

It's Not Luck... Fish Where the Fish Are

One of the core problems many podcasters face is that they're doing something in the hope people will come and find it - and want it.

They're trying to grow crops that people want, but in reality, that's not how podcasting works at all!

It's time for a shift in how we approach podcasting and start fishing where the fish are!

This is a companion guide to The Business of Podcasting Podcast, Episode 43 - It's Not Luck... Fish Where the Fish Are. Listen to the episode [here](#) and follow along!

Hunters, Farmers, and Fishermen

I was reviewing some marketing materials one weekend and someone had brought up the notion that there were two types of marketing: outbound and inbound (or in other terms, hunters and farmers).

If you're someone who gets up everyday and does outbound activities (cold calls, for example), you're more of a **hunter**, which means your approach to growing your business is **going out and hunting for growth opportunities**.

On the other hand, **farmers** are people who **use content** (seeds). They plant these seeds that grow into trees and fruits, and attract people to collect them once they're ready for picking.



As I thought about this, I realised that this thinking is what has let podcasters down.

What we've ended up with is a whole bunch of "farmers" (podcasters) planting and producing seeds and fruits that nobody really wants.

They're making content they want to make and podcasts they want to make, rather than creating what the audience wants and are looking for.

Fishermen are quite different. These people **use bait and equipment** that they know will attract the fish and capture their interest.

Podcasters shouldn't be hunters or farmers - they should be fishermen!

How to Use This Guide

Each major point is split into sections. Each section has actionable steps you can do right now to have a better podcast. There will also be links to related episodes, resources, and tools mentioned for you to check out and explore.

Q1 What fish are you trying to catch?

Before anything else, you need to know who your audience is.. Much like a fisherman, all your tools, equipment, and techniques are based on your audience (and without knowing who your podcast is for, all the other steps in this guide will be pointless!).

- Be clear and intentional about who your podcast is for and what it's about.
- Dig into the 'who' and the 'what' and avoid having a broad audience!

Action Plan:

- **Think about what niche your podcast falls into** and make sure it's narrowed down well. (Not sure how niche your podcast should be? Tune in to our [episode with Stephanie Campanella on niching down.](#))
- **Find out what your listeners are interested in.** (If you have social media for your show, figure out what your followers have in common.)
- **Do podcast surveys.** This is the best way to hone in on what your audience really wants directly from them. (You can use [Google Forms](#), [Survey Monkey](#), and others to create a survey quickly.)

Q2 Where can you find those fish?

Once you have narrowed down and decided on your target audience, the next step is to determine what platforms they spend the most time in.

For example, you can only get Salmon in certain parts of the world, so if you want to fish for them, you need to go where they can be found.

Knowing where your audience is helps determine where and in what way you should release your content.

- “Spray and pray” is NOT the way to go. (Stretching your resources too thin is never a good idea.)
- Spending time to understand where your audience is is better than winging it and being on every platform (with little results).
- Your goal is to fish where the best fish are for your podcast. Casting a wider net doesn’t guarantee results.

Action Plan:

Pick the top 2 platforms your audience frequents. (Some research is required here but there are tools to help make things easier.)

- [Google Keyword Planner](#) - See what terms your audience searches for on Google or Youtube
- [Amazon](#) - See what books or items your demographic searches the most (and eventually purchase)
- Facebook Groups - Learn what topics capture your audience’s interest the most.

If you’re not sure how to use these tools, you can always hire someone to do the research and handle things for you! Sites like [Upwork](#) are great for finding someone to help out.

Q3

What equipment do you need to catch them?

Fishermen have several equipment, tools, and lures to capture the type of fish that they want. They know the perfect rod to use for smaller fishes and when to use nets as support.

Similarly, once you know your audience and where they are, you need to decide on what type of equipment will be right for the job.

For example, if your audience is mostly on Youtube, you need to invest in quality video equipment.

If they’re on Instagram, you’ll have to focus on equipment that will produce quality photos.

