THE SOUNDADVICE
GUIDE TO
PODCASTING

2022 EDITION V1

SoundAdvice
S T R A T E G I E S

Every day someone tells me they want to start their podcast. They ask if they are late to the party. My answer? Absolutely not!

Podcasting is growing and it's one of the best ways to connect with your target audience.

The most common reason for not getting started. "I don't know where to begin."

I was in that place a few years ago and I postponed for so long my mastermind group threatened to kick me out if I didn't go public with my recorded content.

I don't think they would have, but it was motivating. Plus, they were right. I had to stop planning and get it done! I researched and googled and manage to get all the parts completed and hit the publish button.

You can podcast too. It's not too late, and with the addition of cool new resources, that weren't around when I began, it's easier than ever.

The SoundAdvice Team has figured out the easiest, fastest and most effective way to get your podcast from the planned to published.

Use this guide to prepare and publish your podcast. Everything you need is here. Once you're live, email us at podcast@soundadvicestrategies.com and let us know. We'd love to check it out.

Have a question or need help? We're here for that too!

Podcast Start-Up Checklist

PLANNING & STRATEGY

Identify Your Target Audience

This is the MOST important step.

Using your podcast as part of your business marketing strategy, you likely have several types or categories of customers.

To leverage your podcast into new business revenue, it's key to know three things.

- Who are you serving?
- What issues and concerns does your podcast help to solve?
- How do you specifically help your clients solve that problem?

Once you've identified your target audience, everything else will focus on adding value. Podcasting educates, informs, and entertains your audience. I like to think of it as a conversation as well.

Yes, you'll be providing the content and they'll be tuning in and that's step one. But the best podcasters also listen to their audience. They answer questions, provide resources, and make real connections.

Bonus: You'll be recognized as a leader in your industry.

Podcasting is an effective lead-generation strategy when you build your podcast around solutions that help your audience.

If you are in the B2B space, one of the best ways to connect with potential clients is to invite them to be your podcast guest. This is a great way to establish a relationship, and it allows you to feature their expertise. You get to put them in the spotlight and help them connect with others. It's a great step in building a sincere partnership.

Your most desired clients should be listening to your show.

Branding your podcast to speak directly to their needs is step one. Creating content that provides value is step two.

Making it easy for them to connect with you beyond the podcast is step three.

| Record Relevant Content | Provide Value to Your Core Audience | Build Trust and Connection | Gain New Client Opportunity |
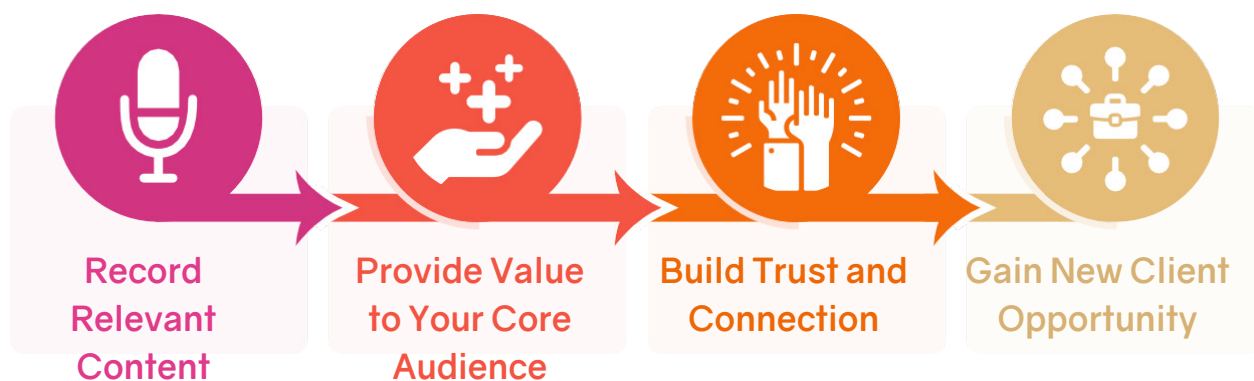
Create a Compelling Podcast Name

Your podcast name should give your audience an idea of the type of content you'll be sharing. The name is searchable, so start by thinking of key words and phrases that will resonate when your audience is searching for resources.

- What search terms are used to find your company/products and services?

- What are you best known for?

- Ask your clients and pay special attention to the words and phrases they use to describe what working with you is like for them.

Here are a few other ideas that we've used successfully.

- **Use the industry name and title of your most desired customer**
The Front Row Podcast for Entrepreneurs
Women in Wealth Management

- **Use an industry specific how-to**
Building Great Teams in Healthcare
Partners in Renewable Energy

- **Combine how to + what you do for your clients**
The Uncluttered Office Podcast
Creating Workplace Programs for Moms

Use primary keywords and phrases. If you are well-known in your industry, it can be helpful to use your name as well.

