. She finds it to be... It has the best arch support. I can't talk today but also, as far as the number of miles, she feels she could put on those shoes comfort both training and during races. And her running partner, the other woman that she trains with and runs with is a Nike person. And so they identify themselves as those particular types of consumers or... Me, myself... There's some thunder in background I hear there?

[chuckle]

14:01 Justin Johnson: Yeah, we've got a little storm going on in Florida right now.

14:05 Ken Franzen: Perfect. So it's not always sunny in Florida right?

14:08 Justin Johnson: It's not always sunny in Florida guys.

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14:10 Ken Franzen: It's always sunny in Philadelphia though, that's what Danny DeVito says. So on my end, I'm a golfer and I like my Ping irons. I bought a set of Pings about 10 years ago. I will buy another set of Pings, why? I just love 'em. I just love 'em a lot. And I've always liked Ping irons. It's something that I've... Now, my purchase... I don't have... I'm not a Pinghead.

[laughter]

14:39 Justin Johnson: Yeah, but you're committed to Ping. You're not gonna go out, like if somebody comes out with a different set of irons or you receive that information, you're always gonna go back to Ping.

14:49 Ken Franzen: Yes.

14:50 Justin Johnson: You're probably not going to go over to one of the competitors and choose to try their stuff out.

14:56 Ken Franzen: No, no. Not at all. But I question though in this example, if I'm a raving fan or just I prefer Ping product, right? Because I would consider you to be a raving fan...

15:08 Justin Johnson: Sure.

15:09 Ken Franzen: A true fan of The Big Green Egg where I think I'm just a fan. I'm gonna talk about that here in a second, but I think there's some different levels here and how we grow through. So, I don't engage with Ping on a regular basis. I don't visit their Facebook page. I don't... If someone asked me what type of clubs, if... Type of irons that they should buy, I would recommend Pings in a heartbeat. I would even say, "Here, try hitting my irons." Whereas if I were to come up to you and say, "Justin, I'm buying a new smoker, what should I do?" You'd probably go along the routes of, "You'd be crazy not to get this and here's all the reasons why." And...

15:51 Justin Johnson: 100%. No question, yep.

15:55 Ken Franzen: Sure. So there's some different levels of a fan. And so, with what we just talked about here, having 1,000 true fans, 1,000 EGGheads, that's what you wanna shoot for. That's the reason why when you have that, you literally can... You've created a community that's going to share information. They're going to recommend you. They're going to be the best salespeople that you could ever imagine for your brand and the products and services you provide. And once you do that, it's like having a word of mouth campaign on steroids.

16:30 Justin Johnson: Yep, no question.



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16:33 Ken Franzen: So let's touch in here 'cause the other question we get all the time is how big this audience needs to be? Now, we keep pensioning 1,000 true fans and the size of the audience is important because we need to have enough fans to make an impact. But quality is definitely going to outweigh quantity all day, every day of the week, right? So you can go out, you can build a huge following on Twitter. Let's say after six months, you get it started, after six months you're able to build a following of let's say, 25,000 followers. You've made it, right? You are 25 times the number of people we just talked about regarding Kevin Kelly's "1,000 True Fans" right? No.

17:16 Justin Johnson: Maybe.

17:17 Ken Franzen: No. Not likely. Why? We missed the mark here a little bit of follow...

17:21 Justin Johnson: They're not raving fans.

17:23 Ken Franzen: Right, they're just following you, right?

17:24 Justin Johnson: They're just fans.

17:26 Ken Franzen: They just... They're followers. I wouldn't even consider them a fan at this point right? So...

17:31 Justin Johnson: No, because they probably wouldn't even recommend you.

17:34 Ken Franzen: No no. We see it all the time. I've looked at a post that I... A tweet I put out there and it's been retweeted let's say, 45 times. And I'm like sweet, I wonder how many of these 45 had to be at least visited 45 times if somebody retweeted it 45 times. Then, I'll look at my analytics and see that it's visited six times and I'm like wait a second.

