The SoundAdvice guide to podcasting

2024 EDITION V3

SoundAdvice
STRATEGIES

Every day someone tells me they want to start a podcast. They ask if they are too late to party. 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 my podcast for so long that 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 the threat was motivating. They were right. I had to stop planning and get it done! I researched and googled and managed to get all of the parts completed and hit the publish button.

You can podcast too. It's not too late, and with the addition of some cool resources that weren't around way back in 2015, it's now easier than ever.

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

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

Phyllis

SoundAdvice Strategies

Podcast Start-Up Checklist

planning and 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 can you help?

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. 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 do this is to invite your potential clients as a podcast guest. This is a great way to establish a relationship, and it allows you to feature their work in a compelling way.

Your most desired clients should also 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 |
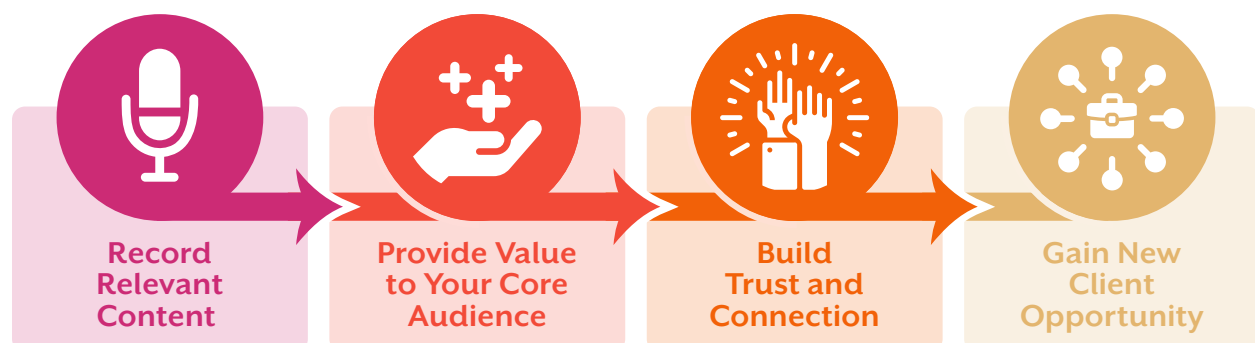
Create a Compelling Podcast Name

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 as they look for resources.

- What search terms are used to find your company/products and services?
- What are you best known for?
- Ask your best client and pay attention to the words and phrases they use.

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

- **Industry specific how-to**
  Building Great Teams in Healthcare
  The Literacy Teacher's Life

- **How to + what your client does**
  Profitable Web Design
  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

Business Accelerator 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 – the first few results are the usual links.

Below that are the podcast results.

Notice that 3 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 this 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 and they will provide you with their keywords and rankings.

Google Keyword Planner

Ubersuggest

Wordtracker

Spyfu

SEMRush

For podcast purposes, the top 20 or so 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 but the first couple of sentences are what will show 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
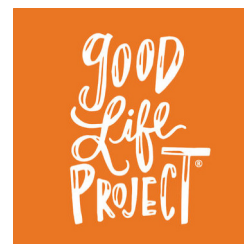
Create Your Cover Image

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 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:

- 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. Most of our podcasters record in their home offices or workspace.

In the Bonus Section (next page) you'll get our best recommendations for microphones. Another factor is controlling the noise around you. Turn off notifications and close the door if you can. Other sounds you may be so accustomed to hearing can show up in your recording if you aren't careful. Tapping your feet, or the table for example. Be mindful of things like fans, squeaky chairs, phone alerts, even shuffling paper. Anything you can eliminate will help to ensure great quality audio.

A few tips:

- 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.

Headphones:

A good set of headphones or earbuds allow you to hear exactly what you sound like to your listeners. Hearing yourself while recording will allow you to make those tiny sound adjustments along the way that keep your sound quality high.

SoundAdvice
STRATEGIES

MICROPHONE RECOMMENDATIONS

MICROPHONE RECOMMENDATIONS

We recommend dynamic mics that have both USB and XLR connections.
This allows for flexibility for connectivity. It also allows for recording on the go without the need for additional interfaces.