Example: **Spin Sucks with Gini Dietrich**

Lead to Win with Michael Hyatt and Megan Hyatt Miller

You want your target audience to know this is about them. That's what your title will do.

Identify Your Keywords and Phrases

Podcasts are indexed and searchable. It's a huge benefit because it will make it easier for your target audience to find you.

Below is a screen capture for search results "women and ADHD"

The first few results are the usual links. Below that are the podcast results.

Notice that three audio files show up! Listeners can click and listen from the search results page.

Key search terms help your audience find you. If you've optimized your website for SEO, then it's likely that similar terms will work for the podcast as well.

If SEO is new to you, here are a few tools that can help. You can start with the free resources and if you need to get more in depth, you can upgrade to the paid versions.

If you are new and don't have much search history to work with, several of these tools allow you to put in a competitor's name and they will provide you with the competitors keywords and rankings.

Google Keyword Planner

Ubersuggest

Wordtracker

SEMRush

For podcast purposes, the top 20 or so results will be helpful. You'll want to work those into your podcast description (that's next) and into episode titles and descriptions as well.

Write a Compelling Podcast Description

This is where you'll use your list of keywords and phrases.

Most podcast apps allow any length description. The first couple of sentences are what will show up in a search.

Make them count!

Grab your audience by offering a killer description using your keywords and phrases.

Here's an example that does a good job using keywords in a compelling way. It's clear who she's talking to, and what you can expect from the podcast.

Space for Magic Podcast Show Description:

Spiritual, emotional and financial abundance for the **woman** who is ready to create space for magic in life and business. Host Patty Lennon, a former type A Corporate Banker turned **intuitive coach** and speaker, is breaking the mold for **personal development** podcasts using a blend of common sense, **brain science**, and a dash of magic.

Format Examples:

1. **Guest Name and Host Name talk about keyword, keyword and keyword...**
   Ruth King: Transforming Racism from the inside out

2. **Hot topic or industry name + your relevant take**
   Building Mental Toughness for the New Season with Coach Rebecca Smith

Create Your Cover Image

Your cover image sets the tone for your podcast, especially for those who don't know you. It's a first impression and it matters.

When you extend an invitation to a guest, they'll check out your podcast and the cover image is going to be a big part of the criteria for them. Does it look like their kind of podcast?

It should be original and created to appeal to your target audience. Remember, your podcast is about them!
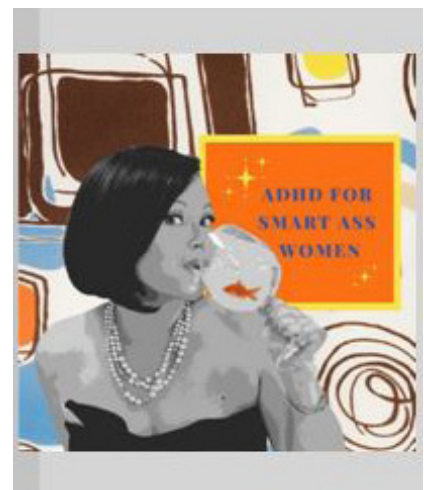
Because the image becomes part of your show's RSS feed, there are required dimensions and file criteria.

Podcast image.

Cover art must be in the JPEG or PNG file formats and in the RGB color space with a minimum size of 1400 x 1400 pixels and a maximum size of 3000 x 3000 pixels.

Lastly, remember that most people will see this image on their phone in a thumbnail size. Make sure it's easy to read and recognize in the app icon format.

TIP: If you use Libsyn as your host, we've found that the 1400 x 1400 size works best.

Design Templates for Podcast Images and Headers

While you are in design mode, this is a good time to create episode specific templates for images to promote your podcast.

You'll use this on your website and social media accounts to promote this show specifically.

It's a good idea to create a template for pull quotes (short quotes you'll "pull" from your podcast to use in marketing materials) as well. You can use these to highlight guest quotes or your own insights.

You'll also want to use these to support content that complements your podcast episode. Repurpose this content in written form on your website, Medium, or LinkedIn. It's an easy way to reach more of your target audience.

Interesting graphics will make your article scroll-worthy and keep your readers engaged to the end.

We recommend these basics for your template:

- Podcast URL
- Episode Number
- Guest Name
- Show logo or element from show cover image

Purchase Domain URL

It's worth purchasing a domain URL even if you podcast is going to live on your existing website. It can re-direct to your podcast page.

If the URL isn't available, try adding "show" or "podcast" to the name or a qualifier like The or An.

Example: **thelonggamepodcast.net** goes to a page on the main site **sandrasky.com/ podcast**

I purchase domains at GoDaddy or Host Gator, but there are lots of providers.

