

How to Grow Your Fan Base

Getting more eyes on you

Get in front of the right people

Having a great offering will only get you so far. You actually have to present people with what you have to offer. The people you present to have to be the kind of people who will have an interest in you.

If you've established your brand, it shouldn't be too much of a challenge to figure out where the right people will be. Which sites, both physical and digital, do they usually frequent? Find ways of getting in front of them.

Create & share value

Giving back is a great way to maintain your current fanbase, and to attract new fans. They are able to get a taste of what you have to offer. If they like your free stuff, they are more likely to support you, by investing in you financially.

You'll also gain the opportunity to gather their information, such as email, when giving away something of high value. Their email can come in handy later so that you can keep them updated on your work, or to present them with an offering.

Work with other artists

No one knows everything, so by working together with others you have the opportunity to leverage their networks. You can share tips that can improve your efficiency, and run partnership deals that benefit all involved.

If there's little overlap with your audiences you may think that there isn't much to be gained by partnering up. But if your content is of high enough value you have the opportunity to add a large percentage of their fan base to yours and vice versa.

Be reachable

As distant as the world may appear to be at times, we all crave connection. When we feel a sense of connection we're more willing to invest in others. So reply to, and be kind to your fans.