



Starting a Successful Podcast



By Heady Coleman

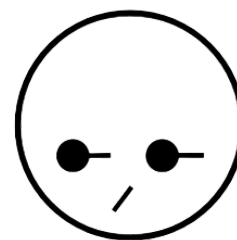


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INTRODUCTION

Sharing stories creates an opportunity for others to learn, be inspired, and connect, leading to community. Podcasting is all about sharing stories.

Creating a podcast can be fun and fulfilling work. I love to see every individual live out their greatest story, and starting a podcast can help you do that. That's why I've created this super duper guide to help you excel in the world of podcasting.

In this e-book, you'll learn:

- ✓ How to make a plan for your podcast
- ✓ What to use to record your podcast without breaking the bank
- ✓ Finding the right show format for you
- ✓ Creating a branded episode template
- ✓ How to edit your podcast
- ✓ Podcast hosting and publishing
- ✓ Creating your podcast profile
- ✓ Promoting your podcast
- ✓ Growing your audience

Now it's time to get to work and start that podcast so you can Go Win!



ABOUT THE AUTHOR

Hello, hello, hello! I'm Heady Coleman. I wear many hats — pastor, greeter, founder, husband, and dad. But I'm always wearing my red socks.

I love to see every individual live out their greatest story. When people live out their greatest story, we have better communities and a better world. I'm a champion for individuals and communities. I get great joy from speaking to small and large audiences about what it means to "Go Win!"

Heady Coleman
Community Builder





ABOUT THE SPONSOR

Kevin Craft has more than 20 years of Life Insurance experience and extensive knowledge of Financial Services & Retirement Planning. His agency is proudly located in the historic city of Guthrie. They service all of Oklahoma and Arkansas, including Guthrie, Kingfisher, Edmond, Crescent, and Stillwater. They have five hands on team members dedicated to providing efficient insurance services, and building trusting relationships with our policy holders.

Kevin's Community Involvement:

- 2020 Small Business of the Year
- Multi Recipient of \$25,000 State Farm "Neighborhood Assist" Grant for 2018 & 2019 - Which Gave Centennial and Charter Oaks Elementary brand-new playgrounds!
- 2018 Agent YMCA Volunteer of the Year
- YMCA Council Member
- Guthrie Chamber of Commerce Member
- Board Member of Guthrie Rotary Club

Kevin's Honors:

Legion of Honor, Ambassador Travel, Chairman's Circle, SVP

Wouldn't it be a blessing to leave your family \$100,000? Start your Life Insurance application today!

Kevin Craft

State Farm® Insurance Agent



craftyourinsurance.com

CHAPTER 1

PLANNING AND PREPARATION

Before you hit record on your first podcast episode, there are some things you need to do. If you want your podcast to dominate the market or even just have a strong listenership, you need to think about your goals for it and determine your why.

Brainstorming the Basics

Why do you want to start a podcast? What inspiration made you decide it was time to sit down in front of the mic? Even if you want to have fun or create a conversation space, it's essential to think about your goals.

Identify Goals

There's no right or wrong reason to start a podcast. Some people start a podcast for fame and fortune. Others start one to generate leads for their business.

You can start a podcast to give yourself a platform for your expertise. A podcast is a great way to share an important message.

Whatever your reason, make sure you're being realistic. Podcasting can be fun, and it's a great way for a brand or business to share information. But it takes time to build an audience, so don't expect huge results after your first episode.

Decide on a Topic

Before choosing a podcast topic, think about subjects you can talk about regularly. You should enjoy the topic you select, and it should be something you're passionate about and will be happy to talk about for years to come.

Once you have an idea of the topic you'd like to cover, it's time for some market research. Is there an audience for your idea? You want to know how much competition there is for that topic and what those existing podcasts are like.

Go to your favorite podcast listening app and search for your topic. Listen to a few episodes to get an idea of what others are doing, and think about what you could do differently. Finding your unique perspective will help you stand out and differentiate your podcast from others.