- If you fish in the *right* place with the *wrong* equipment, nothing will come of it!
- The way you look on your podcast is also important:
 - If you’re in the financial market, don’t do your show dressed in a hoodie with food crumbs on your shirt!
 - Likewise, if you’re doing a fitness podcast, don’t come in a suit looking like a lawyer!

Action Plan:

- Determine where your audience is and get the right equipment.
- Listen to our [episode on Podcasting Equipment I Use](#) for my recommended tools
- Dress according to your niche!

Q4 What bait do you need to get them hooked?

Baits, in both the business of fishing & podcasting, are highly underestimated.

In podcasts, baits come in the form of **titles, topics you cover, & marketing materials**.

- You can be an expert in what you do, but if you use the wrong bait, you won't hook the audience to your show.
- Even if you have all the right equipment, it will be a waste of time as you won't be able to capture the audience you want.

Action Plan:

- Ask yourself the following:
 - What titles am I using?
 - How many times do I rewrite a title before I put it out?
 - How much research do I put in to settle on the right title and topic?
- Get tips on writing titles by tuning in to our [episode on High-converting Podcast Titles with Adil Amarsi](#)
- Spend some time where your audience is and understand what they're consuming through research.

Q5 How can you reel them in?

Knowing the right way to reel your audience in after they get hooked is similar to reeling in fish. Certain types are caught by using a fishing rod, while others are reeled in by using a net.

In the same way, getting your audience inside the boat requires skill, technique, and understanding of what they expect from your show..

- Depending on the type of fish you want to reel in, the technique to do so differs.
- **This is where consistent, great content matters.** You can be awesome at reeling them in but without good content, your audience won't come back the next week.
- Being a great host is also important! (This includes preparing for your show well to publishing and engaging your listeners.)
- Don't release episodes you aren't satisfied or 100% onboard with. **Be hypercritical of your content!**

Action Plan:

- Check out this [article on How to Be a Great Podcast Host](#) on Medium
- If you host an interview show, listen to [our episode with Jaryd Krause on Planning, Preparing, and Executing high-quality interviews](#)
- Come up with a content plan and verify (through research) that it's what your audience will gravitate towards.

Q6

Once they're onboard, how can you look after them?

