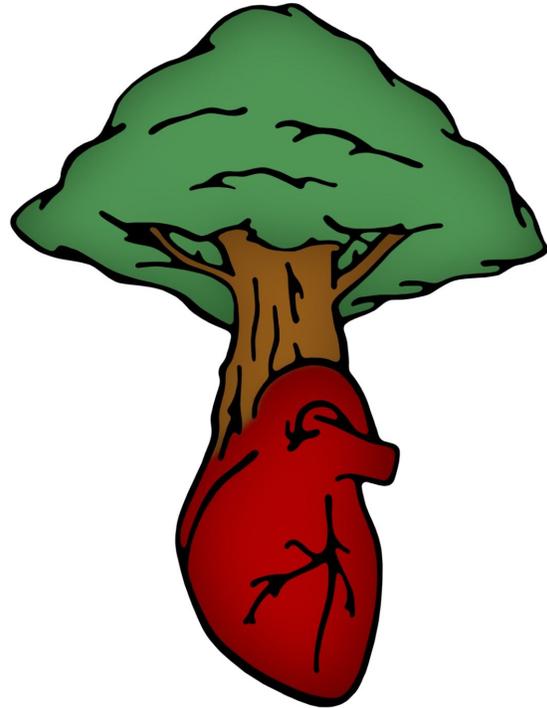


*How To Build Dynamic
Relationship Connections With
Your Audience, Your Market, &
Sought-After Influencers In Your
Field*

Growth Farming For Success

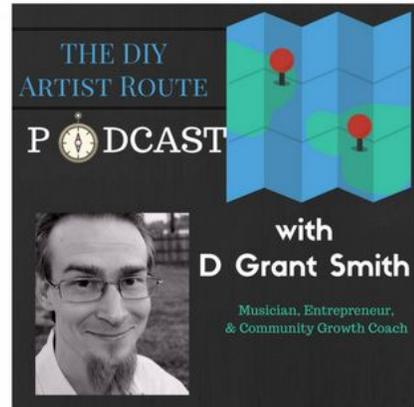
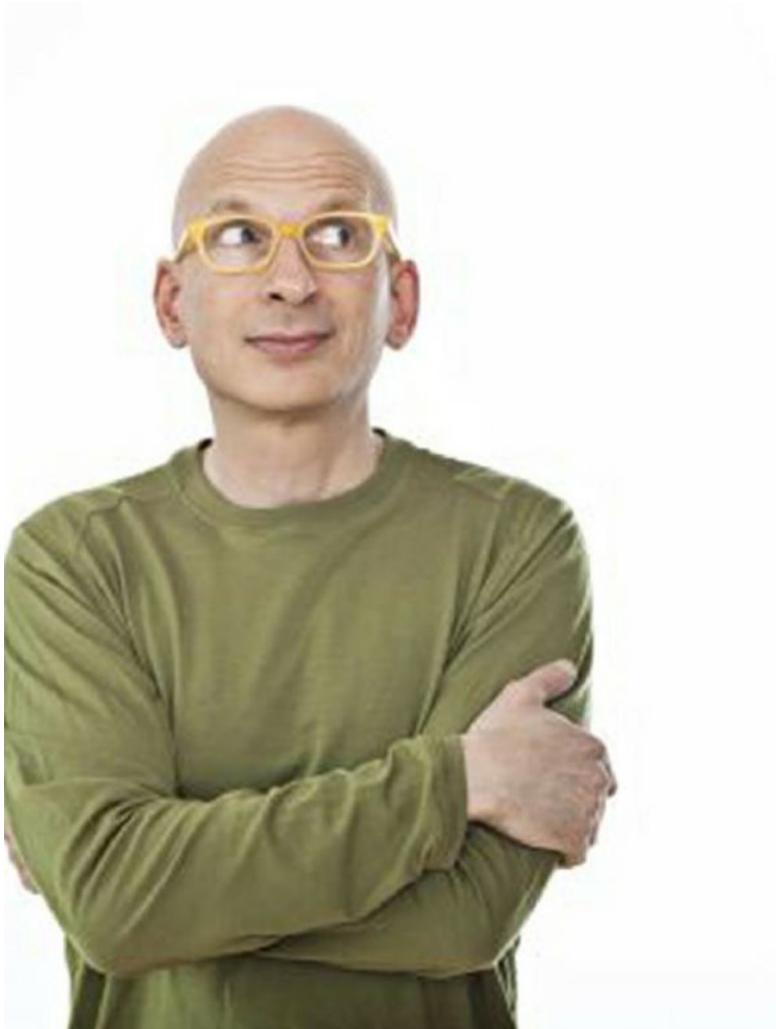


