

HOW TO GROW YOUR TWITCH AUDIENCE FROM SCRATCH!



COACHING
for
GEEKS

HELLO & WELCOME

Thank you for downloading this guide. We are excited to have you here!

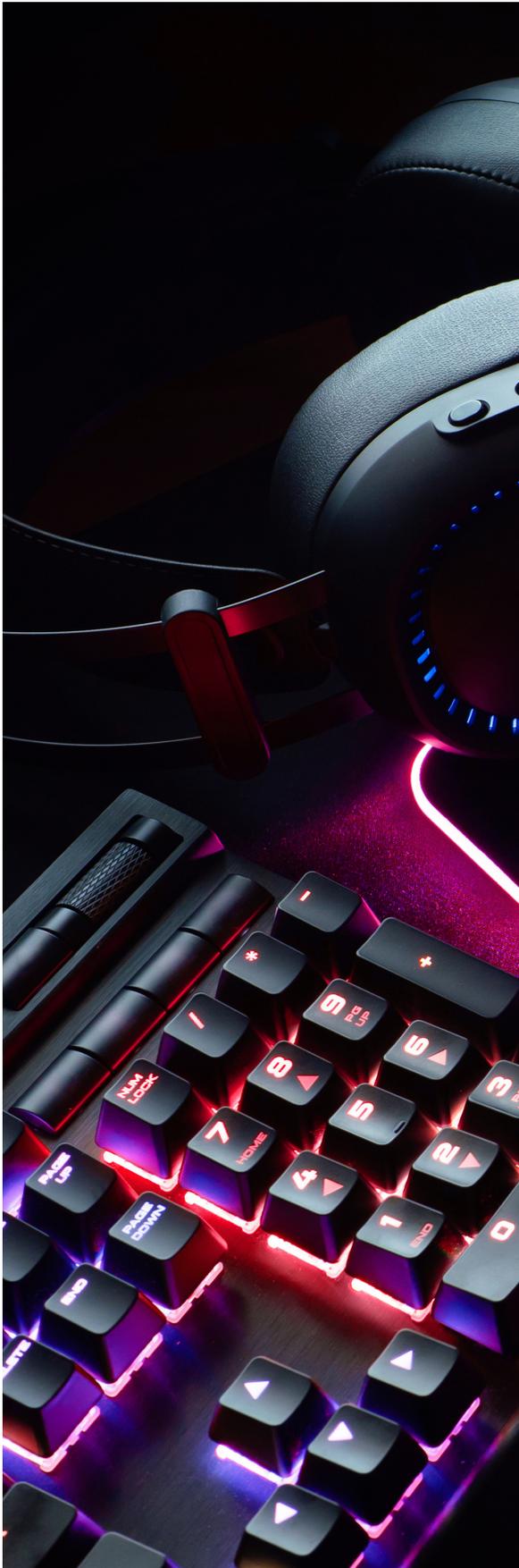
Building your following on Twitch might seem like a huge task and, there's no doubt about it; with so much competition and endless content for its million+ users to choose from, it can be challenging. Finding a way to get users onto your page and intriguing them enough to stick around doesn't happen magically. It takes a little bit of skill, a tiny bit of luck, and a lot of determination.



No matter who you are or what type of streaming you do, there are many tricks you can use to help boost your following and better your stream quality. To build a genuine and loyal following, you need to go beyond standard game streaming and begin to build a community around your work. This community will give you everything you need to keep streaming on the platform and reach more and more followers.

So, no time to waste! Let's take a look at some of the ways to grow your twitch audience and build an incredible community around your work.





CHECK YOUR STREAM QUALITY

A slow stream with poor-quality imagery is a recipe for lost followers and lack of engagement. As you'll know from watching other streamers, if there are any connection/technical issues, you'll jump off that stream so quick they won't even have the chance to fix the problem. That is why investing in proper equipment is essential.

A good quality camera and microphone are your base. Your followers need to see and hear you clearly; if they can't hear you or you appear as a pixelated blur on the screen, they have no reason to stick around. In the end, Twitch is all about building a connection that lasts with your audience. Often, people will follow you for being you with the games you play and stream as a bonus.

Aside from your equipment, a steady internet connection is essential. We all go through issues with our connection; however, it's a good idea to check yours before you start streaming more consistently. You can try this through the Twitch Inspector, which will look out for problems with your internet that you should aim to resolve.

People switch off from a stream for so many reasons, don't let an avoidable technical mishap be yours.



CREATE A SCHEDULE

No one follows an inactive streamer. People subscribe to you for your content, schedule and consistency. When you're looking to boost your subscribers, a schedule is beneficial. Whether you're planning to stream every day or once a week, make a schedule and stick to it.