To help you find this unique angle, pick a niche. The more targeted your niche within your topic, the more likely you are to attract a specific audience. It may seem like attracting a broad audience would be a better way to grow a following, but podcasts that appeal to large demographics don't reach as many people. If you try to be everything to everyone, you'll end up being nothing to anyone. Plus, people are more likely to recommend niche podcasts than generic ones.

To find your podcast niche, focus on a sub-category of your topic. Think hard about what makes your podcast different.

Here are some examples to help you brainstorm.

TOPIC	NICHE
Art	Business advice for artists
Music Industry	Behind-the-scenes interviews with sound engineers
Food	Local restaurant reviews
Travel	Tips for backpacking through Western Europe

Once you've come up with a niche for your podcast, take a minute to brainstorm at least 10 episode ideas. If you can easily come up with 10 episodes and more ideas are still coming, that's a great podcast topic. But if you struggle with even 10 ideas, it's time to go back to the drawing board and rethink your niche.

Create Brand Identity

Part of what makes your podcast unique is your brand identity. You want to make a strong first impression on your listener so you can set the tone for your podcast and expectations about what you offer.

When you're thinking about your podcast's brand style, there are some factors to consider. What tone will you use when you're speaking? What kind of language will you use? Do you want your podcast to sound friendly and casual or have a more formal and professional tone?

Your brand style is entirely up to you, but make sure it matches your niche. Also, it's great when the style, tone, and niche all sync up with your personality. That's when you can authentically present to your audience.

The name of your podcast is a vital part of your brand. It's the first thing your listener sees when they're scrolling through the podcast app, and the name sets the tone for the whole podcast.

For that reason, you want your name to be concise, clear, and specific. If you have a business name, it's a good idea to include that or parts of it in the title of your podcast. Make sure you aren't picking a name that's already taken. Your podcast won't stand out if several others already use that name.

Remember, you'll likely want to create social media accounts for your podcast too. So once you have a name, you'll need to grab those social media handles.

Once you've chosen a name, think of a slogan or tagline that briefly clarifies your podcast's topic and purpose. It will help potential listeners discover more about the podcast and entice them to listen.

Don't forget that your podcast also will need a logo or cover image that you'll use on streaming apps and social media channels. What this looks like is up to you, but it's a key part of your brand. It can be your photo with your podcast name or a visual version of your podcast's name. Take a look at what others are doing to get inspired, but you may not want to implement it until you record a few episodes. That will help you better understand what the visual should entail. Not a designer? That's OK. Design is a great task to outsource.

Developing a Plan

Once you've got an idea of your podcast topic and niche, it's not quite time to record. First, you need a plan to create a cohesive, on-brand podcast that won't break the bank.

● Research Competitors and Audience

You've already done a little research to discover what shows are available for your specific topic. Now it's time to do a deep dive into the competition.

Take some time to listen to the top and lower-ranked podcasts in your topic area. What do the top podcasts do that the lower-ranked ones don't? Read podcast reviews to understand what the audience likes and dislikes. Is there something the audience is asking for in the reviews? If so, make sure your podcast addresses that. It will bring the audience to you.

● Choose a Show Format

There's no specific podcast format that works for every host or topic. The key is to find a format that works for your topic and is sustainable to reproduce. When choosing a format, think about what will go into recording and editing each episode. That will help you determine what show format will work for you in the long run.

Common podcast formats:

- **Solo Show.** As the name suggests, a solo show is one person speaking into the microphone. You control every aspect of the show, but it can be intimidating to go solo if you're new to podcasting.
- **Co-Hosted Show.** In a co-hosted show, you and someone else have a conversation. If your chemistry is good, it can make for an entertaining podcast, but it can be difficult to schedule recording time when there are two busy people to accommodate.
- **Interview Show.** Inviting guests with expertise and audiences for interviews can be a great way to build a following. Interviewing is a skill that takes time to learn, so take plenty of time to practice.
- **Roundtable.** In a roundtable show, one regular host and several guests talk about a particular subject. It's great for discussion, but sometimes, it can get noisy with too many guests talking over one another.

- **Documentary.** In a documentary podcast, a narrator walks the audience through interviews, conversations, and recorded clips to tell a story. This podcast style requires a lot of research and preparation.
- **Docu-Drama.** Like a documentary, a docu-drama walks the listener through recorded media but in an entertaining and fun way.