Wisdom & Insights From A Conversation Between
Best Selling Marketing Expert

Seth Godin

And Syndicated Radio Host

D Grant Smith



[From The DIY Artist Route Podcast](#)

[Podcast Episode Available For Listen/Download Here](#)

Copyright 2016
Updated 2017
By D Grant Smith
All Rights Reserved
No Portion Of This Publication May Be Reused, Copied,
Or Republished Without Permission

*Dedicated To Every Entrepreneur, Creative, Ambitious Person Who Feels Like It's Too Hard,
The Road Is Too Long, And The Odds Are Stacked Too High Against You To Win.*

We all feel like underdogs at some point in our journey. I certainly have.

*Never in my life did I think I'd get to have a conversation with one of my biggest heroes, Seth
Godin. But I did. And it wasn't luck that made it happen.*

Little did I know I was already doing something that he and I would talk about together.

*I focused my energies on making a connection with him and showing appreciation for what he
does that matters in my journey.*

*It's something I map out for musicians trying to get media coverage (radio airplay, reviews,
interviews, etc) in my books [The DIY Musician's Radio Handbook](#) and [The Essential Recipe For
Effective Music Submissions](#).*

Essentially, I was Growth Farming before it had a name.

*And this philosophical method got its name from the conversation you're about to explore that I
had with Seth. It's really easy to do. Not a lot of people do relationship building this way.*

That's why it works. I know it will work for you too.

*I'm pumped you're going to learn how to Growth Farm with me. So much so that I want to hear
about your journey and build a connection with you too. Feel free to reach out to me via email
dgrant@dgrantsmith.com to let me know how your Growth Farming is going.*

How Do You Get Someone You Don't Know And Highly Value To Notice You & Care About What You're Doing?

I was wondering how to do it (getting noticed and being valued) too at one point.

In a little bit I'll tell you the story of how I got a conversation with Seth Godin, but first off let's look at some important areas that will be addressed more in this EBook.

The first important area is the term "***Growth Farming.***"

When you [listen to the podcast](#), the very end of our chat is a discussion on the idea that "the grass is always greener somewhere else." It's that classic notion that if we only had what someone else already has, then we'd be set for success.

For creative entrepreneurs like you and I (as well as people in general), this is something we deal with all the time.

Have these questions run around in your head?

"If I just had a bigger following on social media then it'd be easy to get more people to buy my work."

"If we could just get booked on this venue then we'd finally get discovered."

"If we could just get a label to pick us up then we wouldn't have to market ourselves and we'd have media coverage all the time."

Sound familiar?

If you've thought that you just need something that someone else has to grow and build success, Seth Godin's wisdom is exactly what you need.

There isn't a one-size fits all answer for how to get an influencer to notice you and give you attention. However, the power of intention (which we'll talk about later) can play a big role.

[Keys and steps to building a connection with influencers are detailed in my books.](#) You have to be authentic, and have had some experience with the work of the person you are seeking the attention from. Sending a cold email to someone you haven't read anything from, listened to, or had an experience with isn't going to work as well as having an experience.

You can reference your experience to communicate value to the influencer. You want someone to notice you? Pay attention to you? Notice and pay attention to them first. Give what you want to receive. It's how the law of attraction works.

