



Podcast Jumpstart

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Why People Click

Why People Click 

Hi, I am Rob



Our Agenda

- **What's a Podcast?**
- **Benefits of Podcasting**
- **5 Step Podcast Framework**
- **Wrap Up Q & A**

What's a Podcast?

- Podcasts are “broadcast” via an RSS (Really Simple Syndication) feed. This type of feed was first implemented in October 2000 by Dave Weiner.
- A podcast is a broadcast audio program.
- A podcast has a series of episodes.
- Episodes are audio files that are most often stored with a podcast hosting company.
- Episodes can be grouped into Seasons or On-going.
- Episodes can be a variety of length.
- Listeners can subscribe to your podcast or listen to a single episode wherever your podcast is syndicated.

Benefits of Podcasting

- Help new customers discover your brand and build trust.
- Diversify your marketing channels.
- Podcasts are growing in popularity. 62% of Americans have listened to at least one podcast as of 2022. That's up from 57% in 2021.
- Inexpensive to create. Think MVP not “This Week in Startups” or “Entrepreneur on Fire” to start.
- You can repurpose content. Extending the life of your podcast episode.
- Collaborate with others. Creating a larger personal network.

Podcasting Framework

Define > Host > Produce >
Syndicate > Launch

1. Defining Your Podcast

- The format of the show. E.g. One host, two hosts. Guests or solo format?
- Podcast show name
- Audience target
- List of topics (if host only show)
- List of interview questions (if show includes guests)
- Length of show: 15 min, 30 min, 1 hour
- Cadence of your show (daily, weekly, monthly, or ad hoc)

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2. Hosting Your Podcast

When hosting your podcast there are a lot of ways to do it.

- **Self Host**
 - Some technical wizardry required. Lost of storage for podcast files needed on your webhost.
- **Podcast Hosting Services**
 - [Buzzsprout](#)
 - [Captive.fm](#)
 - [Podbean](#)
 - [Libsyn](#)
 - [Anchor.fm](#)

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3. Producing Your Podcast

Start simple (microphone, headphone/earbuds)

Free Tools (PC)

- **Audacity**

Free Tools (Apple)

- **Garageband**

Tips

- **Consider starting audio only.**
- **If guests or co-host format: share questions ahead of time.**
- **Give guest option for a pre-call**

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4. Syndicating Your Podcast

- What is podcast syndication?
- Some podcast hosting companies syndicate your podcast automatically to podcast directory services like (Apple, Google, Spotify, Pandora and the like.)
- With some hosting companies you have to submit your podcast RSS feed and other show information to these services yourself.

4. Syndicating Your Podcast (Top 5)

- Google Podcast Manager - <https://podcastsmanager.google.com/>
- Apple Podcast Connect - <https://podcastsconnect.apple.com/>
- Spotify - <https://podcasters.spotify.com/>
- Pandora Podcasts - <https://www.ampplaybook.com/podcasts/>
- Pocket Cast - <https://pocketcasts.com/submit/>

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5. Launch Your Podcast - Checklist

1. Target audience
2. Name your podcast
3. Develop podcast cover and episode images
4. Record two - three episodes in advance
5. Post your 1st episode
6. Syndicate podcast
7. Post an update on social media
8. Email customers and suppliers
9. Post an update on your blog
10. Share a press release with media contacts
11. Post your 2nd episode (repeat steps 6 - 8)
12. Post your 3rd episode (repeat steps 6 - 8)
13. Continually produce episodes, post episodes, recruit guests

Our podcast: <https://whypeopleclick.com/podcast/>

Q&A



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Why People Click

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