Once you've chosen your podcast format, take some time and look at the 10 episode ideas you already brainstormed. Do those ideas still fit with your format choice? If not, think about how you can tweak them to work better for your show format.

● **Set a Startup Budget**

Now, this is the part nobody likes to think about, but it's critical. Remember, it takes time to build a podcast audience, and you aren't going to be rolling in the dough after the first episode. So don't spend money to make the podcast like you're going to be rich after you launch.

Think about how much money you have to devote to this project and where you will spend it. Is it for microphones or recording and editing software? Or are you in a place where there is no budget, and you will have to bootstrap your way?

In any case, you can still make a podcast. Setting a budget is an excellent way to help you see where you are before you start so you don't spend money you don't have.

And when setting your budget, don't forget to factor in your time too. Your time is precious, so knowing how much you have to devote to the podcast is essential. It can help you prioritize tasks and keep you on track as you create the show.

Choosing Equipment and Software

Once you've nailed down your show topic and format, it's time to start thinking about recording. More specifically, it's time to think about how you will do it. Podcasting equipment can be expensive, but luckily, you can start by using what you have.

● **Start with Just a Phone**

Most smartphones have everything you need to start recording your podcast. There are tons of audio recording apps out there, and many of them are free. Plus, your phone likely came with earbuds with a microphone too, which will help you capture clear audio.

If you lost those earbuds in the bottom of a backpack or somewhere between your home and work, that's OK. You can hold your phone's microphone up to your mouth and still get an excellent recording.

● **Work Your Way Up to Better Equipment**

As your podcast progresses and your audience grows, you can move up from your phone to USB microphones for your computer and dedicated podcasting software. Before purchasing a microphone or downloading audio editing software, read reviews and ensure the equipment you buy will work with the computer you have.

Podcasting equipment comes in a range of prices, and you can go as simple as purchasing microphones that connect to your laptop to outfitting an entire room in your house as a studio. As you work your way up, keep that startup budget in mind. You can expand the budget as your podcast grows, but don't get equipment happy.

● **Helpful Equipment**

If you're interested in investing in some podcasting equipment or want to know what you already have that might help you create your podcast, here's a list of equipment:

- **Phone or Video Camera.** Record your episodes on video for YouTube or take pictures during the process to help you promote the episodes on social media.
- **Computer.** With a USB mic and editing software, you can run your whole podcast from your computer.
- **Microphones and Stands.** Microphones capture good audio. Stands keep them stable, so they're always where they need to be.
- **Headphones.** Headphones help you hear what's being recorded and come in handy when you're editing.
- **Pop Filter.** Putting a pop filter in front of a microphone cuts down on the noise of air hitting the microphone while you're speaking.
- **Mixer.** A mixer controls what sounds go to your computer during the recording process.
- **Recording and Editing Software.** Recording and editing programs help you create a more professional-sounding podcast.
- **Acoustic Treatments.** Acoustic treatments, like foam tiles, can help make your space a better environment for recording sound.

CHAPTER 2

CREATING POWERFUL PODCAST CONTENT

You've set your podcasting goals. You've created your brand identity. You've developed a plan, and you've even found the equipment you need to hit the ground running.

Now it's time to make some podcast content. Let's talk about how you can create episodes quickly and easily.

Utilizing Various Podcast Formats

You've probably selected a show format already, but that doesn't mean you must stick to it 100% of the time. Sometimes it's a good idea to break from that format and try something new.

Live Podcasts and Events

Recording a live episode with no editing may sound intimidating, but it can be a great way to capture the magic of a particular event. Getting your audience in a room together to watch as you record live can be a great way to create special episodes, and it's a treat for your fans.

While some podcasters record all their episodes live, you don't need to feel obligated to do that. Hosting a live episode at regular intervals or for special industry events can be just as entertaining.

In-Person Meetups

Sometimes, you need to take your podcast on the road and meet up with someone to record an episode. It's a fun way to capture the ambiance of your location so your audience gets a feel for where you are.

There's a lot to consider when recording at meetups, so make sure your equipment can handle it. Finding a quiet spot where you can record clearer audio is also a good idea.