SET UP AND RECORDING

Select Equipment Set Up

You don't need to spend a lot of money to get good quality sound. We recommend a few set up steps in the beginning that will save you tons of time later. Follow these steps to the perfect (for you) podcast recording set up.

Your Recording Space

One of the best things about podcasting is that you don't need to pay for studio time or spend a fortune on gear. In fact, most of our podcasters record in their home offices or workspace. If your recording space has primarily hard surfaces (like mine does) it may be worth investing in an **isolation shield**.

If you are recording in a space with carpet and drapes, you probably won't need to worry about this.

A few tips:

- Manage the background noise as best you can. Turn off phones and close the door if you need to.

- Practice. I realized that I tapped the table when trying to "emphasize" something. Oops. Practicing will help you manage and eliminate these distractions.

- Because your audio will be edited, you can cough, take a sip of water, or stop talking if there is an unexpected noise. When the sirens stop or the coughing fit passes then you can resume, and editing will remove that in post-production.

- **Check out my recording set up here.**

Microphones

When you record, a microphone will be helpful. Here are 3 we recommend, all of which are reasonably priced.

Neewer NW35 Microphone with table mount, windscreen foam and mic pop filter.

Pro: This is a budget friendly option that will give you good audio. It's easy to set up and plugs into your USB port.

Con: It can have a very low level hum (not usually noticeable when recording) that can be removed in editing.

Audio-Technica AT2005USB

Pro: Great sound quality. USB and XLR capable.

Con: I found it difficult (for me) to use the stand that comes with the microphone. It's table-top style and I seem to move around too much. Lots of our clients use this microphone and like it and get good results.

MXL BCD-1 Dynamic Microphone

Pro: Great audio sound and comes with a case which is helpful if you need to travel with your gear.

Con: It requires a power source. (not USB capable) This is the set up I use, and it's outlined in detail in **this post**.

Want to hear the difference?

Check out the demo we created for you.

Listen and see which microphone sounds best to you

Headphones

You will need to use earbuds or headphones. I use inexpensive **Skullcandy** earbuds and that works well for me.

Kelvin (husband, biz partner and chief editor) likes to use **headphones**.

Use what works for you.

If you're doing an interview headphones or earbuds are a necessity to prevent audio bleed. That's what happens when your microphone picks up your guests voice via your speakers.

Test and Select Recording Software

Audacity

Audacity is free and makes single-person recording simple. It's reliable and easy to use. It requires a download to your laptop or PC/iMac but only takes a minute or two.

Pro: Free, easy to use.

Con: Must download to a PC/Macs or laptop. There is no support for mobile devices.

Download Audacity Here

Garageband

Garageband is free software for Macs and Macbooks. It's easy to use and offers editing capability as well. It is a great option for single person podcasts.

Pro: Free, easy to use.

Con: Must download to Mac. supports use on an iPad.

Zencastr

Zencastr is a web-based resource that allows you to schedule and connect with your guest(s). It has a free and a paid version.

You'll need the paid version ($20/month) if you want to record more than 2 people at one time. Recording with video is in beta right now (limited release) with a waiting list. No pricing for video has been announced yet.

Pro: Web-based, no cost option, easy to use interface.

Con: Does not work for international recordings (US based only). Not available for mobile or tablet.

Get Zencastr Here

SquadCast

Many of our clients use SquadCast. They have an easy to use scheduler for guests and provide great audio quality. There is video for collaboration purposes, and recording video is now possible.

SquadCast provides good quality audio with excellent support.

Pro: Web-based, easy to use, great audio quality. Supports mobile on Android devices.

Con: Free trial only, then paid options.

Get SquadCast Here

Riverside

Riverside is what we use and recommend most often. It allows for up to 8 people to record, and also accommodates a producer and audience member(s) who are not recorded. It allows video recording, adding sound tracks, broadcasting live and more. It is web-based only at this time.

Pro: Web-based, easy to use, multiple options.

Con: Free trial only, the paid options based on recording volume.

Try Riverside for Free (no card required)

Zoom

The popular video conferencing platform, can be used for your podcast audio. Because their focus is video and collaboration first, the audio quality is not quite as consistent as other options.

There are a few settings that we recommend changing that will help improve the audio quality.

Pro: Easy to use, familiar platform, recorded video option. Web-based with apps.

Con: Audio quality.

Get Zoom Here

You can get our recommendations with how-to videos for best settings **here.**

For more details, check out the short **podcast** we recorded about why we use and recommend **Riverside.fm**

Set Up Storage for Your Files

Create a place to store your audio files and a way to share them with others. We recommend Dropbox, but you can also use Google Drive, One Drive, or your company storage solution.