A consistent schedule lets users know that you're serious about streaming, and it gives them something to look forward to. Knowing when and where they can find your streams takes the guessing out of finding you, which increases the likelihood that they'll log on specifically to see you at that time.

Nonetheless, your schedule doesn't need to constrain you. You can pop online spontaneously once in a while without a problem. However, it's a good idea to promote that spontaneous session precisely like that, letting your followers know that it's a 'bonus' rather than your regular timeslot. In these circumstances, build a quick hype around your unscheduled session, post it to your social channels and tell people the exact time you'll be logging on. Doing this is just another way to show your following that you're serious about streaming and excited to have them there as part of the journey.



MONTHLY CONTENT PLANNER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY





BUILD YOUR BRAND

Your branding will help you stand out from the crowd and be seen. Take a look at some of your competitors: Do they have a logo? A certain style? A way of talking to their audience? Learn from those you respect and admire, take inspiration and begin to build your own unique brand that will appeal to your target audience.

Some things to consider when creating your brand include:

- Logo design
- Profile picture choice
- Colours/Fonts to use on your channel and socials
- Overlay Designs
- Twitch Panels
- Stream transitions

Build the base of own brand concept and design on Canva. Canva is a user-friendly tool created to make design simple for small businesses. It works well with choosing your colour scheme, fonts, design elements and more. Play around; there are loads of stock imagery available to you and straightforward functions that make design a breeze.

Your brand distinguishes you as a serious streamer and opens up a lot more opportunities to expand your revenue streams through merchandise, donations as well as connecting with your audience on a deeper level.

In the end, consistency is key. Don't confuse your audience; make it as easy as possible to recognise and connect with you.





Using consistent branding across your channel and any other page you set up makes it easy for your followers to find and follow you across the board. The more they connect with you through your branding, the more likely they will remain loyal followers.

Branding is one of the main ways we all connect with any company, in any section of our lives. Why do we choose this pair of sneakers over another? Why do we love these headphones over another? Why do we follow this streamer over someone else? In almost all circumstances, it comes down to branding and the story built around that brand. Make sure the style you present represents you and what you do accurately. Do your best to create a relatable story around what you do, too. Be honest with your followers - why do you stream? What do you love about gaming? What makes you different from everyone else?

Build that connection with your brand in any way that you can.



PERSONAL BRANDING IS THE
ART OF BECOMING KNOWABLE,
LIKABLE AND TRUSTABLE.

John Jantsch





TRY SOME NETWORKING

Active and genuine networking can be beneficial in building your following. Begin by connecting with other streamers, potential followers and content consumers across all platforms, including Twitch itself and any other social media platform you use. Approach networking with an open mind. It won't work if the only reason you're chatting to someone is to secure a follow. It may sound silly, but keep in the mindset of 'making friends' - in the end, everyone you want to connect with will have a similar interest and enthusiasm for gaming and streaming, so hopefully, keeping a conversation and sparking a connection won't be too strenuous.

Try to be as genuine as possible when you're networking. Unfortunately, schemes like 'follow for a follow' rarely bring you engaged followers. Plus, it's against Twitch's terms of service - so it's not worth the risk.

