

university<sup>E</sup>FM

# Think Like a Superfan



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The best way to understand an audience is to think like them. What habits do successful podcast creators have that resonate with audiences? What are the shared interests that link creators to their audiences? How do podcast listeners determine whether or not a creator's content is worth their time? And worth the time of others? Asking questions like these can help you evaluate your own podcast from a potential superfan's point of view.



## Creator Habits

- Does the creator express interest in their audience?
- Does the creator interact with their audience on a regular basis?
- Does the creator incorporate audience feedback?
- Does the creator regularly communicate with their audience?
- Does the creator make me more knowledgeable about certain topics?



## Listener Habits

- Would I set aside time from my schedule each week to listen to this creator's episodes?
- Would I intentionally seek out content from this creator on my own time?
- Do I check for content that I missed?
- Would I relisten to episodes from this creator?
- Do I find myself getting excited about the content in this creator's episodes?
- Do I frequently look forward to new content releases?



## Personal Connections

- Is there content in my episodes that I relate to?
- Do I feel like the content in these episodes speaks to my personal experiences?
- Does the host share information in a way that resonates with my learning style?
- Does the creator make me feel empowered?
- Do I feel like this creator speaks to my personal interests and values?
- Does this creator help me to meet my goals?
- Would I be sad if the creator stopped making content?
- Do I care about supporting the creator's growth?
- Do I think the creator deserves more attention and praise than they currently receive?



## Sharing Habits

- Am I confident in this creator's ability to continue releasing high-quality content?
- Does the creator make episodes that I would share with students, faculty and staff?
- Would I be proud to share this creator's content with other students, faculty and staff?
- Would I connect with the creator of this content on other social media platforms?
- Would I share information and content from this creator on my own social media?
- Would I recommend the creator's podcast to students, faculty, staff, friends and family?
- Could I answer questions about this creator and their content if someone asked me about them?
- Would I repeat things I've learned from this podcast to others?
- Would I support the creator outside of podcast efforts (i.e. purchasing merch, interacting with their social media accounts, etc.)?

### Notes