One of the best things about relationship building in an organic way is the opportunities to learn from people who have done what you want to do. Isn't this why we read so many books & blogs, attend webinars, and listen to podcasts?

I've been a long time reader of Seth Godin's work, both his daily blog and his many marketing books. I've felt for a long time like Seth's concise wisdom gives me the next step I can take to go a little bit further and a little bit further.

Kind of like a Modern Marketing Moses in the infinite desert of possibilities, leading us to the Promised Land.

One day in January of 2016 I just wanted to say "Thank you!" for all of the ways his work has blessed me. So I did via a short, heart-felt email to Seth (his email address is on his site). Doing so created a dialogue between us that led to a longer conversation and learning opportunity. This is where Growth Farming was born.

[Seth covers this idea in detail in his book Purple Cow.](#) I urge you as a creator, builder and member of humanity to be a positively uncommon person for the betterment of yourself and all of us. I will reference several of Seth's books here. All of these have been instrumental in my own growth and success as an entrepreneur, and will help you in your growth farming process.

The conversation you're about to read, like any talk with someone you respect, shines a lot of light on ideologies you and I have both dealt with in our lives. A big subject we cover is FEAR, which is one of the subjects in Seth's book [What To Do When It's Your Turn](#). Growth is scary, but it can be done when we have the right perspective.

Let's start with a few questions that come to mind when we look at a pathway forward in growth and success:

What does it really mean to grow in the creative space of music, art, and entrepreneurship?

Great questions usually lead to other questions needed to explore in order to fully grasp the answers for growth. Here are a few more to develop the big picture of GROWTH we're talking about:

How can we as creative people turn our work and our passions into something that other people will want?

What steps do we take to make this growth happen?

How can we ensure that what we do will be meaningful to the people we want most to connect with?

It's one thing to read a How-To blog article that promises to explain something about growth in the title, but never actually delivers in the content.

It's something else when you get to talk with a marketing and growth expert personally. Who tells you specifically what it means to be a purple cow. To stand out. To gain good attention. To build a tribe. To take your turn.

And to be meaningful to the people you want to connect with most. That's what Growth Farming is. Seth opened up my mind to frame growth from the perspective of a gardener.

I mentioned earlier how valuable Seth's work has been in helping me gain direction on a small scale, just a little each day. That direction is essential. What's more important though, is understanding what you feel in the place where you are and what you want to do to change that to succeed.

Do you feel like you've been wandering in an unknown land, trying to navigate the path towards success as an artist or creative entrepreneur?

I sure have. If you've left your day job or transitioned from what you were accustomed to doing, so you could build your own thing you know what I'm talking about. All the choices, options, and things you're "supposed to do" to be successful can easily consume your time each day.

That's why Seth Godin has been like a Moses in the entrepreneurial desert for a lot of people, including me.

Growth Farming Lessons From Seth Godin: Audience & Fan Growth

On the subject of audience building, in regards to Seth's work, I'll point to a few specific references where his insights and direction comes from.

Prerequisite reading (if this were a college course) would be his books *Tribes*, *Purple Cow*, and *Ideavirus*.

Tribes is all about how we are naturally drawn to groups of people based around our values, interests, fears, and hopes. We are also looking for leaders to guide the tribes we're in. In regards to audience growth, the Tribes concept is even more applicable because the digital revolution has changed so much about how we connect with each other.

Purple Cow is all about the art of standing out, how following the bandwagon (or doing what "everyone else" or the popular people are doing) is a sure-fire way to blend in and never be noticed. Instead, be the thing that people can't stop talking about.

Ideavirus is about getting people to spread the word about you. It's the concept of organic marketing, word-of-mouth buzz that causes the stuff you do to spread to places you didn't have connection with before.

These books are great additions to your library to have a wealth of insights into the growth process, all in just a few short pages (another strength of Seth's is being concise).