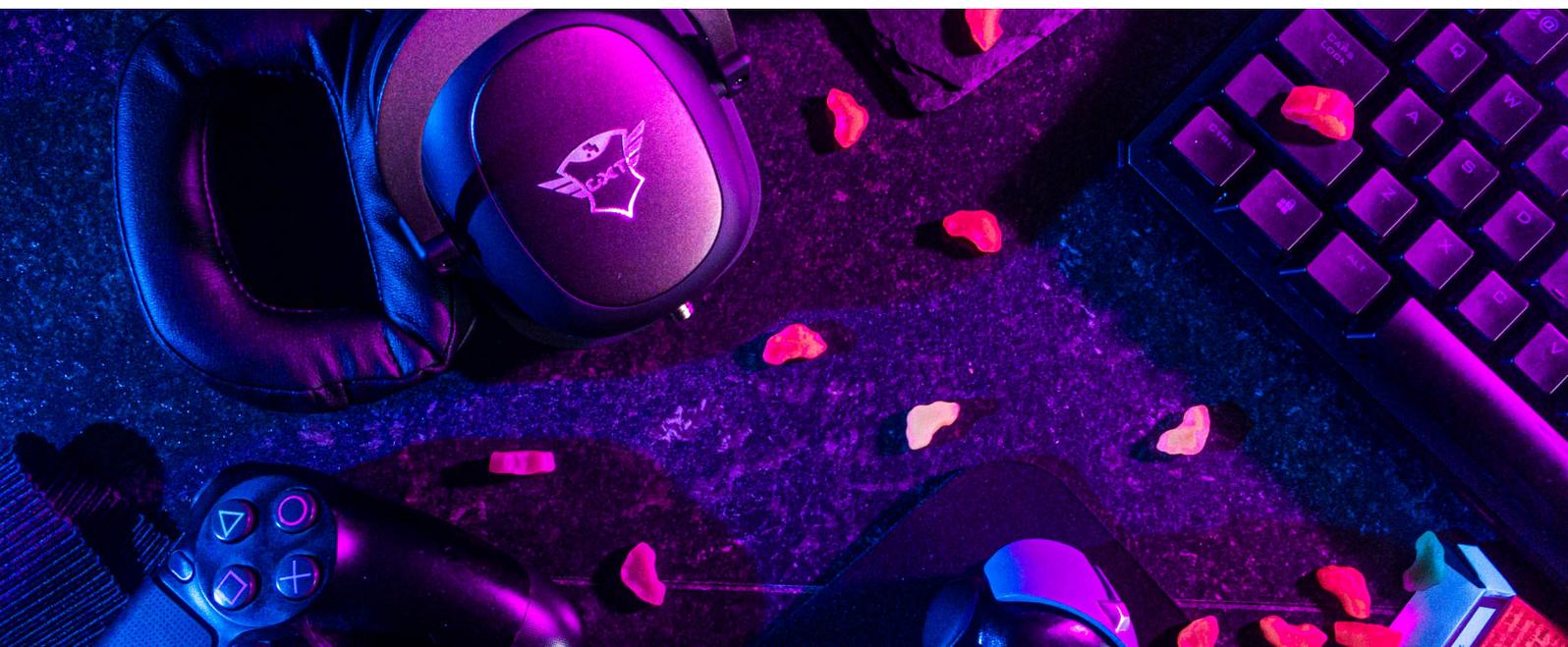
Networking can seem like a daunting task if socialising isn't your thing, but you can engage with networking as extensively as you feel comfortable. It could be anything from liking a comment on an established streamer's profile to starting a conversation on a thread to DMing someone who is interesting. You figure out what works best for you and build from there.

In-person networking can be just as valuable for building a loyal online following. If you're planning to go to an event such as a convention or expo, think about how you can direct people to your streams.

Would a 'business' card be useful? Could you think of something else cool, quirky and fitting with your brand?

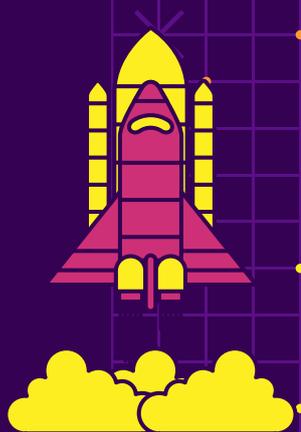
Again, do what you feel comfortable with.

No matter what route you choose, just try to get your name out there as much as possible. Brand and name recognition are always helpful in building a following, so try to be seen as much as possible in whatever way you can.



"YOUR NETWORK IS
YOUR NET WORTH."

PORTER GALE





COMMUNITY WORK

The best, most engaged streamers have active communities around their profiles. Communities consist of people engaged with their page on a different level, not just popping in and out as they please. They are genuinely supportive of the streams that happen on that page, the activities happening on the channel and the sense of community built around the streamer/what they do.

Building your community is worth the effort. First, establish yourself at the centre of that community and make a deeper connection with your audience from there. You will need to be a conversation starter, offering something unique and exciting that followers want to comment and connect on.

Once you have even a small base for your community, it can grow organically. Try to bring a sense of exclusivity to your community by creating a closed Facebook group or establishing a smaller group chat on Discord, to begin with. Run promotions for followers to be added to the community. Speak about the perks of being part of your community on your social media channels or during your streams. These casual mentions will help to build hype around what you do.

The word community sparks differently for humans. The more you mention it, the more someone wants to be a part of it. It is something most of us crave and desire. Tapping into this is a smart way to find your loyal followers in the crowd.

Start small and slow then work to grow it over time. It is not something you should aim to achieve within a couple of weeks, as it takes consistency and commitment to build and grow into something worthwhile.



USE SOCIAL MEDIA TO YOUR ADVANTAGE

Twitch itself isn't the only way to find your following, so it's a good idea to get active on social media, too. In the end, if you're using Twitch, you're a content creator by nature; try to post content across all the platforms that you like to use.

What you post is up to you and the brand you have built. There is just one thing you need to remember - be consistent. For example, don't post a picture of your food/your pet in your Insta stories if it's not part of your persona on Twitch. Instead, think about ways to promote your next stream, ask your following questions and get people talking in the comments section/when they send you a DM. Post content consistent with the things you stream about - game releases, stream days, other 'nerdy' things that your following would be likely interested in.

