



## 16 Useful Things To Know When Starting Your Podcasting Journey

### **1. If you have a co-host, the arrangement has to work for both parties.**

Make sure that scheduling and availability isn't an issue, that getting together to record won't be too much of a challenge. Great chemistry counts for little if you never meet up long enough to produce anything.

Check that your goals are matched. If the benefits, the work assignments, or even the show premise are one-sided, it could affect one party's enthusiasm for, and the longevity of the show.

Do your working styles complement? Different people have different ways of getting things done, and there's nothing wrong with that, so long as you gel up well when needed. Decide well who is suited to what task in the podcast creation process.

### **2. You need a clear payoff in mind.**

Avoid committing to a show "just thinking" that it might have some benefits. Have a specific goal and intent so that you can create content geared towards that end. A good idea is to have it in writing: What's the point? What is the primary reason for the show? What will success look like?

### **3. Competition out there is fierce.**

With thousands of podcasts vying for audiences, it's much harder to get noticed now than eight, 10, or even just three years ago. You have to be significantly better to stand out. If you're going to have a show, go into it aiming to create something great in your segment or niche. Average will not cut it.

If you're considering podcasting, you might start with short daily videos. It's easier, faster, and you're more likely to get a result. You can do it with your iPhone. If you've done well with that and are feeling limited by the format, then you might be ready for the greater challenges of longer-form podcasting.

### **4. Consider the post-podcast process.**

Podcasting is no longer limited to publishing an episode on a blog. There are myriad options - you can syndicate, you can buy traffic, you can pair off opt-ins and cheat sheets per podcasts. Find out what works for you and how best to get it done.





## **5. It's not just knowing what to talk about.**

Beyond just having something to discuss for half an hour, you have to think deeper, in terms of:

- What will drive your customers forward?
- What will satisfy you creatively?
- What can you do at a reasonable quality level?
- What sort of subject matter can you sustain for the next decade and not burn out?
- Does the premise stand out?
- Do you have an exceptional dynamic with your co-host?

## **6. Consider mixing formats.**

One way to get around the potential unreliability of a regular co-host is to simply be the mainstay in your show, and bring on guests of your choosing. You can alternate this with episodes where you fly solo, and you can even bring back guests for mini-series like installments on related episode topics.

## **7. Make content your audience wants.**

When starting out, and especially when your goal for doing a podcast is financial, resist the urge to prioritize content you want over what your audience would like to listen to. When you've been in the biz a respectable amount of time, built a following and some trust, then you can give the artist in you more leeway. Stay in tune however with your listeners, and when they give you feedback, listen.

## **8. Lean towards evergreen.**

Your podcast may be around for some time, so keep it "listenable" for an audience who might happen upon an episode months or years past recording. Avoid time-sensitive items like promotions or limited-period squeeze pages. Eliminate or de-tune subjects specific to a point in time that may cease to be relevant for a listener later on.

## **9. Promotion is 50 percent of the work.**

A single, well-promoted podcast episode may get you more results than several eps that go unnoticed. Turn it into a blog post; do some social media mentions; send out an email; create a content upgrade, some sort of download to go with the episode, and an optin to grow your all-important email list. Pre-promote as well as post-promote your episodes. Leverage storytelling and good copy to





bring your content to life.

#### **10. Distribute on other platforms.**

Publish your podcast on your own site, yes, always own the racecourse. But do consider loading it natively as well to platforms like Facebook and YouTube. Let people consume your content where they are - it doesn't reduce your exposure, and people who like what they hear are likely to switch over to iTunes or your blog for more of the same.

#### **11. A podcast is not a sales tool.**

A podcast is one of the conversion tools in your campaign to ready someone to be a customer. It educates and it motivates. It helps tell people what they need to know before deciding that you are a person who can help them. One of the typical goals of a podcast is to move someone to subscribe, to transition them to email where a conversation can take place and an offer can be made.

#### **12. Choose your hosting well.**

Amazon S3, Libsyn, and Omni are just some of the podcast hosting solutions you might choose from. Before deciding, consider factors like ease of use, platform integration, analytics, service and support.

#### **13. Podcasting can be powerful with SEO.**

You can definitely use a podcast with an SEO strategy. Show notes for a podcast episode can make great content, optimized content that is terrific for a site. You can also use your podcast to attract high quality backlinks. You can invite people on to your podcast who you want to link from, or who have a really relevant high-DR (Domain Rating) site, and potentially get them to link to their own podcast episode.

#### **14. Get people to share.**

It's a very basic thing, but simply letting guests on your show know that their episode is live can prompt them to share the ep with their audience. Of course, it helps if their experience with you was share-worthy. So put in the effort to ask novel, thought-provoking questions, to go deeper into your guest's responses, to offer your own input and even occasionally disagree (politely). This can make for engaging and interesting discussions that they will be happy to let their audience hear.





### **15. The bare equipment necessities...**

At the end of the day, a basic hundred-dollar microphone may be all the recording equipment you need for a podcast. That and a quiet spot, perhaps sound-proofed with drapes or foam. Editing software can be anything from GarageBand or Audacity through to Pro Logic, depending on your standards or resources.

### **16. Play for the long game.**

Podcasting can be tedious and time-costly when you're doing everything yourself. Things like editing, publishing, and promotion can be readily outsourced these days. This frees you up to plan and create content, as well as keep your life and business running, making your podcast an easily sustainable asset.

For expert help with your podcast production, look up Charley Valher's team at [ValherMedia.com](http://ValherMedia.com)

Create effective content marketing with the resources inside [SuperFastBusiness membership](#)