FEMINIST PODCASTERS COLLECTIVE · GROWTH GUIDE

# 100 Ways to Find New Listeners

No bro marketing, no posting eight times a day. These are the ideas most likely to put your show in front of people who haven't heard it yet.

> **How to use this:** Don't try all 100. Pick **three** that fit your show and your energy, commit to them for a season, and see what moves. Check the boxes as you try them. Anything that feels gross? Skip it.

## Get on other people's shows and feeds

Their listeners already use podcast apps. Borrow the audience. **25 ideas**

- [ ] Guest on 1–4 shows a month
- [ ] Look up where your peers have guested using Listen Notes
- [ ] Open pitches mid-story and use curiosity-gap subject lines
- [ ] Ask distant acquaintances for warm intros
- [ ] Ask hosts for the raw video and post it on your own channel
- [ ] Trade host-read promos
- [ ] Record crossover episodes split across both feeds
- [ ] Pick partners by shared values, not genre
- [ ] Mine Apple's “Listeners Also Subscribed To” section for partners
- [ ] Join a creator collective like FPC for pre-vetted swaps
- [ ] Run shared theme weeks or months with peer podcasters
- [ ] Recommend other podcasts and ask them to return the favor
- [ ] Use dynamic ad insertion to run swap promos across your whole back catalog
- [ ] Pitch 2–3 specific, niche topics
- [ ] Comment on a host's posts and leave a review before you pitch
- [ ] Include a Spotify playlist of your best guest appearances in pitches
- [ ] Send listeners from your guest spots to a custom landing page
- [ ] Keep a media page on your site with past appearances
- [ ] Swap full episodes into each other's feeds
- [ ] Offer bigger hosts a “reverse interview”
- [ ] Target shows where you share a mutual friend, host, or past guest
- [ ] Offer a 5-to-1 promo ratio to land bigger shows
- [ ] List your show on swap databases
- [ ] Record each other's intros
- [ ] Write fan mail to other podcasters with your link in the PS

## Paid reach

Small budgets, targeted placements. **5 ideas**

- [ ] Buy banner ads in Overcast or Pocket Casts
- [ ] Sponsor another podcast or newsletter
- [ ] Sponsor a trivia night where your episodes are the answers
- [ ] Buy trailer placements on similar shows
- [ ] Trade ad spots with local businesses

## Get found in search

Podcast apps aren't discovery engines, so make it easy for search to find you. **21 ideas**

- [ ] Put your keyword first and drop "The"
- [ ] Make sure your title says what the show is and who it's for
- [ ] Use benefit-focused titles instead of "Episode 12"
- [ ] Research keyword volume before you title episodes
- [ ] Use high-contrast artwork you can read at phone size
- [ ] Publish keyword-rich show notes and transcripts
- [ ] Embed episodes in related blog posts
- [ ] Post episode summaries and graphics on Pinterest
- [ ] Add a podcast link to your email signature
- [ ] Group back episodes into themed binge playlists
- [ ] Pair each episode with a vibe playlist on Spotify
- [ ] Add a colon keyword extension to your title
- [ ] Put keywords in episode titles
- [ ] Write a "This is for you if..." show description
- [ ] Rename the show if its title gets zero search traffic
- [ ] Check whether ChatGPT and Claude recommend your show for your topic
- [ ] Turn each episode into a blog post on your own domain
- [ ] Submit your feed to niche directories
- [ ] Put podcast audio on your homepage
- [ ] Build a "Start Here" page or quiz
- [ ] Make a "find an episode for your mood" chart

## Written content and other platforms

Meet readers where they already are. **8 ideas**

- [ ] Publish episode recaps as essays on Substack or Medium
- [ ] Write an op-ed based on an episode and pitch it to a niche outlet
- [ ] Submit your show to podcast recommendation newsletters
- [ ] Pitch local media
- [ ] Pitch 10 values-aligned Substack creators
- [ ] Reply to creator newsletters with warm pitches
- [ ] Guest-curate a themed newsletter issue
- [ ] Use AI to translate an episode into another language

## Guests and community as amplifiers

When people feel celebrated, they share. **10 ideas**

- [ ] Invite 30 dream guests onto your show
- [ ] Send guests friendship bracelets and ask them to post pics
- [ ] Play listener voice notes on air
- [ ] Run a mutual aid promo campaign
- [ ] Host a New Year binge challenge
- [ ] Hold quarterly guest reunions to get referrals
- [ ] Feature a listener of the month, since they'll share it
- [ ] Feature client transformation stories, since those clients share them
- [ ] Put out holiday and seasonal specials that people search for
- [ ] Record a "back to school for grownups" series

## Social and shareable content

Give people something worth passing along. **18 ideas**

- [ ] Cut short video clips from each episode
- [ ] Answer one question online each day with a helpful episode link
- [ ] Livestream your recordings
- [ ] Turn your intro into a TikTok sound
- [ ] Create a visual trailer
- [ ] Turn a spicy moment from an episode into a poll
- [ ] Give guests ready-to-post graphics on release day
- [ ] Text links with timestamps ("start at minute 15")
- [ ] Make a mock Spotify Wrapped for your show
- [ ] Concentrate each episode's promotion into the first 72 hours
- [ ] Pull about 10 small assets from every episode (quotes, carousels, emails)
- [ ] Invite people to duet your clips
- [ ] Make memes from episodes
- [ ] Run a "[Show] Made Me Do It" campaign where listeners share what your show inspired them to do
- [ ] Re-promote your best episodes every year
- [ ] Ask on air: "Text this to one friend who needs it"
- [ ] Give prizes for sharing episodes
- [ ] Write a BuzzFeed-style episode quiz

## In real life

Your next listener might be standing next to you. **13 ideas**

- [ ] Host listening parties
- [ ] Go to local meetups
- [ ] Wear your show's URL or catchphrase
- [ ] Leave bookmarks at bookstores and cafés
- [ ] Put a quote from the show on stickers or street art
- [ ] Host a live guest panel
- [ ] Leave episodes on USB drives at libraries or cafés
- [ ] Host a podcast dinner party where everyone brings a friend
- [ ] Hand out one-page show summaries at conferences
- [ ] Drop flyers with a QR code at local events
- [ ] Get local businesses to play your show
- [ ] Hide QR codes in public spaces
- [ ] Host a roundtable with activists and artists


### Want people to swap, cheer, and experiment with?

The Feminist Podcasters Collective is an inclusive, pay-what-you-can community of podcasters building a better world (and better shows) together.

**Join at feministpods.com**

**INSIDE FPC**

- Monthly co-working sessions
- Expert-led workshops to help you grow
- Twice-monthly hot seats for support and strategy
- A growing library of recorded trainings
- A Slack space for community care