Of course, that doesn't mean you need to exclude everything about your day to day life; people will be interested in getting to know you as a person, too. However, that's not the main reason they are following you. Hence, finding the right balance is critical.

Once you start to use your social media channels more, you'll see a pattern in the content your followers engage with. Find your niche and stick to it. People follow thousands of accounts for different reasons, so just make sure yours gives them enough reason to stick around. There are numerous social media management tools you can use to make consistent posting easier. We love [SocialBee](#) for its UX and straightforward functions.





When setting up your social media accounts, try to create a presence on as many platforms as possible. You don't know where your potential audience could be spending their time when they're not on Twitch, so make your decision depending on the content you want to post. Facebook, Twitter, Instagram, TikTok are all helpful to use - but if there is one you don't particularly like, don't use it. If there is one you prefer, use that as often and consistently as you can.

The main thing is to have a presence and page to direct the people who find you on that platform back to your Twitch profile. In the end, this funnel is the main reason you're posting - to establish more followers on your Twitch account. Using a link page like [Kuiqlink](#) can be helpful to direct your followers in multiple directions.



THE FIRST RULE OF SOCIAL MEDIA IS
THAT EVERYTHING CHANGES ALL THE
TIME. WHAT WON'T CHANGE IS THE
COMMUNITY'S DESIRE TO NETWORK.

Kami Huyse





TREAT IT LIKE A BUSINESS

If you're serious about becoming an established streamer, you need to treat it like you're building up a business. That means it is essential to be consistent, professional and dedicated to the work it takes to set it up properly.

As the old saying goes, 'do what you love, and you'll never work a day of your life' is true. If this is what you're aiming for, you can make it happen. Building a livable income means you need to take it as seriously as any other job or professional decision.

Think about the number of hours you'd like to dedicate to it each week. Is it possible to build on this over time? On the other hand, do you want to spend more time on it? If not, perhaps you should keep it as a hobby rather than considering it professionally or as a side income.

Once you begin, you should determine pretty quickly if this is something you want to do more frequently or not. If the pressures of networking and social media content creation is taking all the fun out of streaming, then is it worth pursuing? Be honest with yourself, and you'll find the answers you're looking for pretty soon.

If you love all the bells and whistles that go with it, then great! Keep working hard, keep streaming, keep hustling, and your dedication will hopefully begin to pay off very soon.

For your happiness and satisfaction - check in with yourself once in a while. Make sure that what you're doing is making you happy. If making your hobby into your business is doing that for you - keep going; you're heading in the right direction!



USEFUL TOOLS AND RESOURCES

There are plenty of tools available that can make your life a little easier. No matter what part you find challenging, you can be confident that you are not the only one, and most likely, there is a solution or tool that can make your life so much easier.

When establishing your brand, you might run into a couple of walls, unsure how to progress, but many relatively cheap tools and resources can help. **Canva** is a superb design website that provides thousands of templates to inspire and direct you with your brand. It's the best place to start brainstorming and establishing the base design for your brand and business. To finalise your stream graphics, we recommend **Nerd or Die** for its incredible versatility.



If you're finding it challenging to manage and funnel your social media channels, **Kuiqlink** and **SocialBee** can help.

Kuiqlink creates an easy-to-use page to link all of your accounts/pages in one place. This makes it straightforward to direct your traffic from one page to the next and build your following across the board.

SocialBee can help you post consistently, engage with your audience and generally, take the stress out of social media management. Using a tool like SocialBee reduces significantly the number of hours you need to dedicate to social media.

Finally, if you need a user-friendly video editing tool for your social media channels, **InVideo** is extremely useful.

These are just a few minor suggestions. There are hundreds of more options available for just about every issue you may experience. If you're looking for help, ask the **Coaching For Geeks community** where you can be sure to find helpful answers in no time.

If you would like to fast-track your progress and consult with a dedicated consultant, **book a 1-hour 1-2-1 strategy session** with us to help clarify your vision and get the ball rolling for your future.

Use all the resources you need; nobody can get to the top without a bit of help from the community.

GAME OVER

THERE YOU HAVE IT!

Thank you for reading this guide. We hope you have gained a little insight and vision on the next steps you need to take to grow your audience on Twitch.

If you have any unanswered questions, we are here to help. You can [book a free 1-2-1 strategy call](#) with us at or ask in the free [community](#).

Otherwise, connect with us across social media and follow our website for further tips and tricks to help you succeed.

All the best, you got this!

Until next time,

Robin & The Coaching For Geeks Team



www.coachingforgeeks.com

