88 QUESTIONS

PEOPLE ASKED GOOGLE ABOUT PODCASTING

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- and the answers -

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PERSPECTIVE

Before we get into it there's a few things you need to know about this book. First, I'm not a "fluffy" guy. And by that I mean, I'm not about to tell you about all the stories I've been through to know what I know. I'm not going to give you a million reasons why you should trust me or how much I make either. I believe the information will stand on it's own and prove to be valuable to you. Beyond there there are many other reasons why but I'm mainly avoiding fluff because when I want to read stuff I'm there to get answers. I'm in a hurry to understand things so that I can put that knowledge into practice. (Which I HIGHLY recommend you do as well) And yes, I do realize that sometimes my approach to learning things is to my own detriment but it pays off more often than not.

There's a saying that I'm sure you've heard before that neatly sums up my approach to things. Ready, Fire, Aim. (No typo there.)

I often go into things half-cocked and unprepared and mess up a few things right off the bat. That may seem a little too messy for you but the thing is, I trust myself to be able to learn from my mistakes to better myself, improve my skills, and inevitably reach the destination of creating systems and processes that are simple, easy to follow, and require the least amount of effort to achieve the highest possible quality output. (I also recommend this)

The reason I am sharing that with you is because that is *EXACTLY* how this book came to be. I started with a simple idea. See what people are asking Google, and do my best to answer those questions so I could make content and get clients. As it turns out, there were *WAY* more questions than I anticipated and each of them required meticulous answers that couldn't necessarily be summed up in a 60 second Tik Tok video or a 300 word blog.

Then I thought, "Well if I truly want to be able to deliver value to people, how can I expect them to read a few articles or watch a couple shorts and have to glue together all of the pieces." That would be making you work more. I absolutely *DESPISE* people who do that and have suffered a great deal both in lost time and wasted money on false promises as a result. (To the tune of about $30k) That's why I just do things without thinking about it now. I can get to the level I want at the pace I set based on the actions I take and the specific things I need to learn to get there. And you can too!

The thing is, you know what you know, you may even know some things you don't know, but the real problem is that you don't know what you don't know. And the only way you find that out is if you go to the extreme edges of your knowledge and look out over the empty span of confusion, frustration, and tears. That's how I want this book to read. It should be an interactive tool for you to be able to find what you need and access it as you need it. And as you unlock new levels you should be able to come back and grab the next bit of knowledge you need to continue. Almost like climbing a mountain.

Imagine, you're at the base of that mountain right now and you know that you need a few things to get going. But you don't know *SPECIFICALLY* what those things are so you've asked the guide that works out of the little hut in the hamlet at the foot of the mountain. "What kind of microphone do I need to start a podcast?"

I poke my head out of the doorway to the back room and say "The kind that can hear you." To which you think "What a wack job." But you know what? We always think of the wise

sherpa as a strange and eccentric individual until, when push comes to shove and it's all on the line, it's their simple "wax on - wax off" thinking that saves the day. All that is to say, some of the ideas I share here may seem counterintuitive or completely opposite of your current belief and that's ok. This is just my experience. There is no one size fits all solution to any of these problems but my goal is to answer each of these questions with as much detail as possible so that you can confidently decide if podcasting is for you or elevate your current processes so that you can succeed in your endeavours.

So there. That's it. This book was an accident, although I have taken every step to ensure that it will be very useful in your journey towards successful podcasting, it is a bit of a mess. There's no filler or MSG. It's pure unadulterated step-by-step knowledge for you to access as needed. Your best bet? Start with the table of contents and satisfy your immediate curiosities.

Put into action the things you learn and come back when you find new questions. Then you can get those answers and wash, rinse, repeat. Or read the whole thing all at once and become a supervillain. It's up to you. I mean, who am I to tell you how to live your life. With all that, I truly and sincerely wish you all the success you deserve on your path towards building your content based brand.

I'm here if you need me.

 Just give me a call or send me an email.

Now without further ado…

Here is what you came for.

Table Of Contents:

1.   How do you start a podcast for beginners?

To start a podcast, follow these actionable steps:

a. Define Your Podcast Concept:

  i.   Determine the niche or topic you want to focus on. Choose something you are passionate about and knowledgeable about.
  ii.   Identify your target audience and understand their interests and needs.
  iii.   Develop a unique angle or perspective that sets your podcast apart.

b. Plan Your Episodes:

  i.   Create an episode format and structure. Decide on the length, frequency, and overall tone of your podcast.
  ii.   Outline episode topics and prepare talking points or scripts for each episode.
  iii.   Consider incorporating segments, interviews, or listener Q&A to add variety.

c. Gather Essential Equipment:

  i.   Invest in a good-quality microphone to ensure clear and professional audio.
  ii.   Get headphones to monitor audio quality during recording and editing.
  iii.   Consider a pop filter to reduce plosive sounds and a microphone stand for stability.

d. Choose Recording and Editing Software:

  i.   Select recording software based on your operating system and budget. Popular options include Audacity (free), Adobe Audition, or GarageBand (for Mac users).
  ii.   Familiarize yourself with the software and its features.
  iii.   Learn basic editing techniques like trimming, adjusting volume levels, adding music or sound effects, and exporting files in different formats.

e. Create a Podcast Brand:

  i.   Choose a compelling podcast name that reflects your content and is easy to remember.
  ii.   Design a professional podcast cover art that visually represents your show.
  iii.   Create a concise and engaging podcast description that entices potential listeners.

f. Set Up Hosting and RSS Feed:

  i.   Select a podcast hosting platform like Libsyn, Podbean, or [Spotify For Podcasters](#) (Formerly Anchor) to store and distribute your episodes.
  ii. Sign up for an account, upload your cover art, and fill in your podcast details.
  iii. Obtain your podcast's RSS feed, which is a URL that allows podcast directories to access and display your episodes.

g. Record and Edit Your Episodes:

  i.   Find a quiet and acoustically treated space for recording to minimize background noise.
  ii. Follow proper microphone technique, speaking clearly and at an appropriate volume.
  iii. Record each episode, saving the raw audio files for editing later.
  iv. Edit your episodes, removing mistakes, adding music, and enhancing the overall sound quality.

h. Submit to Podcast Directories:

  i.   Submit your podcast's RSS feed to popular directories like Apple Podcasts, Spotify, Google Podcasts, and Stitcher.
  ii. Follow the submission guidelines for each directory and provide all necessary information.
  iii. Be patient, as it may take some time for your podcast to be approved and listed.

i. Promote and Grow Your Podcast:

  i.   Leverage social media platforms to create profiles and share updates about your podcast.
  ii. Engage with your audience by responding to comments, messages, and reviews.
  iii. Collaborate with other podcasters or industry influencers to expand your reach.
  iv. Consider creating a website or blog to provide additional content and information about your podcast.

j. Analyze and Improve:

  i.   Monitor podcast analytics to gain insights into listener demographics, episode performance, and audience engagement.
  ii. Pay attention to feedback and reviews to understand what resonates with your audience.
  iii. Continuously refine your content, delivery, and production quality based on the data and feedback you receive.

Starting a podcast requires consistency, dedication, and ongoing improvement. Stay passionate about your topic; your podcast will grow and thrive with time and effort.

2. How much does it cost to start a podcast?

The cost of starting a podcast can vary depending on several factors, such as the equipment and software you choose, your production needs, and your desired level of quality. Here's a breakdown of potential expenses:

a. Essential Equipment:

    a. Microphone: A good quality USB microphone can range from $50 to $200. XLR microphones, which offer higher audio quality, can start from $100 and go up to several hundred dollars.
    b. Headphones: A decent pair of studio headphones can cost around $50 to $150.
    c. Pop Filter: A pop filter, which helps reduce plosive sounds, typically costs around $10 to $30.
    d. Microphone Stand or Boom Arm: Prices can range from $20 to $100 depending on the type and quality.

b. Recording and Editing Software:

    a. Free options like Audacity are available for basic recording and editing needs.
    b. Advanced software like Adobe Audition or Logic Pro X (for Mac users) can cost between $100 and $500 as one-time purchases or on a monthly subscription basis.

c. Additional Equipment (Optional):

    a. Audio Interface: If you opt for an XLR microphone, you may need an audio interface, which can range from $50 to $200 or more.
    b. Portable Recorder: Useful for on-location recordings, prices can range from $100 to $500 depending on the features and quality.

d. Podcast Hosting:

    a. Podcast hosting platforms like Libsyn, Podbean, or [Spotify For Podcasters](#) (Formerly Anchor) offer various plans starting from around $5 to $20 per month, depending on storage space and additional features.

e. Website and Marketing:

    a. Creating a website or blog for your podcast can cost anywhere from $0 (using free platforms like WordPress.com or Blogger) to a few hundred dollars if you choose a premium hosting plan or hire a web designer.

    b. Marketing expenses can vary greatly depending on your strategies, such as social media advertising, promotional materials, or collaborations. Allocate a budget based on your specific needs and goals.

These are rough estimates, and you can adjust your expenses based on your budget and requirements. Starting with the basics and gradually investing in higher-quality equipment and software as your podcast grows is a common approach. Content quality and engaging delivery are crucial to podcast success, so focus on creating compelling episodes regardless of your budget.

If you're just looking for numbers, here's an estimated price range for starting a podcast based on the equipment and services mentioned:

    c. Essential Equipment:

        i.   Microphone: $50 to $200
       ii.   Headphones: $50 to $150
     iii.   Pop Filter: $10 to $30
     iv.   Microphone Stand or Boom Arm: $20 to $100

    d. Recording and Editing Software:

        i.   Free options: $0
       ii.   Advanced software: $100 to $500 (one-time purchase or subscription)

    e. Additional Equipment (Optional):

        i.   Audio Interface: $50 to $200
       ii.   Portable Recorder: $100 to $500

    f. Podcast Hosting:

        i.   Monthly hosting fees: $5 to $20

    g. Website and Marketing:

        i.   Website or blog: $0 to a few hundred dollars

    h. Marketing expenses:

        i.   Varies based on strategies and budget

Considering the ranges provided, let's calculate a rough estimate for starting a podcast:

    i. Minimum Range (Basic Setup):

        i.   Microphone: $50

        ii.   Headphones: $50
        iii.   Pop Filter: $10
        iv.   Microphone Stand or Boom Arm: $20
        v.   Recording and Editing Software (Free): $0
        vi.   Podcast Hosting (1 year): $60 (based on $5/month)

        Total: $190

j.   Maximum Range (Higher Quality Setup):

        i.   Microphone: $200
        ii.   Headphones: $150
        iii.   Pop Filter: $30
        iv.   Microphone Stand or Boom Arm: $100
        v.   Recording and Editing Software (Advanced): $100 to $500
        vi.   Additional Equipment (Optional): $50 to $500
        vii.   Podcast Hosting (1 year): $240 (based on $20/month)
        viii. Website and Marketing: Varies

        Total: $770 to $2,220 or more

These approximate calculations give you a general idea of the potential costs involved. Prices can vary based on brands, models, discounts, and additional expenses you choose to incur. Researching and comparing prices before making purchases is advisable to ensure you get the best value for your budget.

In the end, the reality is, if you're resourceful enough and you want to pursue something like this, it can be started with a [$38 Lavalier mic from Amazon](#) and a free account on [Spotify For Podcasters](#) (Formerly Anchor). The only real barrier is your imagination and whatever obstacles, including the "quality" of the microphone you decide to use to dictate your launch. The old saying goes that the best time to plant a tree was 20 years ago. The second best time is right now.

You don't need to spend thousands on equipment. You need to focus on providing value for a group of people you can serve. Have a podcast about knitting? Sell balls of yarn using an Amazon Affiliate link. Have a passion for fishing? Sell adventure maps to people who want to try new things. The sky is the limit. You just need to go for it.

3.   Do podcasts make money?

Yes, podcasts have the potential to generate income through various monetization strategies. However, not all podcasts automatically make money, and success in monetizing a podcast depends on factors such as audience size, engagement, content quality, niche, and chosen monetization methods. Here are some common ways podcasts can generate revenue:

a. Advertising and Sponsorships:

  i. One of the primary ways podcasts make money is through advertising. This can involve hosting sponsored ads or promotional messages within the podcast episodes.
  ii. Advertisers may pay a fee based on the number of downloads (CPM model) or a flat fee for a specific ad placement or campaign.
  iii. As your podcast audience grows, you can attract sponsors who align with your content and target demographic.

b. Affiliate Marketing:

  i. Promoting products or services as an affiliate can be a source of income. You earn a commission for each sale or conversion generated through your unique affiliate links.
  ii. For example, if your podcast concerns technology, you can recommend relevant products or services and provide affiliate links in your show notes or website.

c. Crowdfunding and Donations:

  i. Platforms like Patreon or Ko-fi allow fans to support their favourite podcasts by pledging a recurring or one-time donation in exchange for exclusive content or perks.
  ii. Some podcasts also set up tip jars on their websites or offer merchandise sales to generate additional income.

d. Premium Content or Memberships:

  i. Creating exclusive content or offering premium memberships can be a revenue stream. You can provide bonus episodes, behind-the-scenes access, or early episode releases to subscribers who pay a monthly or annual fee.

e. Events and Live Shows:

  i. Hosting live events or shows related to your podcast can generate revenue through ticket sales, merchandise, or sponsorships.
  ii. Depending on your podcast's niche, you can organize workshops, conferences, or meet-and-greets to engage with your audience in person.

f. Licensing and Syndication:

  i. Some podcasts have the potential to be licensed or syndicated to other platforms, networks, or media outlets, which can provide additional income opportunities.

Building a loyal and engaged audience should be a primary focus before monetizing your podcast. Providing valuable content and consistently growing your listenership is essential to attracting advertisers, sponsors, and supporters. Additionally, diversifying your revenue streams can help mitigate reliance on a single source of income.

4. How do I start a podcast with no experience?

Starting a podcast with no experience may seem intimidating, but it's definitely achievable. Here's a step-by-step guide to help you get started:

a. Define Your Podcast Concept:

    i. Choose a topic you are passionate about and have knowledge in.
    ii. Identify your target audience and understand their interests.
    iii. Determine the unique angle or perspective you can bring to the topic.

b. Research and Learn:

    i. Read books, articles, and listen to podcasts about podcasting.
    ii. Familiarize yourself with different podcast formats, styles, and techniques.
    iii. Explore resources and online communities dedicated to podcasting.

c. Plan Your Episodes:

    i. Outline episode topics and create a content schedule.
    ii. Decide on the episode length, frequency, and structure.
    iii. Prepare talking points or scripts to guide your discussions.

d. Acquire Basic Equipment:

    i. Invest in a decent USB microphone that fits your budget.
    ii. Get headphones to monitor audio quality during recording.
    iii. Consider a pop filter to minimize plosive sounds.

e. Choose Recording and Editing Software:

    i. Start with free software like Audacity or GarageBand.
    ii. Learn the basics of recording, editing, and exporting audio files.

f. Create a Podcast Brand:

    i. Choose a unique and memorable podcast name.
    ii. Design a simple cover art using free graphic design tools or templates.

      iii.   Write a concise and engaging podcast description.

  g. Find a Recording Space:

      i.   Select a quiet environment to record with minimal background noise.
      ii.   Use blankets, pillows, or [foam panels](#) to improve acoustics if possible.

  h. Practice Recording:

      i.   Experiment with microphone placement and find the right distance.
      ii.   Practice speaking clearly and at an appropriate volume.
      iii.   Record sample episodes to get comfortable with the process.

  i. Edit Your Episodes:

      i.   Start with basic editing tasks like removing mistakes or awkward pauses.
      ii.   Adjust volume levels, add intro/outro music, and apply simple effects.
      iii.   Export the edited episodes as MP3 files.

  j. Choose a Podcast Hosting Platform:

      i.   Select a hosting platform like [Spotify For Podcasters](#) (Formerly Anchor), which is free and user-friendly.
      ii.   Sign up for an account and follow the platform's instructions.

  k. Publish and Promote Your Podcast:

      i.   Upload your edited episodes to the hosting platform.
      ii.   Create social media profiles to promote your podcast.
      iii.   Share your podcast on relevant online communities, forums, or groups.

  l. Learn and Improve:

      i.   Listen to feedback from your audience and adapt accordingly.
      ii.   Continuously refine your content, delivery, and production quality.
      iii.   Explore additional podcasting techniques and strategies.

Starting a podcast without experience requires a willingness to learn, practice, and iterate. Embrace the learning process, be open to feedback, and enjoy the journey of honing your podcasting skills. With time and dedication, you can improve and grow your podcasting abilities.

5. What are the 3 types of podcasts?

The categorization of podcasts can vary, but here are three commonly recognized types:

a. Interview/Conversation Podcasts:

    i. These podcasts feature interviews or conversations with guests.
    ii. Hosts invite experts, celebrities, or individuals with unique perspectives to discuss specific topics.
    iii. The focus is on engaging discussions and insightful conversations between the host and guests.

b. Narrative/Storytelling Podcasts:

    i. Narrative podcasts tell a compelling story or present fictional narratives.
    ii. They often involve storytelling techniques, immersive sound design, and a strong narrative arc.
    iii. These podcasts can be scripted or improvised, and they captivate listeners through intriguing narratives.

c. Educational/Informational Podcasts:

    i. Educational podcasts aim to provide knowledge and information on specific subjects.
    ii. Hosts share expertise in areas like science, history, technology, self-improvement, or personal development.
    iii. The format may include solo presentations, interviews with experts, or a combination of both.

These are just some common show structures - not to be confused with show genres. Many podcasts don't fit neatly into a single category and often combine elements from different types. Sometimes the genres dictate the structure, and sometimes it's the other way around. The beauty of podcasting is its versatility, allowing creators to experiment with various formats and styles to suit their content and audience. To get the juices flowing, here are some more examples of show structures that may suit your taste:

d. Commentary:

    i. These podcasts deliver the latest news, analysis, and commentary on current events in any specific genre.
    ii. This podcast structure may feature interviews, panel discussions, or investigative reporting.

e. Panel/Roundtable Discussions:

    i. Panel podcasts gather a group of hosts or experts who engage in lively discussions and debates on specific topics.
    ii. The hosts share their opinions, exchange ideas, and provide different perspectives on the subject matter.

   iii.   These podcasts often foster engaging conversations and offer insights from multiple viewpoints.

f. Solo/Monologue:

   i.   Solo podcasts involve a single host delivering content or sharing their thoughts and ideas.
   ii.   The host may present a monologue-style show, delivering information, personal stories, or reflections on a particular subject.
   iii.   Depending on the host's style and expertise, these podcasts can be highly informative, reflective, or entertaining.

g. Fiction and Audio Drama:

   i.   Fiction podcasts create audio-based stories, similar to radio dramas.
   ii.   They feature voice actors, sound effects, and music to bring characters and narratives to life.
   iii.   Fiction podcasts span genres like mystery, sci-fi, fantasy, horror, romance, and more.

h. Improvisational:

   i.   These podcasts focus on entertaining listeners through humour, wit, and comedic discussions.
   ii.   They often involve a group of hosts or comedians engaging in humorous conversations, sketches, or improvised comedy routines.
   iii.   These podcasts aim to bring laughter and entertainment to the audience.

6. Can anyone just start a podcast?

Yes, anyone can start a podcast! Podcasting is a relatively accessible medium, and with the right tools and resources, virtually anyone can create and publish their own podcast. Here are a few key points to consider:

a. Low Barrier to Entry:

   i.   Compared to other forms of media, starting a podcast requires minimal upfront investment and technical expertise.
   ii.   Basic podcasting equipment, such as a microphone and headphones, can be affordable and readily available.
   iii.   Free or low-cost recording and editing software and podcast hosting platforms are accessible to beginners.

b. Freedom of Expression:

      i.   Podcasting provides a platform for individuals to express their creativity, share their thoughts, and explore their passions.

     ii.   You can choose your podcast's topic, format, and style, allowing for unique and personalized content.

  c. Ease of Distribution:

      i.   Once you have created your podcast episodes, you can distribute them to various podcast directories and platforms, making them accessible to a global audience.

     ii.   Podcast hosting platforms simplify the process of publishing and syndicating your episodes to popular platforms like Apple Podcasts, Spotify, Google Podcasts, and more.

  d. Niche Appeal:

      i.   Podcasting allows for targeted content catering to niche audiences and specific interests.

     ii.   Even if your topic seems niche or specialized, a dedicated community may be eager to listen and engage with your podcast.

  e. Learning and Growth Opportunity:

      i.   Starting a podcast offers the opportunity to learn new skills such as recording, editing, content creation, and marketing.

     ii.   With each episode, you can refine your podcasting abilities, improve your delivery, and connect with your audience.

While anyone can start a podcast, it's essential to consider factors like content quality, consistency, and engagement to attract and retain listeners. Developing your podcasting skills, promoting your show effectively, and actively engaging with your audience can contribute to the success and growth of your podcast over time.

7. Are small podcasts profitable?

The short answer is yes. Any podcast of any size can be profitable. The formula is simple. If it makes more than it costs, you're golden. Literally. The real question is, "How creative are you at connecting solutions to people with problems?" Then you can ask, "How much do I need to make to consider this a success?" Then you can calibrate accordingly.

Here's an example: I can have a podcast with 100 viewers. But each of the guests I interview are potential clients. I interview 52 people this year on my show and start relationships with 10 of them. Five of them say yes to doing business with me, earning me a monthly retainer of $2500 each, resulting in a monthly income of $10,000. Would you consider that profitable?

That being said, small podcasts have a ton of potential to be profitable, although the level of profitability can vary significantly. Here are some factors to consider regarding the profitability of small podcasts:

a.   Audience Size:

    i.   The size and engagement of your audience play a crucial role in monetization opportunities. Generally, a larger and more engaged audience will attract more advertisers and sponsors. This is only important if you rely on advertisers and sponsors to generate income. More so if they are the only source of income you intend on leveraging. The key to any successful venture is diversity. Which leads us to a second consideration.

b.   Monetization Strategies:

    i.   Small podcasts can generate income through various monetization strategies, such as advertising, sponsorships, affiliate marketing, crowdfunding, premium content, or merchandise sales.

    ii.   Diversifying revenue streams and exploring different opportunities that align with your podcast's niche and audience is essential.

c.   Advertising and Sponsorships:

    i.   Due to their limited reach, small podcasts may find it more challenging to attract direct advertisers or high-paying sponsors. However, joining podcast advertising networks or participating in affiliate programs can still provide opportunities for revenue.

d.   Cost Management:

    i.   Managing your podcasting costs is crucial, especially for small podcasts. Minimize unnecessary expenses and optimize your production and marketing efforts within your budget. All of this can be done for free with the exception of time sweat equity. Only take on the expense if it's something that will result in income generation in the early stages. Unless of course that's not an issue for you financially.

e.   Consistency and Quality:

    i.   Consistently releasing high-value (more on this later) episodes and engaging with your audience can help build a loyal following.

    ii.   Building a solid brand and reputation can attract more listeners, sponsors, and potential revenue opportunities.

f.   Long-term Growth:

      i.   Small podcasts should focus on long-term growth strategies, such as improving content, marketing efforts, and audience engagement.

     ii.   As your podcast grows and your audience expands, monetization opportunities will likely increase.

It's essential to have realistic expectations when it comes to profitability. While some small podcasts may generate significant income, others may cover only minimal expenses or break even. Podcasting requires dedication, perseverance, and a focus on providing value to your audience. Over time, as your podcast gains traction and attracts more listeners, the potential for profitability increases.

