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BUSINESS NOTE

Partnerships beat posting more, Eross tells Barry

Nathan Barry's podcast conversation with Domonkos Eross, founder of the agency Flowin, argues that audience growth comes less from publishing more and more from strategic partnerships and direct outreach. Eross lays out seven steps for thought leaders and calls creator partnerships "the number one source of growth in the creator economy."

A seller of printables or print-on-demand goods can apply the same approach by pitching a complementary maker rather than another round of listings. Someone selling a printable meal planner could propose a joint bundle with a fitness journal creator, each promoting the other's product to an existing list of buyers.

Source: Nathan Barry, The #1 Way to Grow Your Audience in 2026 | 149
https://nathanbarry.com/the-1-way-to-grow-your-audience-in-2026-149/