7 Useful Podcasting Tips From A 1.2-Million-Download Show

Consistency and volume

Having a consistent output of content is important to keep listeners engaged and tuning in to your show. How often should you publish? For a half-hour to hour-long podcast, two to three episodes a week seems to be the sweet spot, enough to keep fans interested without being overwhelming. More frequent than that, and people start fading. There's a limit to just how much content they can take in.

The iTunes aspect isn't everything

You may have heard that you need to be found on iTunes, that you have to do get X number of people to subscribe, or garner X number of positive reviews, to be featured on New and Noteworthy. That can be one aspect of podcasting success. Organic growth, however, can be just as powerful if not more so. You can achieve this by building good relationships with your guests, with whom you can then arrange a sort of exchange agreement where you promote to each other's lists, with perhaps a free giveaway.

Getting reviews

How do you get people to say nice things about your show? Providing you serve up quality content, it can be as easy as asking them. Have a call to action in the podcast encouraging listeners to leave reviews. This can be quite important in the early stages of your podcast and help to increase your audience and downloads.

Transcription pays

SEO hasn't gone anywhere, and a great way to rank well in Google is to create long-form blog posts with the transcripts of your podcast episodes. A search term that might not turn up in a 200 to 300-word article is likely to be found in a 4000 to 5000-word transcription of an hour-long podcast. And by adding images and videos to your blog post, you can take engagement a notch higher.

On sponsorship

One way of monetizing your podcast show is by getting sponsors. They basically pay you to mention their business with ads in your episodes - these are usually in the intro, midroll and outro. These payments can be recurring. If you haven't got the time to focus on attracting sponsors, a broker can come in handy. A

hosting provider of note, Whooshkaa, actually helps connect podcasters with sponsors and even inserts the ads for them.

Who does the editing?

As a podcaster and business owner, it is rarely a good idea to do your own editing. Have either an in-house team or an agency take care of that for you, so you can focus on doing the things where you add the most value. Should you find good in-house hires to do the job, hang on to them, give them as much training, encouragement and support as possible.

The power of physical mail

Do not underestimate the impact of old school marketing. Physical mail gets opened more frequently than email, and many times converts better as well. Even if your business is online, the occasional lumpy mail to a prospective guest, sponsor or customer is a great way of getting the response you're after.

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Hear Tyrone Shum's 1.2-million-download podcast, Property Investory