How to always be growing your audience

with Cat Griffin · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Cat Griffin grew a travel Instagram account from zero to 100,000 followers in two years, and she stresses it took a huge amount of work and is not realistic for most people.

- [ ] Stop waiting for a perfect plan and take the first step on the idea you keep putting off.
- [ ] Treat your first attempt as a learning and write down what you'd change next time.
- [ ] Find one peer in online business you can message about what's going wrong.
- [ ] When you make a mistake, own it quickly and offer to make it right.
- [ ] Join a bundle or giveaway with a product your own audience would want.
- [ ] Add a tripwire offer to the product you contribute to a bundle.
- [ ] After a collaboration event, reach out to at least one other contributor whose work you liked.
- [ ] Pick the simplest organizing tool you'll actually use, even if it's a spreadsheet or Post-it notes.
- [ ] Download Cat's free Be a Rockstar Collaborator guide before your next collaboration.

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