

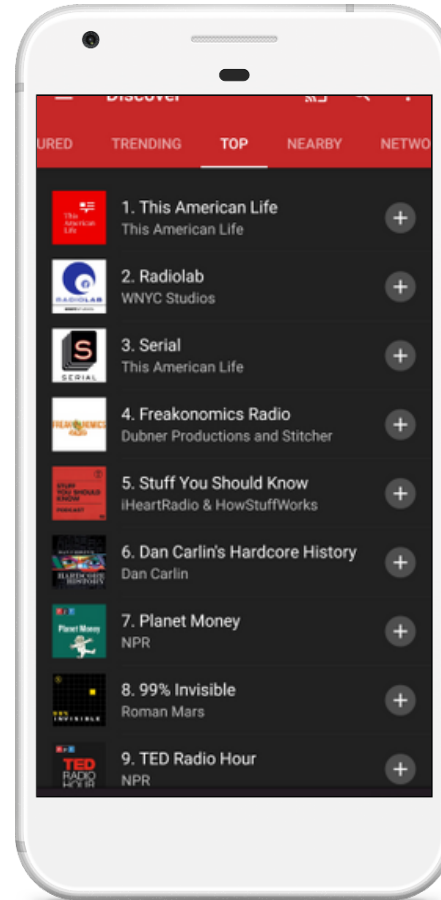
CONTENT CREATOR RESEARCH

2019 | Launching Your Success

ABOUT THE PROJECT

DATA COLLECTED THROUGH WORKING WITH PODCASTERS + YOUTUBERS FROM 2016-2018

COMBINED WITH RESEARCH COLLECTED FROM INTERVIEWS CONDUCTED IN EARLY 2019



- **OUR GOAL:** IDENTIFY ELEMENTS THAT MUST BE IN PLACE TO ACTIVELY ENGAGE AND BUILD AN AUDIENCE
- **KEY QUESTION:** CAN WE FORMULARIZE THE IDENTIFICATION AND EXPRESSION OF THOSE ELEMENTS?

HOW THE INTERVIEWS WERE STRUCTURED

- **WE PARSED THROUGH CLIENT NOTES AND RESULTS TO PROVIDE DIRECTION**
- **WE CONSTRUCTED A SERIES OF TARGETED QUESTIONS TO ASK CONTENT CREATORS**
- **THE QUESTIONS WERE STRUCTURED IN SUCH A WAY THAT IF THE CONTENT CREATORS HAD DISCOVERED AND WERE EMPLOYING THE KEY ELEMENTS IT WOULD BE REVEALED IN THEIR ANSWERS**
- **THE QUESTIONS WERE ASKED COLD, WITH LITTLE PREAMBLE SO AS NOT TO INFLUENCE THEIR ANSWERS**

SECTION 1

QUESTIONS ABOUT THE KEY ELEMENTS

WHAT DO YOU STRIVE TO DELIVER?



WHAT DO YOU **BELIEVE** THAT DRIVES YOU TO CREATE THIS CONTENT?