You'll want to set up a few folders:

UNEDITED AUDIO	EDITED AUDIO	IMAGES	DOCUMENTS
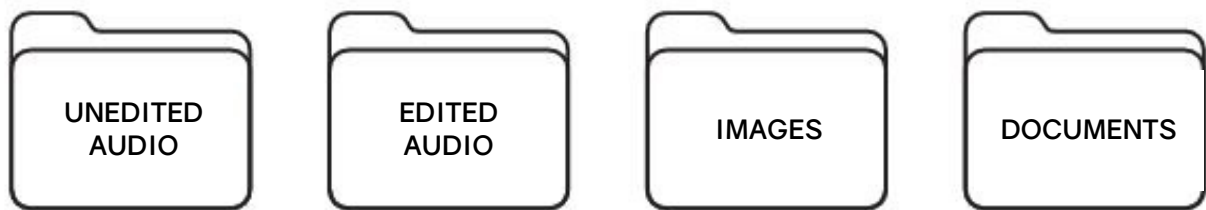
Some software like Zencastr and Zoom require a location to save files once they've been completed. SquadCast and Riverside.fm provide links for downloading when it's time to edit and/or publish.

You'll want to have a file location ready for all of your audio files. Some may be used more than once, like an intro or an advertisement so create a system that makes it easy to retrieve the right file when you need it.

In addition, you'll want to use guest images (when applicable) and brand images as one way to promote and repurpose your podcast content.

Show notes, another part of your content, include the title of the episode, the show summary, and an episode summary. Some people also publish a complete transcription as well.

AI Transcription Services

Otter AI

Scribie

Trint

Rev

Select Music Track(s) for Your Intro/Outro and Transitions

Music provides you with a way to "brand" your podcast with your unique sound. We recommend adding music as part of an evergreen intro and evergreen outro. It can also be helpful when you transition into/ out of ads or show segments.

The podcast apps require that you have royalty free music. This means that you have permission to use the music on your podcast without paying the artist each time it is played.

We provide our clients tracks from **AudioHero.**

Track length of 90 seconds minimum is recommended.

While you can get free music as well, be sure you understand if it's okay to use in your podcast. For example, it's common to require attribution if you aren't paying for the track.

A distinctive sound can help your audience remember your podcast, and it gives you a chance to set the tone and energy of your show.

Invite and Schedule Guests

It's time to get your recording sessions set up! If you have guests,   you'll need to arrange a time with them. We recommend using booking software to prevent the back and forth between you/your team and your guest/their team.

We use **Book Like A Boss.**

When booking, let your guest know:

- How long the recording will be
- The topic or focus on the episode
- How to connect to your recording software
- Sample questions
- The guest bio information you need for the introduction
- A photo and links to share your guest's information
- What to do if they need to reschedule. We recommend having a reminder email set to go out the day before.

You can automate all of this so when they pick their time slot, they can enter everything that you need and you can provide them with links to docs/videos and so on that show them the easiest way to set up.

Some of your guests may be used to doing interviews, but many may not. Make sure they are comfortable. It will help you both have a great experience.

Tip: Start with people you know. You'll both be relaxed, and it will help you get used to the recording process.

Podcasting is forgiving since it will be edited. You can pause, stop and even re-state something and it will be fixed in post-production.

Listen: How to be a great podcast host

Plan Episode One

Think about your show structure. Will it always be the same? Will you always have a guest, or do you plan to go solo? It's okay to mix things up. Do what works for you. Many podcasters have guest episodes that run 30 to 60 minutes and do solo episodes that are shorter.

It's all about what works for you and your audience.

Will you have ads or sponsors? Will they run at the beginning, middle or end of your show or a combination of all three? Will you "live read" the ads or will a track be provided for you? These are the kinds of questions to consider as you plan your episodes.

Here are the 3 most popular ways to structure an episode.

Short episode intro (no music) > Evergreen intro w/ music > interview segment/primary episode content > evergreen outro w/ music.

Evergreen intro w/ music > episode (interview/solo) > evergreen outro with/ music

Ad > evergreen intro w/ music > segment one > ad > segment two > evergreen outro w/ music

Plan. When planning your episode, think about how long you want it to last. Also, will you be reading from a set script or talking from bullet points?

You'll want to direct your audience to connect with you outside the podcast so you can learn more about them, and provide more value via email, and other points of connection like social media and on your website. Think about how you will invite them.

Practice. Audio recording isn't hard, and most of us are comfortable talking about content we know well. Still, something happens when you know you're recording. Even the smoothest presenter will benefit from doing a few practice runs.

Listen back. Are you talking too fast? Is the sound level too low? Was there background noise? When I'm recording, I don't hear things like the AC kicking on, or my paper shuffling so I listen back to ensure these sounds aren't part of the published recording.