Regarding audience growth, the term is framed around not just adding people to your fan base or even having one. Building your audience (aka fans) is about growing your tribe. It's about cultivating a connection with real people who are passionate about you, your work, and your story.

It's the story that matters most.

It's like Seth says in the podcast, ***“The goal is not to have a fan base, though Kevin Kelly’s ‘Thousand Fans’ is a critical idea. The goal of connecting with a tribe is to understand:***

A). It’s not for everyone and

B). The people who it is for are seeking connection and they’re hoping to be seen.”

There's an interesting point about distinguishing between people who make art and people who are artists. They're not one in the same.

Your audience tribe is seeking connection with artists, not people who just make art. There's a difference between a person who grabs an old music sheet of Bob Dylan's to pluck chords and someone who writes original music that inspires change.

One is a singer/player. The other is an artist songwriter. Tribes want to connect with true artists because art is inspirational. Art creates change. Art also requires risk.

“What we have to do first is commit to this idea that if we're going to make art we're going to be wrong, we're gonna be on the fringes, we're going to be rejected, we're going to do things that might not work. It's going to be personal. We're going to be vulnerable and we're going to connect it to other people. A lot of people aren't up for that.”

It's a completely different discussion to have with an artist than it is for someone who copies someone else's work. This is why creating the connection with real people based on the experience you have with their work is so vital. Real artists have experiences that they share with others in their own unique way.

Experiences are stories. Stories create connection. They build interest. They get people talking, and relating, and sharing.

If you're up for being an artist instead of someone who makes art, if you're willing to test yourself and be vulnerable, to put your creativity and passion in a place where it can be celebrated, rejected, criticized and praised, read on.

Many artists don't have tribes. They aren't looking to build a connection with people that fosters community and creates opportunities for everyone involved. Instead they want fame, and equate this notion of fame with success. Remember the list of "If Only's" from earlier?

If only more people knew me or followed me (fame) then I'd be successful.

Fame and success aren't one and the same. Often fame takes success away from people more than causes it. Regardless, the pursuit of connection with people who share your values and perspective links your art to those who want it most.

"Most artists don't have a tribe. Most artists connect to a tribe that already exists."

There's a good chance that your tribe has people who are members of other tribes, all intersecting with each other based on personal preferences, stories, and ideologies.

For musicians, this is why knowing who you sound like or which artists (who are in the mainstream) have songwriting dynamics similar to you is so key. Perhaps your shows are similar in production, pyrotechnics, or costumes. These similarities create the link that draw in new members to your audience tribe.

The purpose of building a connection with your tribe is not to become famous or gain surface popularity. The purpose of building this kind of community is to better connect with your SuperFans.

Your SuperFans ([coined from Kevin Kelly's seminal piece "1,000 True Fans", articulated in this podcast episode with him](#)) are the passionate people who live and breath your art.

What you do, your music and your songs, are a part of their everyday lives. You have written the soundtrack for their journey in life. They celebrate your work by owning your music (often both digital tracks/albums and CD or vinyl). They buy your merchandise, they attend your shows. Sometimes they get your branding or lyrics tattooed on themselves. They make videos of themselves playing your songs as covers.

These are the people who make careers for musicians because they not only fund your work, they also spread the gospel of your songs to people they know.

I call it gospel, because that's what brand/music evangelists do. Your music is so valuable and powerful to them that they market your music in ways you could never do yourself.

How do you make a stronger connection with your tribe that leads to having SuperFans?

Seth says, "Pay attention to other people's narrative, what it means to wear your T-Shirt. If someone goes to school wearing your T-Shirt, what are they saying about themselves? These are choices you get to make before you make the T-Shirt."

From this insight we can ask more questions to dig deeper and cultivate the next steps for ourselves.

What connects people to your tribe so they become SuperFans?

Think about the stories you tell as an artist. Your stories reveal who you are and how you communicate that to the world.

There's a very important thing that all of us creatives have to wrap our heads around, and it seems easy on the surface but is also more complex as we dig deeper.