8. Can you make a living off a podcast?

Well, the answer to that depends on you. Given the information in the previous question, you should start seeing things coming together. Making money from a podcast isn't just about how many people will enjoy your rantings and ravings. It's more about creatively connecting people who have problems to the solutions that solve them through entertaining and useful dialogue.

The answer can be yes if that's the outcome you desire. Making a living off a podcast is possible but often requires a combination of factors and strategies. Here are some considerations:

a. Growing and Engaging Your Audience:

      i.   Building a sizable and engaged audience is one way to generate income from a podcast.

     ii.   Consistently releasing high-quality content, interacting with your audience, and promoting your podcast can help attract and retain listeners.

b. Advertising and Sponsorships:

      i.   Securing advertising deals or sponsorships is a common way for podcasters to monetize their shows.

     ii.   As your podcast grows in popularity and reaches a larger audience, you can attract advertisers willing to pay for ad spots or sponsorships.

c. Direct Support from Fans:

      i.   Some podcasters generate income through direct support from their audience.

     ii.   Platforms like Patreon allow fans to contribute financially in exchange for exclusive content, merchandise, or early access to episodes.

d. Product or Service Sales:

      i.   Many podcasters leverage their podcast as a platform to sell products or services related to their niche.

      ii.   This could include books, courses, coaching, consulting services, or other offerings that provide value to their audience.

e. Live Events and Public Speaking:

      i.   Successful podcasters often have opportunities to monetize through live events, such as live podcast recordings, workshops, or speaking engagements.

      ii.   These activities can generate income through ticket sales, sponsorships, or event merchandise sales.

f. Lead Generation

      i.   Creating value for the people you can serve by authentically engaging with them in the conversation for the sake of a mutual audience will open up the opportunity for you to create new client relationships.

      ii.   Strategically interviewing potential clients can strengthen your relationship and allow you to offer your services to the and their network.

g. Diversification of Revenue Streams:

      i.   Podcasters who make a living off their podcasts often diversify their revenue streams.

      ii.   Podcasters can create a more sustainable income model by combining multiple monetization strategies, such as advertising, direct support, product sales, and live events.

Making a living off a podcast requires time, dedication, and continuous effort. Building an audience, attracting advertisers or sponsors, and developing other revenue streams typically take time and consistent work. Success varies from one podcast to another, and the income generated depends on factors like niche, audience size, engagement, and the value provided to listeners.

9. How long should a podcast be?

The ideal podcast length can vary depending on several factors, including your content, audience preferences, and the goals of your podcast. Here are some considerations to help determine the length of your podcast episodes:

a. Content Relevance and Value:

    i.   Ensure your podcast episodes are long enough to cover the intended topic thoroughly and provide meaningful insights or value to your listeners.

    ii.   Avoid padding episodes with unnecessary content or dragging discussions beyond their natural length.

b. Audience Engagement and Attention Span:

    i.   Consider the attention span and preferences of your target audience.

    ii.   Some listeners may prefer shorter, bite-sized episodes that they can consume quickly, while others may enjoy longer, in-depth conversations.

    iii.   Monitor your audience's feedback and engagement metrics to gauge their preferences and adjust accordingly.

c. Format and Structure:

    i.   The format and structure of your podcast may influence its ideal length.

    ii.   For interviews or discussions with guests, consider the depth of the conversation and allow enough time for meaningful interaction.

    iii.   Solo episodes or monologues can be shorter but should still provide sufficient information and engagement.

d. Consistency:

    i.   Strive for consistency in your episode lengths to set expectations for your audience.

    ii.   It might disrupt your audience's listening habits and engagement if you typically release 30-minute episodes but suddenly release a two-hour episode.

e. Editing and Post-production:

    i.   Editing and post-production can impact the final length of your episodes.

    ii.   While it's essential not to sacrifice quality, trimming unnecessary tangents or repetitive content can help streamline your episodes and maintain listener interest.

There is no hard and fast rule for the ideal podcast length, as it ultimately depends on your specific content and audience. Some podcasts thrive with shorter episodes of 20-30 minutes, while others engage their listeners with episodes that extend beyond an hour. It's important to find a balance that works for your content, respects your audience's time, and keeps them engaged throughout the episode.

While providing an exact statistical average for episode lengths across each podcast category is challenging, I can offer a general overview based on common trends and

listener preferences. Please note that these estimates may vary, and each category can have significant diversity. Here's a rough estimation:

a. True Crime: 30-60 minutes
b. News and Current Affairs: 20-45 minutes
c. Personal Journals: 20-45 minutes
d. Education: 20-45 minutes
e. Health and Wellness: 30-60 minutes
f. Technology and Gadgets: 30-60 minutes
g. Science: 30-60 minutes
h. Business and Entrepreneurship: 30-60 minutes
i. History: 30-60 minutes
j. Comedy: 30-60 minutes
k. Sports: 45 minutes to 2 hours
l. Arts and Culture: 30-60 minutes
m. Music: Varies widely, from short episodes (10-20 minutes) to more extended interviews or discussions (45-90 minutes)
n. Politics and Social Issues: 30-60 minutes
o. Self-Improvement and Personal Development: 30-60 minutes
p. Travel and Adventure: 30-60 minutes
q. Food and Cooking: 30-60 minutes
r. Literature and Book Reviews: 30-60 minutes
s. Film and TV Reviews: 30-60 minutes
t. Gaming: 30-60 minutes
u. Parenting and Family: 30-60 minutes
v. Relationships and Dating: 30-60 minutes
w. Spirituality and Religion: 30-60 minutes
x. Motivation and Inspiration: 20-45 minutes
y. LGBTQ+ Topics: 30-60 minutes
z. Fashion and Style: 20-45 minutes
aa. Sustainability and Environment: 30-60 minutes
bb. Pop Culture: 30-60 minutes
cc. Mental Health and Psychology: 30-60 minutes
dd. Language Learning: 15-30 minutes

These estimates are not definitive and should be considered as general guidelines. The episode lengths will depend on the content, format, and individual podcasters' preferences. Additionally, some podcasts may have shorter "minisodes" or bonus episodes alongside regular episodes. Finding a length that suits your content and keeps your audience engaged is crucial.

10. How long should a podcast be for beginners?

Although we touched on podcast length and averages earlier, it can be challenging to gauge what is good or bad when you're a beginner. Rather than focusing on time, try to create as much value as possible surrounding a specific topic or idea within your

niche or area of expertise for a period of time that is comfortable for you. You will be doing this frequently, so don't make it harder for yourself than necessary.

That being said, if you need a place to start, here are a few thoughts. Keeping podcast episodes within a moderate length range is generally recommended for beginners. Here are some considerations for determining the ideal length:

a. 20-45 Minutes: Aim for episodes that fall within this range. It provides enough time to delve into a topic or have a meaningful conversation without overwhelming beginners, both in terms of recording and editing time.

b. Content Relevance and Engagement: Prioritize delivering valuable and engaging content over adhering strictly to a specific time frame. Ensure that your episodes cover the intended topic thoroughly and provide meaningful insights or entertainment for your audience.

c. Audience Preferences: Consider the preferences of your target audience. Are they more likely to listen to shorter, concise episodes, or do they prefer longer, more in-depth discussions? Understand your audience's preferences through feedback and engagement, and adjust your episode length accordingly. The fastest way to get a grasp on this is to ask two key questions:

    i. Who am I helping with my show?
    ii. What am I helping them with?

d. Consistency: Strive for consistency in your episode lengths. Regularly releasing episodes of similar lengths helps your audience develop listening habits and know what to expect from your show.

e. Editing and Post-production: Editing and post-production can impact the final episode length. While it's essential not to sacrifice quality, trimming unnecessary tangents or repetitive content can help streamline your episodes and maintain listener interest.

These guidelines are not strict rules, and the ideal podcast length may vary based on your specific content, format, and audience. Experiment with episode lengths, seek feedback from your listeners and refine your approach over time. The most critical aspect is providing valuable and engaging content that keeps your audience interested and returning for more.

11. Do podcasters get paid on Spotify?

Yes, podcasters can earn money through Spotify. It is worth noting that this is only one of many ways to earn an income with podcasting and one of the last to be added

to your portfolio of revenue generated from your efforts. Just to be thorough, Spotify offers various monetization options for podcasters, including:

a. Advertising Revenue: Spotify has an advertising platform called Spotify Ad Studio, which allows podcasters to monetize their podcasts through targeted advertising. Podcasters can choose to include ads in their episodes and receive a share of the advertising revenue generated.

b. Spotify Podcast Marketplace: Spotify has introduced the Spotify Podcast Marketplace, which connects podcasters with advertisers directly. This marketplace enables podcasters to negotiate sponsorship deals and monetize their podcasts through direct ad placements.

c. [Spotify for Podcasters](#) Program (Formerly Anchor): Spotify offers the Spotify for Podcasters program, which provides podcasters with insights, analytics, and demographic information about their audience. While this program does not directly pay podcasters, it can help them understand their audience better and attract potential advertisers or sponsors.

d. Exclusive Content and Partnerships: Spotify has signed exclusive content deals with podcasters and production companies. These exclusive partnerships can have significant financial benefits, as Spotify may offer upfront payments or licensing fees for exclusive podcast distribution.

It's worth noting that the revenue potential from Spotify varies based on factors such as the size and engagement of your audience, the number of ads you include, and any exclusive deals or partnerships you may have. As with any monetization strategy, success on Spotify depends on various factors, including the quality of your content, audience reach, and the value you provide to advertisers and listeners.

12.   What equipment is needed for a podcast?

This was already *sort-of* covered in an [earlier question](#), but I figured getting a little more granular here was essential, so I kept this question in. As I mentioned, you can start this thing with the video recording option on your phone and a couple of free apps. With the level technology is at now, there's no reason why your show shouldn't sound like it was recorded in a million-dollar studio. (More on this later) That being said, if you have some money to burn on aesthetics, let's look at what you're getting yourself into.

You'll need a few essential pieces of equipment to start a podcast. Here's a list of the basic equipment needed:

a. Microphone: A good-quality microphone is crucial for recording clear and professional audio. USB microphones, such as the [Audio-Technica ATR2020x-USB](#) or [Blue Yeti](#), are popular options for beginners. XLR

microphones, like the Audio-Technica AT2020 or Shure SM58, offer higher audio quality and are suitable if you plan to expand your setup.

b. Headphones: Closed-back headphones are ideal for monitoring audio while recording and editing. They help ensure accurate sound reproduction and allow you to catch any issues or background noise during recording. Popular options include Audio-Technica ATH-M50x or Sony MDR-7506.

c. Pop Filter or Windscreen: A pop filter or windscreen helps minimize plosive sounds (such as "p" and "b" sounds) that can cause distortion in the audio. It is placed in front of the microphone to diffuse the airflow from speech sounds.

d. Boom Arm or Microphone Stand: A boom arm or microphone stand holds your microphone securely while allowing for easy positioning. It helps reduce handling noise and allows you to maintain a consistent microphone position.

e. Audio Interface (if using an XLR microphone): If you choose an XLR microphone, you'll need an audio interface to connect it to your computer. The audio interface converts the analog signal from the microphone into a digital signal that your computer can process. Focusrite Scarlett and PreSonus AudioBox are popular audio interface options.

f. Acoustic Treatment (optional): Depending on your recording environment, consider adding acoustic treatment to reduce echo, background noise, or room reflections. This can include the typical black foam panels, coloured or grey hexagonal self-adhesive panels, bass traps, or diffusers to improve audio quality.

g. Recording and Editing Software: Choose a digital audio workstation (DAW) software to record and edit podcast episodes. Some popular options include Steinberg Cubase 12, ProTools, Audacity (free), Adobe Audition, GarageBand (for Mac users), or Reaper.

Additionally, you'll need a computer or laptop to run the recording software, headphones for monitoring, and a stable internet connection for publishing and promoting your podcast. Here's one I'd recommend.

Some of this stuff comes in packages. If you make a more considerable investment upfront, you can save money by bundling things. For example, you could get the Focusrite Scarlett 2i2 Studio package and save a couple hundred dollars in the long run.

While investing in quality equipment can enhance the audio quality of your podcast, it's also essential to focus on content creation, delivery, and engaging with your audience.

13. Am I too old to start a podcast?

No, you are never too old to start a podcast! Podcasting is a medium that welcomes voices and perspectives from people of all ages. In fact, many successful podcasts are hosted by older individuals who bring a wealth of knowledge, experience, and unique perspectives to their shows.

Here are a few reasons why age should not be a deterrent for starting a podcast:

a. Experience and Expertise: With age often comes a depth of experience and knowledge in various areas of life. You can leverage this expertise and share valuable insights with your audience, positioning yourself as a trusted voice in your podcast's niche.

b. Authenticity and Wisdom: Older podcasters often bring a sense of authenticity, wisdom, and storytelling ability to their shows. Your life experiences can resonate with listeners and provide them with valuable lessons, guidance, and inspiration.

c. Connection with Your Generation: If you are targeting an audience within your age group or focusing on topics that resonate with people of your generation, your age can be an advantage. Listeners may appreciate hearing from someone who understands their perspective and can relate to their experiences.

d. Unique Perspective: Every person has a unique perspective to offer, regardless of age. Your podcast can provide a platform for sharing your personal stories, opinions, and insights, which can be highly valuable and relatable to your target audience.

e. Learning and Growth: Regardless of age, starting a podcast can be fulfilling and intellectually stimulating. It allows you to learn new skills, explore your passions, connect with others, and continue growing as an individual.

Podcasting is an inclusive medium that values diversity and embraces various voices and perspectives. So, if you have the passion, knowledge, and desire to share your thoughts and ideas with the world, no age barrier prevents you from starting a successful podcast.

14. Can you start a podcast with no followers?

Yes, you can absolutely start a podcast with no followers. In fact, many successful podcasters began their journey with little to no audience and gradually built a loyal following over time. Here are some tips to help you get started:

a. Define Your Niche: What are you passionate about? Don't have a passion? What are you curious about? Document your learning experience and share your insights as you go. To be an expert to someone else, all you need to do is read a chapter ahead in the book. By focusing on a specific area of interest, you can attract passionate listeners and serve them in various ways, earning you a place as a professional podcaster.

b. Create High VALUE Content: Create high-value content that is informative, entertaining, or valuable to your target audience. As you generate revenue from your efforts, you will have many opportunities to improve the production value. Without the audience, you're dead in the water. Invest time in planning and researching topics, structuring your episodes, and delivering engaging discussions or interviews.

c. Consistency: Consistency is key in building an audience. Establish a regular release schedule, whether weekly, biweekly, or monthly, and stick to it. This helps listeners anticipate new episodes and builds trust. Also, platforms reward a predictable account that delivers high-value content, giving you a much higher chance of gaining new fans.

d. Promote Your Podcast: Utilize various promotional strategies to reach potential listeners. Leverage social media platforms, create a website or blog for your podcast, engage in online communities, collaborate with other podcasters, and consider guest appearances on other shows to expand your reach.

e. Optimize for Discoverability: Pay attention to podcast metadata such as episode titles, descriptions, and relevant keywords. This improves the chances of your podcast being discovered through search engines and podcast directories. To get serious results, aim your discussion topics at high-volume keywords that are underserved in your niche.

f. Engage with Your Audience: Encourage your listeners to provide feedback, ask questions, and engage in discussions. Respond to comments, messages, and reviews to create a sense of community and build relationships with your audience.

g. Leverage Your Network: Share your podcast with friends, family, colleagues, and acquaintances. They can become your initial listeners and help spread the word to their own networks. But don't rely on them to grow your show. Your friends and family already get a great deal of your time and attention, so it's also prudent to invest time and effort into reaching outside your network.

h. Seek Guest Opportunities: Reach out to experts or influencers in your podcast's niche and invite them as guests on your show. This can attract their followers to check out your podcast and potentially become regular listeners.

i. Continuous Improvement: Regularly assess your podcast, listen to feedback, and improve your content, production quality, and overall podcasting skills. Continuous improvement helps retain existing listeners and attract new ones.

Building an audience takes time and effort. Stay consistent, provide value to your listeners, and be patient. As your podcast gains traction, your audience will grow, and your podcasting journey will evolve.

15. How many followers do you need for a podcast?

There isn't a specific number of followers or listeners that you need to consider your podcast successful. Various factors can measure the success of a podcast, and the number of followers is just one aspect. Here are some considerations:

a. Engagement and Interaction: The level of engagement and interaction with your audience is often more important than sheer numbers. A smaller but highly engaged community of listeners who actively participate, provide feedback, and share your podcast can be more valuable than a larger but passive audience.

b. Targeted Audience: Focus on attracting an audience that aligns with your podcast's niche or topic. It's better to have a smaller, dedicated audience interested in your content rather than a large, generic audience that may not be as engaged.

c. Quality of Connections: Building meaningful connections with your listeners is crucial. Cultivate a community around your podcast where listeners feel connected, valued, and part of something special. Foster discussions, respond to comments and create opportunities for interaction.

d. Consistent Growth: While there's no specific threshold for success, aim for consistent growth over time. Track the growth of your audience and analyze trends to ensure your podcast reaches new listeners and retains existing ones.

e. Monetization Opportunities: As your podcast grows, you may explore monetization opportunities such as sponsorships, advertising, merchandise sales, or crowdfunding. The viability of these opportunities is not solely dependent on the number of followers but also on your audience's engagement and demographic profile.

Building a podcast audience is a journey that takes time and effort. Focus on creating valuable content, engaging with listeners, and consistently improving your podcasting skills. By nurturing your audience and delivering quality episodes, you can gradually build a dedicated following that supports and values your podcast.

16. Is a solo podcast a good idea?

Yes, a solo podcast can be a great idea, depending on your goals, preferences, and the type of content you want to create. Solo podcasts have their own advantages and can be highly successful. Here are some considerations:

a. Full Creative Control: With a solo podcast, you have complete creative control over the content, format, and direction of your show. You can choose the topics, structure the episodes, and deliver your unique perspective without the need for collaboration or compromise.

b. Flexibility and Convenience: Hosting a solo podcast offers flexibility in recording and scheduling. You can record episodes at your own pace without relying on the availability or coordination of co-hosts or guests. This convenience can be particularly beneficial if you have a busy schedule or prefer to work independently.

c. Showcasing Expertise: A solo podcast lets you showcase your expertise, knowledge, and unique perspective on a subject. It can establish you as an authority and thought leader in your niche, attracting an audience interested in your insights and expertise.

d. Consistency and Reliability: Solo podcasts often maintain a consistent release schedule, as you are solely responsible for creating and delivering content. This regularity can help build listener trust and loyalty, as your audience knows they can rely on you for new episodes on a predictable basis.

e. Personal Connection: Hosting a solo podcast can create a more intimate and personal connection with your listeners. They get to know you as an individual, building a relationship and fostering a sense of familiarity and trust.

f. Listener Engagement: By hosting a solo podcast, you can actively engage with your audience through listener feedback, questions, and topic suggestions. This interaction can deepen the connection with your listeners and create a loyal community around your show.

However, solo podcasting also has its challenges. It requires compelling storytelling and the ability to captivate listeners without the dynamic of co-hosts or guest interviews. Planning and structuring your episodes thoughtfully is essential to maintain listener interest throughout the solo format.

Ultimately, the success of a solo podcast depends on your content, delivery style, engagement with the audience, and marketing efforts. If you have a clear vision, the ability to captivate listeners, and enjoy working independently, a solo podcast can be a fantastic way to share your thoughts, expertise, and unique perspective with the world.

As a solo podcaster, telling a good story and connecting with your expertise is crucial for engaging your audience. Here are some tips to help you achieve that:

g. Plan and Outline: Before recording, plan and outline your episode. Define the main points you want to cover, the narrative structure you'll follow, and the key takeaways you want your listeners to gain. A clear roadmap will help you stay focused and deliver a coherent story. Unless you have a passion and a knack for writing, avoid scripting an entire episode as much as possible. Be authentic to yourself, and your audience will appreciate it.

h. Hook Your Audience: Begin your episodes with a compelling introduction or hook to capture your listeners' attention. This can be an intriguing question, a relatable anecdote, a surprising fact, or a thought-provoking statement. Engage your audience from the start to encourage them to keep listening. People love when you talk about them. A study once concluded that including the word "You" in the first three seconds of a piece of content increased the watch time significantly.

i. Show Vulnerability and Personality: As a solo podcaster, your audience wants to connect with you as an individual. Be authentic, share personal stories, and allow your personality to shine through. Showing vulnerability and being relatable can create a deeper connection with your listeners.

j. Use Storytelling Techniques: Incorporate storytelling techniques to make your episodes more engaging. This can include using vivid descriptions, anecdotes, narrative arcs, suspense, and emotional elements to captivate your audience. Structure your episodes like a story, with a clear beginning, middle, and end. To get good at this, you must study the greats. Here's a breakdown of the Pixar storytelling formula:

The Pixar storytelling formula is a narrative structure often attributed to Pixar Animation Studios, known for producing successful animated films such as Toy Story, Finding Nemo, and The Incredibles. The formula is based on the concept of the hero's journey and consists of six key elements:

   i. Once upon a time: This establishes the setting and introduces the protagonist.

   ii. Every day: This sets up the protagonist's routine and their ordinary world.

   iii. But one day: This introduces the inciting incident that disrupts the protagonist's everyday world and sets them on their journey.

   iv. Because of that: This is a series of events and obstacles that the protagonist encounters on their journey.

v. Until finally: This is the climax or resolution of the story, where the protagonist overcomes the obstacles and achieves their goal.

vi. And ever since that day: This provides the protagonist's resolution and new normal after their journey.

The Pixar storytelling formula is a simple and effective structure that can be applied to a variety of storytelling formats, including podcasts, to create a compelling narrative that engages and resonates with audiences.

k. Provide Value and Insights: Draw upon your expertise to offer valuable insights, tips, or unique perspectives on the topic you're discussing. Share practical advice, actionable steps, or thought-provoking ideas that your listeners can apply to their own lives or gain a deeper understanding of the subject matter.

l. Use Varied Delivery Styles: Use various techniques to keep your delivery dynamic and engaging. This can include using different vocal tones, pacing, emphasis, or even incorporating relevant audio clips, music, or sound effects. Experiment with different styles to find what works best for your content and audience.

m. Use Examples and Analogies: Use real-life examples, case studies, or analogies to illustrate your points and make them relatable to your listeners. Analogies can help simplify complex concepts or bridge the gap between your expertise and their understanding. Never underestimate the power of a good story. *(Even if it's made up)*

n. Connect with Your Audience: Engage with your audience throughout your episodes by speaking directly to them. Use inclusive language, ask rhetorical questions, and encourage them to reflect or take action. Create a sense of conversation, as if you're having a one-on-one discussion with each listener. Then continue the conversation you started in your episode in the comments of the posts you share.

o. Practice, Edit, and Refine: Practice your delivery and storytelling skills. Listen to your episodes, identify areas for improvement, and edit out any unnecessary or repetitive content. Continuously refine your storytelling abilities by seeking feedback, experimenting with different approaches, and incorporating lessons learned from each episode. Better yet, read the book ["Ready, Fire, Aim" by Melissa Carbone.](#)

b. Storytelling and expertise connections develop over time. The more you practice, experiment, and refine your skills, the better you'll become at captivating your audience and delivering compelling episodes that resonate with them.