There are 2 types of microphones, condenser and dynamic.

Condenser Mic Characteristics

- Extremely sensitive – picks up the subtlest sounds in any environment
- Very articulate audio with a detailed high-frequency capture
- Requires external power to operate (phantom or battery for analog, USB for digital)

Dynamic Mic Characteristics

- Minimizes room noise
- Smooth audio capture
- No external power requirements

All of the microphones we recommend are dynamic microphones allowing for best results in conditions that are suitable (but might not be perfect) for quality audio.

We've provided 3 options – Good, Better and Best

Good: Audio-Technica ATR2100x-USB Cardioid Dynamic Microphone (ATR Series)

This is the first mic we ever purchased and still use on occasion. It's less than $100 (varies but you can usually get it for $75-$80). It comes with a stand and supports USB and XLR connections.

Optional: Foam Cover

Better: Shure MV7 USB/XLR Microphone

Excellent mic for the money. Used by several of our podcasters and they get good quality sound recording in their home office environment.

Best: Shure SM7B Vocal Microphone

Excellent mic - studio and broadcast quality. Used by many in the radio and podcast industry. This is an XLR-only mic and requires an interface/mixer to connect to a MAC/PC for recording.

There are several interfaces available for use with this mic. I use a Behringer Audio Interface UMC202HD for all my XLR mics. Shure also makes the Shure Motiv MVI Digital Audio Interface and another top brand is Focusrite.

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 which takes a minute or two.
Pro: Free, easy to use.
Con: Must download to a PC/MAC or laptop. There is no support for mobile devices.

Garageband

Free software originally for Macs and Macbooks recently available for PC's. Great option for single person podcasts.
Pro: Free, easy to use.
Con: Files are very large, no ability to keep settings.

Zencastr

This is a web-based resource that allows you to schedule and connect with your guest. It has a free and a paid version. You have lots of options here including video recording, multiple people recording and the ability to upload a sound file (music, intro, sound effect etc.) The free version can be a good place to start and upgrading to $20 a month gives you lots of extra features.
Pro: Web-based, no cost option.
Con: Does not work for international recordings (US based only). Not available for mobile or tablet.

SquadCast

Several of our clients use this web-based software and it works well for multiple person podcasts. 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 but you'll need to be at the PRO level ($40 monthly) to use that feature. Squadcast provides quality audio and has excellent support.
Pro: Web-based, easy to use, great audio quality. Supports mobile on Android and iOS devices.
Con: Free trial only, then paid options.

Zoom

This 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. 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.

Riverside.fm

Riverside.fm is our recommended recording software. It allows for both audio and video recording, multiple-person recording, the ability to have a producer, upload files and more. They also support international recording and save to the users laptop/PC to avoid problems with internet speeds.
Pro: Great features, 2 hour free trial, great audio quality
Con: No free option (outside of the trial)

Set Up Storage for Your Files

Create a place to for 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
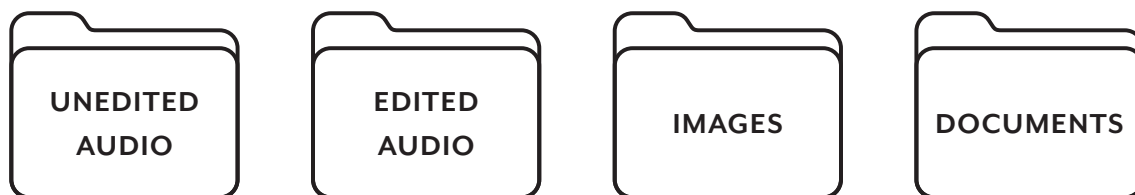
Organizing files from the beginning will make handing off to editing a simple link. We recommend having a file for each person so keeping your recording for each show in a folder makes it easy to find what you need.

You will want to use guest images (when applicable) and other branded images as part or promoting and repurposing your podcast content.

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

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 using it 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.

You can get free music as well but be sure you understand if it's okay to use in your podcast. 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.

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
- Guest bio information 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 etc. that show them the easiest way to set up etc.