If you have some money in the budget for music, investing in a song can give your podcast a more exclusive feel because people likely won't hear it elsewhere.

Zoom Video Calls

Zoom can be a great way to record audio and video. If you can't be in the same place as your podcast guest, Zoom can help you record an episode.

Zoom also comes with the occasional technical issue, though. Ensuring you and your guest have a secure Wifi connection can help the recording process. Before you jump into the episode, make sure all your settings are correct for capturing audio and video if you want both.

Developing an Episode Template

Creating an episode template is part of creating a cohesive experience for your podcast listeners. This template can also help you plan the content of particular episodes.

Keep it Simple at First

In the early stages of your podcast, you're getting to know what works best for you. So, focus on a simple template. You don't need tons of transitions or special sound effects. In fact, that can be really distracting for your audience.

Instead, think about what you'd like to cover and create a general outline for the structure of your episodes. Once you've created a template that works for you, then you can get a little fancy.

Like you can work toward investing in podcasting equipment after you get started, you can always work up to a more intricate episode template. So don't worry if your first few episodes don't sound like podcasts that have been around for years. After you find your footing, you'll be able to create a podcast template with new and better segments.

Creating Intros and Outros

Is there a theme song or jingle in your head that you want for your podcast? Make sure you can use it!

For your podcast intros and outros, you have to use music that you have the rights to. So, royalty-free music can be a great option if you don't have any room in the budget to pay for music. Search for "royalty-free podcast music" on Google and see what you find.

If you have some money in the budget for music, investing in a song can give your podcast a more exclusive feel because people likely won't hear it elsewhere.

If you're also recording video of your podcast, consider creating intro and outro reels. It can give your video a more branded feel and help make your podcast recording more visual.

● **Creating a Template**

Creating a podcast template doesn't have to be complicated. Take some time to listen to podcasts you like and see if you can identify their template by paying attention to the different segments.

An example of a podcast template you could use:

- **Teaser.** Give the listeners a taste of what the episode contains with a teaser.
- **Intro Music.** Introduce your podcast with music and your podcast's name.
- **Welcome.** Greet your audience and invite them into the episode.
- **Ad Spot.** If you have advertisers, make sure to mention them.
- **Interview.** Now it's time for the meat of the episode – in this case, an interview. But this could be anything, depending on your show's format.
- **Call to Action.** Encourage your audience to follow you on social media and rate and review the podcast on the app they use to listen.
- **Outro Music.** End the episode with outro music to signal the end of the show.

This outline is just an example, and it's essential to find a template that works for you. After you've recorded a few episodes, don't hesitate to change your template to something that works better for you and your audience.

Best Practices for Recording

When it comes to recording, it's important to be ready. Make sure you've prepped your materials and done your research. There's nothing more awkward than trying to record a whole episode when you don't know what you're talking about. Your audience will be able to tell you didn't do your homework, and you'll lose their trust.

To make sure you're ready every time you sit down to record, have a plan in place for the episode.

Tips to help you plan your episodes:

- **Develop an Agenda for Talking Points.** Don't worry about scripting the full episode. Instead, list things you know you want to cover and stick to that list when you record.
- **Keep to a Standard Episode Length.** This detail helps you know how in-depth you need to go in every episode and keeps your episodes consistent for your audience.
- **Ensure Guest(s) are Prepared.** Send your guests questions ahead of time and give them an idea of what you'll cover, so they're prepared to talk.
- **Test Equipment.** Make sure everything's working properly. There's nothing worse than recording a whole episode only to find out when you're done that one of the mics wasn't working.
- **Speak Confidently and Clearly.** Your tone will help your audience hear what you have to say and establish you as an authority in their minds.

Editing Episodes

Once you record episodes, it's time to edit. Editing may seem like a lot of work, but it's how you can polish your audio recordings so they sound more professional. Plus, you can take out any mistakes or side conversations to keep your episode on track.