Equally important, when you listen back, you put yourself in the shoes of your audience. It helps you understand the experience from their perspective. Practicing makes you better, it's that simple.

Few of us are perfect on our first take. That's ok! Practice and get comfortable with your set up and settings.

A final note: even the most practiced podcasters with hundreds of episodes under their belt will tell you that their first few episodes weren't great. They didn't let that stop them. They hit record and they got better. You will too.

Send Guest an Email with Day of Recording Info

You may have shared some of this at the time they scheduled. It's still a good idea to send a reminder email since your guest may have had their VA or admin handle the booking process.

An email the day before to remind them of the time, topic, questions and so on, will help your guest feel comfortable.

We provide our clients with a template that has links to how-to info for the software we use when recording. It helps eliminate day-of problems and will help your guest feel confident and ready to go.

You can also share:

- Past recordings for them to check out the show
- A text/phone number to reach you in case of emergency on the day of recording
- Links to past promotions so they can see how you market your podcast
- Questions or key topics especially if it's time-sensitive (current events, news-related)

Create an environment so your guest will be relaxed and prepared to for a great conversation. Everything you can do to support them ahead of time helps day of recording go smoothly.

Create a List of Questions and Show Segments

I have a spreadsheet of topics and people. Anytime I come across an interesting story that I think might be a good fit, it goes on the list.

That way, I always have plenty of show ideas, topics, and guests.

Do you want to ask the same questions to all guests? Some people have one or two key questions they ask everyone and that can work well.

Do you want to have a recurring segment?

Our clients Laura Vanderkam and Sarah Hart-Unger of **The Best of Both Worlds** podcast have a "Love of the Week" segment at the end of each episode. It's a fun way to wrap things up and it gives each host a chance to share something fun and personal.

If you're going to have a guest who's promoting a book, business event or something else, do a bit of homework and be ready with relevant questions. **Jen Lehner** surprised her guest Ash Ambirge by asking her to read a selected section from her book. It set up great follow-up questions and context for listeners.

You'll get lots of yes's when asking guests to come on your podcast if it's clear you have checked out their info and can deliver a good platform where they can shine.

Do a bit of research before asking and your potential guest won't be able to resist!

RECORD AUDIO

Write and Record Ad Copy and/or Content Upgrade

Will you advertise on your podcast? One method is working with an agency or directly with a company that pay for podcast hosts to do live-read ads. It can also be helpful to have an ad promoting your business or organization.

Here are examples of a live-read ad, and promotion ads.

Write up your ad and record it so it can be used when/where it's appropriate. You can also hire others to do the ad read for you if you want it to have a unique sound.

Check Out Ad Examples Here

It's a good practice to extend an offer to your listeners - something that's just for them. One option is to provide a content upgrade, a resource related to a single episode or the entire podcast in general.

Let your audience know where they can get access to the content upgrade. A special landing page on your site is works well. Once at the landing page, people can fill in a form to opt in via email and to get the download. Content upgrades allow you to send additional information and provide more value to your listeners.

This **checklist** is an example of our content upgrade that we offer on our podcast.

Write and Record Evergreen Intro and Outro

If you plan to have an evergreen intro/outro you'll need to write and record it so it is ready for your first episode.

The intro should be 15 seconds to 60 seconds long. It's the first impression for your listeners. Make sure it's engaging and lets them know who you are and what to expect.

If you're not sure exactly what to say, listen to some of your favorite podcasts. What do you like about their intros? Get inspired, write it up and hit record!

ADHD for Smart Ass Women Intro

Perform Happy Intro

Your outro should be no more than 60 seconds. It's a great way to remind your audience where they can find you, how to access episode notes and the best way to connect.

Thanking them for checking out your information is always a good idea. It's the perfect time to ask for a review since they've just finished an episode.

Perform Happy Outro

Best of Both Worlds Outro

Edit Music with Intro/ Outro

Most people don't want to edit music on their own. But, if you have basic editing skills, you can use Audacity or Garageband and create an mp3 for each. Both have free software for editing.

You'll want to leave some music at the end of your intro - 10 seconds or so – to fade out as the episode begins.

Do the same thing at the end with your outro. This time, you'll want about 10 seconds of music before the outro starts so it can fade in as your podcast is ending.

Our team does this for our clients. You can also hire an audio editor to do it for you. Since the intro and outro are evergreen, you only need to do this once.

We do suggest updating your intro now and then especially if circumstances change, you update the format or you add a host for instance.

Record Episode One and/or Batch Record Episode 1-3

Record your first episodes!

Batch recording is going to be a huge help. If possible, set aside a couple of hours to get your episodes recorded. It's a much more effective way to record episodes thandoing them one at a time, and will save you tons of time.

