

10 PODCASTING TIPS FOR SUCCESS

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Tip #1 | Create a Good Show Name

If you search for the top podcasts, you'll notice that they typically have one of two name types:

- The Hosts Name (serves as a branding tool) or
- A descriptive name and show topic-focused

While each has pros and cons, they both something in common - they effectively communicate what they are.

Whether the show highlights the host's name or is more intricate as what the show is about, it **MUST** communicate something to its potential listener.

A big mistake most podcasters make is narrowly naming their show that it's only relevant to the people who already know who they are. In doing this, the name lacks any meaning to potential new listeners. Consequently, they may skip over your show in finding new podcast content.

Apply it:

Avoid using your brand or company name.

Reason: Usually, the brand or company name is us the classic example of a word or phrase that's only relevant to those in the know.

A good example is a podcast named Tiny Leaps, Big Changes. The name effectively communicates that it's about creating change, and taking small steps is how you create that change.

A person who sees the name can decide on listening instead of ignoring it, which is the strategy you want.

Tip #2 | Create Clear Episode Titles

Once you've got a potential listener to your podcast page, you have **ONE** shot in converting them into a subscriber. When it comes to the New Listener Journey, this is likely the most critical point.

Assuming that your artwork has captured their attention, and your show name communicates what your show is about and what they could get from listening, all that remains is to get them to click play - this is the job of your episode titles.

Just like your show name, your episode titles need to be clear and communicate an idea to your potential listener. Doing this increases the likelihood that people will listen because they connect a solution to their problem in your title.

Apply it:

As you create your episode titles, think about your target audience and the problem they are having. The right title may inspire them to listen to your episode. By understanding the problem, they are experiencing, you can position your episode as a solution.

Once you have an understanding of what problem your episode solves, the title should communicate that your listeners will get a solution.

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Example: Someone struggling with having enough energy to pursue their goals after working all day. If they come across an episode titled, "The Secret to Unlimited Energy Each Day" or "How to Change Your Diet to Increase Your Energy," they are more likely to select that episode as their ENTRY POINT to your show.

A good ENTRY POINT, if good enough, moves them to click the subscribe button and listen to more episodes.

Tip #3 | Discovery Strategy versus Announcement Strategy

This is an area most shows can improve on, but to understand what the problem is, let's define the differences between a Discovery Strategy and Announcement Strategy.

ANNOUNCEMENT STRATEGY: Most podcasters use this strategy. They produce and release a new episode, then communicate it on social media, send an email to their subscribers, email their guests...

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DISCOVERY STRATEGY: is the approach to driving new discovery of your brand and podcast. This is the process of getting new people into your "space" so that you can convert them into podcast listeners.

Apply it:

Having an **Announcement Strategy** is good. Doing this allows you to keep listeners returning and to convert the portion of your audience who don't already listen to listeners. You should take the time to plan your Discovery Strategy also.

A Discovery Strategy is as simple as doing collaborations with other creators or as complex as an advertising plan. However, without a method of getting in front of new listeners, you will struggle to grow your show or spread your message.

Tip #4 | Don't Rely on Guests for Growth

A typical scenario is that podcasters start their shows with a specific idea in mind. They'll interview guests, have an interesting conversation, and then the guest will share their podcast episode, and the show will grow as a result. Oh yeah, there are also SEO benefits with the use of the guest's name.

This is the route many podcasters take, especially when the only reason they're starting a podcast is to bring awareness to their business. In practice, this isn't how it works.

Your guests are unlikely to share your episode in a meaningful way. From our experience, most people do nothing more than possibly retweeting your podcast post or sharing it on Facebook.

Next, trying to target the SEO of their name is unlikely to produce any useful results. Why? Because podcasts don't (usually) have a major effect on the Search Engine Results Page (SERPS). If your guests are of influence, your post will get dominated by all the content published about them. So, what should you do?

Obviously, it's ok to have guests on your show. However, you shouldn't rely on them (their name, etc.) as a strategy to grow your show, brand, or products.

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Apply It:

Take the time to build a **discovery strategy** (see point #3) that give high-priority to getting in front of a new audience consistently. Treat your guest strategy as “content” and create a plan for getting discovered as well.

Tip #5 | Share Your Point of View

At its core, a podcast is a tool for getting a message or idea in front of a person. It allows you to get your voice heard in a one-to-many environment.

As such, it's essential to have a reason for your voice to be heard. Ask yourself, “Why am I creating content on this particular topic?”

For most, the answer to the above is because of our unique and sometimes polarizing point-of-view on the topic.

Many people shy away from this. They fear sharing their point-of-view on the topic will alienate potential listeners. They try to remain topic neutral to maximize the total number of listeners they could attract.

This is a mistake.

As a content creator, there are three types of responses you can get from your work:

1. Yes, I love this
2. No, I don't like this
3. It's okay

Of these three, the worst one you can get is “It's okay.”

An “It's okay” response means that your content did not resonate. Remember this, content that does not resonate is content that does not get shared. As far as the negative response, be happier with that versus the neutral response.

Sharing your point-of-view reduces the possibility that you will have neutral feedback.

When you open with your point-of-view on a topic, you activate the opportunity to create super-fans in those who love it. Then guess what? Your super-fans will share it, talk about it, reach out to you, and help you create a relationship with them that leads to sales or other opportunities.

Apply It:

As you craft your podcast idea, give A LOT of consideration into why you are choosing to explore the topic as the central theme of your show.