17. What kind of podcasts are most popular?

There are many popular podcast genres, and the popularity of each can vary depending on factors such as current events, audience demographics, and cultural trends. However, some of the most popular podcast genres consistently include:

a. True crime: Podcasts that explore real-life criminal cases, investigations, and mysteries.

b. News and politics: Podcasts that provide in-depth analysis and discussion of current events and political issues.

c. Comedy: Podcasts that offer humour, satire, and comedic commentary on various topics.

d. Society and culture: Podcasts that explore diverse topics related to society, culture, and human behaviour, including history, psychology, and social issues.

e. Interviews and conversation: Podcasts featuring interviews with notable individuals or engaging conversations between hosts and guests on various topics.

f. Personal development and self-improvement: Podcasts that offer advice, insights, and strategies for personal growth, wellness, and success.

g. Technology: Podcasts that cover the latest developments and trends in technology, gadgets, and innovation.

h. Business and entrepreneurship: Podcasts that provide guidance and inspiration for entrepreneurs, startups, and business professionals.

Of course, there are many other popular podcast genres, and new categories continue to emerge as the medium evolves. A few conclusions can be formed in a deeper dive into these podcast genres. The popularity of different podcast genres can be attributed to a few key factors; some will be familiar, while others will not.

i. Engaging storytelling: Many of the most popular podcasts are successful because they tell compelling stories that captivate and entertain audiences. Whether it's a true crime podcast that delves into a real-life mystery or a personal development podcast that shares inspiring stories of growth and transformation, the ability to tell an engaging story is key.

ii. Timely and relevant content: Podcasts that cover current events or trending topics are often popular because they provide audiences with information and perspectives that are both timely and relevant. This can include news and politics podcasts that analyze current events or society and culture podcasts that explore social issues and trends.

iii.   Personality and charisma: A podcast host or guest with a strong personality and engaging charisma can help draw in and keep listeners hooked. Many successful podcasts have a host or hosts who can build a strong connection with their audience through their wit, humour, or relatable experiences.

iv.   High-quality production: While not essential, high-quality production values can make a podcast more enjoyable and help it stand out. This can include good sound quality, well-edited episodes, and professional music and sound effects.

v.   Niche appeal: Many of the most popular podcasts cater to specific interests or communities, providing a deep dive into a particular subject matter of great interest to a particular group of people. This can include niche genres like true crime, personal finance, or anime.

Overall, the most popular podcast genres offer a combination of engaging storytelling, timely and relevant content, charismatic personalities, and niche appeal that resonates with their target audience.

18.   How many listeners do you need to make money on a podcast?

No set number of listeners is required to make money from a podcast. The amount of money a podcaster can earn depends on various factors, such as the type of podcast, its niche, and the monetization strategies employed. This topic has already been covered at length in terms of the potential for monetization. When and how to do that, but because the question was asked in so many different ways, it's clear that people clearly want to know if the investment is worth it both in time and money.

One of the most common ways podcasters make money is indeed through advertising. Advertisers typically pay based on the number of downloads or impressions a podcast episode receives rather than the number of subscribers or listeners. However, the podcast industry is highly competitive and monetization strategies vary widely depending on the podcaster and their audience. Some podcasts may be able to monetize with fewer listeners, while others may require significantly more.

Knowing what, how, and when advertisers will be attracted to working with you will help you approach the venture more strategically. As a general rule of thumb, most podcasts begin to monetize through advertising once they reach around 5,000 downloads per episode. That being said, something to bear in mind is the value you bring to the people willing to pay for it. Advertising has always been a game of impressions.

Marketing is as simple as systematically moving people with a problem toward your solution. That means creating as many opportunities to have your message seen as possible - and knowing the ROI on it all. Writing this on May 5th, 2023, the cost per impression on most media outlets ranges between $0.001 and $0.05. If you have an audience of 100 people for each episode, you can competitively charge advertisers $0.50 per episode. Or they can go somewhere else and get a better deal. The numbers get better when you cross the 100k listener mark. *($5k per episode)*

If you consistently gain 277 new listeners daily, you will reach the 100k mark in just over a year. 138 will get you there in two. 92 in three. These numbers don't account for the exponential bell curve of growth when you start a business. Ask yourself this. Where else can you start a business with a [$38 Lavalier microphone from Amazon](#) and 20 minutes of your time once a week to earn a potential $20k/month just from advertisers? That isn't including your own merch, affiliate offers, services, programs, digital content, and tons of other potential sources of revenue you can earn. Joe Rogan sold his catalogue to Spotify for $100 million. The money comes. You just need patience and a plan.

There are other ways to make money from a podcast beyond advertising, such as sponsorships, merchandise sales, crowdfunding, or even using a podcast to promote a business or service and most of these methods will get you paid much faster than the advertising will. But the advertising will make you much more with less effort. Ultimately, the key to making money from a podcast is to build a loyal and engaged audience, regardless of the size, and experiment with different monetization strategies to find what works best for your podcast and audience.

19.   Who pays who to be on podcasts?

In most cases, nobody should be paying anybody. Podcast guests do not typically get paid to appear on podcasts, and podcasts don't typically charge guests to appear. Instead, it is common for guests to participate in podcasts to promote themselves, their expertise, their projects, or their brand. Being a guest on a podcast provides exposure and the opportunity to reach a new audience.

On the other hand, podcast hosts or podcast networks are usually responsible for the production and distribution costs of the podcast. They invest in equipment, editing, hosting platforms, and marketing efforts to build an audience and attract listeners. The revenue generated from the podcast, such as through advertising, sponsorships, or other monetization methods, is primarily used to cover these production costs and potentially generate a profit, among many other strategies we've covered.

However, there can be exceptions to this general rule. Occasionally, high-profile guests or celebrities may negotiate appearance fees or have specific arrangements with the podcast host. Additionally, there are podcast networks or platforms that may pay a fee or provide compensation to guests for their participation, particularly in the case of exclusive or premium content.

It's important to note that the podcasting landscape is diverse, and there can be variations in how guests are compensated. The specifics of guest payment can depend on factors such as the popularity of the podcast, the stature of the guest, and any special agreements or arrangements made between the parties involved.

20. How long does it take to make money from a podcast?

The timeline for making money from a podcast can vary significantly depending on several factors, including the podcast's niche, audience size, monetization strategies, and the level of effort put into growing and monetizing the podcast. Here are some considerations:

a. Sell Yourself First: You have a very particular set of skills that no one else has. Whatever you're good at, you can sell to people. If you're strategic about the way you go about setting up your show, you'll be able to monetize it the moment you have your first guest on. Here's an example. If you're in the insurance business, you can interview people who typically buy insurance from you. Ask them questions that would help your audience understand your product and use it as a teaching opportunity. At the end of the interview, you can let your guest know you can help them with a clever conversational segue. With a weekly episode that's 52 conversations with people outside of your network that you would have otherwise never had. It doesn't have to be insurance. Whatever you're good at, people will buy.

b. Building an audience: If selling advertising is where you want to go with things, you've already read the numbers. Just to re-cap - initially, your focus should be creating high-quality content and growing your audience. Consistently put out as many pieces of content on as many platforms as you can for as long as sustainably possible. It takes time to attract and retain listeners. The timeline for building a significant audience can range from several months to years, depending on various factors, including the niche, marketing efforts, and audience engagement.

c. Monetization strategies: Once you have your niche and structure established, you can explore different monetization strategies to see which resonates with you. Common approaches include advertising, sponsorships, merchandise sales, crowdfunding, and offering premium content or bonus episodes. The timeline for implementing and successfully monetizing these strategies can vary. It often takes time to establish relationships with advertisers or secure sponsorship deals.

d. Podcast growth and consistency: Consistently releasing new episodes and growing your podcast's reach is essential. Regularly producing high-value content and actively promoting your podcast through social media, guest appearances, collaborations, and other marketing efforts can accelerate the growth of your audience and, consequently, the potential for monetization.

e.   Industry and niche factors: The podcasting landscape and industry trends can also impact the money-making timeline. Particular niches may have higher advertiser demand or sponsorship opportunities, while others may be more challenging to monetize. Staying informed about industry trends and adapting your strategies can help optimize your chances of financial success.

f.   Patience and persistence: It's vital to approach podcasting with realistic expectations. Making money from a podcast usually requires patience, persistence, and a long-term commitment. Building a loyal audience and establishing monetization strategies takes time and effort.

The timeline for making money from a podcast can vary significantly depending on multiple factors. It's crucial to focus on creating valuable content, growing your audience, and implementing effective monetization strategies while being patient and persistent.

21.   How much does a podcaster earn in Canada?

This is a problematic and impossible question to answer because there really is no comfortable middle ground. The successful podcasts are very much so in terms of revenue generated. The ones that aren't, well, they make zero dollars. What is the average? There isn't one. There is no ceiling here, and the bottom is pretty deep, considering it can become a very expensive hobby. That being said, here are some numbers to consider:

Some of the top-earning podcasters in Canada include:

a.   Mike Ward: The comedian's podcast "Mike Ward Sous Écoute" is one of the most popular in Canada, earning him an estimated $600,000 per year.

b.   Jesse Brown: The host of "Canadaland" is estimated to make around $250,000 per year from his podcast.

c.   Terry O'Reilly: The host of "Under the Influence" is a well-known advertising guru who has made a name for himself in the podcasting world, earning an estimated $200,000 per year from his show.

Advertising dollars and corporate sponsorships are not always the best or most rewarding compensation for running a podcast. The key is identifying which strategies resonate with you and using them as the foundation for your show structure. Here's an example of what anyone in podcasting can make (not just in Canada) if they get their strategy down:

d.   You start a show about fishing.
e.   You create one episode a week, which lends 5 new clips for 5 different social media platforms where you get 200 views each.

f. Your episode does 200 views, and your clips garnish a whopping 5000 views across all your social media accounts.
g. Out of that, you get a handful of people to click on an Amazon affiliate link to buy some gear you mentioned. Let's say 5% of them.
h. On each sale, you earn a $2.00 commission from Amazon for promoting a product. With 5% of your viewers clicking over, you'd earn $520 weekly.
i. Imagine you grew your audience to 100k people every week in just a couple of years and 5% bought from you. *(Leave your phone in your pocket, it's $10k/week)*

22. How do I monetize my podcast?

There are several ways to monetize your podcast: We've already created a [relatively comprehensive list of these strategies](#), but this question came with a little more nuance that indicated to me that whoever is looking for this answer didn't want just another recycled blog post, instead, specific instructions to follow to achieve each of the particular outcomes of monetization. Below is an attempt to do just that:

a. Sponsorships: You can monetize your podcast by seeking out sponsors who are willing to pay for promotion on your podcast. You can either seek out sponsors yourself or work with a podcast ad network that will help you find sponsors.

   i. Identify potential sponsors: List companies or brands that align with your podcast's content and values. Look for brands that target the same audience as your podcast.

   ii. Research the sponsor's contact information: Find out the contact information for the marketing or advertising department of the sponsor. You can often find this information on the sponsor's website or through a simple Google search.

   iii. Create a sponsorship proposal: Create a proposal that outlines the benefits of sponsoring your podcast. Include your podcast's audience size, demographics, and engagement metrics. Highlight the benefits that the sponsor will receive, such as increased brand awareness or direct response marketing.

   iv. Reach out to the sponsor: Contact the sponsor via email or phone and introduce yourself and your podcast. Explain why you think your podcast would be a good fit for the sponsor and offer to send them your sponsorship proposal.

    v.   Follow up: If you don't receive a response, follow up with a second email or phone call. Be persistent but respectful. If you still don't receive a response, move on to the next potential sponsor.

    vi.   Negotiate terms: If the sponsor is interested, negotiate the terms of the sponsorship.

b. Affiliate marketing: You can earn a commission by promoting products or services on your podcast. You earn a commission whenever someone purchases a product or service through your referral link.

    i.   Identify potential affiliate partners: Look for products or services relevant to your podcast's audience and that you would be comfortable promoting. Research affiliate programs for these products or services.

    ii.   Become an affiliate: Sign up for the affiliate programs you are interested in. This typically involves filling out an application and agreeing to the terms and conditions of the program.

    iii.   Create an affiliate marketing plan: Decide how you will promote the affiliate products or services on your podcast. This could include product reviews, sponsored segments, or mentions in the podcast's intro or outro.

    iv.   Create unique affiliate links: Once you have joined an affiliate program, you will be given a unique affiliate link. Use this link when promoting the product or service on your podcast. This link will track any sales generated from your podcast's audience.

    v.   Disclose your affiliate relationship: It is essential to disclose to your audience that you are promoting affiliate products or services. You can do this by including a disclaimer in the intro or outro of your podcast or mentioning it during the affiliate promotion.

    vi.   Track your results: Keep track of the sales generated by your affiliate promotions. This will help you determine which products or services resonate with your audience and which do not. You can use this information to adjust your affiliate marketing plan accordingly. *(Use Google Sheets to do this.)*

    vii.   Get paid: Most affiliate programs pay out commissions regularly, such as monthly or quarterly. Ensure you understand the affiliate program's terms and how you will receive your commission.

c. Merchandise: You can create and sell branded merchandise related to your podcast to your listeners. This can include t-shirts, mugs, hats, stickers, etc.

i. Choose a print-on-demand service: Research print-on-demand services that offer website integration. Some popular options include Printful, CustomCat, and Printify. Choose a service that meets your needs and integrates with your e-commerce platform.

ii. Create your merchandise designs: Create designs for your merchandise related to your podcast's content. This could include your podcast's logo, catchphrases, or quotes. Make sure the designs are high-quality and visually appealing.

iii. Create a website: Create a website for your podcast where you can sell your merchandise. You can use an e-commerce platform like Shopify or WooCommerce to set up your online store.

iv. Set up your print-on-demand integration: Connect your print-on-demand service to your e-commerce platform. This will allow you to automatically fulfill orders for your merchandise without handling the printing and shipping yourself.

v. List your merchandise for sale: Upload your merchandise designs to your online store and set prices for each item. Make sure to include high-quality product images and detailed descriptions.

vi. Promote your merchandise: Promote your merchandise on your podcast, social media channels, and website. Encourage your listeners to purchase and share your merchandise with their friends and family.

vii. Fulfill orders: When a customer places an order, your print-on-demand service will automatically fulfill it and ship it directly to the customer. Regularly check your orders and promptly respond to any customer inquiries or issues.

d. Crowdfunding: You can ask your listeners to support your podcast through crowdfunding platforms such as Patreon or Kickstarter. In exchange for their support, you can offer exclusive content or merchandise.

i. Choose a crowdfunding platform: Research crowdfunding platforms such as Patreon, Kickstarter, or Indiegogo, and choose one that aligns with your podcast's goals and values. Each platform has its own rules and requirements, so make sure you understand them before creating your campaign.

ii. Set up your campaign: Create a campaign page on the crowdfunding platform and explain why you are asking for support. Be clear about how the funds will be used, such as covering production costs or creating exclusive content for supporters.

iii. Create reward tiers: Offer rewards to your supporters related to your podcast's content and incentivize them to contribute. This could include exclusive content, merchandise, or access to a private community.

iv. Promote your campaign: Promote your crowdfunding campaign on your podcast, social media channels, and website. Encourage your listeners to contribute and share your campaign with friends and family.

v. Engage with your supporters: Regularly update your supporters on the progress of your campaign and thank them for their contributions. You can also offer exclusive content or personalized shoutouts to your supporters to show your appreciation.

vi. Fulfill your rewards: Once your campaign is over, promptly fulfill your rewards to your supporters. Ensure to provide regular updates on the status of your rewards and respond to any inquiries or issues from your supporters.

e. Premium content: You can offer exclusive content to your listeners willing to pay for it. This can include ad-free episodes, bonus episodes, or access to a private community.

i. Choose a platform to host your exclusive content: There are various platforms you can use to host your exclusive content, such as Patreon, Supercast, and Glow. Choose a platform that suits your needs, and sign up for an account.

ii. Decide on the type of content you want to offer: Consider the interests of your listeners and the type of content they would be willing to pay for. It could be bonus episodes, behind-the-scenes content, Q&A sessions, or early access to new episodes.

iii. Set a subscription fee: Determine the price of your subscription fee based on the value of the content you offer. You can also offer different tiers with varying levels of access and benefits.

iv. Promote your exclusive content: Let your listeners know about your exclusive content through your podcast, social media, and email campaigns. Encourage them to sign up and become subscribers.

v. Deliver your exclusive content: Create and upload your exclusive content to your chosen platform. Make sure it's high-quality and valuable to your subscribers.

vi.   Engage with your subscribers: Interact with them by responding to their comments, feedback, and questions. This will help to build a strong relationship with them and keep them engaged.

vii.   Monitor and adjust: Keep track of your subscription numbers and engagement levels. Use the data to make adjustments to your content and subscription fees if necessary.

f. Live events: You can organize live events such as meetups, workshops, or conferences and charge a fee for attendees.

i.   Determine the type of live event: Decide on the type of live event you want to organize that will complement your podcast. It could be a live recording of your podcast, a panel discussion, a Q&A session, a meet and greet, or a workshop.

ii.   Choose a venue: Select a venue that fits your audience size, budget, and event type. Consider factors like location, accessibility, seating capacity, and technical requirements.

iii.   Set a date and time: Choose a date and time that works for your audience and your schedule. Consider factors like the availability of guests, holidays, and other events in your area.

iv.   Plan your content: Develop a plan for your live event content, including your format, guest speakers, and any interactive elements. Ensure your content aligns with your podcast theme and resonates with your audience.

v.   Promote your live event: Use your podcast and social media channels to promote your live event. Create compelling visuals and messaging, use event hashtags, and encourage your listeners to share with their networks.

vi.   Set up your event: On the day of the event, arrive early to set up your equipment, test your sound and lighting, and prepare any handouts or visuals you'll need.

vii.   Host your event: During the event, stay organized, stick to your schedule, and engage with your audience. Encourage questions and feedback, and make sure to thank your attendees for their support.

viii.   Follow up: After the event, follow up with attendees, thank them for coming, and ask for their feedback. Use their feedback to improve future events.

g. Consulting or coaching services: If you have expertise in a particular field, you can offer consulting or coaching services related to your podcast's subject matter.

   i.   Identify your area of expertise: Determine your area of expertise and the type of consulting or coaching services you can offer your audience. Consider your skills, experience, and the needs of your audience.

   ii. Define your services: Develop a clear description, including the benefits, outcomes, and pricing. Create different packages or service levels based on your audience's needs. Use these docs to help you outline your [Signature Solution.](#)

   iii. 3. Set your pricing: Set your pricing based on the market rate for your services and the value you provide to your clients. Consider offering a free consultation or trial session to attract new clients. As a bonus, you can use each of the frames in your signature solution to create other lead magnets for your audience.

   iv. 4. Promote your services: Use your podcast and social media channels to promote your consulting or coaching services. Create compelling visuals and messaging, use relevant hashtags, and encourage your listeners to share with their networks.

   v.   5. Create a website or landing page: Develop a page showcasing your services, testimonials, and contact information. Make it easy for potential clients to book a consultation or sign up for your services.

   vi. 6. Deliver your services: Once you have clients, deliver your services professionally and on time. Use your expertise to provide value and help your clients achieve their goals.

   vii. 7. Collect feedback: Ask for feedback from your clients to understand how you can improve your services and client experience. Use their feedback to make adjustments and continue to grow your business.

h. Public speaking: You can leverage your podcast's popularity to secure public speaking engagements and earn a fee for your time and expertise.

   i.   Establish your expertise: Build your credibility as an expert in your podcast's niche. Leverage your podcast to showcase your knowledge, experience, and insights. Guest write and submit your episodes to blogs for extra credibility. This will make you an attractive speaker for events related to your podcast's topic.

ii. Identify speaking opportunities: Research events, conferences, and other speaking opportunities related to your podcast's niche. Look for opportunities that match your expertise and target audience.

iii. Create a speaker profile: Develop a professional profile highlighting your experience, expertise, and speaking topics. Include your bio, headshot, and examples of past speaking engagements.

iv. Reach out to event organizers: Contact event organizers and offer your services as a speaker. Use your podcast and social media channels to promote your availability and highlight your expertise.

v. Customize your pitch: Tailor your pitch to each event and highlight how your expertise and speaking topics align with the event's theme and audience.

vi. Prepare for your speaking engagement: Once you've been accepted to speak at an event, prepare your presentation, handouts, and any other materials. Practice your delivery and ensure you're comfortable with the venue and equipment.

vii. Deliver an excellent presentation: On the event day, arrive early, dress professionally, and deliver an engaging presentation. Use your experience talking on your show to engage the audience and deliver valuable insights. Use this opportunity to collect emails with a digital bonus linked to a [QR code.](#)

viii. Follow up: After the event, follow up with the event organizer and attendees. Thank them for their time and ask for feedback. Use their feedback to improve your future speaking engagements. Follow up with the emails you collected from your presentation lead magnet and QR code combo.

i. Book deals: If you have a popular podcast, publishers may approach you to write a book on the same topic.

i. Develop your podcast into a book concept: Look for themes and topics that resonate with your audience and can be expanded into a book concept. Consider the structure, tone, and style of your podcast and how it can be translated into a book format. Your episodes will eventually become the pages of your book, so document as much as you can.

ii. Build your audience: Focus on building a strong and engaged audience for your podcast. Engage with your listeners, encourage feedback and reviews, and promote your podcast through social media and other channels.

iii. Research publishers: Research publishers that publish books in your podcast's niche. Look for publishers that are interested in working with podcasters and have a track record of publishing successful books in your niche.

iv. Develop a book proposal: Develop a book proposal that outlines your book concept, target audience, competitive analysis, marketing plan, and author bio. Make sure your proposal is well-written, professional, and compelling.

v. Submit your book proposal: Submit your book proposal to publishers that fit your book concept and niche. Follow their submission guidelines and be persistent in your follow-up.

vi. Negotiate your contract: Once a publisher is interested in your book, negotiate your contract. Ensure you understand the terms and royalties and that they are fair and in line with industry standards.

vii. Write your book: Once your contract is signed, start writing your book. Use your podcast experience, research and expertise to create a well-written and engaging book that resonates with your target audience.

viii. Promote your book: Once it is published, promote it through your podcast, social media, and other marketing channels. Engage with your readers and encourage feedback and reviews.

j. Licensing: For a fee, you can license your podcast's content to other platforms, such as streaming services or radio stations.

i. Determine the licensing terms: Before you can begin licensing your podcast content, you need to determine the terms of your license. Consider what rights you want to grant, the duration of the license, the territories where the license is valid, and any other terms you want to include.

ii. Create a licensing agreement: Once you know the terms of your license, you'll need to create a licensing agreement. This legal document outlines the terms of the license and is signed by both parties. Consider consulting with a lawyer to ensure your agreement is legally binding and enforceable.

iii. Identify potential licensees: To start licensing your podcast content, you need to identify potential licensees. These could be other podcast platforms, radio stations, or other media outlets interested in using your content.

iv. Reach out to potential licensees: Once you've identified potential licensees, you'll need to reach out to them and pitch your content. Highlight the unique aspects of your podcast and explain why it would be a good fit for their platform.

v. Negotiate terms and sign the agreement: If a potential licensee is interested in licensing

k. Donations: You can ask your listeners to make donations to support your podcast and its ongoing production costs.

i. Create a donation page: The first step is to create a donation page on your website or podcast hosting platform. This can be a simple page that explains why you're seeking donations and how listeners can contribute.

ii. Explain why you're seeking donations: Be transparent with your listeners about why you're seeking donations. Explain that producing a high-quality podcast takes time and money, and that their contributions will help you continue to create engaging content.

iii. Offer incentives: Consider offering incentives to listeners who donate. This could be access to exclusive content or merchandise, a shout-out on an episode, or early access to new episodes.

iv. Make it easy to donate: Provide clear instructions on how listeners can donate, and make it as easy as possible for them to contribute. Consider accepting multiple forms of payment, such as credit cards, PayPal, or Venmo.

v. Ask for donations on your podcast: In each episode, take a moment to ask your listeners to consider making a donation to support your podcast. Be sincere and grateful for any contributions, and remind listeners of the incentives you're offering.

vi. Thank your donors: Finally, be sure to thank

Depending on your podcast's location, there may be laws you should consider when accepting donations for your podcast. This is why I left this until the end. Here are a few key factors to keep in mind:

vii. Non-profit status: If you accept donations for your podcast, you may need to consider obtaining non-profit status for your organization. This can have tax implications and may require registration with your local government.

viii. Tax implications: Depending on the amount in donations you receive and your non-profit status, you may need to report donations as

income on your tax returns. Be sure to consult with a tax professional to ensure that you are in compliance with all applicable tax laws.

ix.   Disclosure requirements: Some states require non-profit organizations to disclose certain information about their finances and operations, including donations received and how they are used. Be sure to research the disclosure requirements in your state to ensure that you are in compliance.

x.   Fraud prevention: If you are accepting donations online, be sure to take steps to prevent fraud and protect your donors' personal information. Use a secure payment gateway and consider implementing additional security measures, such as two-factor authentication or fraud detection software.

xi.   Donor privacy: Be sure to protect your donors' privacy by clearly outlining your privacy policy and taking steps to safeguard their personal information. Consider using a third-party payment.