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.

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? Will you "live read" the ads or will a track be provided for you?

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

When planning your episode, think about how long you want it to last. 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 via 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 to 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.

When you listen back, you're putting 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. Your guest may have had their VA or admin handle the booking process.

An email the day before reminding them of the time, topic, questions etc. will help them 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 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 that's promoting a book, business event etc. do some 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 for them to 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? We recommend an ad for your own services, or special offer. Some of our clients do that with live-read ads provided by third party sponsors. It can be helpful to have an ad promoting your business or organization if your podcast it part of marketing and outreach.

Here is an example 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.

Live-Read Ad

SoundAdvice Ad: Version 1 | Version 2

Empowered Healers Academy Ad

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 that is related to a single episode or the entire podcast in general.

Let your audience know where they can get access. A special landing page on your site is works well. They can opt in via email to get the download. This allows you to send additional information to your listeners.

Podcast Upgrade Example

Podcast Upgrade Example 2

Write and Record Evergreen Intro and Outro

If you're going to have an evergreen intro/outro you'll need to write and record it so that you can have it 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 intro? Get inspired, write it up and hit record!

ADHD for Smart Ass Women Intro

Perform Happy Intro

Your outro should be around 30 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

Smirk's Outro

Edit Music with Intro/Outro

Most people don't want to do this on their own. If you have some 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 it's evergreen, you'll only need to do this once.

We do suggest updating your intro now and then especially if circumstances change or you add a host etc.

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

You're ready to 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 and it will save you tons of time.

This way, 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. 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 them 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 (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 them know how to reach you via email and share your website url and/or social media handles.

Episode 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 also 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 show up 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 for a full transcription with the entire show.

Check out how these 3 podcasters handle their show notes/summaries.

Profitable Web Designer

The Long Game Podcast

Bone Talk

Edit Episode One with Intro/Outro

Depending on the style of 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 process is adding on the intro/outro (or music/effects) and saving 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
- Hindenburg
- WavePad

This is the SoundAdvice Editing Process:

- If you have editing notes, those are checked out before editing begins so any changes or updates are communicated
- Every second of each episode is listened to by our editors. They take out 'ums and ah's and any breaks you don't want to stay
- 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 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 for hosting 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.

This is also how you can track your stats and see what episodes are most popular.
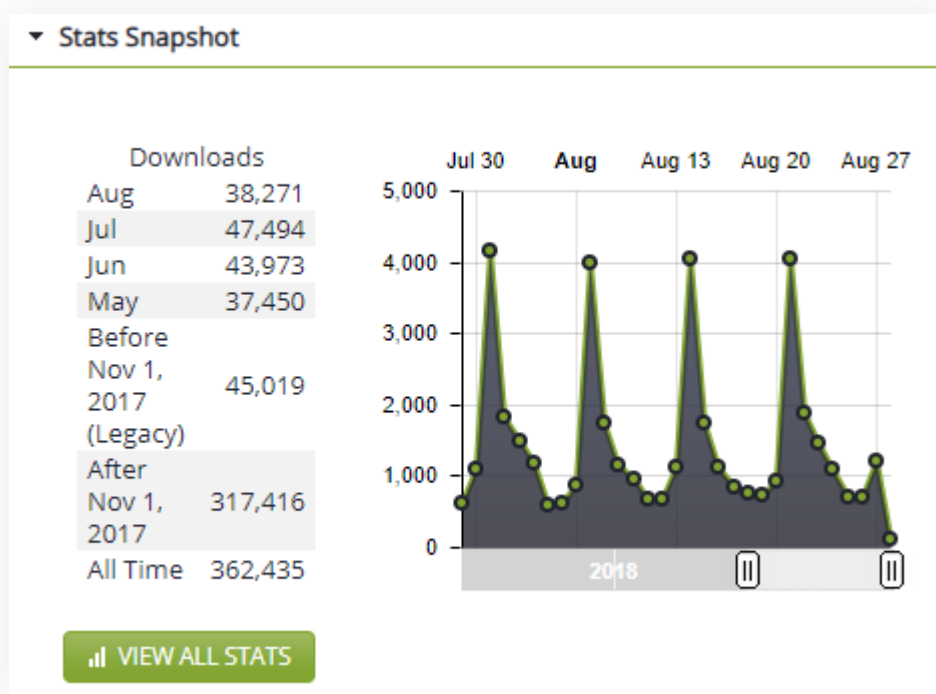
Libsyn: Use code **soundadvice** when you sign up and get your first month free.