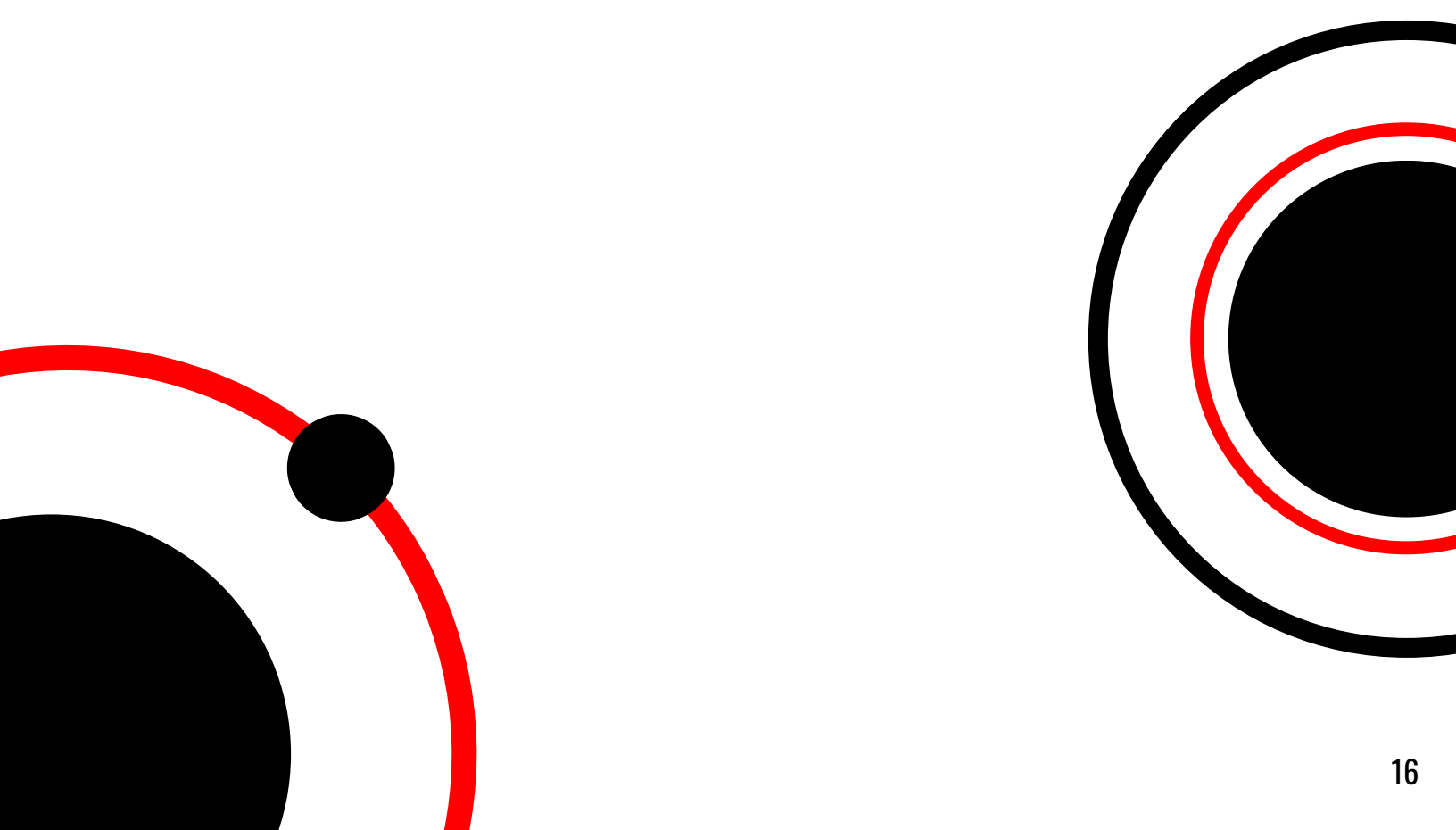
● Implementing Your Episode Template

When you're editing, keep your episode template in mind. This stage is when you'll add your intro, outro music, and any pre-recorded audio, like the ad spot. Look at the recorded audio length and check it against your set podcast time. If you've gone over, you'll need to cut some content to make sure your episode stays cohesive.