If you already have a podcast, go back and analyze whether or not you have this identified. Once you've identified the reason, review your episodes to get an idea as to if you are sharing content from that point-of-view as opposed to neutral territory.

Tip #6 | Great Email Follow Up

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As a podcaster, email is one of the most critical tools in your arsenal. Why? Because there are two main uses for it:

1. Getting guests, brands, and influencers to share your content
2. Getting your community to consume and engage with your content

Because it's a direct way to reach people, email is powerful. As such, a well-executed email strategy can be a tremendous asset in your quest for audience growth and community building.

If you need evidence, ask any major podcaster how much time they have put into creating their email strategy for the above goals.

Not only that, they regularly test their emails, subject lines, and methods to ensure their strategy is performing well.

Apply It:

Start basic. The first step is to ensure that you integrate it into your system to send emails immediately after an episode is published. The emails can be distributed to your marketing contact list or even a group of friends who have agreed to receive them.

REMEMBER- Don't make this difficult starting out. There will be plenty of time later to refine this, but first, you need to get something in place.

Once you got the basic process down, start optimizing the email you send out to guests – improve the way you ask them to share, which mediums you ask them to share on, and the time of day you send this email. Do what's necessary to improve the **percentage** of people who appear as guests and share the episodes.

Yes, there is more. Next, start optimizing the emails you send to your marketing list about the episode. Do what is necessary to improve the **number** of people that click the link and **listen** to the show. Optimize for subject line, body copy, copy length, and relevancy.

Tip #7 | Make Database Decisions

Too many content creators are afraid to look at their metrics. They don't want to keep track of it because they aren't hitting ideal numbers or because they don't understand how to read it.

Your data is what allows you to make strategic decisions. It enables you to create better content, concisely serve your audience, and show your listeners that you understand their needs.

Yes, podcasting is known for being bad when it comes to the availability of data. However, we can combine it with social metrics and community metrics from other platforms to create clarity of what's going on with our podcasts.

Apply It:

A good place to start with your metrics is your DOWNLOADS PER EPISODE (DPE) and DOWNLOADS PER MONTH (DPM).

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DPE: Typically tracked per episode over a 30-day window from release AND is an excellent metric to help you understand the growth or decline of your show over time. DPE also gives you an idea of which episodes, guests, or topics are resonating the most with your audience.

DPM: Tracked across total episodes over a 30-day window AND can help you make an inference about the other areas of your show when combined with DPE.

For example, if your DPE is staying consistent month to month, but your DPM has increased, you can assume that while you may not be increasing discovery, your listeners are going into your archive and listening to past episodes.

Once you are familiar with DPE and DPM, you can also start looking at DPM over the first 24 hours of an episode. Doing this will help you understand how quickly your listeners consume the show and which marketing activities has the best effect on driving initial downloads.

Tip #8 | Have a Conversation with Listeners

Unlike other types of publishing platforms like blogs or Youtube, podcasts don't make it easy for your listeners to communicate with you. This is because of a few factors, including technological limitations and existing consumer behavior. But that doesn't mean that your listeners DON'T WANT to talk to you. The truth is, they'd love to.

Your job is to make it clear that they can and give them multiple opportunities to do so.

By engaging your listeners, you will gather critical pieces of information about them, understand why they listen, how they found you, and encourage them to share the show.

Apply It:

Try to create a central community somewhere from your podcast – a hub for your listeners. Resources like Facebook Groups or Slack channels work very well for this purpose. You can go old-school and make it into a forum for your website.

Once you've established a community center, you can then add additional tools like surveys, polls, and bonus content to gather bits and pieces of data that, when combined with community data, will help you create a sharp picture of who your audience is.

Tip #9 | Elevate your Community

The greatest leaders are those that create other leaders. The same is true for your podcast. Once your show has gained momentum and you've garnered the attention, it can be tempting to double-down on your brilliance and drive home how great you are.

There is nothing wrong with owning that brilliance. After all, you created the thing, work hard, and you built a community of people who believe in you and your ideas. However, if you want to keep them, you need to teach them how to lead and allow them to shine.

They have their point-of-view, ideas, successes, and losses. The more you can elevate and put them in a position to feel appreciated, the deeper they will entrench themselves into your world and your community.

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This also has a side-effect of improving brand to the outside world. When others look at your work and see all the people who are winning because of the foundation you build for them, people WILL start to view you differently. Seriously, you will be seen as a kingmaker, which leads to others being attracted to you simply because they want to be in your presence.

Apply It:

Encourage your people to share their wins, answer their questions, and share their stories yourself. When you get news of the big wins, take the time to spotlight them as much as possible. Show people in your community that you are on their side and want the best for them.

Tip #10 | Create Impactful Artwork

Your artwork is the first point of contact someone will have with your podcast. Its responsibility is to get your target audience's attention to decide whether or not to listen to your show.

1. They don't prioritize the correct information on it
2. The artwork is cool but doesn't reflect anything about the show
3. They try to cram too much information in a small space

Your artwork has two primary jobs:

1. Get attention – if you picture your average podcast listener scrolling through your feed to try and find something to listen to, your artwork needs to pull their eyes towards it.
2. Get the person to click onto your podcast page – this happens by the information communicated by your artwork to the new listener.

If you can optimize your artwork to do the above, you'll start to see a dramatic increase in your discovery and total downloads.

Apply It:

When creating your artwork, try to focus on these areas:

1. A colored background that stands out from your competitors
2. Large text communicating the show name
3. Some icon or imagery that reinforces the show name