With batching, you only need to set up the microphone and software once. Do a quick test recording to make sure levels are set and you're good to go.

Episode One

We recommend recording an intro episode. This is a great time to introduce yourself and co-hosts if applicable. You can let your audience know what to expect, and how to connect with you. It gives people a chance to get to know you.

Here's a basic outline:

- Welcome and introduce yourself and the name of the show.

- Give listeners a few bits of info about you. Not your resume, but some context so they know who they are listening to.

- Share your company, or organization's info and your reason for podcasting.

- Let them know what to expect. Specifics are great, for example, this weekly 30-minute podcast is for (realtors, moms, student athletes etc.)

- If you already know some of your first few topics and guests share that too.

- Let the audience know how to reach you via email and share your website URL and social media handles.

Episodes 2–3

Depending on your format, have your outline/notes, scripts, and questions ready. If you're doing an interview welcome your guest and review the process with them.

Here are a few questions that you might want to ask before the interview to make sure your guest is all set.

- Do you have anything you specifically want to cover?
- Is anything off limits?
- Do you have questions about anything before we start recording?

POST PRODUCTION

Episode Title Summary/Notes and Transcription

Every episode should have a compelling title. It's one of the things that is searchable in podcast apps. Google indexes titles for search queries as well. Write a title that makes people want to listen.

Use your guest's name when appropriate.

Example: 17 Ways to Gain New Clients with Seth Godin

Or make the topic the star: How to Make Killer Connections on LinkedIn

Each episode will need a short description (512 characters or less) that engages the listener. This shows up on all the apps. You can also have additional information with links and images that will appear in the <more> tab on the podcast apps.

Show notes are often used as a post on the podcast website. We recommend a well-written summary that lets your audience know what to expect, without being a full transcript.

This is also a great place to link to your guest's information and any resources shares during the conversation.

You can use transcription services like Rev or Temi for a full document with the entire show.
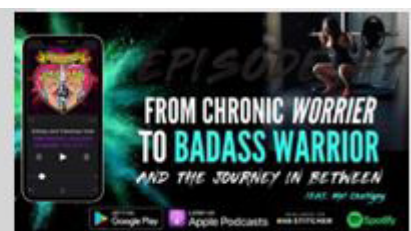
Check out how these 3 podcasters handle their shownotes/ summeries.

<u>**Your Employment Matters**</u>   <u>**The Long Game Podcast**</u>   <u>**From the Heart of a Renegade**</u>

Edit Episode One with Intro/Outro

Depending on the style of your podcast, you'll have an evergreen intro/outro that will play with each episode. You might also have a short intro that's episode specific, ads, sponsor info and multiple segments.

Editing puts the show together.

The simplest editing process add on the intro/outro (or music/effects) and save it as a complete mp3 file.

You can use the editing software you prefer. Our editors us **Adobe Audition.** Here are a few other popular options:

Audacity
Garageband
Logic Pro X
WavePad

This is the SoundAdvice Editing Process:

- If you have editing notes, those are checked before editing begins so any changes or updates are communicated

- Our editors listen to every second of each episode. They take out 'ums and ah's and any breaks you don't want to stay in.

- Intros, outros and sponsored messages are added based on your standard

- Noise reduction and audio cleaning is done

- Sound is balanced for the best quality and to ensure multiple tracks (if applicable) are even for playback

- Full ID3 Tagging is done and uploaded to Libsyn

Editing is a podcasters best friend. It gives your show a consistent sound, so your content is the star of the show.

DISTRIBUTION AND PROMOTION

Now that you've got an episode (or two) ready to go, it's time to get it published and out to the podcasting platforms so listeners can subscribe and check out your show.

Set Up a Libsyn Hosting Account

Your podcast files need a place to "live". We recommend using Libsyn to host your show.

This is key for a successful podcast. Apple Podcasts, Spotify, Stitcher and other podcast apps are essentially catalogs and access points only. Your host will store the files so when a listener accesses an episode via an app (or on your website) it is available and plays properly.

You can start a Libsyn account for as little as $5. per month. A typical podcaster that has 4 episodes a month will be at the $20 to $30 level depending on the length of your files.

