

# AUDIENCE ENGAGEMENT CHECKLIST

Keeping your audience engaged is just as important as the content you provide.

- ☐ Make it easy for listeners to contact you. Dedicate an email specifically for your show.
- ☐ Encourage listeners to reach out to you with their comments and questions.
- ☐ Respond to their emails, DMs and messages as quickly as possible. You don't have to have long, drawn out conversations, but do answer their initial question.
- ☐ Answer listener questions in your podcast episodes.
- ☐ Remember your regulars and something special about them. Address them by name and point out what you remember, or ask about it, etc. Recognition ALWAYS boosts engagement.
- ☐ Talk about feedback you've received from a customer and ask if others have experienced something similar.
- ☐ Share a story about the success of a listener, customer, or follower.
- ☐ Host "Open Mic" episodes where listeners can talk not only with you, but with each other.
- ☐ Host "Ask Me Anything" episodes where listeners can submit questions ahead of time.
- ☐ Consider doing at least some live streaming episodes.
- ☐ Spend a small amount of time building real connections and relationships with your audience in all areas of the business such as email, social media, blog comments, podcast comments, etc.
- ☐ If listeners have questions during your call, answer them while you're live. If you don't want to break up your episode presentation, you can plan a few minutes to answer all questions at the end. If there are a lot, consider having a Q&A episode to discuss things further.



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- ☐ Let listeners know in advance what topic you will be discussing so they can submit any questions they might have.
- ☐ Begin the session a few minutes early so you can chat with those who arrive early, welcome everyone as they arrive and so forth. This plus the Q&A at the end means you can easily cut those sections out during editing.
- ☐ When you attend in-person events, invite your podcast listeners. A few days ahead of the event, check if anyone is coming and make a point to meet up with them if only to shake their hand and say hello.
- ☐ Share your challenges and how you overcome them. Tell stories that your listeners can relate to. Ask for their advice or how they overcome similar situations.



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