To set up your account you'll need:

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

You'll enter categories into Libsyn that best describe your show from the dropdown menu. 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.

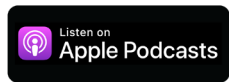**How to Find Your RSS Feed**

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)

Submit RSS Feed

We recommend submitting your RSS feed to Apple Podcasts (iTunes), Spotify, Amazon Music, Google,
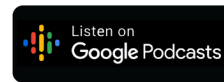
Listen on Apple Podcasts	**Listen on Spotify**	**amazon** music	**Listen on Google Podcasts**
How to Submit to Apple Podcasts	How to Submit to Spotify	How to Submit to Amazon	How to Submit to Google Link

Each app has it's own process for submission. Platforms take 24-48 hours to approve your podcast and provide you with your specific show link.

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.

Send a graphic (or 2) 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.

Interviewing smart, interesting people on your podcast is a great way to serve your audience.
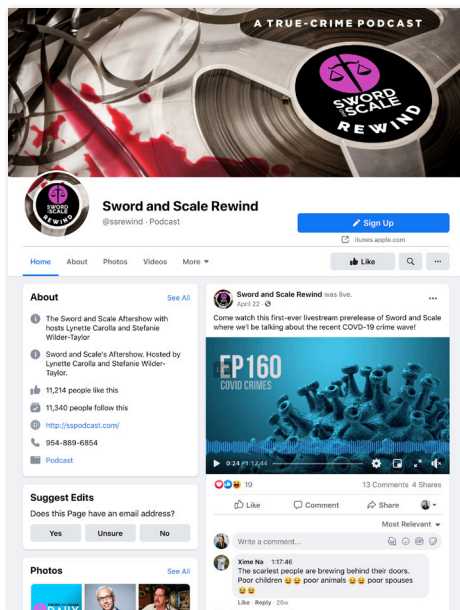
PHYLLIS NICHOLS
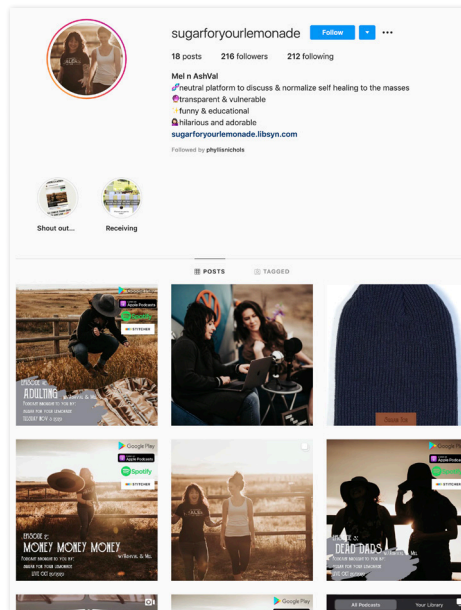
Set Up Social Media for Your Podcast

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 w/ 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
- Create a podcast in YouTube

Ask for Reviews

Third party reviews build credibility for you and your podcast. The apps also reward podcasts with lots of reviews as well.

Asking for reviews should be part of an on-going strategy but it's 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.

Leave Us a Review

- Open Apple Podcasts
- **2** Search for the title "Uncluttered Office"
- **3** Click on the podcast
- **4** Click ratings and reviews
- Click 5 stars
- **6** Then click "Write a review"
- **7** Then click send!

UNCLUTTERED OFFICE PODCAST

WITH CATHERINE AVERY

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@soundadvicestrategies.com

If you don't want to do it all yourself and 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.

Phyllis and Kelvin and the entire SoundAdvice Team

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Your vision. Your voice. Amplified.