To monetize your podcast successfully, having a good number of listeners is just one part of the equation, so make sure you focus on building your audience by providing real value to them. Also, ensure that the monetization strategy you choose aligns with your podcast's content and values.

23.   Do you need permission to do a podcast?

It depends on what you are doing a podcast about. In general, you do not need explicit permission to create a podcast, but there are some situations where permission may be required. For example:

a.   Copyrighted material: If your podcast includes copyrighted material, such as music, sound effects, or clips from movies or TV shows, you may need to obtain permission from the copyright holder before using it in your podcast.

b.   Trademarks: If your podcast includes the use of trademarks, such as logos or brand names, you may need to obtain permission from the trademark owner.

c.   Interviews: If your podcast includes interviews with other people, you may need to obtain their permission to use their likeness and voice in your podcast.

d.   Privacy concerns: If your podcast includes information about individuals that could be considered private or sensitive, such as medical information or financial data, you may need to obtain their permission before sharing it on your podcast.

In general, it's a good idea to be mindful of the legal and ethical considerations when creating a podcast and to seek permission or consult with a legal professional when necessary.

24. Is a 10-minute podcast too short?

[We've covered this one at length already](#), but just in case you needed an extra reminder: No, a 10-minute podcast is not necessarily too short. The ideal length of a podcast will depend on the topic, format, host, and audience. Some podcasts are designed to be short and to the point, while others may be longer and more in-depth.

A 10-minute podcast may be appropriate for a quick news update, a daily meditation, a short story, or a brief interview with a guest. If your podcast is designed to be short and focused, a 10-minute episode may be just the right length to keep your listeners engaged and interested.

Ultimately, the length of your podcast should be determined by the content you are creating and the needs of your audience. As long as you provide valuable, engaging content that meets your listeners' needs, the length of your podcast should not be a significant factor in its success.

25. Is a podcast a side hustle?

A podcast can be a side hustle, but it depends on how you define a side hustle.

A side hustle is typically a secondary source of income that you pursue outside of your primary job. If you are creating a podcast and earning money from it through sponsorships, advertising, or donations, it could be considered a side hustle.

However, some people create podcasts as a hobby or passion project and do not earn any income from it. In this case, the podcast would not be considered a side hustle but a creative outlet.

Ultimately, whether a podcast is a side hustle depends on your goals and intentions for creating it. If you are creating a podcast to earn income from it and devote significant time and resources to its production, then it could be considered a side hustle. If you are creating a podcast primarily for fun or to share your expertise or passion with others, and it is not generating income, then it would not be considered a side hustle.

26. Who is the highest paid podcaster?

Not necessarily relevant to the rest of the stuff in this book, but I thought this was a fun opportunity to give your brain a break from the firehose of information you've taken in so far.

As of 2021, Joe Rogan is considered to be the highest-paid podcaster. In 2020, he signed a multi-year exclusive licensing deal with Spotify, which is rumoured to be worth over $100 million. Before this deal, Rogan's podcast, "The Joe Rogan Experience," was estimated to earn over $30 million per year in advertising revenue.

27. What percentage of podcasts make money?

There is no definitive number or data on what percentage of podcasts make money, as it can vary widely depending on a number of factors such as the podcast's topic, audience size, and monetization strategy.

According to a study conducted by Podcast Insights in 2020, only 22% of podcasters report making money from their podcasts. However, this study only surveyed a small sample of podcasters, so it may not be representative of the entire podcasting industry.

It's worth noting that there are many different ways to monetize a podcast, including advertising, sponsorships, donations, merchandise sales, and premium content. Some podcasts may also be created as a marketing tool for a business or brand to generate revenue in a totally different way.

Ultimately, the ability to make money from a podcast depends on several factors, including the content's quality, the audience's size and engagement, and the monetization strategy. While not all podcasts may be profitable, many podcasters can generate income from their podcasts with the right approach, patience, and persistence.

28. What is the average annual income of a podcaster?

Although we've touched on income and monetization a lot already, this seems to be a common theme, so it can't hurt to get as much information about it as possible. I don't have access to the exact average annual income of a podcaster, as it can vary widely depending on several factors. However, some estimates suggest that the average podcaster earns between $0 and $25,000 per year.

It's worth noting that these figures are based on self-reported data and can vary widely depending on the size and engagement of the podcast's audience, the monetization strategy, and the amount of time and resources invested in producing and promoting the podcast.

Some podcasters can generate significant income from their podcasts through advertising, sponsorships, merchandise sales, and other revenue streams, while others may not earn any income at all. Ultimately, the potential income of a podcaster depends on a wide range of factors, and success in the podcasting industry requires dedication, hard work, and a bit of luck.

This year, podcast advertising is expected to account for $2.25 billion of ad spend and grow to $3.53 billion by 2026, according to [Insider Intelligence](#). It may only be an extra 1, but the billion behind it means a lot of future opportunities for anyone enterprising to get in on the ground floor of an industry still in its infancy. Remember when you said you wouldn't miss the next big thing because you've missed them all before? Here's your sign

29. What makes a podcast successful?

A lot of what made this list [has been covered already](#). So rather than repeating some of that stuff, this is a perfect opportunity to introduce the idea of engineering virality. When executed effectively, there are just a handful of factors that create the potential for contagious content that people want to share.

Here are those elements:

a. Emotion: Creating content that evokes strong emotions can be a powerful way to make it more shareable and engaging. Consider how you can tap into emotions like humour, awe, or inspiration in your podcast.

b. Storytelling: Telling a compelling story is a great way to engage listeners and keep them coming back for more. Craft a narrative arc for your podcast that keeps listeners engaged from start to finish.

c. Polarization: Controversy can be a powerful tool for generating buzz and attention around your podcast. Consider tackling controversial or divisive topics in your podcast, but be prepared to handle any backlash that may come with it. If controversy scares you, try safe polarization. Pineapple on pizza or nah?

d. Practical Value: Providing practical value to your listeners can be a great way to build loyalty and engagement. Consider offering tips, tricks, or insights that your listeners can apply to their own lives.

e. Relevance: Creating content relevant to your target audience is crucial for building engagement and virality. Consider what topics are most relevant to your target audience and how you can create content that speaks directly to their interests and needs.

f.   Authenticity: Being authentic and genuine in your podcast can help you build trust and credibility with your listeners. Consider sharing personal stories or experiences that relate to your topic, and avoid coming across as overly promotional or salesy.

g.   Visuals: Adding visuals, such as images or videos, to your podcast can make it more engaging and shareable. Consider how you can incorporate visual elements into your podcast, such as creating video versions of your episodes or using images on your podcast website or social media channels.

h.   Shareability: Making your podcast easy to share can help you reach a wider audience and increase virality. Consider adding social sharing buttons to your podcast website or encouraging listeners to share your episodes on social media.

By applying these principles to your podcast, you can increase the chances of creating content that resonates with your audience and has the potential to go viral. However, it's worth noting that there is no guaranteed formula for virality, and success ultimately depends on a variety of factors, including the quality of your content, the engagement of your listeners, and a bit of luck.

30.   Does a YouTube channel or podcast make more money?

This is not an either-or situation. Treat this as an AND if you want to improve your rate of success exponentially. That being said, if you truly are weighing the options, it's difficult to compare the earning potential of YouTube and podcasts directly. The amount of money you can make from each platform can vary widely depending on many factors.

On YouTube, creators can earn money through advertising, sponsorships, merchandise sales, and other revenue streams. Several factors, including the number of views, the audience demographics, and the type of content, determine the amount of money earned from advertising revenue.

Similarly, podcasters can earn money through advertising, sponsorships, donations, merchandise sales, and premium content. The amount of money earned from advertising and sponsorships depends on the size and engagement of the podcast's audience, advertising rates, and the podcast's niche.

In general, it's possible to earn a significant amount of money from both YouTube and podcasts if you can build a large and engaged audience and monetize your content effectively. However, the earnings potential will depend on various factors, including the quality of your content, the size and engagement of your audience, the monetization strategy, and the niche. So why not double your chances of getting discovered and just do both?

31.   Is podcasting a full-time job?

As a podcaster myself, I can confidently say yes. This is a lot of work. If you want it to be. If you systemize your approach, keep a defined schedule, and stay focused on delivering value, it's much less work and a lot more play. The punchline is this - podcasting can be a full-time job for some people, but only if they want it to be, and usually because it's producing a significant amount of revenue.

Still, it depends on several factors, including the size and engagement of the podcast's audience, the monetization strategy, and the amount of time and resources invested in producing and promoting the podcast. Some podcasters can generate significant income from their podcasts through advertising, sponsorships, merchandise sales, and other revenue streams and may be able to make podcasting their full-time job. However, many podcasters also have other sources of income and create podcasts as a side hustle or hobby.

Ultimately, whether podcasting is a full-time job depends on your goals, resources, and level of commitment. Creating a successful podcast requires dedication, hard work, and a bit of luck, and the ability to make podcasting a full-time job will depend on a variety of factors.

32.   What percentage of podcasts fail?

This is a hard statistic to nail down because everyone's definition of failure differs slightly. To be as accurate as possible, we will define failure before crunching some numbers. First, a podcast must have at least 3 episodes published to be considered a fair attempt at the craft. To be considered successful, they must still be active. To be considered active, they must have released an episode in the last 90 days.

Using these criteria, here are the numbers:

a. Currently, there are 3,104,660 podcasts listed in their database.
b. Of that group, only 472,657 are active.
c. That means only 15% of the podcasts in the database have published an episode in the last 90 days.
d. Only 9% of the remaining podcasts listed in the directory have published an episode in the last year, and the remaining 76% haven't published an episode in over a year.

We can measure the success of a podcast using a slightly different metric as well. Let's look at how many episodes show posts before it becomes inactive.

e. Out of the 631,210 podcasts that have posted a single episode in the last 90 days, only 10,775 posted another. That's a little less than 2%.
f. Out of the 1,047,791 shows with 10+ episodes, only 388,113 were active in the last 90 days. Meaning only 37% are still operating after 10 episodes.

Depending on how you look at the numbers, there are various ways to judge a show's success. Here are some of the conclusions you might make out of this data:

g. 98% of shows fail at episode 1.
h. 63% of shows that make it to 10 episodes fail at episode 11.
i.   15% of all listed podcasts are still active.
j.   85% of all listed podcasts have given up or failed.

All this to say your glass is either really empty or really full. And it all depends on how you decide to look at this information. There is a fair bit of work involved in starting and maintaining a podcast. The odds are seemingly stacked against you because 98% of people quit after the first try. If you add other people, it makes matters even more complicated because you have to rely on their investment in the project to find success, which may not match the energy you're bringing to the table.

If you fly alone, you have a much better chance because you're the only one accountable for the workflow, but that means you may need to build a team of people around you to fulfill the workload as your show matures. Yes, it can be challenging if you make it so, but the good news is that you are monumentally incorrect if you ever thought it was saturated. Most shows give up right away, leaving a gaping hole in the industry for high-value content.

[*Statistics source.](#)

33. How many times a week should you post a podcast?

The frequency of podcast episodes largely depends on various factors, including your content format, production capabilities, and audience expectations. There isn't a one-size-fits-all answer to how many times a week you should post a podcast. However, here are some considerations to help you determine the right frequency for your show:

a. Consistency: Consistency is key in podcasting. It's essential to establish a regular schedule and stick to it. Whether you choose to release episodes once a week, bi-weekly, or monthly, consistency helps build audience trust and ensures listeners know when to expect new content.

b. Production Capacity: Assess your production capabilities, including the time and resources available for episode creation. Publishing more frequent episodes requires more commitment and time for recording, editing, and overall production. Be realistic about what you can consistently manage without sacrificing quality.

c. Content Relevance and Quality: Prioritize content quality over quantity. Focus on creating valuable and engaging episodes that resonate with your target

audience. It's better to release high-quality episodes less frequently than to rush and compromise the content's value.

d. Audience Engagement: Consider your audience's preferences and expectations. Research your target audience and gather feedback to understand how often they prefer to receive new episodes. Some audiences may appreciate a daily show with shorter episodes, while others prefer a weekly or bi-weekly format.

e. Niche and Content Format: The nature of your podcast's topic and format can influence the ideal posting frequency. A higher frequency may be more suitable for news-oriented shows or podcasts covering rapidly evolving subjects. In contrast, in-depth interviews or storytelling formats benefit from a lower frequency to allow for comprehensive research and preparation.

f. Balance with Promotion and Growth Efforts: Consider the time and effort you need to allocate for promoting your podcast, engaging with your audience, and exploring growth opportunities. Finding the right balance between content creation and promotion is essential for building and retaining your listener base.

Ultimately, it's essential to balance your production capabilities, content quality, and audience expectations when determining the frequency of your podcast episodes. It's better to maintain a consistent schedule that you can manage effectively rather than overwhelming yourself and potentially sacrificing quality.

34. How hard is it to run a podcast?

This is a very subjective question. To some, certain tasks will be hard, whereas, for others, those same tasks will be a breeze. We've covered a lot on starting and launching a podcast, so to avoid being repetitive, here are some things to consider. Running a podcast can be both rewarding and challenging. The difficulty level can vary depending on several factors, including your goals, resources, and commitment.

You can do this with a phone, a Lavalier mic, and a video recording app. From there, all you need to do is upload your creations to a platform like YouTube or [Spotify For Podcasters](#) (Formerly Anchor), and you're done. But that may not be enough for some of you reading this and so for those people, I'd offer this. If you make it too hard, you will quit. Rather than focusing on what it looks like to others (which is an Ego thing), put your time and energy into researching topics that will actually create value for an audience.

Here are some other aspects to consider when evaluating the difficulty of running a podcast:

a. Content Creation: Creating engaging and valuable content is essential for a successful podcast. This involves planning topics, conducting research,

scripting or outlining episodes, recording, and editing. The effort required for content creation can vary depending on the complexity of your show's format and the level of production quality you aim for.

b. Technical Skills: While starting a basic podcast can be relatively straightforward, there is a learning curve when it comes to technical aspects. Familiarizing yourself with audio recording and editing software, microphones, and sound equipment may be necessary. However, with online resources and tutorials, acquiring the required technical skills is possible even without prior experience.

c. Time Commitment: Running a podcast demands time and consistency. Planning, recording, editing, and promoting episodes can be time-consuming, especially if you aim for a regular release schedule. It's essential to evaluate your availability and ensure you can allocate sufficient time to produce quality content consistently.

d. Equipment and Budget: The level of investment required for podcasting equipment can vary. While it's possible to start with basic setups, investing in quality microphones, audio interfaces, and editing software can enhance the overall production value. Consider your budget and the resources available to you.

e. Marketing and Promotion: Building an audience for your podcast requires active marketing and promotion efforts. This can include utilizing social media platforms, engaging with potential listeners, seeking guest opportunities, and optimizing your podcast for discoverability. Effective marketing strategies and consistent engagement with your audience are crucial for growing your podcast's reach.

f. Persistence and Adaptability: Sustaining a podcast long-term often requires persistence and adaptability. It can take time to build an audience and see significant results. Being open to feedback, adjusting your approach, and continuously improving your content can contribute to the long-term success of your podcast.

While running a podcast can present challenges, it can also be a rewarding creative outlet and a way to connect with an audience that shares your interests. With careful planning, commitment, and passion for your topic, you can navigate the challenges and create a podcast that resonates with listeners.

35. How much does 1 million Spotify streams pay?

The payment structure for Spotify podcasters differs from that of musicians or artists who receive royalties based on streams. As of May 2023, Spotify does not directly monetize podcasts through a streaming payout system as it does with music.

Podcasters on Spotify typically generate revenue through advertising, sponsorships, and partnerships. They may work with advertising networks or directly negotiate deals with advertisers to insert ads within their podcast episodes. The revenue generated from these advertisements is determined by various factors such as listener engagement, ad placement, and the agreed-upon terms of the sponsorship or advertising contract.

The specific earnings a podcaster can expect from 1 million Spotify streams will depend on the advertising rates, the podcast's reach and demographics, the ad inventory sold, and the podcast's monetization strategy. There is no fixed payment rate per stream for podcasters on Spotify.

Podcast monetization models can vary, and there are different ways podcasters can generate income beyond streaming numbers alone. Some podcasters also explore additional revenue streams such as merchandise sales, premium subscriptions, live events, or crowdfunding platforms to support their podcasting endeavours.

For up-to-date and detailed information on Spotify's monetization options for podcasters and the potential earnings associated with different strategies, it's advisable to refer to Spotify's official documentation and industry reports or consult with podcast advertising networks or monetization experts.

36. Are Spotify podcasters making $18,000 a month with nothing but white noise?

The earnings of Spotify podcasters can vary significantly depending on various factors such as their audience size, advertising opportunities, monetization strategies, and the popularity of their content. While there may be instances where podcasters generate substantial income from white noise or similar content, it's important to consider that these cases are likely outliers rather than the norm.

Typically, the revenue generated by podcasters comes from advertising, sponsorships, partnerships, and other monetization avenues. The earnings potential is influenced by factors such as the number of listeners, engagement metrics, advertising rates, and the overall monetization strategy employed by the podcaster.

While some successful podcasters can earn significant amounts of money, it is necessary to note that podcasting, like any creative endeavour, requires consistent effort, high-quality content, and often a dedicated audience to achieve substantial financial success. Earnings can vary significantly from one podcaster to another, and it's not realistic to assume that every podcaster, regardless of content, will generate a substantial income solely from white noise or similar minimalistic content.

If you're considering podcasting as a means of generating income, research various monetization strategies, understand the dynamics of the podcasting industry and

explore different revenue streams beyond streaming alone. This isn't a get-rich-quick option for most, so don't bank on instant success and 5 figure months right away.

This story was so intriguing that [Bloomberg wrote about it on their blog on June 1, 2022](). The article discusses the rise of white noise podcasts and their popularity among listeners seeking soothing and relaxing content. While the podcast charts on platforms like Spotify and Apple are typically dominated by talkative hosts, white noise podcasts have emerged as a niche genre. These tranquil programs feature sounds like static, falling rain, crickets, and other calming noises.

The creators of white noise podcasts, often independent producers, have found success in the growing market. One example is Todd Moore, who started the podcast "Tmsoft's White Noise Sleep Sounds" using Spotify's podcast-hosting software, [Spotify For Podcasters]() (Formerly Anchor). Moore's show receives approximately 50,000 listens per day, and he generates revenue through pre-roll ads managed by [Spotify For Podcasters](), earning around $18,375 per month.

Another white noise podcaster, Brandon Reed, unintentionally gained popularity with his show "12 Hour Sound Machines (no loops or fades)." Initially created to help his baby son sleep, Reed's program started attracting listeners through Spotify's algorithm recommendations. His show has reached over 26.6 million listens, made the top charts in multiple countries, and he now offers a subscription plan and receives tips from listeners.

The article also highlights white noise fans' loyalty and reliance on these podcasts for relaxation and sleep. While major podcast networks have not heavily entered the white noise podcasting field, the demand for this type of content presents an opportunity for creators. The popularity of white noise podcasts coincides with platforms like Apple Podcasts and Amazon Music expanding their offerings and seeking diverse creators and genres.

Despite the success of their white noise podcasts, some creators, like Reed, maintain day jobs and continue podcasting as a passion. They prioritize preserving the serene nature of their content and opt out of interruptive advertisements to ensure a restful listening experience for their audience.

37.   Does everyone need a microphone on a podcast?

Having a good-quality microphone is highly recommended for podcasting to ensure clear and professional-sounding audio. But it's unnecessary with the advent of online audio enhancement tools that are now available. While it's possible to record a podcast using built-in microphones on devices like smartphones or laptops, dedicated microphones offer significant advantages in terms of sound quality and overall production value.

Here are a few reasons why using a microphone is beneficial for podcasting:

a. Sound Quality: Dedicated microphones are designed to capture audio with better clarity, sensitivity, and accuracy than built-in microphones. They can minimize background noise, improve vocal clarity, and provide a more pleasant listening experience for your audience.

b. Professionalism: Using a dedicated microphone demonstrates your commitment to producing high-quality content. It adds a professional touch to your podcast and helps you stand out in a competitive podcasting landscape.

c. Versatility: With a microphone, you have more control over your audio recording setup. You can adjust the microphone's position, use pop filters or shock mounts to reduce unwanted sounds and explore various recording techniques to achieve the desired sound.

d. Editing and Post-production: When you use a dedicated microphone, you capture cleaner audio, which makes the editing and post-production processes easier. It allows you to enhance the sound, remove background noise, and adjust audio levels more effectively during editing.

e. Guest Interviews: Using a microphone becomes even more important if you plan to have guest interviews on your podcast. It ensures you and your guests have clear and balanced audio, resulting in a more professional and enjoyable conversation.

When choosing a microphone for podcasting, there are different types to consider, such as dynamic microphones, condenser microphones, or USB microphones. Each type has its own strengths and suitability for specific recording environments and budgets. It's essential to research and invest in a microphone that suits your needs and offers good audio quality within your budget range.

While it's not an absolute requirement to have a microphone for podcasting, using a dedicated microphone significantly improves your podcast's audio quality, professionalism, and overall production value. It's a worthwhile investment that can elevate the listening experience for your audience and contribute to the success of your podcast.

