



11 Podcast Success Checkpoints

How do you know a podcast will succeed? The following list is not a guarantee - you will find outliers that succeed without it - but Valher Media's Charley Valher has worked with enough podcasters in his business to know it helps greatly.

1. One specific audience

A big mistake a lot of shows make is trying to please too many people. If your show is too broad, you won't be able to communicate effectively to gain traction. Too small, on the other hand, then it might not be big enough to get the volume of results you're looking for, whether it's leads or traffic or new clients. Look for an audience with lots of problems to solve and potentially a lot of things you can make content about.

2. Brand voice

What do you stand for and what are your opinions? Many podcasters are afraid of offending anyone, and so hesitate to say that they like or dislike something. As a result they come off very bland, and fail to connect strongly with their audience.

3. Value-driven content

Value can be very differently derived. Targeting the pain points of your audience, talking about what's important to them, obviously delivers value. Sometimes, however, value can be, you make someone feel good; it doesn't have to be necessarily them getting an outcome. It's them relating to a situation, and they feel good about that situation. Stories related to your topic can be seen as valuable, while endless ads can seem a waste of time.

4. Being consistent with release

Consistency is probably one of the main factors that contributes to growth. Shows that publish sporadically or randomly often don't grow as well as shows that publish consistently. When you're building a podcast, you're building a relationship. And people often listen to podcasts as a habit, like when they commute at certain times. If you fall into that habit or ritual with them, they'll stick with you. If you're not around when that time is there, they'll veer to other shows or other content.

5. Quality production

We've got to accept that as humans, we do judge books by their covers. We do judge videos by how they look, and audio by how it sounds. With audio in particular, it's really worth stripping out the extra noises and making sure that it's a pleasant experience for your listener.



6. Publishing system

A good team and SOPs will ensure your content gets processed, posted and distributed to the right channels, in sync, each and every week, for exposure and consistent frequency. Remember: SYSTEM means: Saves You Stress Time Energy Money.

7. Promotion strategy

There are places you are better off promoting your podcast than others, and this can take a little bit of data collection to have two to three placements that work best for them. And then they'll have some which may not be worth your time at all.

8. Call to action

Whether it's to subscribe, to order, to download something or to leave a review, make sure you have a call to action, with a link, telling people exactly what you want them to do now.

9. Have something to offer beyond the podcast

The podcast isn't the product. This is where as a business, you've got to have something to sell. Like if you're going to be measuring a part of your show success as perhaps leads, revenue and profit you're going to make from the show, you've got to have something to sell that would quantify that.

10. Leverage into other content and assets

There's plenty you can do with a podcast episode. Leverage it into a blog post, or turn it into email content. Mention the show as an Instagram post. That way you're not just creating a podcast, and then publishing and marketing it in one place. You're turning it into a whole variety of content past the original episode.

11. Access a high-quality network

When you've built some authority, you can leverage your podcast to gain access to a high-quality network and key players in your industry or niche. Bring people on to the podcast that perhaps you want to work with, or perhaps you want to get to know a little bit better so you can get involved in their world. There's this whole form of leverage that can come off working with the guests you know, and for it to become a credibility or authority asset for you to use in business as well.

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