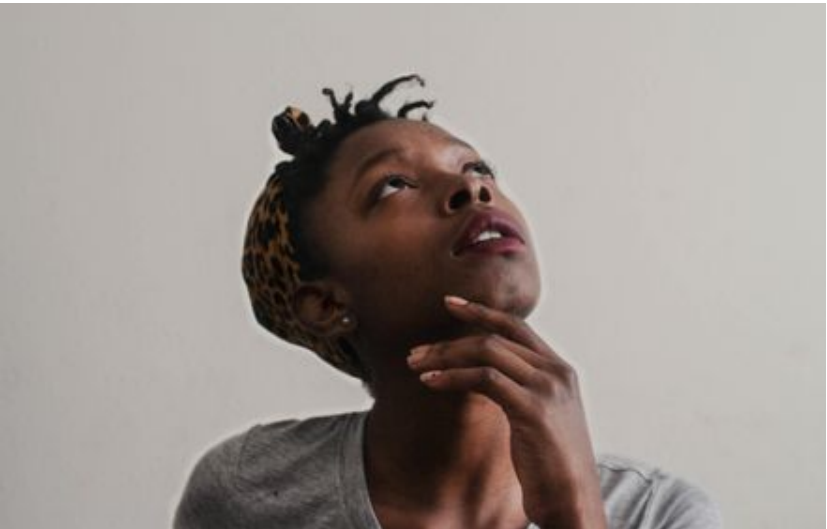
**INTERNALLY FOCUSED
ANSWER**

money, influence, marketing

EXTERNALLY FOCUSED ANSWER

education, community, passion

KEY THEME OF ANSWERS: CONNECT **EMOTIONALLY**



SECTION 2

KEY ELEMENTS + FORMULA

THE KEY ELEMENTS

WHAT YOU DELIVER

The tangible or intangible 'thing' that you deliver consistently in every episode. What will your audience get in each episode?

WHY YOU DELIVER IT

The reason you create this content. The deeper the reason the deeper the possible connection with your audience. For best results it should be tied to a core belief or passion.

THE AUDIENCE **PROMISE** FORMULA

It's called a promise because the word promise implies an emotional connection. We don't make promises to people we don't care about. The research shows us that connecting emotionally is critical to attracting and building an audience. It's what takes someone from a casual listener to a die-hard fan.

I DELIVER _____

BECAUSE I BELIEVE _____

AUDIENCE PROMISE STATEMENTS CREATED FROM THE RESEARCH

- **I PROMISE TO EDUCATE PEOPLE WITH SHORT, HISTORICAL TALES BECAUSE I BELIEVE AMERICANS ARE WOEFULLY UNEDUCATED ABOUT THEIR OWN HISTORY AND THEY WILL PAY FOR WHAT THEY DON'T KNOW.**
- **I DELIVER RELATABLE STORIES WITH PRACTICAL ADVICE BECAUSE I BELIEVE THAT YOU CAN'T BE WHAT YOU CAN'T SEE.**
- **I DELIVER CONFIDENCE IN PEOPLE'S INHERENT ABILITIES TO SUCCEED AND MAKE MONEY BECAUSE I BELIEVE THAT SOMETIMES YOU HAVE TO BECOME THE LEADER YOU'RE LOOKING FOR.**
- **I DELIVER TIPS THAT ANY MUSICIAN WHO WANTS TO TEACH CAN LEARN AND APPLY BECAUSE I WAS ONCE LIKE YOU AND I HAVE A PASSION FOR SHARING WHAT I'VE LEARNED.**
- **I DELIVER HIGH-QUALITY PRODUCTS AND TOP-NOTCH CUSTOMER SERVICE BECAUSE I BELIEVE IN THIS COMMUNITY AND WANT TO SEE IT THRIVE.**
- **I DELIVER INFORMATION, INSPIRATION, AND HOPE BECAUSE I BELIEVE THAT MY AUDIENCE NEEDS TO FEEL THAT THEY ARE NOT ALONE, THAT THERE IS HOPE.**

AUDIENCE PROMISE STATEMENTS CREATED FROM THE RESEARCH

- **I SHOWCASE A SIDE OF SALT LAKE CITY THAT PEOPLE WOULDN'T NORMALLY EXPECT BECAUSE I BELIEVE THAT SLC IS A RAD PLACE TO LIVE.**
- **I DELIVER INSPIRATION AND KNOWLEDGE BECAUSE I BELIEVE THAT MATURE, SUCCESSFUL WOMEN CAN HAVE MORE PERSONAL SATISFACTION.**
- **I DELIVER MOTIVATIONAL CONTENT FOR ENTREPRENERS BECAUSE I BELIEVE THAT ANYBODY CAN HAVE A POSITIVE MINDSET.**
- **I DELIVER MEMORABLE CONTENT BECAUSE I BELIEVE EVERYBODY HAS A VOICE, THERE'S ENOUGH ROOM ENOUGH FOR EVERYBODY.**
- **I DELIVER AUTHENTIC CONVERSATION AND GENUINE CURIOSITY BECAUSE I BELIEVE EVERYONE HAS SOMETHING OF VALUE TO SHARE.**
- **I DELIVER A NUGGET OF KNOWLEDGE GAINED FROM EXPERIENCE BECAUSE I BELIEVE IN ABUNDANCE; IF I HAVE SOMETHING VALUABLE I WANT YOU TO HAVE IT TOO SO WE CAN BOTH SUCCEED.**