[chuckle]

18:00 Justin Johnson: They didn't even look at it.

18:00 Ken Franzen: People retweet the shit they're not even reading? And it happens...

18:03 Justin Johnson: Yeah, it happens all the time.

18:04 Ken Franzen: Yes, and so you're like, "Okay, is that good or bad? I mean it's like they're re-distributing my... They're helping me with my content outreach, but they, themselves aren't even reading my stuff and so... "

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18:14 Justin Johnson: They're not even interested in what I'm saying.

18:16 Ken Franzen: To what level? So, yeah you gotta really look at and find out and see who is a true fan. So, developing a true fan isn't something that's done overnight. It's not like... Think about this, would you ever walk up to a stranger on the street and say, "Hey there, I sell awesome stuff, I'm looking for true fans, can I sign you up?" By the way as a true fan, you're gonna have to love everything I say, everything I do, promote, even brag about me to your friends and family, and when I come up with something new, you have to buy it no matter what it cost and you have to love it instantly. You wanna sign up right now?" No, you would never, of course not, no one would ever say yes to that, right?

19:01 Justin Johnson: Right.

19:02 Ken Franzen: In order to create a true fan, you have to begin building a relationship with them. And so it might come in the form of a small purchase or even them beginning to follow you on Twitter. Over time, they'll become bigger fans and eventually become a true fan. So, like you said when you first bought your egg you're like, " [chuckle] I'm not gonna be an EGGhead."

19:22 Justin Johnson: I'm not a EGGhead. I'm not...

19:23 Ken Franzen: But you eventually became one, right?

19:26 Justin Johnson: Yeah. And really, it was just a matter of time before that happened. You get more engaged and they send you more information and you... It's not really necessarily even a trust factor, there aren't anything along those lines. It's just you're interested in their product, you're interested in what they have to share, you're interested in how they can make your experience different, how they can make it better and eventually you decide that you're now EGGhead.

20:00 Ken Franzen: Nice. No, it's awesome. And like you said, it began somewhere and it continued on, so just like the relationship we have with our best customers, it takes time to build that trust, it takes time to develop that relationship. So, with that being said, you might have a huge audience by numbers but not have that many true fans. The quality of that audience is the key there, building a quality audience is gonna take that time and effort. So, what do you have to start with? You have to start with that following. You can't just go up to those people on the streets and creep the hell out of them by... You need to [20:35] ____ that, right? And so, whether it's that purchase or they're getting to follow you on Twitter, that's the first step there, but the key is to continue to provide the value to the relationships. So you made mention they continue to send you things and communicate with you and that kind of began the process of you becoming more and more of a fan, right?

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20:56 Justin Johnson: Correct.

20:57 Ken Franzen: Right. And so, they were continuously satisfying your needs, they knew that you bought this egg and that you're going to use it and they obviously want you to use it as much as possible because that's going to promote your love for the product itself and then what recipes and different things like that. Talk to us a little bit about some of the things that they began sending you.

21:22 Justin Johnson: It was pretty cool. So when I had signed up, I think I signed up for an email newsletters or something along those lines pretty early on after I purchased the egg. And what they did was every... I think it was every two weeks, you received a new recipe via e-mail. So, you would go in... This was just a way to get me engaged and involved in social media. They're sending you out recipes, so once you receive the recipe, then you're going through and you're probably going to cook whatever that is, and then you're gonna hop on Facebook or Twitter, whatever and you are going to engage with other members of the community and say, "Hey, you know I just made this recipe, here's pictures of it, this is how it turned out. Here are some modifications, here's some different stuff that I did with it." And it gets you engaged. So, they did an awesome job with that from my standpoint and obviously, once they come out with any new products that are going to help me with doing any type of cooking, then I'm interested and all ears.

22:34 Ken Franzen: Perfect, awesome. So, let's let's jump into... Before you get struck by lightning [chuckle]..

