

# Success Path

Building a listener fan base is a process. The relationship with the audience passes through five stages of growth. Set specific goals to advance from your current stage to the next.

**Introduction**

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You're brand new. The audience doesn't know your name. They know little about you. Goal: Make a positive first impression

I really like this station, and the announcer is just fine.

## Stage

1

**What To Do**

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Show that you like what they like: The station, brand values and elements on the station.

Be an enthusiastic Spokesperson!

**What To Do**

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Stay focused on listener interests. This is the time to add a "One Thing" feature.

Introduce another reason to listen.

## Stage

2

**Familiarity**

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Listeners are familiar with your name but don't know much about you yet. They're developing an interest.

The station is terrific, and I like that one DJ, (name) too.

**Growth**

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The audience knows your name and is starting to like the feature you've developed.

I love when they do (feature). It's the best part of the show.

## Stage

3

**What To Do**

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Increase frequency Of the feature, and promote it as key tune-in times.

Build Momentum With Intense Focus

**What To Do**

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Start mixing in personal stories and add more perspective and point of view.

Reveal more of your character and heart in all content

## Stage

4

**Like**

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They're starting to like you and can identify specific traits as a reason.

I like (name) because of the way he/she \_\_\_\_\_

**Love**

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Listening to your show is a primary reason to tune in. It's no longer about what you do, but who you are.

I love (name). My day isn't the same when he/she is not on.

## Stage

5

**What To Do**

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Increase personal stories and amount of personality content. Continue to introduce new surprises.

Continue to innovate and evolve with new reasons to listen.