38. How many cameras do you need for a podcast?

The number of cameras you need for a podcast depends on the visual format and style you want to achieve. Podcasts typically focus on audio content, but incorporating video can enhance your audience's overall experience and engagement. Here are a few considerations regarding the number of cameras:

a. Single Camera: A single camera setup is the most basic option. It allows you to capture a fixed-angle view of the podcast host or the entire set. This setup is suitable for podcasts where the emphasis is primarily on the audio, and visual elements serve as supplementary content. If this is all you have to work

with, you can always set the camera to a wide shot and then, when you're editing, create a few variations using the built-in zoom function of your video editing program to switch between. Here's a great tutorial on that.

b. Multiple Cameras: Using multiple cameras adds visual variety and can make your podcast more visually appealing. It lets you switch between different camera angles during the podcast, capturing close-ups of hosts or guests, reactions, or wider shots of the set. This setup requires a video switcher or editing software to seamlessly transition between camera feeds.

c. Remote Guests: If your podcast involves remote guests who are not physically present, you can utilize additional cameras to capture their video feeds. This can be achieved through video conferencing software or by integrating remote guests via platforms like Zoom or Skype. Each remote guest can have their own camera feed, allowing for a more interactive and visually engaging conversation.

d. Audience Interaction: Depending on the format of your podcast, you should incorporate audience interaction through live streaming or Q&A sessions. In such cases, having a separate camera focused on the audience or a chat display can enhance the viewer experience.

The number of cameras used should align with your production capabilities, resources, and technical expertise. Multiple cameras require additional equipment, such as tripods, camera switches, and video capture devices, and they may require more post-production work.

Consider your budget, available space, and the technical skills of your production team when deciding on the number of cameras for your podcast. A common approach is starting with a single camera and gradually expanding to multiple cameras as your podcast grows and resources allow.

While a video can enhance the visual appeal of your podcast, the audio quality remains paramount. Invest in quality microphones and prioritize a clear and professional audio recording setup to ensure an excellent listening experience for your audience, regardless of the number of cameras you use.

39. Can you record a podcast on your phone?

Yes, it is possible to record a podcast using your phone. Smartphones today come equipped with built-in microphones and audio recording capabilities that can produce decent-quality recordings. As a sidebar here, I want to share a little story with you to demonstrate how good it can be. In 2019, I executed a project called "The Journal of Suicidal Artists". It was an attempt to collaborate with musicians around my local city and address the increasing need for mental health awareness.

The plan for the project was to create 15 songs with different artists and have them speak to the issue in an interview that blended in with their part of the song they helped create. I created this entire project using only a single Canon camera, my cell phone, and a pair of corded Apple headphones to capture the audio. Each interview took about 15 minutes to capture and about an hour to edit.

In this particular video, you can see the white headphone cord peaking out between the artist's shirt and sweater. While the artist is speaking I have my phone in his pocket recording the dialogue through his shirt, next to a busy highway. I'm sharing this with you because this project should serve as an example of what is possible with literally the least amount of equipment being available.

So that you can feel more confident going into your venture as a podcaster, here are some steps to consider when recording a podcast on your phone:

a. Find a Quiet Environment: Choose a quiet location with minimal background noise to ensure clear audio recordings. Consider using a room with good acoustics or a dedicated recording space.

b. Use a Recording App: Many smartphones have built-in voice recording apps that you can use to capture your podcast. Alternatively, you can explore third-party apps specifically designed for podcast recording, often offering additional features and settings for better audio control. Examples of popular podcast recording apps include Spotify For Podcasters (Formerly Anchor), Spreaker Studio, and GarageBand (for iOS devices).

c. Microphone Considerations: Smartphones have built-in microphones, but their quality may not be optimal for professional podcasting. You can invest in external microphones designed for mobile devices to improve audio quality. There are various options available, including lavalier (clip-on) microphones, USB microphones, or plug-and-play microphones that connect directly to your phone's audio jack or lightning/USB-C port. If nothing else, use your headphone mic.

   Monitor Audio Levels: Keep an eye on the audio levels while recording to ensure that the volume remains consistent and doesn't distort. Adjust the microphone distance and gain settings to achieve the desired sound quality.

   Script or Outline: Prepare your podcast script or outline in advance to stay organized and ensure a smooth recording. This will help you maintain focus and deliver your content effectively.

   Edit and Enhance: After recording, transfer the audio files to your computer or use editing apps available on your phone to trim, edit, and enhance the audio quality. You can remove unwanted segments, adjust the volume levels, add intro/outro music, and perform basic post-production edits to improve the overall listening experience.

While recording on a phone offers convenience and flexibility, it may not match the audio quality achieved with dedicated podcasting equipment. If you plan to pursue podcasting seriously or aim for professional sound, consider investing in a dedicated microphone, audio interface, and other podcasting gear to ensure the best audio quality possible.

Testing and experimenting with different recording setups is essential to find the optimal method that suits your needs and resources.

40. What to avoid when starting a podcast?

A quick caveat to this section of the book. If you focus on the mistakes you could make, you will congest the flow of progress. If you instead place your energy into what you are currently capable of, you will find yourself making progress and achieving goals. Ready, FIRE, Aim. You can only do so much to prepare. You must take a shot and see where it lands to get good at this. You will suck at first, and that's ok. Everyone does. You only need practice.

Now that that's out of the way - when starting a podcast, there are several common pitfalls and mistakes that you should avoid. Here are some key things to keep in mind:

a. Lack of Planning: Jumping into podcasting without a clear plan can lead to disorganized episodes and a lack of direction. Take the time to define your podcast's purpose, target audience, format, and episode topics. Develop a content calendar to ensure a consistent and well-prepared podcast. Write it down, set alerts or reminders, and follow through.

b. Poor Audio Quality: Audio quality is a significant part of a successful podcast. It's one thing to work within your means and use what you have to achieve the best possible outcome from what you can do now. It's a different thing to forgo the need to get good audio entirely due to willful neglect. Avoid using low-quality microphones where you can or recording in noisy environments. When you can, invest in a decent microphone, use pop filters to reduce plosive sounds and record in a quiet space with minimal echo. Listen to your recordings and make adjustments to ensure clear and professional audio.

c. Inconsistent Release Schedule: Consistency is vital when it comes to podcasting. Set a regular release schedule, whether weekly, biweekly, or monthly, and stick to it. Inconsistency can lead to audience frustration and decreased engagement. Plan your episodes in advance and have a backlog of content to ensure a steady flow of releases. A good rule to stand by is to have at least a month's content in the bank at all times. That way, you'll always have a buffer if you can't work.

d. Neglecting Show Structure and Editing: A well-structured podcast keeps listeners engaged. Plan an introduction that hooks the audience, segment your episodes if necessary, and have a clear conclusion or call to action. Additionally, editing your episodes can enhance the overall listening experience. Remove mistakes, tighten up the content, and ensure a smooth flow.

e. Ignoring Audio Post-production: Post-production editing is essential to refine your podcast's sound. It includes noise reduction, equalization, compression, and adding music or sound effects. Neglecting these steps can result in an unprofessional and unpolished podcast. Learn basic audio editing techniques or consider outsourcing editing to a professional. You'd be surprised how many people will abandon an episode if they hear your mouth noises in their ears. Get the mic out of your mouth and play with your distance and gain. Stay 8-12 inches away from your mic, have a pop filter if possible, and [use the right plugins in your editing chain.](#)

f. Lack of Promotion and Marketing: Don't assume your podcast will automatically gain listeners. Actively promote your podcast through various channels such as social media, website, email newsletters, and collaborations with other podcasters. Engage with your audience, respond to feedback, and encourage them to share your podcast with others. This is where using video in your podcast will change the game for you. If you capture and edit your podcast with video, you can repurpose clips for various social media outlets and share them daily to gain new listeners and viewers.

g. Not Engaging with Your Audience: Building a loyal audience requires engagement. Encourage listener feedback, questions, and suggestions. Respond to comments, messages, and reviews. Consider including listener-generated content or hosting Q&A sessions to foster a sense of community and connection.

h. Ignoring Analytics and Feedback: Track your podcast's performance using podcast hosting platforms or analytics tools. Pay attention to watch or listen time, general download numbers, listener demographics, and engagement metrics. Analyze listener feedback and adjust your content, format, or promotional strategies based on the insights you gather.

i. Overlooking Podcast Artwork and Descriptions: Your podcast artwork and descriptions are the first things potential listeners see. Create eye-catching and professional artwork that represents your podcast's brand and content. If you don't know what you're doing, there are MILLIONS of templates you can use to achieve a high-quality look using a simple tool like [Canva](#). Craft compelling descriptions that entice people to click and listen. Optimize your podcast for search by including relevant keywords in your titles and descriptions.

j. Giving Up Too Soon: Building an audience takes time, and initial listener numbers may be modest. Don't get discouraged early on. Keep consistently producing quality content, improving your skills, and promoting your podcast. Success often comes with persistence and a long-term commitment to podcasting.

Avoiding these common pitfalls can increase your chances of launching a successful and engaging podcast. Podcasting is a continuous learning and improvement journey, so be open to feedback, adapt to changes, and enjoy the process.

41. What stops people from starting a podcast?

To whoever is asking this question, what are you looking for exactly? I realize that I can't get the answer from you through these pages, so allow me to elaborate. I worry that you may be spending too much time looking for reasons to fail rather than seeking out opportunities to do something unique and authentic to you.

I get the whole "being prepared" thing, and it pays to plan ahead. At some point, though, you have to decide if this is right for you, and this line of questioning seems a whole lot like creating false barriers. Now that I've said my piece, several factors can hinder people from starting a podcast. Here are some common reasons that may prevent individuals from taking the leap:

a. Lack of Technical Knowledge: The technical aspects of podcasting, such as audio recording, editing, and hosting, can be intimidating for those with limited experience or knowledge in this area. Dealing with equipment, software, and online platforms may discourage some individuals from starting a podcast. Here's a solution to that.

b. Fear of Public Speaking: Podcasting involves speaking in front of a microphone and sharing thoughts and ideas with an audience. Many people struggle with public speaking or fear being judged, which can hold them back from starting a podcast. Here's something to help you with that.

c. Perfectionism and Self-Doubt: Some individuals may hesitate to start a podcast because they feel their content or speaking skills are not "perfect" or up to their own high standards. Fear of making mistakes or being criticized can lead to self-doubt and prevent them from taking the necessary steps to begin. Mel Robbins is an expert on this one.

d. Time Constraints: Podcasting requires a significant time commitment, including planning, recording, editing, and promoting episodes. People with busy schedules or multiple commitments may find it challenging to dedicate the time needed to produce regular podcast content. Send me an email, and I can show you how we can take over the work you hate doing.

e. Lack of Clear Topic or Niche: Choosing a podcast topic or finding a niche that aligns with their interests and expertise can be a stumbling block for some individuals. Without a clear direction, they may struggle to identify a subject that resonates with them and potential listeners. If you're not sure what you want to talk about, you're either not passionate enough about a subject which should disqualify you from podcasting, or you're afraid to embrace it and show yourself to the world. See C. for the solution.

f. Financial Constraints: While podcasting can be done on a limited budget, some may perceive it as expensive. The cost of equipment, hosting platforms, or professional services, such as audio editing, might deter them from starting a podcast. All I can say here is, don't let the cost of equipment stop you from starting. As I've outlined several times before, you don't need much. Just a passion for a subject, your phone, and access to the internet. Insert Shai Lebeuf meme here.

g. Fear of Lack of Audience or Failure: The podcasting landscape is highly competitive, with millions of shows available. Some individuals may fear that their podcast will go unnoticed or fail to attract an audience. The prospect of investing time and effort into something that may not gain traction can be discouraging. Here are three minutes of Gary Vee to remind you that you can do this.

h. Lack of Confidence in Sustaining Long-Term Commitment: Consistency is key in podcasting, as building an audience and establishing a connection takes time and ongoing effort. Some individuals may lack confidence in their ability to sustain a long-term commitment to regularly producing episodes, leading them to hesitate in starting a podcast. If that's you, here's a philosophical approach to overcoming that fear.

i. Concerns About Vulnerability and Privacy: Sharing personal stories, opinions, or expertise through podcasting can make individuals feel vulnerable and expose them to potential criticism or judgment. Concerns about privacy or maintaining anonymity can also deter some people from starting a podcast. This one has a super simple fix. Don't share. That's it. You don't have to publish information on the internet that you're not comfortable sharing. You are in complete control over it. So be wise in selecting your topics and stories.

j. Limited Knowledge of the Podcasting Industry: Individuals who are unfamiliar with the podcasting landscape may feel overwhelmed by the technical terminology, distribution platforms, marketing strategies, and industry trends. The perceived learning curve may discourage them from entering the podcasting space. After coming this far in the book, I'm sure this one has been fading into the background. By the time you've completed this, you should be an expert in podcasting. At least in your knowledge base. What's next is execution. Make sure you take action.

k. Content Strategy: Having a clear content strategy for your podcast is crucial. Define your target audience, identify their interests and needs, and determine how your podcast will provide value to them. Planning your content in advance and considering your episodes' overall structure and format can help attract and retain listeners. <u>Refer to this section for inspiration.</u>

l. Evolving and Adapting: Let's face it. People hate change. Learning a new skill isn't exactly comfortable, either. The podcasting landscape is dynamic and ever-changing. To combat the nature of the game, make it fun and exciting. Stay informed about industry trends, evolving listener preferences, and new technologies or platforms. Talk to other people doing it. AVOID talking to your friends and family about it because they won't have even the slightest clue what to say. Bless their hearts and well-intentioned cautions about the risks and workload, but they're just not in the proper position to offer any advice. Ask yourself this: Are they where you want to be? If not, avoid their input. Be open to adapting your podcasting approach, exploring new formats or topics, and embracing opportunities for growth and innovation. This is a living thing now that you will get to nurture into maturity. Enjoy it.

While these factors can pose challenges, it's essential to recognize that many can be overcome with proper planning, research, learning, and support. Starting a podcast is an opportunity for personal growth, creative expression, and connecting with an audience. By addressing these obstacles one by one and taking small steps forward, individuals can overcome their hesitations and embark on their podcasting journey.

42. What makes a good first podcast?

Now this is more like it! A good first podcast episode lays the foundation for your show and hooks your audience right from the start. Here are some key elements that can contribute to a successful first podcast:

a. Clear Introduction: Begin by introducing yourself, your co-host (if applicable), and the purpose of your podcast. Let your listeners know what to expect and why they should tune in. Create a connection by sharing your enthusiasm for the topic or providing a brief backstory. Be careful not to spend too much time here. You want to get to the value as quickly as possible.

b. Engaging Hook: Start with a strong hook that grabs your audience's attention. It could be a compelling story, an intriguing question, a surprising fact, or a bold statement. The goal is to captivate your listeners and make them curious to hear more. An excellent strategy to create a memorable hood is to cut a soundbite from the middle of the episode that creates intrigue while introducing the topic.

c. Well-Structured Content: Organize your episode into segments or sections to provide a clear structure. This helps listeners follow along and makes it easier to digest the information. Consider using an outline in the form of simple bullet

points to ensure a smooth flow, organic and authentic dialogue, and coherent delivery.

d. Valuable and Relevant Content: Offer actionable advice and remarkable insights that are valuable, informative, entertaining, or a combination of these. Provide novel thoughts, share personal experiences, present expert interviews, or discuss trending topics. Focus on providing value to your target audience and delivering on the promise of your podcast's theme.

e. Engaging Delivery: Use your voice, tone, and storytelling skills to engage your audience. Be enthusiastic, authentic, and passionate about the subject matter. Vary your pace, add inflections, and inject personality to make your episode more enjoyable to listen to. But above all else, stay true to yourself. If people listen to your show for your smooth, calming voice, that's ok. Just as much as it's ok for people to listen to a show that is exciting and invigorating. They want YOU, not an act you most likely won't be able to maintain long-term.

f. Quality Audio Production: Pay attention to your edits and ensure a clear audio. Find a quiet environment to minimize background noise. Edit your podcast to remove any distractions or technical issues. High-quality audio enhances the listening experience and reflects professionalism. Don't overdo it and start cutting out individual "ums" and "uhs' because it'll set a precedent that I promise will make you quit. Just speak slowly and clearly if you need to.

g. Call to Action: Encourage audience engagement by including a clear call to action at the end of your episode. Prompt listeners to subscribe, leave a review, visit your website, or connect on social media. This helps build a relationship with your audience and encourages them to take further action. [Studies have shown](#) that any more than 1 action and you'll lose your viewer and get nothing. Be clear.

h. Authenticity: Be yourself and let your personality shine through. Authenticity helps you connect with your audience on a deeper level and build trust. Don't be afraid to show vulnerability or share personal stories when appropriate.

i. Reasonable Episode Length: Consider the attention span of your target audience and aim for a reasonable episode length. While it can vary depending on your content, keeping your first episode between 20 to 40 minutes is generally recommended. It's better to leave your listeners wanting more than to overstay your welcome.

j. Professional Branding: Create visually appealing cover art and episode thumbnails that reflect your podcast's theme and identity. Invest time in designing a professional logo and artwork that captures attention and entices potential listeners.

Your first podcast episode sets the tone for your show, so put effort into planning, preparing, and delivering a high-quality episode. Just be careful not to fall into analysis paralysis. I met a guy once that said he hadn't launched his podcast yet because he was still in the planning stages. When I asked how long he's been planning for, he replied, "A little over 2 years." Humour has it; he's still planning it to this day! Prepare as much as you can, take your first shot, and reorient yourself after getting some feedback.

43.   What is the easiest platform to start a podcast?

Several podcast hosting platforms are available that make it easy to start a podcast. Here are three popular and user-friendly platforms to consider:

a.   [Spotify for Podcasters](#) (Formerly Anchor): Spotify for Podcasters is a free podcast hosting platform owned by Spotify. It offers a user-friendly interface with simple tools for recording, editing, and publishing your podcast episodes. Spotify For Podcasters also provides distribution to major podcast platforms like Spotify, Apple Podcasts, Google Podcasts, and more. It includes monetization options and analytics to track your podcast's performance. This is BY FAR the best platform out there.

b.   Buzzsprout: Buzzsprout is a podcast hosting platform known for its simplicity and ease of use. It provides a step-by-step process for uploading, publishing, and promoting your podcast. Buzzsprout offers automatic distribution to major podcast directories and provides detailed analytics to track your audience's engagement. While it has free options with limited features, paid plans offer more storage and advanced tools.

c.   Libsyn: Libsyn (short for "Liberated Syndication") is one of the oldest and most established podcast hosting platforms. It offers reliable hosting, distribution, and analytics for your podcast. Libsyn provides various pricing plans based on storage needs and integrates with popular podcast directories. It also offers a customizable podcast website and tools for monetization.

Ultimately, choosing the easiest platform to start a podcast depends on your specific needs, budget, and technical expertise. It's a good idea to explore different platforms and compare their features, pricing, and user reviews to find the one that aligns with your requirements and offers the level of simplicity you desire.

44.   How do I get my first 1000 listeners on my podcast?

There is no one size fits all solution to the problem. First, let's take a look at what you're up against. Every second, creators upload 500 minutes of video to YouTube. That's a lot of content. More than there is time for every user to see. So algorithms

have been created to enhance the user's experience. Based on what you search, how long you watch, and about a billion other data points, this algorithm looks at your behaviour and then the catalogue of content and decides to show you very specific things. You, as the user, decide what you want to engage with.

And so it is a very competitive landscape. Don't let that discourage you. Good content is hard to come by. If you can create your own formula to capture someone's attention from the thumbnail to the headline and then deliver on that promise in the episode, the algorithm gods will grant you access to a larger audience. But it takes time to achieve this goal. Or money. In any event, here are some strategies that you can deploy to garnish your first thousand fans:

a. Targeted Advertising: Explore targeted advertising options on social media networks (e.g., Facebook, Instagram, Twitter) or podcast-specific advertising platforms. These allow you to reach specific demographics or listeners interested in similar podcasts or topics. You can tailor your ads to appeal to your target audience and drive them to your podcast. Here's a good place to start.

b. Guest Blogging: Identify popular blogs or websites within your podcast's niche and pitch them guest blog posts related to your podcast's topic. Include a bio or mention your podcast within the article, along with a link to your podcast's website or a specific episode. This can help drive traffic and expose your podcast to a relevant readership.

c. Participate in Relevant Forums and Communities: Find online forums, discussion boards, or social media groups related to your podcast's niche. Engage in meaningful discussions, provide valuable insights, and establish yourself as an authority in the subject matter. Over time, you can subtly promote your podcast when it aligns with the conversation or when someone asks for recommendations.

d. Utilize SEO Strategies: Optimize your podcast's website, episode titles, descriptions, and show notes for search engine optimization (SEO). Conduct keyword research using tools like Google Keyword Planner and AnswerThePublic.com to identify relevant keywords and incorporate them naturally into your content. This can help your podcast rank higher in search engine results, increasing its discoverability.

e. Attend Podcasting Events and Conferences: Look for local or virtual podcasting events and conferences where you can network with fellow podcasters, industry experts, and potential listeners. Engage in conversations, exchange ideas, and share information about your podcast. These events provide opportunities for cross-promotion and collaborations.

f. Repurpose Your Content: Repurpose your podcast episodes into other formats to expand your reach. Convert episodes into blog posts, create short video clips or audiograms, or extract key insights to share on social media. By

repackaging your content in different formats, you can cater to different audience preferences and attract new listeners.

g. Harness the Power of Influencers: Identify influencers or thought leaders within your podcast's niche and explore collaboration opportunities. They could be podcasters, bloggers, social media personalities, or industry experts. Guesting on their podcast, conducting joint episodes, or having them promote your podcast to their audience can significantly boost your exposure.

h. Create Shareable Content: Develop shareable content that resonates with your target audience. This could include compelling episode snippets, insightful quotes, or visually appealing graphics. Encourage your listeners to share these pieces of content on their social media platforms, expanding your reach to their networks.