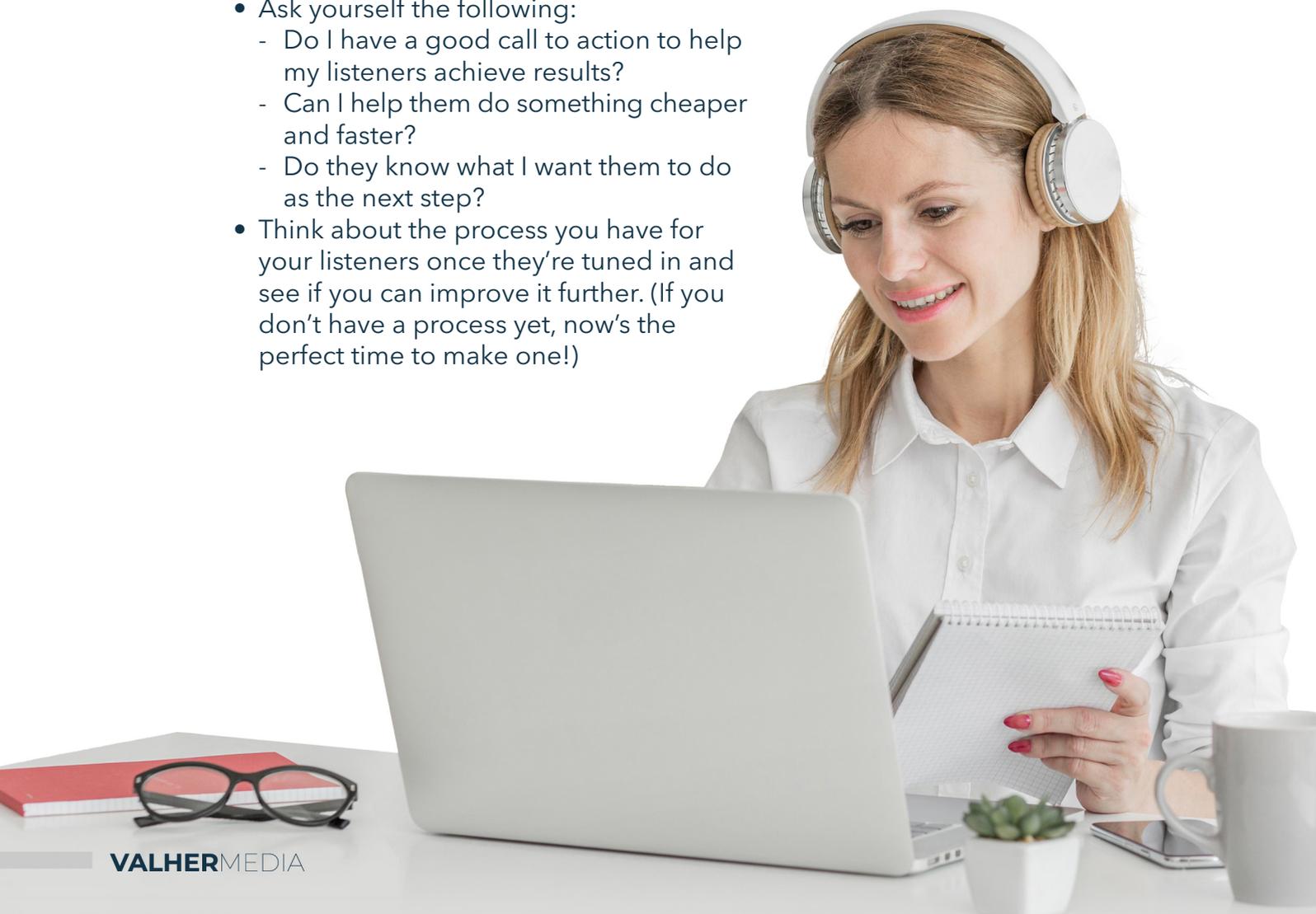
Many years ago, I went on a fishing charter in Cairns where a whole bunch of us got on a boat and basically became the laziest fishermen ever. We were just asked to stand in a spot and someone would hand us the bait and rod, all prepped.

I noticed that once one of us got a fish in the boat, they would step back in with a very clear process on how to look after it.

In podcast speak, once you have your audience in the boat, you need to have a clear and organised process for looking after them!

Action Plan:

- Ask yourself the following:
 - Do I have a good call to action to help my listeners achieve results?
 - Can I help them do something cheaper and faster?
 - Do they know what I want them to do as the next step?
- Think about the process you have for your listeners once they're tuned in and see if you can improve it further. (If you don't have a process yet, now's the perfect time to make one!)



Measure and Weigh What You Catch

Part of caring for the catch is to measure and weigh it before storing the fish. Once the fish is labelled as too small, it is released back to the water to mature and to protect the ecosystem.

In the same way, when you find that your podcast is creating great business & leads, make sure to measure its value to your audience & assess if it serves its intended purpose.

Action Plan:

- Dive into the metrics that matter most to know if your show is providing value to your listeners (and if it's getting to the right people).
- Check out our [episode on What Metrics Actually Affect Podcast Rankings with Rob Walch](#) for additional tips.

Keep a Record of What Works and What Doesn't

Once fishermen find a technique, spot, and equipment that works great, they repeat it and come back to the same location to fish for consistent results.