AUDIENCE PROMISE STATEMENTS CREATED FROM THE RESEARCH

- I DELIVER AN AUTHENTIC EXPERIENCE THAT FEELS LIKE IT'S TRULY BEING SHARED WITH THE LISTENER BECAUSE I WANT THEIR CURIOSITY TO BE ENGAGED AND SATISFIED BY THE END OF EACH EPISODE.
- I DELIVER THE STORIES AND INSIGHTS OF OTHERS WITH A LITTLE BIT OF LEVITY BECAUSE I BELIEVE OUR STRUGGLES DON'T DEFINE US.
- I DELIVER ONE PIECE OF INFORMATION TO HELP MUSICIANS PLAY BETTER BECAUSE I BELIEVE IN THE POWER OF MUSIC.
- I DELIVER VALUE AND CONNECTION WITH A DASH OF ENTERTAINMENT AND QUIRKY CONVERSATION BECAUSE I BELIEVE IN THE POWER OF PODCASTING AS A WAY TO ENABLE PEOPLE TO HAVE A DIRECT VOICE WITH THEIR TRIBE.
- I DELIVER FUN CONVERSATIONS ABOUT THE 70S, 80S, AND 90S BECAUSE I BELIEVE IN THE PURE JOY AND COMFORT OF REMINISCING.
- I DELIVER QUALITY INFORMATION WITH A LIGHT-HEARTED APPEAL BECAUSE I BELIEVE IN FUN AND HUMAN CONNECTION.

SECTION 3

QUESTIONS ABOUT THE PROCESS

HOW LONG DID IT TAKE YOU TO FIND YOUR RHYTHM?