Libsyn also allows you to track your stats and see what episodes are most popular.
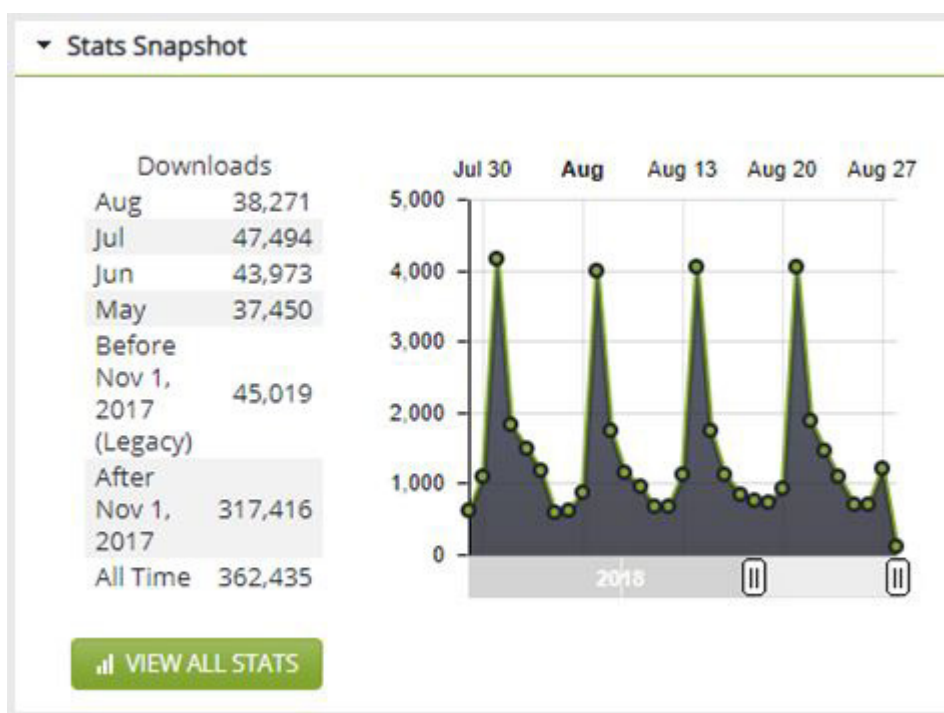
> **Set Up Your Libsyn Host Account Here**

Use code soundadvice when you sign up and get your first month free.

To set up your account you'll need:

- Your official show title

- Podcast show description
- Podcast cover image
- Preferred contact email
- Host name(s)
- Link to your podcast page URL
- Episode categories

Using the dropdown menu, you'll enter categories into Libsyn that best describe your show. Select what best fits your podcast's topic/area of interest.

Different apps allow you to tag more options.

Here's a detailed explanation of how categories work, and how to choose the one(s) that are best for your podcast.

Upload and Schedule Episode One

You need a "live" episode to submit to the apps for approval.

Libsyn – Sign In

How to Find Your RSS Feed

Here's what you'll need:

- Episode mp3 file
- Show title and description
- Episode art
- Link to URL
- Hex color (to customize the player for your website – this is provided by Libsyn so listeners can hit play and listen from your site without navigating to an app)
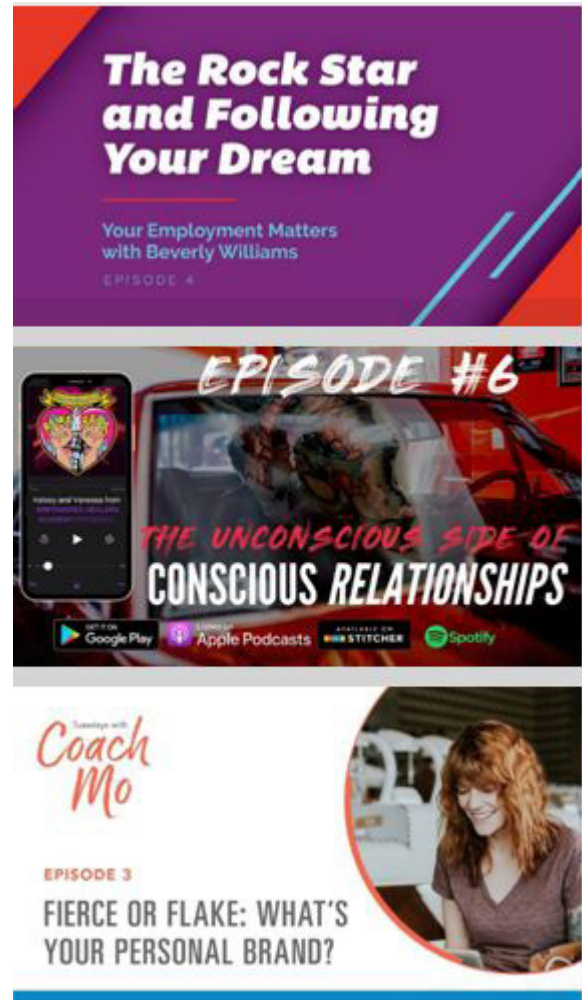
Submit RSS Feed

We recommend submitting your RSS feed to Apple Podcasts (iTunes), Spotify, Stitcher, Google, TuneIn.
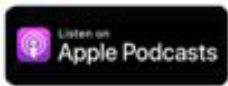
How to Submit to Apple Podcasts	**How to Submit to Spotify**	**How to Submit to Stitcher**	**How to Submit to Google Link**	**How to Submit to TuneIn**

Each app has it's own process for submission. Apple Podcasts can take up to 5 days for approval and addition to the app. Other platforms take 24-48 hours maximum.