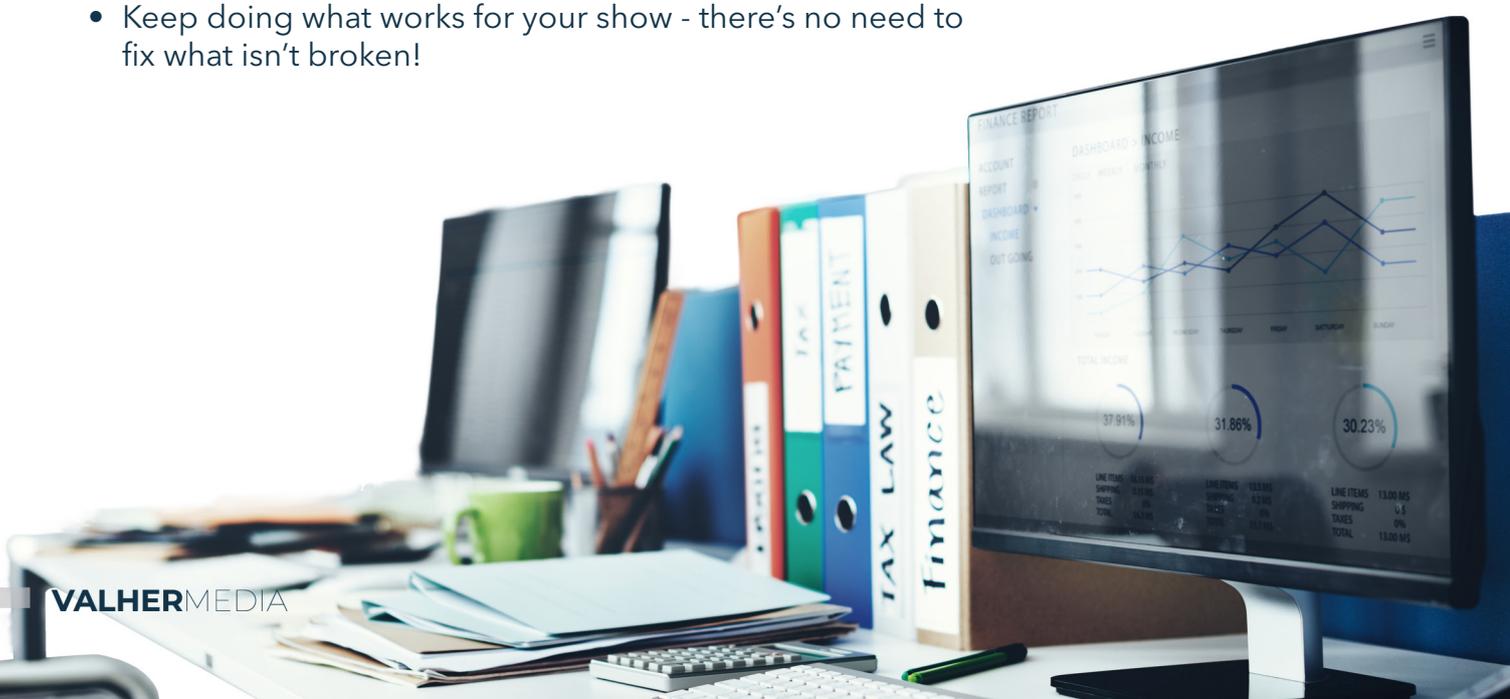
Similarly, as a podcaster, if you find a combination that works for you, there's no need to keep switching things up.

If you've found the right audience, the right bait, the right location, and the right process of taking care of your listeners, you have a proven recipe that should work every single time.

What I've found is that some podcasters deviate from what has already been proven to work for their show. They go into topics that are unrelated and irrelevant to their audience, essentially doing everything to make sure that what used to work for them doesn't work anymore.

Action Plan:

- Note down what has been working for your show and what hasn't.
- Keep doing what works for your show - there's no need to fix what isn't broken!





Podcasting is wonderful and fulfilling when done right, so I hope this guide helps you grow and develop your own show!

If you would like me to personally review your podcast content and go over your podcast strategy, [sign up for a podcast audit here!](#)

You may also [listen to all episodes of my podcast, The Business of Podcasting](#) to get your podcast in shape, make better content, and watch interviews from incredible people who offer so much value and insight on various, related topics.

[Subscribe to the show on Youtube](#) and everywhere else you listen to podcasts from to get new content every Tuesday.

Happy podcasting!

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