64%



LESS THAN A YEAR

22%



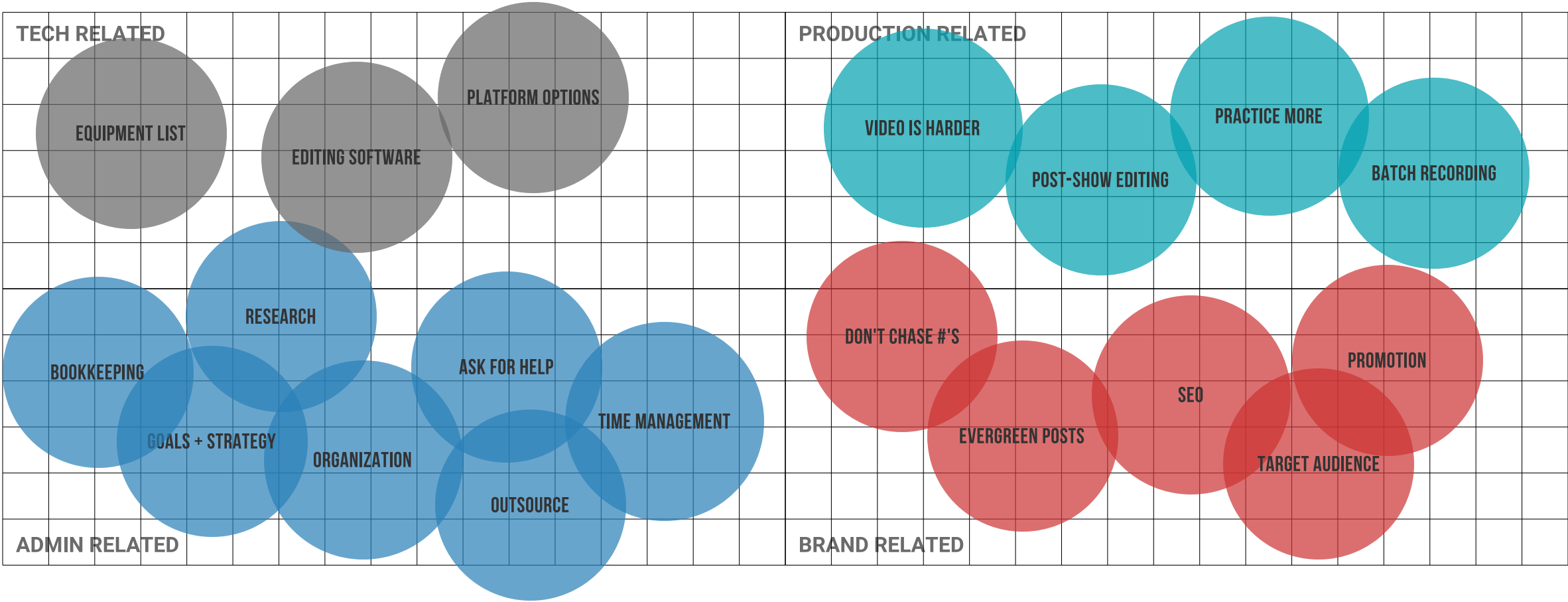
A YEAR OR MORE

14%

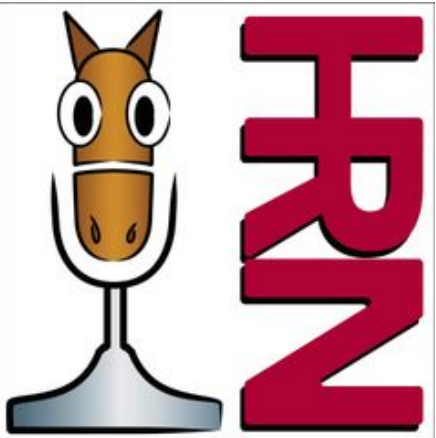


STILL LOOKING FOR IT

WHAT DO YOU WISH KNEW BEFORE YOU STARTED?



WHO DO YOU LOOK TO AS AN EXAMPLE?



KEY THEME OF ANSWERS: **CONNECTION**

- **MOST SHOWS FIND THEIR RHYTHM WITHIN THE FIRST YEAR**
- **SURPRISINGLY, TECH AND EQUIPMENT IS NOT THE BIGGEST CHALLENGE**
- **MANY CREATORS ARE WEIGHED DOWN BY ADMIN RELATED ISSUES**
- **CONTENT + BRAND TAKE LONGER TO BLOSSOM WHEN THE FOCUS IS ON ADMIN OR PRODUCTION ISSUES**
- **SHOWS WITH CONVERSATIONAL AND COMPELLING INTERVIEW STYLES WERE THE MOST OFTEN CITED AS AN INFLUENCE**
- **WE'RE ALL LOOKING FOR CONNECTION!**

SECTION 4

FINAL THOUGHT



**YOUR AUDIENCE PROMISE HELPS
BUILD EMOTIONAL CONNECTIONS**

**EMOTIONAL CONNECTIONS ARE
THE MOST CONSISTENT WAY TO
ENGAGE + GROW YOUR AUDIENCE**

A rocket is shown launching vertically into a dark blue space filled with stars. The rocket is white with red and blue accents. A large, bright yellow and orange flame trail extends downwards from the base of the rocket, creating a lens flare effect. The background is a deep blue with numerous small white stars.

WANT MORE INFO?

We're here when you're ready:

@ hello@launchingyoursuccess.com

@launch_success

@launch_success

@LaunchingYourSuccess