Good podcast editing software can be the difference between a messy podcast episode that's all over the place and one that's clear and professional. There are a lot of software options available, but it's important to choose one that fits your budget and makes sense to you.

Check out this list of super duper recording and editing software:

- **Audacity.** It's a free and easy-to-use industry favorite. Lots of podcasters prefer this software.
- **Soundtrap.** If you love using Spotify to listen to podcasts, you'll like Soundtrap. It's a program created by Spotify and allows you to upload both the audio and transcript to Spotify.
- **SquadCast.** This software is a video call platform for remote recording but only records the audio. So you can see your guest but don't need to worry about recording unnecessary video.
- **GarageBand.** This free Mac program is great for solo podcasts but won't allow you to record guests on separate tracks.
- **Riverside.** Riverside is a great option if you want browser-based software that records video and audio.
- **Hindenburg Journalist.** This software works on both Macs and PCs, and lets you record and edit audio and add sound effects.
- **Adobe Audition.** If you're an advanced podcaster, this is a great option. But it's probably the most expensive choice on the market.



CHAPTER 3

LAUNCHING YOUR PODCAST

Once you have a few episodes recorded, it's time to share your podcast with the world. To do that, you need to find a podcast host.

Choosing a Podcast Host

If you want your episodes to be available on all the podcast apps, you must find a podcast host to store your episodes.

Understanding Podcast Hosting Services

The podcast host site is where the podcast files live. That's where you'll upload the audio files of your recorded episodes. Your host is also the source for your podcast's RSS feed.

The RSS feed contains information about each of your podcast episodes and syndicates them to all the listening directories. That's how your podcast shows up on different apps.

The exact process is different, depending on your hosting site, but the idea is the same. Your host is where the episodes live, then that information is sent out to the directories, and that's how your listeners can find episodes.

What to Look For in a Hosting Provider

When you're looking for a hosting provider, here's what you need to think about before committing:

- **Storage.** How much space do they offer, and will it be enough for all your podcast episodes?
- **Integrations.** What special features are built into the hosting platform to help you expand your podcast's reach?
- **Analytics.** Does the hosting provider give you easily accessible data about how your podcast is performing?

- **Content Republishing.** Does the platform allow you to republish your content in places where you can find new audiences?
- **Monetization Capability.** Does your hosting site allow you to sell ad space or even give you the option to use ads they've already created?
- **Technical Support.** If something goes wrong, is there the option to contact someone? Can you get help?
- **Room for Growth.** Does the host site give you space to grow your listenership?

When you're starting out, some of these questions may not seem important, but they will be in the future. Look back at your podcasting goals and compare them to the features of your host. Will your hosting site help you achieve those goals or hold you back?

Excellent Hosting Platforms

There are a lot of hosting platforms out there, with many new platforms popping up every day. Here's a list of excellent hosting platforms to give you an idea of what's out there:

- **Anchor.** This free platform is the easiest way to create, distribute, and monetize a podcast.
- **Buzzsprout.** This platform gives you everything you need to distribute and promote your podcast, as well as learning materials and customer support.
- **Castos.** If you want to republish content to YouTube and get free transcripts of your audio, Castos is a great platform.
- **Libsyn.** This platform promises easy podcast creation, easy distribution, and control over your publishing schedule with batch recording and pre-scheduling.
- **Podbean.** If you want an all-in-one podcasting solution to help you record, distribute, and grow, then Podbean is a great option.
- **SoundCloud.** Though popular as a site for uploading music, lots of podcasters like how accessible SoundCloud is for the audience.
- **Transistor.** Transistor is an excellent option with podcast recording, distribution, and the ability to create private podcasts.

You can also make your podcast available on your own WordPress website, which is a bit more complicated. It will require you to have a plugin or host location for the audio files you stream to your site.

Pick Listening Directories to Share Podcasts

Once you've found a host, it's time to pick your listening directories. Your podcast RSS feed syndicates the podcast content from your hosting site and sends it to the directories. Those directories are the places where people like to listen to podcasts.

There are tons of popular listening directories, and the more directories you send your podcast to, the more likely you'll find new listeners.