45. How do I get my podcast noticed?

Although this may be a continuation of the last question, it opened the door to some other strategies you may want to implement to grow your podcast. Here are some unique ideas to help get your podcast noticed:

a. Host Contests or Giveaways: Create excitement and incentivize listeners to share your podcast by hosting contests or giveaways. Offer prizes related to your podcast's theme or niche. Encourage listeners to participate by sharing your podcast on social media, leaving reviews, or referring friends. This increases engagement and helps spread the word about your show.

b. Collaborate with Other Podcasters: Identify podcasters in your niche or complementary niches and collaborate on joint episodes or cross-promotions. This allows you to tap into each other's audiences and introduce your podcast to new listeners. Consider hosting guest episodes or interviewing industry experts, thought leaders or popular podcasters to attract their followers to your show.

c. Leverage User-Generated Content: Encourage your listeners to create content related to your podcast. This could include fan art, remixes, testimonials, or personal stories inspired by your episodes. Share and feature this user-generated content on your podcast's social media accounts or website. It increases listener engagement, serves as social proof, and attracts new listeners who resonate with the content.

d. Create Transcripts and Show Notes: Transcribe your podcast episodes and publish them as written content on your website. This makes your content accessible to those who prefer reading or skimming through the information. Additionally, optimize the show notes with keywords and relevant links to enhance search engine visibility and attract organic traffic.

e. Utilize Podcast Directories and Aggregators: Submit your podcast to various podcast directories and aggregators beyond the popular platforms. Some lesser-known directories, specialized directories, or niche-specific platforms can help you reach targeted audiences specifically interested in your podcast's topic or genre.

f. Offer Exclusive Bonus Content: Provide exclusive bonus episodes or behind-the-scenes content to your loyal listeners or subscribers. This can be offered through a premium membership, Patreon, or other subscription platforms. Exclusive content adds value to your podcast, incentivizes listeners to support you, and helps foster a dedicated community.

g. Conduct Live Podcast Recordings or Events: Organize live podcast recordings or events in collaboration with local venues, organizations, or industry conferences. Invite your audience to attend and participate in person or virtually. Live events create a sense of excitement, allow for direct audience interaction, and attract media coverage, which can lead to increased visibility for your podcast.

h. Develop a Branded Podcast Website: Create a dedicated website for your podcast that showcases your episodes, provides additional resources, and offers a seamless browsing experience. A well-designed and informative website adds credibility, makes it easier for new listeners to discover your podcast, and serves as a hub for your online presence.

i. Create Audiograms: Audiograms are short audio snippets from your podcast accompanied by visually appealing graphics. They are designed to grab attention on social media platforms and encourage listeners to check out the full episode. Tools like Headliner, Wavve, or Canva can help you create eye-catching audiograms easily.

j. Utilize Social Media Strategically: Leverage various social media platforms to promote your podcast effectively. Engage in relevant online communities, join Facebook groups, participate in Twitter chats, and share valuable content related to your podcast's theme. Interact with your audience, respond to comments, and use relevant hashtags to expand your reach.

k. Leverage Email Marketing: Create an email newsletter or mailing list specifically for your podcast. Encourage your website visitors or social media followers to subscribe to your newsletter to receive updates, bonus content, or exclusive offers. Regularly send emails with episode highlights, guest interviews, or behind-the-scenes insights to keep your audience engaged and informed.

l. Create a Location-Based Audio Experience: Design an immersive, location-based audio experience related to your podcast's theme or content. This experience would be accessible through a dedicated mobile app or website. Users could explore specific physical locations or landmarks while

listening to podcast episodes or related stories tailored to enhance their experience at each location.

m. Podcast Scavenger Hunt: Create a podcast scavenger hunt that engages your audience and encourages them to explore your podcast while spreading the word about it. This interactive and immersive experience will generate excitement, intrigue, and a sense of adventure, setting your podcast apart.

These unique ideas should align with your podcast's goals, target audience, and niche. Be creative, experiment with different approaches, and constantly analyze the results to refine your strategies. Building a successful podcast takes time and consistent effort, so stay committed to providing valuable content and engaging with your audience.

46. What topics are popular on podcasts?

Bearing in mind you've already glanced at the section about defining your podcast through genre and structure and that this question isn't about the categories and, more specifically, what seems to be trending in talk-based media formats, here are some general topics that have gained significant attention and generated discussions in the podcasting community:

a. COVID-19 and Pandemic-related Discussions: The pandemic has had a profound impact on various aspects of life, including health, the economy, society, and mental well-being. Podcasts exploring the pandemic, its implications, and related topics have garnered significant attention.

b. Social Justice and Racial Equality: Discussions around racial injustice, systemic racism, and social inequality have gained prominence in recent years. Many podcasts have focused on raising awareness, fostering dialogue, and advocating for change in these areas.

c. Mental Health and Well-being: With increasing awareness and conversations surrounding mental health, podcasts dedicated to stress management, mindfulness, self-care, and emotional well-being have become popular.

d. Climate Change and Sustainability: Environmental concerns, climate change, and sustainability have become critical topics of discussion. Podcasts centred around environmental activism, renewable energy, conservation, and eco-friendly lifestyle choices have gained traction.

e. True Crime and Cold Cases: True crime podcasts continue to be widely popular as they delve into intriguing and unsolved criminal cases, mysteries, and investigations, capturing audiences' fascination.

f. Politics and Current Events: Podcasts offering analysis, commentary, and discussions on politics, elections, policy issues, and global events often spark conversations and attract listeners interested in staying informed.

g. Pop Culture Phenomena: Topics related to popular culture phenomena, such as blockbuster movies, TV series, music releases, and celebrity news, often generate buzz and lively discussions.

h. Technology and Innovation: Technological advancements, gadgets, artificial intelligence, and their impact on society are frequently discussed in podcasts dedicated to technology and innovation.

i. Personal Finance and Investment: Podcasts providing financial advice, investment tips, budgeting strategies, and wealth management insights attract listeners seeking guidance for their financial well-being.

j. Personal Development and Motivation: Podcasts focused on personal growth, motivation, goal setting, and success mindset continue to resonate with individuals seeking self-improvement and inspiration.

The popularity and buzz surrounding specific topics may vary over time, and new trends and discussions can emerge as society evolves. What would e a very valuable skill to refine is your ability to have agility and tact when identifying trends worth talking about and the value you can add to the conversation, also, how to find trending topics and exploit them responsibly.

You can utilize a combination of tools and resources to identify current trends in various podcasting categories. Here are some options:

k. Podcast Directories and Platforms: Browse popular podcast directories and platforms like Apple Podcasts, Spotify, Google Podcasts, and Stitcher. Explore the trending sections, top charts, and category rankings to see which podcasts are gaining popularity and attracting listeners in specific categories.

l. Social Media: Follow social media platforms like Twitter, Instagram, and Facebook, where podcasters, industry professionals, and podcast enthusiasts often discuss and share recommendations about the latest podcast trends and popular shows. Join podcasting groups, communities, and hashtags relevant to your interests to stay updated.

m. Industry Publications and Newsletters: Subscribe to industry publications, blogs, and newsletters that cover podcasting news and trends. These resources often provide insights, interviews, and analysis of emerging trends and popular podcast topics.

n. Podcast Analytics and Measurement Tools: If you are a podcast creator or have access to podcast analytics, you can analyze listener engagement,

episode performance, and audience demographics to identify trends within your own podcast and gain insights into what resonates with your audience.

o. Keyword Research Tools: Utilize keyword research tools like Google Trends, Buzzsumo, or keyword research platforms to identify popular search terms and topics related to podcasting. This can help you understand what people are actively searching for and interested in.

p. Podcasting Conferences and Events: Attend podcasting conferences, summits, and events where industry experts and podcast creators gather. These events often feature sessions, panels, and discussions on the latest trends, best practices, and emerging topics in podcasting.

q. Surveys and Audience Feedback: Conduct surveys or gather feedback from your own podcast audience or target demographic to understand their preferences, interests, and topics they find most engaging. This can help you tailor your content to current trends and their interests.

Trends can vary across regions and demographics, so it's essential to consider your target audience and niche when identifying trends for your podcasting efforts. Here is a comprehensive list of tools that you can use to get an edge over the other creators out there:

a. Google Trends:

Google Trends provides insights into the popularity and search interest of specific keywords or topics over time.

How to use:

   i. Visit the Google Trends website (trends.google.com).
   ii. Enter a keyword or topic related to your podcast genre in the search bar.
   iii. Explore the search results, related queries, and interest over time graphs to identify trends and patterns.
   iv. Refine your search by adjusting the timeframe, geographic location, and category filters to get more specific insights.

b. BuzzSumo:

BuzzSumo allows you to discover popular content, trending topics, and influential authors in your niche.

How to use:

   i. Visit the BuzzSumo website (buzzsumo.com).
   ii. Create your account and activate your 30-day free trial.

      iii.   Once inside, you can navigate to their search tool and enter a keyword or topic related to your podcast genre in the search bar.

      iv.   Explore the search results to discover popular articles, blog posts, social media shares, and influencers in your space.

      v.   Use the filters to narrow your results by content type, date range, language, and more.

c. Social Mention:

Social Mention is a real-time social media search and analysis platform that provides insights into social media mentions, sentiment analysis, and related hashtags.

How to use:

      i.   Go to the Social Mention website (https://mention.com/).

      ii.   Activate your free trial and get your account set up.

      iii.   Navigate through the onboarding stuff.

      iv.   Enter a keyword or topic related to your podcast genre in the search bar.

      v.   Explore the search results to see real-time mentions, sentiment analysis, top keywords, and related hashtags associated with the topic.

      vi.   Refine your search by selecting specific social media platforms, date ranges, and source types.

d. Hashtagify:

Hashtagify is a tool that helps you find popular and trending hashtags related to specific topics.

How to use:

      i.   Visit the Hashtagify website (hashtagify.me).

      ii.   Enter a keyword or topic related to your podcast in the search bar.

      iii.   Explore the search results to find popular and trending hashtags associated with the topic.

      iv.   Analyze the hashtag metrics such as popularity, correlation, and recent trends to identify relevant hashtags for your podcast.

e. Reddit:

Reddit is a popular online community with various subreddits where people discuss different topics.

How to use:

      i.   Visit the Reddit website (reddit.com).

      ii.   Use the search bar to find relevant subreddits related to your podcast genre.

      iii.   Explore the subreddit discussions, posts, and comments to identify trending topics, questions, and popular opinions within your community.

f.   Twitter Trends:

Twitter Trends showcases the most popular and trending topics on Twitter in real time.

How to use:

      i.   Visit the Twitter website or open the Twitter app.

      ii.   Look for the "Trends" section on the sidebar or explore the "Explore" tab.

      iii.   Browse through the trending topics to see what people are currently discussing related to your podcast genre.

      iv.   Click on a specific trend to see related tweets and join the conversation.

g. YouTube Trending:

YouTube Trending features popular and trending videos across various categories, including podcasts and related content.

How to use:

      i.   Visit the YouTube website or open the app. (www.YouTube.com)

      ii.   On the left-hand side, there is a menu. Scroll down and look for the "Trending" text link and click on it.

      iii.   On that page, you can explore the trending videos, channels, and comments to discover popular topics, content, and trending discussions.

h. Quora:

Quora is a question-and-answer platform where users ask and answer questions on various topics, including podcasting.

How to use:

      i.   Visit the Quora website (quora.com).

      ii.   Sign up or log in on the landing page.

      iii.   Enter a keyword or topic related to your podcast genre in the search bar.

      iv.   Explore the search results to find relevant questions, answers, and discussions related to your niche's trends and topics.

    v.   Follow specific topics or join relevant discussions to stay updated on the latest trends.

i.   Industry-Specific Forums and Communities:

Online forums and communities dedicated to specific podcasting niches or industries can provide valuable insights and discussions on relevant topics.

How to use:

    i.   Identify industry-specific forums or communities related to your podcasting niche. For example, if you have a technology-focused podcast, look for technology forums or communities.
    ii.   Join these communities and actively participate in discussions, ask questions, and engage with other members.
    iii.   Pay attention to recurring or popular topics being discussed and note emerging trends or issues in the industry.

j.   Facebook Groups:

Facebook Groups offer a platform for like-minded individuals to connect and discuss various topics, including podcasting.

How to use:
    i.   Log in to Facebook and search for relevant podcasting or industry-specific groups.
    ii.   Join active groups with a significant number of members and engagement.
    iii.   Engage in discussions, ask questions, and observe the conversations to identify trending topics and popular opinions within the community.
    iv.   Utilize the group search function to find specific topics or keywords and see relevant posts and discussions.

k.   Surveys and Audience Feedback:

Conducting surveys or gathering feedback from your existing podcast audience can provide valuable insights into their interests, preferences, and trending topics they'd like to hear about.

How to use:

    i.   Create a survey using platforms like Google Forms (forms.google.com) or SurveyMonkey (surveymonkey.com).
    ii.   Share the survey link with your podcast audience via your podcast episodes, social media channels, or email newsletters.
    iii.   Ask specific questions about trending topics, interests, and suggestions for future podcast episodes.

iv.   Analyze the survey responses and audience feedback to identify common themes, popular topics, or emerging trends within your podcast community.

By utilizing these platforms and following the provided instructions, you can gather valuable insights on trending topics in podcasting and social media. Tailor your search and engagement to your specific podcasting niche or target audience for more relevant results. These tools and platforms will help you stay up to date with the latest trends, discussions, and popular content in the podcasting industry, enabling you to create engaging and timely episodes that resonate with your listeners.

47.   How do podcasts work financially?

We've covered the money coming in part of this topic in depth right here. There are other aspects of the financial structure of your podcast to consider as well. The following is going to seem overwhelming and far too much for you to take on all at once and I encourage you to just take this in with a grain of salt.

Don't let these ideas and concepts scare you away rather, prepare you for the future. These things will all get taken care of when they are necessary. For example, if you aren't bringing in any money with the show you don't need a bank account. When you sell your first T-shirt it might be time to consider it.

All I'm saying is these are necessary considerations but super easy to tackle and only necessary when you hit certain stages of your business. When structuring your podcast as a brand or company, and as you grow it will become increasingly important to establish a strong foundation and protect yourself legally. Here are some things to consider:

a. Choose a Legal Structure: Determine the appropriate legal structure for your podcast business, such as a sole proprietorship, partnership, limited liability company (LLC), or corporation. Each has different implications in terms of liability, taxes, and management. Consult with a business attorney or tax professional to determine the best option for your specific circumstances.

    When considering the legal structure for your podcast, you have several options to choose from. The best structure for your podcast will depend on factors such as your goals, the level of liability protection desired, tax considerations, and the complexity of your operations. Here are some common legal structures to consider:

    i.   Sole Proprietorship: This is the simplest and most common structure for small businesses, including podcasts. It offers no legal distinction between you and your podcast, meaning you are personally liable for any debts or liabilities. It's a good option if you're just starting out and have minimal risk exposure.

ii. Partnership: If you have a co-host or collaborator on your podcast, a partnership structure allows you to share ownership and responsibilities. There are two types of partnerships: general partnerships, where partners share equal liability, and limited partnerships, where there is at least one general partner with unlimited liability and limited partners with limited liability.

iii. Limited Liability Company (LLC): An LLC offers personal liability protection and flexibility. It separates your personal assets from your podcast's liabilities, so your personal assets are generally protected if your podcast faces legal issues. LLCs also offer flexibility in terms of management and tax options. This structure is often recommended for podcasters looking for liability protection and more formal business operations.

iv. Corporation: A corporation is a more complex structure that provides strong liability protection. It separates the business from the individuals involved and offers shareholders limited liability. Corporations have more formalities and governance requirements, making them suitable for larger podcasts or those planning to seek outside investors.

It's important to consult with a business attorney or tax professional to evaluate your specific circumstances and determine the most appropriate legal structure for your podcast. They can consider factors such as your anticipated revenue, growth plans, and liability concerns to provide tailored advice. Keep in mind that legal requirements and regulations may vary depending on your jurisdiction.

b. Register Your Business: Register your podcast business with the relevant government authorities in your jurisdiction. This may include registering a business name, obtaining a tax identification number, and applying for any necessary licenses or permits.

Registering your podcast as a business involves several steps. While the specific requirements can vary depending on your jurisdiction, here are some general steps to consider:

i. Choose a business name: Select a unique and distinctive name for your podcast that is not already in use by another business in your jurisdiction. Consider conducting a thorough search to ensure the name is available and doesn't infringe on any trademarks.

ii. Determine your business structure: Decide on the legal structure for your podcast, such as a sole proprietorship, partnership, LLC, or corporation. Choose the structure that

aligns with your goals and offers the desired level of liability protection.

iii. Register your business name: If you plan to operate under a name different from your own legal name (for example, "The XYZ Podcast"), you may need to register a Doing Business As (DBA) or fictitious name with the appropriate local government agency. Check with your local business registration office for specific requirements and processes.

iv. Obtain necessary licenses and permits: Research if your podcast requires any licenses or permits to operate legally. The requirements can vary depending on your location and the nature of your podcast. Common examples include music licensing for copyrighted content and permit for commercial activities.

v. Apply for an Employer Identification Number (EIN): If you plan to hire employees or open a business bank account, you may need an EIN, also known as a Federal Tax Identification Number. You can apply for an EIN through the Internal Revenue Service (IRS) website or by mail.

vi. Register for taxes: Determine the tax obligations for your podcast, such as income tax, sales tax (if applicable), or any other relevant taxes based on your jurisdiction and business structure. Register with the appropriate tax authorities and obtain any required tax identification numbers.

vii. Open a business bank account: Separating your personal and business finances is important for legal and accounting purposes. Open a dedicated business bank account to keep your podcast's financial transactions separate and organized.

viii. Consider legal agreements: Depending on your podcast's needs, you may want to consider legal agreements such as guest release forms, content licensing agreements, or contracts with advertisers or sponsors. Consult with an attorney to draft or review these agreements to protect your interests.

ix. The registration process can vary by jurisdiction, so it's important to research the specific requirements and consult with a business attorney or tax professional familiar with the laws in your area. They can provide guidance tailored to your situation and ensure compliance with all legal obligations.

c. Trademark Protection: Consider trademarking your podcast name, logo, or any unique branding elements to protect your intellectual property. Conduct a thorough search to ensure your chosen name or branding elements are not already in use. Working with an intellectual property attorney can help ensure proper trademark registration and protection.

Although not necessary to get the ball rolling, as your business grows this is something you may want to consider. Trademark protection is important when establishing and building your podcast as a brand. Here are some key aspects to know about trademark protection:

i. What is a trademark: A trademark is a form of intellectual property that protects your brand's name, logo, slogan, or other distinguishing marks associated with your podcast. It helps prevent others from using similar marks that could confuse consumers.

ii. Importance of trademark registration: While trademark rights can be established through common law by using your mark in commerce, registering your trademark with the appropriate government agency provides additional benefits and protections. Registration provides nationwide protection, constructive notice to others, and the legal presumption of ownership and exclusive rights to use the mark.

iii. Conduct a trademark search: Before adopting a name or logo for your podcast, conducting a comprehensive trademark search is crucial. This helps ensure that your chosen mark is not already registered or used by someone else in a similar field. You can perform searches through the trademark databases maintained by your country's trademark office or hire a professional trademark search service.

iv. Consult with a trademark attorney: Trademark law can be complex, so it's advisable to consult with a trademark attorney specializing in intellectual property. They can guide you through the trademark registration process, assist with conducting thorough searches, provide legal advice, and help you navigate any potential disputes or infringements.

v. Trademark registration process: The specific process for trademark registration varies by jurisdiction, but generally, it involves filing an application with the relevant trademark office, submitting the necessary documentation, and paying the required fees. The application typically requires detailed information about your mark, its intended use, and the goods or services associated with it.

vi. Monitor and enforce your trademark: Once it is registered, it's important to actively monitor and protect it against potential infringement. Regularly check for unauthorized use of your mark by others and take appropriate legal action if necessary to enforce your rights. This may involve sending cease and desist letters, filing infringement lawsuits, or engaging in alternative dispute resolution methods.

vii. International trademark protection: If you plan to operate your podcast internationally or have aspirations for global expansion, consider trademark protection in other countries. You can explore filing applications in individual countries or leverage international agreements, such as the Madrid System, which allows for streamlined trademark registration across multiple jurisdictions.

Trademark protection is a specialized area of law, and seeking professional advice from a trademark attorney is highly recommended. They can provide personalized guidance based on your specific circumstances and help safeguard your podcast's brand identity.

d. Contracts and Agreements: Create contracts or agreements to protect your interests when collaborating with guests, co-hosts, sponsors, or any other entities involved in your podcast. These may include release forms, guest appearance agreements, sponsorship contracts, or licensing agreements for music or other copyrighted materials. Consult with an attorney to draft or review these legal documents.

When running a podcast, contracts and agreements are important in protecting your interests and establishing clear expectations with various parties involved. Here are some key points to consider regarding contracts and agreements:

i. Content Release Agreement: If you have guests on your podcast or feature content created by others, it's essential to have a content release agreement. This agreement ensures you have the rights and permissions to use the guest's or creator's content, including audio recordings, images, or any other material. It clarifies the scope of usage, duration, attribution, and compensation arrangements.

ii. Collaboration Agreement: If you collaborate with others on podcast episodes or projects, a collaboration agreement outlines the terms of the collaboration, including responsibilities, ownership of intellectual property, revenue sharing (if applicable), and dispute resolution mechanisms. It

helps prevent misunderstandings and ensures all parties are on the same page.

iii.   Sponsorship/Advertising Agreement: If you have sponsors or engage in advertising partnerships, a sponsorship or advertising agreement defines the terms of the arrangement. It includes details such as payment terms, duration, placement of advertisements, exclusivity, and performance expectations. Clear agreements help protect both parties interests and ensure a mutually beneficial partnership.

iv.   Guest Agreement/Release Form: When inviting guests to appear on your podcast, a guest agreement or release form is valuable. It covers topics such as the purpose of the interview, confidentiality, use of the interview, rights granted by the guest, and any disclaimers or indemnification clauses. This helps protect your podcast from legal issues and ensures everyone understands their rights and obligations.

v.   Service Provider Agreements: If you hire editors, producers, or other service providers for your podcast, it's advisable to have written agreements in place. These agreements outline the scope of work, compensation, deadlines, ownership of work, confidentiality, and any termination provisions. Having clear agreements with service providers helps manage expectations and protects both parties.

vi.   Non-Disclosure Agreement (NDA): If you share confidential information about your podcast, content, or future plans with others, consider having them sign an NDA. This agreement ensures that the recipient keeps the disclosed information confidential and prevents them from sharing or using it without your permission.

vii.   Intellectual Property Assignment: If you collaborate with others or have employees who contribute to your podcast's content or creative aspects, an intellectual property assignment agreement may be necessary. This agreement specifies that the intellectual property rights created during the collaboration or employment belong to your podcast or company, providing you with exclusive ownership and control.

viii.   Consult with an Attorney: Contracts and agreements can be complex, and their specific terms and language may vary based on your jurisdiction and circumstances. It's advisable to consult with an attorney specializing in contract law or entertainment law. They can review and draft agreements

tailored to your needs, ensure legal compliance and provide guidance on protecting your interests.

Contracts and agreements are legally binding documents, and it's important to understand their terms before signing or executing them fully. Working with legal professionals can help ensure your podcast's rights and interests are adequately protected in various contractual relationships.

e. Copyright Protection: Understand copyright laws and how they apply to your podcast. Ensure you have proper licenses or permissions for any copyrighted content used in your episodes, such as music, sound effects, or clips from other sources. Respect the intellectual property of others and seek appropriate licenses or use royalty-free content.

Copyright protection is crucial for podcasters to safeguard their original content from unauthorized use and ensure they have exclusive rights over their creative works. Here are some key points to know about copyright protection:

   i. Copyright Ownership: In most countries, the moment you create an original work, such as a podcast episode, it is automatically protected by copyright. This means you, as the creator, hold the rights to reproduce, distribute, display, and perform the work. You have the exclusive right to control how your podcast episodes are used and prevent others from using them without your permission.

   ii. Protecting Copyright: While copyright is automatic, you can take steps to enhance protection and establish a record of your ownership. Consider the following measures:

      a. Copyright Notice: Display a copyright notice on your podcast's website and in your episode descriptions. It typically includes the symbol ©, the year of first publication, and your name or the name of your podcast.

      b. Registration: While registration is not required for copyright protection, registering your podcast with the copyright office in your country (e.g., U.S. Copyright Office) provides additional benefits. It serves as a public record of your ownership, enables you to pursue legal action against infringers, and allows you to seek statutory damages and attorney's fees in case of infringement.

c. Creative Commons License: You can consider applying for a Creative Commons license for your podcast episodes. It allows you to specify the permissions you grant to others (e.g., allowing non-commercial use, requiring attribution) while retaining your copyright. This gives you more flexibility in how others can use your work while maintaining certain restrictions.

iii. Fair Use: Understand the concept of fair use, which allows limited use of copyrighted material without permission for purposes such as criticism, commentary, teaching, research, or news reporting. However, determining fair use can be subjective, and it's advisable to consult with a legal professional if you have concerns about potential infringement or fair use claims.

iv. Using Copyrighted Material: Be cautious when using copyrighted material in your podcast, such as music, sound effects, or clips from other sources. Unless you have obtained proper permissions or the use falls under fair use, it's generally best to use royalty-free or properly licensed materials to avoid copyright infringement.

v. Copyright Infringement: If you discover someone has infringed upon your copyrighted podcast content, you have legal remedies available. This can include sending a cease-and-desist letter, filing a Digital Millennium Copyright Act (DMCA) takedown notice, or pursuing legal action. Consult with an attorney specializing in intellectual property law to assess your options and guide you through the process.

vi. Respect Others' Copyrights: As a podcaster, it's important to respect the copyrights of others. Seek proper permissions and licenses when using copyrighted material in your episodes, attribute the source as required, and be mindful of fair use principles. Respecting others' copyrights helps maintain a positive and legally compliant podcasting environment.