How to Find Your RSS Feed

Send Email to Your Guest with Show Link and Images for Social Media

Make it easy for your guest to help you promote the episode.

You can provide them with a direct download link that they can use in emails, their own website or blog and social media.

This link allows people to listen without going to an app. It's a great way to get people interested in your podcast.

[Listen Here](#) | [Listen Here](#)

Send a graphic (or two) with a pull quote or create an audiogram they can share. It's one of the best ways to share your show.

It's also a great idea to send a thank you. A gift of appreciation doesn't have to be expensive. Even a hand-written thank you will let your guest know that you value them and the time they shared with you.

Set Up Social Media for Your Podcast

If you have a strong social media presence for your brand and/or yourself, you can incorporate your podcast there.
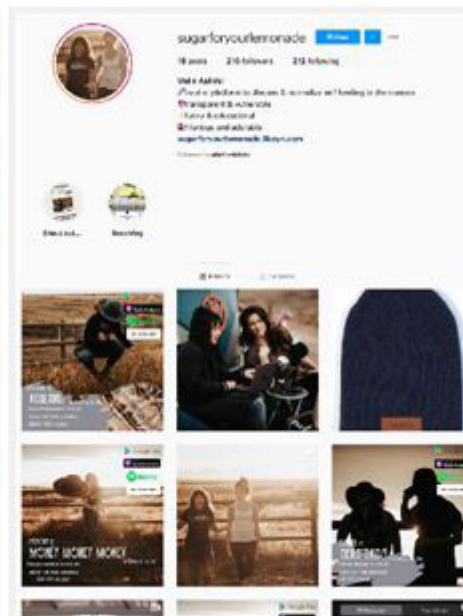

Facebook

Instagram

Twitter

Create a Podcast Page on Your Website

Your audience will listen on their favorite app, but it's still important to have space you "own" as well. You'll want to send traffic here for resource links and show notes.

It's an easy page to set up since you'll already have the elements you need.

- Podcast cover image
- Your show description
- Subscribe buttons (link)
- Podcast player with most recent episodes

A short video or audio with your/your host talking about the podcast is a nice extra. It will help visitors get a feel for the show.

SoundAdvice Podcast Page

Promote Promote Promote

It's time to grow your audience. Promoting your podcast will be an ongoing part of your outreach but it's extra helpful to start off with momentum.

- Send an email to your list

- Post on social media everywhere!

- Update your LinkedIn profile with podcaster and link to your show

- Write a blog post about it

- Send a press release

- Run a contest for subscribers

- Ask at least 10 close contacts (friends and family count!) to subscribe on launch day and share it on their social media platforms

- Do a Facebook Live or YouTube Live about your podcast

- Put your podcast link in your email bio

- Put a link to your podcast page on your website menu

- Put your podcast image with link in your website sidebar and/or footer

- Be a guest on someone else's podcast; share a special offer for their audience

- Cross promote podcasts with peers

- **Submit your show to additional directories**

- **Publish your show as a YouTube Video**

Ask for Reviews

Third party reviews build credibility for you and your podcast. Apple Podcasts reward shows that are consistently reviewed.

Asking for reviews should be part of an on-going strategy but it's also super helpful to get as many as you can in the first week of your podcast.

The easiest way to get reviews – ASK.

Let listeners know it's appreciated and helpful to the growth and success of your podcast. People who like your show will want to help.

You can ask at the beginning or end of each show (some people have this ask as part of their evergreen outro). You can also ask all your guests if they'd leave a review for you as well.

Good Karma. Leave reviews for others too. Paying it forward is always a good idea.

More review ideas here.

That's a wrap!

Our goal for this guide is to help you see the possibilities podcasting can bring to your business. We hope the how-to info makes it easier to get started.

You may still have some questions and we want to help.

Send them to podcast@soundadvicesales.com

If you don't want to do it all yourself but still want to get your podcast launched, we can help. For more information on how we can support you, let's chat!

You can set up a call here.

Audio content enhances communication and the all important know, like and trust factor required in today's personalized marketing strategies.

Telling stories allows you to establish trust and real connection with your audience.

We work with business owners, industry leaders and entrepreneurs who want to communicate directly with their audience.

Your message matters. Your audience is waiting. We'll help you reach them.

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Your vision, Your voice   Amplified