Popular listening directories include:

- Apple Podcasts
- Spotify
- Google Podcasts
- Amazon Music and Audible
- Spreaker
- TuneIn
- Stitcher

Building Out Your Listening Directory Profiles

You've probably wondered when to create your podcast profile artwork. Many people want to do that before they've even recorded an episode. You can think about it initially, but waiting until after you've recorded a few episodes to create your artwork means you've tested your concept. Doing it this way makes it less likely you'll need to recreate or revise the artwork.

Create Your Profile Artwork

Your podcast artwork is important. It's one of the first things potential listeners will see. Quality artwork signals to the listener that you have a quality podcast.

Your artwork should clearly show the subject of your podcast. When potential listeners see it, they should know what the podcast is about. Don't overload the artwork with text. Remember, it will be small on someone's phone screen, and if there's too much detail or too many words, it will be impossible to decipher.

Use high-resolution images and keep your colors and fonts consistent with the rest of your brand. When it comes to sizing your artwork, here are the dimensions to keep in mind:

- 1400 x 1400 pixels is the minimum size
- 3000 x 3000 pixels is the maximum size
- Compressing your final image sizes will optimize them for mobile devices.

If you aren't sure if your podcast artwork is the right size, Only Pod has a tool to check it out.

● **Write Two Podcast Descriptions**

The artwork isn't the only thing that attracts listeners. Writing an excellent podcast description can help differentiate your podcast from your competitors. Your podcast description should explain what your audience will get from your show and give them a little information about the host and schedule.

Be direct and concise. You'll need two versions of this description. You'll upload one version to the podcast directories. You'll use a shorter version for your social media profiles.

Uploading Your Podcast Episodes to Your Host

When it's time to upload your podcast episodes to your host, you must think strategically about titles.

● **Choose a Strategic Episode Title**

When you write an episode title, make it descriptive. It should give your listener an idea of what the episode is about. It's also a good idea to think about how someone would search for content about the topic you covered in the episode. Formatting the title the way someone would search for the subject will help people find your episode.

You'll also need to write a short description of the episode that gives the listener an idea of what's in the episode.

● **Copy RSS Feed Link and Paste to Listening Directories**

Once you've finalized the title and the description, it's time to add the episode to the listening directories. Copy the RSS feed link and paste it to the listening directories you've chosen for your podcast. Each listening directory will have specific steps you need to follow from there. Once you're done, you schedule your podcast episodes.

CHAPTER 4

PROMOTING YOUR PODCAST

Now that your podcast is available, it's time to tell people about it. If you want to "Go Win!" and share your story, it's time to be your podcast's best hype man.

Understanding How Listeners Find Podcasts

Your listeners are out there but need a little help finding your podcast. Here are some ways they do that:

- **Listing Directory Search.** This search is why artwork and description are important. They help attract people already searching for podcasts to listen to.
- **Word of Mouth.** Encourage your listeners to share your podcast with their friends. Word of mouth is one of the best ways to spread awareness.
- **Social Media or Online Community.** Share episodes on your social profiles and in groups. Tag guests in your social posts to make sure your networks know you have a podcast.
- **Google Search.** Creating good episode titles and descriptions helps people find your podcast in Google search.
- **Browsing Featured Podcasts.** Listening directories regularly feature podcasts, and many listeners find new content this way.

When you know how people find podcasts to listen to, it's easier to focus your promotional efforts to help them find yours.

Excelling at Content Promotion

Promoting your podcast is the best way to attract new listeners. And while there are tons of ways you can excel at content promotion, here are some ideas to get you started:

- **Create a Website.** Keeping your episodes and brand information all in one place on a website helps your podcast become recommended by search engines and builds your online presence.
- **Leverage Social Media.** Create clips of your episodes to share on social media to give potential listeners a taste of your podcast. Be sure to include a link to the full episode to encourage them to listen.
- **Email Subscribers.** Build an email list of people who don't want to miss an episode. Send new episodes to your email subscribers, so they know as soon as it's available.
- **Repurpose Podcasts.** Repurpose your podcast episodes into new content. Use the transcripts as blog posts or create a video to go along with audio snippets to share on social media.