Copyright laws can vary by jurisdiction, so it's advisable to consult with a legal professional familiar with intellectual property law in your country or region. They can provide tailored advice and guidance on protecting your podcast's original content and navigating any copyright-related issues that may arise.

f. Insurance Coverage: Consider obtaining business insurance to protect yourself from potential liabilities or risks associated with your podcast. Depending on your circumstances, you may need general liability insurance, professional liability insurance (also known as errors and

omissions insurance), or other types of coverage. Discuss your specific needs with an insurance professional.

g. Financial Management: Establish a separate business bank account to manage your podcast's finances. Keep detailed records of income, expenses, and any financial transactions related to your podcast. Consider working with an accountant or bookkeeper to ensure proper financial management and compliance.

h. Website and Domain: Create a professional website for your podcast that reflects your brand identity. Secure a domain name that aligns with your podcast name or brand and consider renewing it for multiple years to protect your online presence.

i. Privacy and Data Protection: Be mindful of privacy laws, especially if you collect personal information from your listeners through website forms or other means. Implement privacy policies and data protection measures to comply with applicable regulations.

j. Professional Support: Consider working with professionals such as an attorney, accountant, or business consultant who specialize in podcasting or small business management. They can provide tailored guidance and ensure you have proper legal and financial structures in place.

These steps are general guidelines, and it's essential to consult with professionals who can provide specific advice based on your unique circumstances and local regulations. Building a strong foundation and protecting yourself legally will help you grow your podcast as a business with confidence.

48. How do you start a podcast with no money?

You just do. Pick up your phone, turn on your camera, and start talking. Even if you don't use the video, you can strip the audio from it using an online converter and upload that to any podcast distribution platform. I recommend [Spotify for Podcasters.](#) If you need a little more planning than that, write down some ideas and see where it leads you. Then pull out your phone, hit record, and start talking.

If you are worried about what it looks like, clear a space in your house or office (or go to a local library and use a free studio) and set up a nice-looking backdrop. Then, pick up your phone, open your camera app, and hit record. Do you want to edit it? You can download an app on your phone and use YouTube Studio or the [Spotify for Podcasters](#) tool in their app or website. But first, you must open your phone, hit record, and start talking.

Want to improve the audio? You can buy a [corded Lavalier mic on Amazon for $17](#). Oh, right, we can't spend money on this one. Instead, use the mic that's on your headphones. Plug it in, open your phone, hit record and well… you know what I'm going to say, don't you?

49.   Are podcast clips copyrighted?

Copyright law is simple. If you make something you own the right to copy it. No one else can copy it without your permission. You can grant them permission and charge them money for the right to copy it. If someone else akes something they own the right to copy it. No one can copy it without their permission. They can grant permission and charge for the right to copy their thing.

The only time it is acceptable to copy someones thing is inside a universally agreed upon set of terms. Those terms are called "Fair Use" - more on that later. Laws surrounding the right to copy gets very specific and covers a lot of different aspects of how, when, and why that can happen but here's a general explanation of copyright law in Canada and the United States.

    a. Copyright Law in the United States:

        Copyright law in the United States is primarily governed by the U.S. Copyright Act, which provides creators with exclusive rights over their original works. Copyright protection is automatic upon the creation of an original work fixed in a tangible medium of expression. The law grants authors the exclusive rights to reproduce, distribute, publicly display, publicly perform, and create derivative works based on their copyrighted works.

        In the United States, copyright protection typically lasts for the life of the author plus 70 years. For works created by corporations or anonymous works, copyright protection typically lasts for 95 years from the date of publication or 120 years from the date of creation, whichever is shorter.

        Copyright infringement occurs when someone violates any of the exclusive rights of a copyright owner without their permission. To enforce copyright, the copyright owner can bring a lawsuit in federal court to seek remedies such as injunctions, damages, and attorney's fees.

        The U.S. Copyright Act provides several limitations and exceptions to copyright protection, including fair use, which we discussed in the previous question.

    b. Copyright Law in Canada:

        Copyright law in Canada is primarily governed by the Copyright Act of Canada. Similar to the United States, copyright protection in Canada is automatic upon the creation of an original work fixed in a tangible medium of

expression. The law grants authors the exclusive rights to reproduce the work, produce derivative works, distribute copies of the work, publicly perform the work, and communicate the work to the public, including making it available online.

In Canada, copyright protection generally lasts for the life of the author plus 50 years. However, there are different terms for certain types of works, such as photographs, sound recordings, and anonymous works. Additionally, copyright term extensions have been implemented in recent years, affecting works created after a certain date.

Copyright owners in Canada have the right to take legal action against those who infringe upon their exclusive rights. Remedies for copyright infringement may include injunctions, damages, and delivery-up or destruction of infringing copies.

Like the United States, Canada also provides certain exceptions and limitations to copyright, including fair dealing, which we discussed earlier. Fair dealing allows for the limited use of copyrighted materials without permission for specific purposes such as research, private study, criticism, review, news reporting, education, parody, or satire.

It's important to note that copyright laws are subject to change and can be complex, with various exceptions, limitations, and specific requirements depending on the jurisdiction. If you have specific questions or concerns, it is best to consult with a qualified legal professional familiar with copyright law in your country.

c. Fair Use in the United States:

Fair use is a doctrine in the United States that allows for the limited use of copyrighted material without the permission of the copyright owner, under certain circumstances. Fair use is primarily governed by Section 107 of the U.S. Copyright Act. It provides a legal defense against copyright infringement claims, and it is based on the belief that some uses of copyrighted material are fair and do not require permission.

To determine whether a use is fair, courts consider four primary factors:

a. Purpose and character of the use: This factor assesses whether the use is transformative or non-commercial in nature. Transformative uses, such as commentary, criticism, news reporting, or parody, are generally more likely to be considered fair use.

b. Nature of the copyrighted work: This factor examines the type of copyrighted work used. Using factual or published works is generally more likely to be considered fair use, while using highly creative and unpublished works may carry a higher risk.

c. Amount and substantiality of the portion used: This factor considers the quantity and significance of the portion of the copyrighted work used. Using small portions of a work may be more likely to be considered fair use.

d. Effect of the use on the market: This factor analyzes the potential impact of the use on the market value of the copyrighted work. If the use competes with the original work or its potential market, it may weigh against fair use.

These factors are evaluated on a case-by-case basis, and no single factor is determinative. Fair use is a flexible doctrine, and courts consider the overall purpose and character of the use, striving to strike a balance between the rights of copyright holders and the public interest.

d. Fair Dealing in Canada:

In Canada, the concept of fair dealing is used instead of fair use. Fair dealing is a set of specific exceptions to copyright infringement provided by the Copyright Act of Canada. Fair dealing allows for the limited use of copyrighted material without permission, for purposes such as research, private study, criticism, review, news reporting, education, parody, or satire.

Unlike fair use in the United States, fair dealing is not as flexible and does not have a specific list of factors to consider. Instead, fair dealing relies on the fairness of the use itself. The purpose and character of the use, the nature of the work, the amount used, and the effect on the market may be considered, but they are not explicitly outlined in the law.

Canadian courts have developed some general principles to determine fair dealing, including:

a. The purpose of the dealing: The purpose must be for one of the allowable purposes mentioned in the Copyright Act.

b. The character of the dealing: Factors such as the amount used, the nature of the work, and the availability of alternatives are considered.

c. The effect of the dealing on the work: The dealing should not substantially affect the market for the original work.

Similar to fair use, fair dealing is assessed on a case-by-case basis, and there is no bright-line rule to determine whether a specific use qualifies as fair dealing.

Copyright laws and interpretations can be complex, and fair use/dealing determinations involve a significant amount of legal judgment. If you have

specific questions or concerns, it is always best to consult with a qualified legal professional familiar with copyright law in your country.

50. How many hours to edit 1 hour of a podcast?

The time required to edit a one-hour podcast can vary depending on several factors, such as the complexity of the content, the level of editing required, your familiarity with the editing software, and your overall efficiency. However, as a general guideline, it's often suggested that it can take around two to three times the duration of the episode to edit it.

Based on this guideline, editing a one-hour podcast could take approximately two to three hours. This includes tasks such as removing mistakes, ums and ahs, background noise, adjusting audio levels, adding music or sound effects, and any other necessary enhancements to improve the overall quality and flow of the episode.

Keep in mind that this estimate can vary significantly depending on the specific requirements of your podcast and your level of experience with editing. Some podcasters may be able to edit more quickly, while others might require additional time to achieve the desired results. It's advisable to start with a conservative estimate and adjust it based on your own experience and workflow efficiency.

For the record, that amount of time is about the same whether you're editing video and audio or just an audio only podcast so if youre going to spend the time doing it you might as well do the thing that nets you a much higher rate of return. Becing able to create video clips from your podcast to share on multiple social media platforms is incredibly helpful in growing your audience.

51. Is podcasting a good career?

Podcasting can be a rewarding and fulfilling career for many individuals. However, whether or not it is a good career choice depends on several factors and personal preferences. Here are some considerations to help you assess the viability of podcasting as a career:

a. Passion and Interest: Podcasting requires a genuine interest in your chosen topic or niche. If you have a deep passion for the subject matter and enjoy discussing it, podcasting can be a great career choice.

b. Market Demand: It's important to research and assess the market demand for podcasts in your chosen niche. Determine if there is an audience interested in your content and if there is potential for growth and monetization.

c. Long-Term Commitment: Building a successful podcast takes time and consistent effort. You need to be committed to creating regular episodes, engaging with your audience, and continuously improving your content. It may take months or even years to establish a significant following.

d. Monetization Opportunities: Consider the various ways you can monetize your podcast, such as sponsorships, advertising, merchandise, crowdfunding, or offering premium content. Assess the potential revenue streams and whether they align with your financial goals.

e. Competition and Differentiation: Evaluate the competition in your niche and identify how you can differentiate your podcast. Find a unique angle, provide valuable insights, or offer a fresh perspective to stand out in a crowded market.

f. Skill Development: Podcasting involves various skills, including content creation, audio production, marketing, and audience engagement. Assess your existing skills and be prepared to continuously learn and improve in these areas.

g. Flexibility and Adaptability: Podcasting offers flexibility in terms of scheduling and location. However, it also requires adaptability to evolving industry trends, new technologies, and changing audience preferences.

h. Collaboration and Networking: Building relationships with other podcasters, industry experts, and potential guests can enhance your podcast's reach and growth. Networking within the podcasting community can provide valuable opportunities for collaboration and cross-promotion.

i. Risk and Stability: Like any entrepreneurial endeavor, podcasting carries a level of risk. It may take time to generate income, and success is not guaranteed. Consider your financial situation and risk tolerance before transitioning into podcasting as a full-time career.

Ultimately, the success of a podcasting career depends on your dedication, creativity, market demand, and ability to effectively connect with and grow an audience. It can be a fulfilling career for those who are willing to put in the effort and navigate the challenges that come with it.

Here's a table summarizing some of the pros and cons to consider when it comes to podcasting as a career:

Pros	Cons
Creative Expression: Express your ideas and passions through podcasting.	Time-Intensive: Editing, recording, and promoting episodes can be time-consuming.
Flexibility: Set your own schedule and work from anywhere.	Market Saturation: Some niches may have high competition, making it harder to stand out.
Audience Connection: Build a loyal audience and connect with listeners worldwide.	Revenue Challenges: Monetization can be difficult, especially in the early stages.
Learning Opportunities: Develop skills in content creation, audio production, and marketing.	Long-Term Commitment: Consistent effort and dedication are required for sustained success.
Networking Potential: Collaborate with other podcasters and industry experts.	Initial Investment: Equipment and software costs can be a barrier for beginners.
Potential Revenue Streams: Explore sponsorships, advertising, merchandise, and more.	Uncertain Income: Generating consistent income can be challenging, especially at first.
Personal Branding: Establish yourself as an authority in your chosen niche.	Technical Challenges: Dealing with audio quality, recording issues, and software glitches.
Educational Impact: Share valuable knowledge and insights with your audience.	Auditory Medium: Limited to audio format, which may not suit all content types.
Networking Potential: Collaborate with other podcasters and industry experts.	Burnout Potential: The pressure to constantly produce new episodes can lead to burnout.

The specific pros and cons of podcasting can vary depending on your niche, goals, and personal circumstances so you may want to add or take away some things on this list. It's essential to carefully consider these factors and evaluate how they align with your aspirations and expectations as you embark on a podcasting career.

52.   What not to do on a podcast?

Your instincts to protect yourself from obvious mistakes are going to serve you well as you progress through your journey as a podcaster. Bear in mind that there is no right or wrong way to do it, rather, the path you take will be yours to travel and that's absolutely ok. There are, however, many areas where you can avoid costly mistakes

or cringe worthy setbacks if you're willing to learn from those who have beaten a path of their own.

When creating your podcast, it's important to avoid certain pitfalls that can negatively impact your morale, negatively impact your show, and ultimately hinder your potential success. Here are some things you should avoid doing on a podcast:

a. Lack of Preparation: Failing to prepare adequately before recording an episode can result in a disorganized and unengaging show. Avoid going into episodes without a clear structure, topic outline, or research on the subject matter.

b. Poor Audio Quality: Listeners value good audio quality, so it's crucial to invest in decent recording equipment and ensure proper sound levels. Avoid recording in noisy environments, using low-quality microphones, or neglecting to edit out background noise, echoes, or technical glitches.

c. Excessive Rambling: Aim for concise and focused discussions. Avoid excessive rambling, long pauses, or going off-topic for extended periods. Respect your listeners' time and keep the content engaging and on point.

d. Neglecting Editing: Editing is a crucial step in creating a polished podcast. Avoid publishing episodes without reviewing and editing them for mistakes, awkward pauses, or irrelevant content. Edit out any distractions, improve pacing, and ensure a smooth listening experience.

e. Lack of Consistency: Inconsistency in releasing episodes can frustrate your audience and hamper the growth of your podcast. Avoid irregular publishing schedules or long hiatuses without proper communication. Aim to maintain a consistent release schedule to keep your audience engaged.

f. Ignoring Audience Engagement: Engaging with your audience is vital for building a loyal listener base. Avoid neglecting feedback, questions, and comments from your audience. Respond promptly, encourage interaction, and consider incorporating listener feedback into your episodes.

g. Overlooking Promotion: Merely creating great content isn't enough. Avoid neglecting the promotional aspect of podcasting. Utilize social media, your website, guest appearances, and other marketing strategies to reach a wider audience and grow your podcast's visibility.

h. Poor Guest Selection: If you have guests on your show, be selective in choosing guests who align with your podcast's theme and can contribute valuable insights. Avoid featuring guests solely for the sake of having a guest, without considering the relevance and quality of their contributions.

i. Neglecting Show Notes and Descriptions: [Show notes and episode descriptions are crucial for search engine optimization](#) (SEO) and helping

potential listeners understand what your episode is about. Avoid providing insufficient or vague descriptions. Include relevant keywords, timestamps, and summaries to enhance discoverability.

j.   Lack of Authenticity: Authenticity is key to building a genuine connection with your audience. Avoid trying to be someone you're not or mimicking other successful podcasters. Be yourself, share your unique perspectives, and let your personality shine through.

By avoiding these common podcasting mistakes, you can enhance the quality of your show, attract more listeners, and increase your chances of long-term success.

53.   What is the biggest mistake you see in podcast recordings?

One of the biggest mistakes I often see in podcast recordings is poor audio quality. The audio quality can significantly impact the overall listening experience and the perceived professionalism of a podcast. Here are some common audio-related mistakes to avoid:

a.   Recording in a Noisy Environment: Recording in a noisy location, such as a room with echo, background chatter, or external sounds, can make it difficult for listeners to focus on the content. Find a quiet space or use soundproofing techniques to minimize unwanted noise.

b.   Improper Microphone Technique: Incorrect microphone technique can result in inconsistent audio levels, distortion, or unclear sound. Avoid speaking too far away from the microphone, causing a weak or distant sound, or speaking too closely, causing distortion or popping sounds from plosives (like "p" and "b" sounds). Maintain an optimal distance and angle from the microphone for clear and balanced audio.

c.   Inconsistent Audio Levels: Variations in audio levels can be distracting for listeners. Ensure that all participants' audio is balanced and at an appropriate level throughout the episode. Use audio editing tools or compression techniques to even out any volume discrepancies.

d.   Ignoring Room Acoustics: Room acoustics play a significant role in the sound quality of your recording. Large, empty rooms or rooms with hard surfaces can create echoes and reverberations, negatively impacting the audio. Consider using acoustic treatment like foam panels or curtains to minimize reflections and improve the overall sound.

e.   Neglecting Pop Filters or Windscreens: Plosive sounds (such as "p" and "b" sounds) and wind noise can be distracting and unpleasant to listen to. Using

pop filters or windscreens on your microphones can help reduce these unwanted sounds and ensure a clearer audio capture.

f. Not Monitoring Audio During Recording: Failing to monitor your audio while recording can lead to issues that go unnoticed until post-production. Use headphones to monitor the audio in real-time and identify any problems like audio clipping, background noise, or technical glitches during the recording process.

g. Neglecting Post-Production Editing: Even with a good recording, neglecting the editing process can result in an unpolished final product. Edit out mistakes, long pauses, or irrelevant content to create a smooth and cohesive episode. Pay attention to transitions, remove background noise, and enhance the overall audio quality through editing techniques.

By focusing on achieving high-quality audio from the beginning of the recording process and addressing these common mistakes, you can significantly improve the overall listening experience and maintain a professional standard for your podcast.

54. How do I attract new podcast listeners?

Attracting new podcast listeners requires proactive promotion and engagement strategies to expand your reach and capture the interest of potential listeners. Here are some effective methods to attract new podcast listeners:

a. Define Your Target Audience: Clearly identify your target audience and understand their interests, needs, and preferences. Tailor your content and promotional efforts to cater to their specific interests, ensuring your podcast resonates with them.

b. Compelling Branding and Artwork: Create eye-catching podcast artwork that reflects your show's theme and stands out in podcast directories. Develop a consistent branding strategy across your podcast's logo, colors, and imagery to build recognition and attract attention.

c. Optimize Your Podcast for Discoverability: Utilize [search engine optimization (SEO) techniques](#) to improve the discoverability of your podcast. Optimize your episode titles, descriptions, and show notes with relevant keywords and phrases that potential listeners might search for.

d. Engage with Your Existing Audience: Your current listeners can be powerful advocates for your podcast. Encourage them to leave reviews and ratings on podcast platforms, share episodes with their networks, and engage with you on social media. Word-of-mouth recommendations can be highly effective in attracting new listeners.

e. Leverage Social Media: Establish a strong presence on social media platforms where your target audience is active. Share engaging and teaser content about your episodes, interact with your followers, and use relevant hashtags to reach a wider audience. Consider creating dedicated social media accounts for your podcast to focus on building your podcast community.

f. Collaborate with Other Podcasters: Seek opportunities for collaboration with other podcasters in your niche or related areas. Guest appearances on other podcasts or hosting guest episodes on your own show can expose you to new audiences and introduce your podcast to potential listeners.

g. Cross-Promotion: Explore cross-promotion with other podcasters or content creators whose audience aligns with your target listeners. This can involve mentioning each other's podcasts in episodes, sharing promotional clips on social media, or featuring each other's shows on your website.

h. Participate in Podcast Directories and Communities: Submit your podcast to popular podcast directories like Apple Podcasts, Spotify, and Google Podcasts. Engage with podcasting communities, forums, and groups to connect with fellow podcasters and potential listeners.

i. Create Engaging and Shareable Content: Produce high-quality episodes that provide value and engage your audience. Aim for consistency in content delivery and release schedule. Consider incorporating listener feedback, conducting interviews with industry experts, or covering trending topics to increase shareability and attract new listeners.

j. Paid Advertising and Sponsorships: Consider investing in paid advertising or sponsorships to promote your podcast. This can involve running targeted ads on social media platforms, sponsoring relevant newsletters or blogs, or collaborating with brands that align with your podcast's theme.

Attracting new listeners to your podcast takes time and consistent effort. Continuously evaluate your strategies, adapt to audience feedback, and refine your promotional tactics to build a dedicated and growing listener base. Having a comprehensive strategy that allows you to approach your growth systematically will free up your mental bandwidth for the creative process. Being able to trust that your efforts are yielding results is crucial for your success.

Once you've established your brand identity take steps to execute on the other elements in the list. Knowledge alone isn't going to move the vehicle. You need fuel. In an effort to eliminate any barriers between you and your success in podcasting here is an example of a systemized strategy that you can implement to ensure growth and success from your efforts:

Day 1: Content Planning and Research

1. Review your content strategy and goals.
2. Brainstorm content ideas for the upcoming week.
3. Optimize your content for search engines (SEO) by identifying and incorporating relevant keywords and meta descriptions into your plan.
4. Research current trends, industry news, and audience interests.
5. Outline and plan your content topics for new episodes you plan on capturing this week.

Day 2: Content Creation

1. Test and ensure high-quality production during the recording.
2. Capture the main pillar piece of content for the week making sure to stay focused on the outline or plan.
3. Sample the recording once completed to ensure you achieved the desired results and re-record if necessary.

Day 3: Content Edit & Repurposing

1. Edit your pillar content.
2. Create additional content pieces by repurposing the main content.
3. Create eye-catching descriptions, headlines, titles, and thumbnails.
4. Edit and proofread all content to ensure clarity and accuracy.

Day 4: Content Distribution

1. Publish your main piece of content on the appropriate platforms. (Upload podcast episode, upload it to YouTube, publish a blog post, send out an email newsletter, and post about it on social media).
2. Schedule the repurposed content to be distributed on social media channels with engaging captions and relevant hashtags using tools like Later or Hootsuite. (Send traffic back to the pillar content)
3. Activate ads on last weeks organically highest performing content to grow your audience.

Day 5: Analytics and Adjustments

1. Review analytics data from the previous week (e.g., website traffic, social media engagement, podcast downloads).
2. Analyze audience feedback and sentiments.
3. Identify successful content and areas for improvement.
4. Make adjustments to your content strategy, distribution channels, or topics based on the analysis.
5. Plan any necessary changes for the upcoming week based on the insights gained.