It's the aspect of storytelling. Everything you do tells a story. Your actions and your thoughts are linked. What you focus on grows. Your movements and your conversations are linked. What happens externally (your creation or "art") is a product of the thoughts and inner contemplations.

The stories we tell ourselves become who we are.

From a growth standpoint, I've adopted a practice that I repeat every single day. It's become my story, and it's become something that is creating new opportunities for connections with people I've always wanted to connect with but never knew how.

It's simple, and it's Growth Farming at its most basic.

What you focus on is what grows and manifests itself. Focusing on what fruits you want is how to plant those things in your heart and mind so that they come into being through your life.

Every morning I do a series of affirmations where I plant positivity (love) in my mind and heart. I say it outloud. I state it as fact. I tell my mind, psyche, and heart this story. Everyday it becomes more and more true.

Here are my daily affirmations:

“What is inside of me is love, joy, peace, wealth, prosperity, success, happiness, abundance, strength, and hope.

What I produce is love, joy, peace, wealth, prosperity, success, happiness, abundance, strength and hope.

*What I attract into my life is love, joy, peace, wealth, prosperity, success, happiness, abundance, strength and hope.
Because I am Love. I am Peace. I am Joy. I am Success.’*

This is about focusing on the harvest you want to have so you plant the right seeds. We attract the types of people we are. Your friends are most likely people who share your values, beliefs, and principles. So are the people in the tribes you’re a part of, and your audience tribe too.

If you want strong, loving, supportive, and giving people to connect with you, be that type of person. Dr. Wayne Dyer has an incredible book that digs deeper into this subject called *The Power Of Intention*. Putting that together with Seth’s work has been instrumental in my own transformation and success.

If you want happiness, joy, peace and love in your life, plant that inside you every day. Focus on it. Meditate on it.

What you plant in the dirt you will water. You’ll make sure it gets sunlight. You’ll remove weeds and keep pests away because you want those seeds to grow and produce fruit. Weeds and pests are negativity, doubts and fears. Remove them, cultivate what you planted, and experience the fruits that come out of it.

It’s true in the dirt and it’s true in your heart.

Here's how this connects to growing your audience, particularly with SuperFans. There's a practical side of the coin, practically and philosophically. Our SuperFans are people who sync with the stories we tell. Those who create the strong connections with real, passionate tribe members by telling great stories consistently.

Great stories and great story-tellers come from this.

"Everything we do is designed to make someone else change. If you decide you want to change someone, you need to figure out who you want to change, because different people will be changed by different stories."

Knowing who you want to change has everything to do with identifying the types of people you want in your tribe. Think about the affirmations I mentioned a moment ago.

It's about being specific. This is why artists who make fame their #1 priority spend much of their careers struggling to make ends meet, and complain that it's unfair other people get opportunities they only dream about.

They're focusing on the wrong kind of fruit. And they're focused on the "greener grass" somewhere else instead of tending their own garden.

The same is true when it comes to choosing the vehicles of marketing your music. Radio, for instance, has hundreds of thousands of options for musicians and music fans. Is every radio station, both those online and those on the FM/AM dial ideal targets for you to get your music heard?

Of course not. By being specific about which stations are telling stories similar to yours, and who share similar tribe members makes the difference in that opportunity being fruitful for you.

[Learn a powerful and practical method for audience growth through radio in this book.](#)

Want More? Let's Cultivate Some Growth Farming Seeds Together

If you want to build powerful, dynamic and strong relationships with your audience base, your market, and the influencers in your field let's make that happen by connecting together.

I help creative entrepreneurs like you build strong relationships with their SuperFans, audience tribe, industry leaders and influencers for massive success.

Get more help via blogs, more DIY Artist Route Podcast episodes, videos, books, and sign up for my weekly newsletter at dgrantsmith.com

You can also grow through personal coaching and mentoring.

[Click Here to set up a free consultation with me to harvest great results for you.](#)