22:43 Justin Johnson: Yeah, it's getting pretty crazy over here.

[laughter]

22:45 Ken Franzen: Yeah, it sounds pretty wicked man.

22:48 Justin Johnson: We haven't had rain in about a month, so it's welcomed.

[laughter]

22:51 Ken Franzen: I'm sure the... So, let's jump into what are...

22:56 Justin Johnson: Some tips.

22:57 Ken Franzen: Some tips, yeah.

22:57 Justin Johnson: What are some tips.

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22:58 Ken Franzen: For building a bigger audience. So I think we say this all the time but the first thing you start with is your buyer persona, this is the blueprint of the person that you want to become your true fans, so building an audience composed of your buyer persona or buyer personas. This is gonna lead to creating an army of true fans much quicker than if you try concentrating speaking to everyone, people that you can connect with, you've identified that you can connect with, how you connect with them and the content that you create specifically for them. Yeah, your fast track in building your army of true fans is done much quicker when you've identified your buyer persona. So if you haven't yet, you have to go backwards, do that and then start this process. I think that outside of identifying who you're probably going to target, the main ingredient in this entire process is awesome content, would you agree?

23:54 Justin Johnson: Create awesome content, absolutely. This is the quickest way to make an impact and create new followers that will eventually become new fans. It's just creating awesome content. No one ever shared [chuckle] that shitty blog post that is basically the same as every other blog post that has been written. Nobody runs up to their buddy, in absolute excitement, and tells them about an article that they just read that they didn't finish because it had no clear direction and they forgot how they originally began reading it in the first place. Bottom line, create killer content. We have a episode, one early on, I think it was six or seven, I think it's actually episode seven on Creating Remarkable Content.

24:44 Ken Franzen: Next on the list, built your platforms and make them awesome. If you don't have your platforms, your social media platforms, your email marketing platforms set up, just yet do it. Which platforms should you use? Focus on the ones that are most fitting to your buyer personas. If you're gonna try covering all of them right out of the gates, it's gonna be exhausting and tough to keep up with. Choose the top one or two platforms, maybe three if you're feeling ambitious, that you think you can dominate, and go dominate them.

[laughter]

25:13 Justin Johnson: The storm is getting crazy over here.

25:17 Ken Franzen: Once you have those under wraps, venture out and then see what other platforms or places you can build an audience from and involve those true fans. Other items here to touch on, don't forget about the audience you already have. These are people who already do business with you or have done business with you in the past, your friends, your Aunt Edna. They might not fit your buyer persona, but they likely might know people that will. So communicate with them.

25:48 Justin Johnson: Yeah.

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25:49 Ken Franzen: Ask them to share your messages with their audiences and specifically people they might think or find... They think that might find it interesting. So let's face it, this is your Aunt Edna, she loves you, she'll do it.

26:03 Justin Johnson: Aunt Edna will do anything for you.

26:05 Ken Franzen: For sure. Number five on Tips to Help Build a Bigger Audience. Consistently share information with your audience. You have this killer information, this remarkable content you created and you have this audience that have said, "I want to hear from you," don't go silent on them. Being quiet is not an option. Not only are the things that you create important but share things created by other people that you think they will value. Share the things that you create, blog posts, videos, infographics, ask questions that you think that they're gonna find some value in. Don't try to pitch or sell them on every blog post.

26:49 Ken Franzen: I always think there's a couple different schools of thought out there, but you do wanna come up with a mix or ratio between the different types of posts that you send out there. So we'll include links to a couple of these. But one of them, the 30/60/10 Rule, this would mean every 10 posts that you would put out on any one specific platform, three of them should be content you create, six of them should be curated content or content other people created and only one should be promotional content asking them to buy something. Another school of thought is the 80/20 Rule, which we've all heard of. But this is where 20% of the content should be about you and your brand, 80% of the content should be other interesting content that was created by someone else.