Other Tactics for Gaining Podcast Listeners

Once you've gotten comfortable with promoting your content, it's time to try new tactics to reach new listeners. Consider:

- **Share Direct Links with Family and Friends.** Once you've told your online network, then it's time to focus on your real-life network. Send your friends and family links to your episodes via email or text and invite them to listen.
- **Paid Social Media Advertisements.** If you have the budget, creating targeted social media ads can be a good way to attract new listeners. Plus, you can simply reuse a lot of the social media posts you've already created to do so.
- **Optimize for SEO.** Think about what people are searching for and plan your episodes around those keywords. This approach can help your episodes rank higher in Google searches.
- **Outreach Through Related Communities.** If you belong to professional organizations or attend networking events regularly, these could be great places to share information about your podcast and encourage listening.
- **Guest Outreach.** When you have a guest on your show, share the episode with them when it goes live. Ask them to share it with their networks.

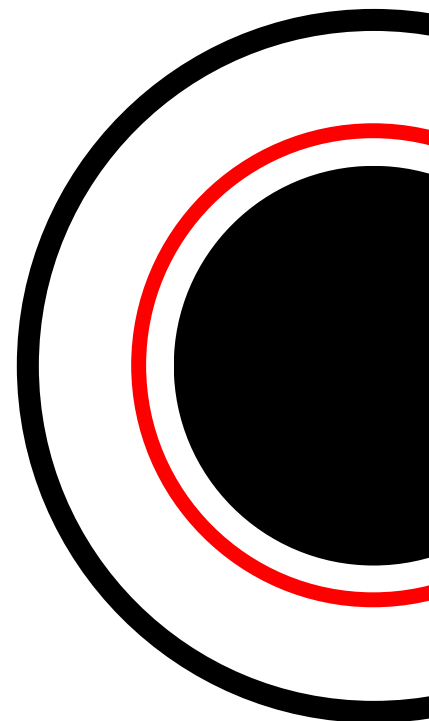
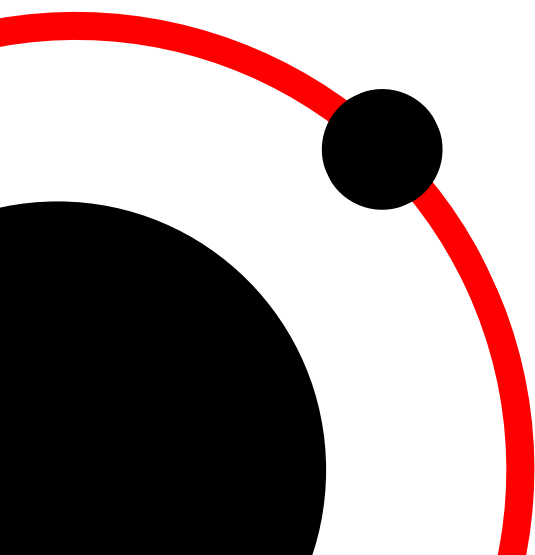
Growing Your Podcast

Remember, it takes time and effort to build a podcast following. There's a lot of work involved, and it may feel like it's taking a long time to see the results you want.

But be patient. Rome wasn't built in a day, and your podcast won't be, either.

To grow your podcast, focus on:

- **Creating Consistent Quality Content.** Keep making episodes and stick to your schedule. Make episodes you're proud to put your name on.
- **Partnering with Local Brands.** Share your platform with local brands to advertise what they do. They can promote your podcast within their networks to help build your audience.
- **Regularly Analyzing Listener Statistics.** Pay attention to which episodes perform better than others with your listeners. It helps you determine what to do in future episodes to replicate that success.
- **Reworking Content to Improve Statistics.** Once you've hit your stride, don't be afraid to re-record old episode ideas. You can make your older content seem new, and do a better job with your improved skills.



CONCLUSION

Starting a podcast can be fun, exciting, and an effective way to help you grow your brand. The key is to focus on your goals and stay consistent.

Go Win! means being consistent in doing those right things that allow you to achieve the wins you have defined for your life so that you can live out your greatest story.

On Mondays, I send a newsletter. The hope is that you can read the Monday's List newsletter and walk away with inspiration and resources that can push you to Go Win!

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