27:41 Ken Franzen: So two things here to know: One, establish a ratio and think about it and then stick with your baseline formula; but two, I think it's important to note that everything that you share doesn't have to be something you've created. You wanna share that of others and that's going to help your content be shared by other people as well. So you really just wanna bring value that you are a thought leader in your industry, that you have research, read and you share with not only the things you create but what you read from others that you find interesting and you want to pass along to your audience.

28:23 Ken Franzen: Next on the list here, engage with your audience. Ask them questions, post polls and ask them what they prefer best, answer their questions. Don't ignore a response and then try... Leave some of these questions open-ended. "What would you think?" Or, "Give me some examples of the best uses you've had for my product." With the Egg, Justin, what are some of the best recipes that you've ever cooked using the Big Green Egg?

28:53 Justin Johnson: Yeah, definitely, that works. That works great because it gets a ton of engagement, they've got over 100,000 people on there. So you can just imagine that if somebody's talking about something that maybe they've tried or they've tried it and they haven't liked it, then you're getting all kinds of engagement there, it's great.

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29:15 Ken Franzen: Alright folks, just note a little technical difficulty. Justin was cut out. I think he lost power during this electrical storm that some of you might have heard there through the recording. So I'm gonna continue the remainder of this podcast without him just to wrap things up for you.

29:31 Ken Franzen: Number seven. So we're in the middle of the Tips for Building a Bigger Audience. Number seven: Always provide easy ways for your content to be shared on the social media platforms. You've seen this lots of times, blog posts have share buttons and I would suggest having those share buttons present as much as possible throughout all the content of your website. Just makes it much easier for a single click, somebody's reading something, 'cause you know what? We hope that people come to our content.

30:00 Ken Franzen: The fans, when they're coming to our website, we wanna make it easy for them to be able to share that with their audience as well. So, use those share buttons, makes it super simple to allow your fans to share with their platforms as well. Make it real easy for everyone to connect with you by displaying your social media URLs, handles, usernames, everywhere you can. Cross promote on other platforms, include them in your email signature, so that way... I think an email signature is one of the most valuable components of real estate that is so underutilized.

30:41 Ken Franzen: And so, even if it's just in your signature, throw in your Twitter handle, throw in a link to your Facebook fan page or your Facebook company page, and just give people the opportunity to know where they can connect with you and learn more about what you have going on. Gather email addresses on your website. We touched on this in a previous episode as well, the email address is gold. When you've received their email address, you are one step closer to having a true fan. This cuts out all the noise on the social media platforms, and now you have direct access to the less noisy inbox.

31:21 Ken Franzen: Sure, you're still gonna have to deal with the spam filters and other emails in there, but in the end, that trust, you have to get to the point where they'll provide you with an email address, it's a clear sign that they are becoming more and more of a true fan. And so, make it easy to gather email addresses and capture that information on your website through landing pages or if you wanna have some pop-ups of sorts on certain pages of your website. Next, you wanna continue building, communicating, answering questions, finding valuable content to share, creating marketable content to share. All these things should be done each and every day. There's no endgame here. There's not a point in time where you're going to quit this process. You're gonna either choose to continue to grow your audience or sustain your current audience, but if you let off the gas, you're going to lose that audience. So you have to show up every day, this is a long play. It's not a short-term process that's going to yield immediate results.

32:27 Ken Franzen: But if you do, focus on quality over quantity, if you do show up every day with value, and you share as much knowledge, success, information, guidance as you can, you're gonna bear fruit on this process for a long time. In this instance here, the juice is definitely worth the squeeze. But I figured I'd throw

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that out there just so everyone knows that immediate results won't happen, it will take time to build these followers into true fans. That pretty much wraps it up for this episode. My apologies for the technical problems where we lost my co-host Justin. We hope today's conversation about building an audience will help you in building yours. Be sure to check out our show notes at neongoldfish.com/podcast, will include some links to some of the episodes we referenced in our conversation along with the essay by Kevin Kelly, that "1,000 True Fans". Until next time, this is Justin and Ken with Neon Noise, making a great day.