Throughout the week:

1. Engage with your audience by responding to comments, messages, and inquiries in a timely manner.
2. Monitor social media for relevant conversations or trends to participate in.
3. Seek opportunities for collaboration or guest appearances with other content creators.

By following this weekly process, you can establish a consistent routine for content generation, distribution, analysis, and optimization. Adjust the tasks and timeline as needed based on your specific goals and resources. The key is to maintain regularity, track your performance, and adapt based on the insights gained to continuously improve your content strategy and attract new listeners. These platforms reward consistency.

55.   What can you not say on a podcast?

There's nothing you can or can't say. But, like anything else, there are consequences to the things you say. When creating content for your podcast, it's important to be mindful of certain legal, ethical, and professional considerations. The best way to understand what you can or can't, rather, should or should not say is to think of this whole endeavor in terms of the energy you want to put into it. If you show up genuinely and authentically as yourself you have a very minimal amount of energy expenditure.

However, putting on an act, no matter what it is, costs you energy and if you have a limited supply, for example, you've started this as a side hustle, and you can only work on it in the hours you're not working at your job, you may want to consider conserving what little energy you have to offer your project. On the other hand, if you're up for it, you can create a full on production and pour every waking second into it because it's your passion and that drives you to stay disciplined and consistent in the work you do.

The choice is yours. That should serve as a launching point for what inspires the topics and conversations you share with the world. If you wouldn't intentionally cause harm in real life don't do it behind the veil of a podcast because eventually you'll be forced to pay the piper. With all that said, Here are some things you should consider when it comes to what you share on your podcast:

a. Defamatory or Libelous Statements: Avoid making false statements that harm someone's reputation or character. Be cautious when discussing sensitive or controversial topics and ensure you have accurate information before making any claims.

b. Hate Speech or Discrimination: Steer clear of using hate speech or engaging in discriminatory language based on factors such as race, ethnicity, gender, religion, sexual orientation, or disability. Foster an inclusive and respectful environment for your listeners.

c. Offensive or Profane Language: While some podcasts may have a more casual or explicit tone, it's important to consider your target audience and the image you want to project. Avoid excessive or unnecessary use of offensive or profane language that may alienate listeners or violate explicit content guidelines.

d. Confidential or Proprietary Information: Respect the privacy and confidentiality of individuals or organizations. Avoid disclosing sensitive or confidential information without proper authorization. Respect copyrights, trademarks, and intellectual property rights when discussing or referencing other people's work.

e. Misinformation or False Claims: Ensure the information you provide on your podcast is accurate and fact-checked. Avoid spreading misinformation or making false claims that could mislead your audience.

f. Unlawful or Illegal Activities: Refrain from promoting or discussing illegal activities or encouraging your listeners to engage in unlawful behavior. Comply with local laws, regulations, and guidelines when it comes to content creation.

g. Personal Attacks or Harassment: Avoid engaging in personal attacks, harassment, or bullying. Maintain a respectful and constructive tone when discussing individuals or expressing differing opinions.

h. Medical or Legal Advice: Unless you are a qualified professional, avoid giving specific medical or legal advice on your podcast. Encourage your listeners to seek professional advice from qualified experts for their specific situations.

It's important to note that podcasting regulations and guidelines may vary by jurisdiction and platform. Familiarize yourself with the terms of service and community guidelines of the platforms you use to ensure compliance.

Additionally, consider the specific nature and focus of your podcast. Some topics may have their own unique considerations or guidelines that should be followed to maintain professional standards and audience trust.

Always prioritize authenticity, integrity, and respect for your listeners. Exercise good judgment and strive to create a positive and responsible podcasting environment.

56. Can I start a podcast anonymously?

Yes, it is possible to start a podcast anonymously. Starting a podcast anonymously can provide a level of privacy and allow you to focus solely on the content without

revealing your personal identity. However, there are some considerations to keep in mind:

a. Pseudonym or Stage Name: Use a pseudonym or stage name instead of your real name. This can help maintain your anonymity and separate your podcasting identity from your personal identity.

b. Voice Modification: Consider using voice modification techniques or software to alter your voice if you want to further conceal your identity. This can help prevent listeners from recognizing your voice and linking it to your personal identity.

c. Content Focus: Choose a content focus that doesn't require revealing personal details. This way, you can discuss topics or themes that interest you without disclosing information that could potentially identify you.

d. Separate Online Presence: Create separate online accounts and profiles for your podcasting activities to maintain anonymity. Use different email addresses, social media accounts, and podcast hosting platforms that do not reveal your personal information.

e. Privacy Settings: Adjust the privacy settings on your podcast hosting platform and associated online accounts to restrict access to personal information. Be cautious about sharing personal details or contact information on public platforms.

f. Guest Interactions: If you have guests on your podcast, be mindful of the information they share and respect their privacy. Ensure they are comfortable with the level of anonymity you are maintaining and avoid pressuring them to reveal personal details.

g. Legal Considerations: Understand the legal implications and obligations associated with podcasting anonymously. Familiarize yourself with local laws, regulations, and guidelines that may apply, especially if your content touches upon sensitive or controversial topics.

While podcasting anonymously can provide privacy, it may also limit opportunities for personal branding, establishing credibility, or engaging with your audience on a deeper level. Consider the trade-offs and align your decision with your goals and intentions for podcasting.

57.   How do I get my first podcast guest?

Getting your first podcast guest can be an exciting step in building your podcast. The good news is that there are a ton of ways to find and meet guests that could potentially serve your podcast. The bad news is that there are A TON of ways to find

and invite guests to your show. The key thing for success in guest management is having a system and staying organized. [Here is a spreadsheet](#) that you can use to help you do just that. Apart from staying organized here are some strategies to help you secure your first podcast guest:

a. Identify Potential Guests: Determine the type of guests who would be a good fit for your podcast. Consider experts, industry leaders, authors, influencers, or individuals with unique perspectives related to your podcast's topic. Look for individuals who align with your target audience's interests. Here is a list outlining some of the best sources to identify potential guests:

    a. Social Media

        i. Your networks.
        ii. Search relevant hashtags.
        iii. Post in groups.
        iv. Search for relevant keywords.

    b. Amazon Book List

        i. Search your genre and identify trending authors.

    c. Other Podcasts

        i. Search YouTube, Apple, or Spotify for similar podcasts & identify their guests.

    d. Bloggers

        i. Use a service like Feedly to find the best ones.
        ii. Search for blogs on your own.

    e. Podcast Guest Networks

        i. HARO
        ii. PodcastGuests.com
        iii. Pod Match
        iv. MatchMaker.fm

    f. Third-Party Services

        i. If all else fails, [hire someone else to do it.](#)

b. Reach Out to Your Network: Start by leveraging your existing network. Contact friends, colleagues, or acquaintances who may be interested in being a guest on your podcast. Ask if they have any recommendations or connections to potential guests. Personal referrals can be a valuable way to establish trust and secure your first guest.

c.   Cold Outreach: If you don't have immediate connections, you can reach out to potential guests directly. Craft personalized and compelling emails or messages that explain why you think they would be a great fit for your podcast. Highlight how their expertise or story can provide value to your audience. [Here's a document with some template emails](#) you can use to inspire your own messaging and outreach. (Or you can just copy and paste it as it is if you like it)

d.   Utilize Social Media: Leverage social media platforms to connect with potential guests. Follow individuals who are relevant to your podcast's niche and engage with their content. Direct message them on platforms like Twitter, LinkedIn, or Instagram, expressing your interest in having them as a guest.

e.   Attend Industry Events or Conferences: Attend relevant industry events or conferences where you can network and meet potential guests face-to-face. Engage in conversations, exchange business cards, and express your interest in featuring them on your podcast.

f.   Guest Booking Platforms: Explore guest booking platforms or directories specific to podcasting. These platforms connect podcast hosts with potential guests who are actively seeking opportunities to share their expertise. Examples include MatchMaker.fm, PodcastGuests.com, or Guestio.

g.   Offer Value: When reaching out to potential guests, emphasize the value they will gain from being on your podcast. Highlight the exposure they'll receive to your audience, the opportunity to share their knowledge, and how it can help build their personal brand or promote their work.

h.   Start with Local or Niche Experts: Consider inviting local experts or individuals with niche expertise as your first guests. They may be more accessible and enthusiastic about participating, especially if it helps them reach a new audience or share their passion with others.

i.   Provide Clear Details: Clearly communicate the format, length, and theme of your podcast to potential guests. Outline the benefits for them and provide logistical details such as recording location (in-person or remote), scheduling options, and estimated time commitment.

j.   Follow Up and Be Professional: Maintain professionalism throughout the process. Promptly respond to inquiries, provide any necessary information, and follow up with potential guests who express interest but haven't confirmed. Be respectful of their time and availability.

Establish rapport and build relationships with your guests. Deliver a positive and engaging interview experience to leave a lasting impression. As your podcast grows and you gain credibility, attracting guests will become easier, and you can leverage

previous guest appearances as social proof to attract more high-profile guests in the future.

58. How do I turn my podcast into a business?

We've covered a lot of areas of the business of podcasting. I thought about taking this question out but upon deeper examination this question demanded a bit more of a specific response. Namely, if you've already launched a podcast and things have been going well, you enjoy the process and have now started considering making the leap from a hobby to a side hustle.

If that's the case you might have skipped over some steps at the beginning that we've already covered in the way of branding, messaging, and your audience definitions so let's look at what it would look like for you to make the move from where you are now. Turning your podcast into a business requires a little planning, a lot of execution, and an iterative approach. Here are steps to help you transform your podcast into a viable business:

a. Define Your Business Model: Clarify how you intend to generate revenue from your podcast. Refer back to some of the other [monetization stuff we've covered](). Consider various monetization strategies such as advertising, sponsorships, merchandise sales, premium content, events, or crowdfunding. Choose the model(s) that align with your podcast's niche, audience, and goals.

b. Build a Strong Brand: Develop a strong and recognizable brand for your podcast. Create a compelling logo, design consistent visuals, and establish a unique voice and tone. Ensure your branding aligns with your target audience and differentiates you from competitors.

c. Grow Your Audience: Focus on growing your podcast's audience to attract potential business opportunities. Implement marketing strategies to increase visibility and engage with your target audience. Utilize social media, email marketing, content promotion, collaborations, and search engine optimization to expand your reach.

d. Engage with Your Community: Build a loyal and engaged community around your podcast. Interact with your listeners through social media, email newsletters, forums, or live events. Encourage feedback, respond to comments, and foster a sense of belonging. Engaged listeners can become advocates and contribute to the success of your business.

e. Develop Valuable Content: Consistently deliver high-quality content that provides value to your audience. Identify their needs, interests, and pain points, and create episodes that address those. Aim to be informative, entertaining, or inspiring, depending on your podcast's focus. Engaging

content attracts and retains listeners, which can open doors to business opportunities.

f. Establish Relationships with Brands: Seek partnerships with relevant brands or companies that align with your podcast's niche and audience. Approach potential sponsors or advertisers who may be interested in reaching your listeners. Develop compelling pitches that showcase the value of collaboration and how it can benefit both parties.

g. Create a Website or Landing Page: Build a professional website or dedicated landing page for your podcast. This serves as a hub for your business, providing information about your podcast, episodes, guest bios, merchandise, and opportunities for collaboration. Optimize your website for search engines to enhance discoverability.

h. Explore Merchandising Opportunities: Consider creating and selling merchandise related to your podcast. This can include branded merchandise like t-shirts, mugs, or stickers that appeal to your audience. Set up an online store or collaborate with print-on-demand services to handle inventory and fulfillment.

i. Diversify Revenue Streams: Explore additional revenue streams beyond traditional advertising or sponsorships. This can include offering premium or exclusive content for a subscription fee, hosting live events or workshops, offering consulting or coaching services, or creating online courses based on your expertise.

j. Monitor and Optimize Performance: Regularly track and analyze your podcast's performance and business metrics. Monitor download numbers, audience demographics, engagement rates, and revenue sources. Use this data to refine your strategies, identify opportunities for improvement, and make informed business decisions.

Building a podcast business takes time, dedication, and continuous effort. Stay adaptable, be open to exploring new opportunities, and always prioritize providing value to your audience. As your podcast grows and you establish a solid business foundation, seek professional advice from experts in podcast monetization, business development, or entrepreneurship to maximize your chances of success.

59. Why do people quit podcasting?

The simple answer, because the work exceeds their expectation of the reward. Long answer? Well, since you asked for it, there are several reasons why people may decide to quit podcasting. Here are some common factors that contribute to podcasters discontinuing their shows:

a. The Demand for Consistency: Maintaining a consistent release schedule can be challenging for some podcasters. The demands of producing regular episodes, combined with other personal or professional commitments, can lead to burnout or difficulty in meeting the expectations of their audience.

b. Limited Resources: Podcasting can require significant time, effort, and financial investment. Some podcasters may struggle to allocate the necessary resources, such as equipment, editing software, hosting fees, or marketing expenses. Financial constraints can make it difficult to sustain the podcasting venture.

c. Low Listenership or Engagement: If a podcaster doesn't see significant growth in their listenership or struggles to engage with their audience, they may feel discouraged or question the impact of their content. The lack of feedback or interaction can make it harder to stay motivated and continue producing episodes.

d. Shifting Priorities or Interests: Personal circumstances, career changes, or shifting interests can cause podcasters to reassess their priorities. As new opportunities or passions arise, some podcasters may decide to focus their energy on different ventures or creative pursuits.

e. Creative Exhaustion: Constantly generating fresh and engaging content can be mentally demanding. Over time, some podcasters may experience creative burnout, feeling drained or uninspired to continue producing episodes. Lack of inspiration or a feeling of stagnation can lead to the decision to quit.

f. Technical Challenges: Podcasting involves various technical aspects, such as audio recording, editing, and distribution. Technical difficulties or a lack of technical expertise can frustrate podcasters and hinder their ability to produce high-quality episodes. Difficulty in resolving technical issues can be a contributing factor in quitting.

g. Time Constraints: Podcasting requires a significant time commitment, including researching, recording, editing, promoting, and engaging with the audience. Juggling podcasting responsibilities with other personal or professional commitments can become overwhelming, leading some podcasters to quit to alleviate time constraints.

h. Unrealistic Expectations: Some podcasters may have unrealistic expectations regarding their podcast's growth, monetization, or impact. When these expectations aren't met within a certain timeframe, it can lead to frustration or disillusionment, prompting podcasters to quit.

i. Lack of Support or Collaboration: Podcasting can be a solitary endeavor, and some podcasters may feel isolated without a supportive community or

network. Collaboration with other podcasters or a lack of a supportive listener base can contribute to a sense of disconnection and disengagement.

j. External Factors: External factors such as changes in personal circumstances, health issues, or unforeseen events may force podcasters to discontinue their shows. These factors can disrupt the podcasting workflow and make it difficult to continue podcasting.

While these challenges exist, many podcasters overcome them and continue to thrive in the podcasting world. Each podcaster's journey is unique, and those who remain dedicated, adaptable, and passionate about their content often find ways to overcome obstacles and continue podcasting successfully.

60. What time is best to start a podcast?

I've said it before and I'll say it again! The best time to plant a tree was 20 years ago. The second best time? Right now. The same goes for a podcast. If you're thinking about it now, or you've considered it in the past, chances are it's something that is worth exploring both as a creative outlet and a business venture.

Philosophical musings aside, the best time to start a podcast depends on several factors, including your readiness, preparation, and the availability of your target audience. Here are some considerations to help you determine the best time to start your podcast:

a. Content Preparation: Take the time to plan and prepare your podcast content before launching. Develop a clear concept, identify your target audience, and create an initial batch of episodes to ensure a consistent release schedule. Starting with a well-prepared foundation sets you up for success.

b. Personal Readiness: Assess your own readiness to start a podcast. Consider your available time, resources, and commitment level. Ensure you have the necessary equipment, software, and skills to produce high-quality episodes. Starting when you are prepared and dedicated increases your chances of sustaining the podcast in the long run.

c. Research and Market Analysis: Conduct research on the podcasting landscape in your niche. Identify potential competitors, understand the demand for your chosen topic, and analyze the existing audience. This research helps you position your podcast effectively and identify potential gaps or opportunities in the market.

d. Audience Availability: Consider the habits and routines of your target audience. Determine the times and days when they are most likely to listen to podcasts. For example, if your target audience consists of commuters, launching your podcast before their typical commuting hours could be

advantageous. Understanding your audience's preferences can help you plan your release schedule accordingly.

e. Seasonal Considerations: Consider the seasonality of your podcast's topic. Some subjects may have peak interest during certain times of the year. For instance, a podcast about tax planning might be most relevant and timely leading up to the tax season. Aligning your launch with relevant seasons or events can help generate initial interest.

f. Avoid Overthinking: While careful planning is important, it's also crucial not to overthink or delay your podcast launch indefinitely. It's natural to feel a sense of uncertainty or self-doubt, but at some point, you need to take the leap and start. You can refine and improve your podcast over time, and learning through experience is valuable.

Ultimately, there isn't a definitive "best" time to start a podcast that applies universally. It's a balance between your preparedness, audience availability, and the specific context of your podcast's topic. By considering these factors and finding the right timing that aligns with your goals and target audience, you can increase your chances of a successful podcast launch.

61. Are podcasts becoming less popular?

Not even a little. Podcasting is experiencing a significant surge in popularity. As of 2023, there are approximately 464.7 million podcast listeners globally, a figure projected to increase to 504.9 million by 2024. To put it simply, in 2023, about 465 out of every 1,000 people were listening to podcasts. By next year, that number is expected to go up to about 505 out of every 1,000 people.This also represents a substantial growth from the 274.8 million listeners recorded in 2019.

The industry's financial outlook is equally impressive. The podcast market was valued at $23.56 billion in 2023. It is anticipated to have a compound annual growth rate of more than 27% between the years 2023 and 2030. This suggests a promising future for the industry.

In the United States, over 100 million people are expected to be active podcast listeners in 2023, indicating a strong domestic market. In terms of who knows what a podcast is 78% of the US population is aware of what they are, with only 28% tuning in weekly. That means there's still a ton of room for growth. These statistics clearly demonstrate that podcasts are not only maintaining their popularity but are, in fact, becoming an increasingly dominant form of media consumption.

62.   How many hours does it take to make a podcast?

The short answer is, as much as you want it to take. But that's not why you're here. So, let's just say that the time it takes to produce a podcast can vary greatly depending on several factors, including the complexity of the content, the level of production quality desired, and the experience of the podcast creator. However, as a general guideline, here's a breakdown of the time investment typically involved in creating a one-hour podcast episode (from my personal experience):

a. Research and Preparation: The most I do in the way of research and prep is to find a guest I think would make for an interesting conversation. I intentionally don't do any research because it makes for a much better conversation when I have no idea what's going on. I can ask way better questions and they don't sound scripted or pre-canned. (Which most audience members hate) Typically, I frequent social media and look at what people are talking about in the comments sections and when someone says something that makes me think "Wow, that's pretty good!" I'll slide into their DM's and start the conversation. I also deploy several other types of guest acquisition, which we covered here. This part only takes me 10-20 minutes each week.

b. Recording: Quick note here, I absolutely *LOATHE* unnecessary editing. Which is why I've worked really hard creating a show structure that allows for a natural and organic conversation that follows a simple framework to ensure that I get the value I need from my guest while also minimizing the amount of editing I will have to do. That being said, for a one-hour episode, you'll obviously spend at least one hour recording. However, some people like to spend 1.5 to 2 hours recording to allow for retakes and additional content that can be edited down. If there are mistakes that occur during the show I will write a quick note on a pad on my desk to make the editing easier.

c. Editing: Caveat, I record all my podcasts with both video and audio so that I have content to promote the show. (Highly suggest you do the same) The good news is that doing it this way will streamline your process and eliminate steps making it much easier to edit your show. I use Adobe Premiere Pro to do everything. First, I drag my video and audio onto the timeline and synchronize everything as needed, Then I drag my effects chain preset onto the vocal audio. (Denoiser, EQ, Compressor, DeEsser, and Limiter) and make minor adjustments. Then I'll chop off any dead air at the beginning and end of my recording. (I don't usually have a lot because I press record and immediately start the episode and when I finish with the outro I press stop right after.) I'll add my intro and outro graphics that I've premade using a template from Envato, throw my music (from YouTube Audio Library or Epidemic Sound) on the intro and outro, take out any mistakes based on my notes, and then export it. Then I'll import that new video into a new sequence, reformat it for portrait perspective and spend the next 2-3 hours grabbing clips from the show to share on social media and run ads on. This is often the most

time-consuming part of the process. A general rule of thumb is that you'll spend 2 to 3 hours editing for every hour of recorded content if you do what I do. This includes removing mistakes, editing for flow, adding music or sound effects, and improving audio quality.

d. Show Notes and Episode Description: Writing a summary of the episode, key takeaways, and any resources mentioned during the episode can take anywhere from 1 to 2 hours. Which is why I love that Adobe has an Auto-Transcribe feature. If you follow the next few steps you'll get everything you need in 10 minutes or less. First export the transcription from Premiere Pro into a TXT file, (no need to edit it in any way) and then copy and paste that into Chat GPT in 15 minute increments. Make sure you stop the response immediately after it's started (It'll all make sense in a second). Once all of the pieces of the transcript are in there I will begin to use a series of prescripted prompts to get various high quality elements that I need to distribute the episode. Just to be extra prepared I'll take the keywords generated from one of my Chat GPT prompts and paste them into Google's Keyword Planner to look for other underserved keywords that have a ton of traffic so I can make sure my descriptions are SEO. I'll make some minor edits to the copy generated by GPT and save them in a swipe file document to use later. The last thing I do is hop on Canva to create a thumbnail for YouTube and for Spotify For Podcasters (Formerly Anchor) which only takes about 5 minutes because I already know which template I use.

e. Distribution: When it comes to the distribution part I'm not going to sugar coat it. This part takes some time and kinda sucks. But if you followed everything before up to this point it should be as easy as it will ever be. All you need to do is login to YouTube and Spotify For Podcasters (Formerly Anchor), start your uploads, fill out the forms with the copy you premade in your swipe file, and hit publish. If you have a website you can create a blog post, embed the YouTube Video and Spotify Audio into it, paste in your SEO article and publish that as well. You're welcome for the extra traffic. All in this part is about 30 minutes or less.

f. Promotion: Sharing the episode on social media, your website, email newsletters, and other channels can take another 1 to 2 hours per episode if you do everything manually but thankfully there are some really amazing tools and automations for this part as well. I personally use Later. I'll simply upload my video clips, drag them onto the calendar, paste in a short description that I create using the Adobe Transcribe feature and one of my GPT prompts, and add any relevant hashtags. Later will automatically publish the posts on the platforms of my choosing at the time and day that I schedule them for. It takes about 5 minutes for each week that you fill up with content.

Adding all these together, a one-hour podcast episode can take anywhere from 5 to 20 hours or more to produce from start to finish. It's worth noting that these times can decrease as you gain experience and streamline your production process. Also,

some podcasters choose to [outsource certain parts](#) of the process, such as editing, to save time.

63.   What is the most common type of podcast?

There are a few ways you can look at this question. Genre and Format. The most common type of podcast in terms of format is typically "Interview Style". This type of show usually involves the host or hosts bringing on a guest to discuss a specific topic, share their expertise, or tell their story. This format is popular because it allows for a wide range of topics and guests, keeping the content fresh and interesting for listeners. It's also a great way for hosts to network and build relationships in their field.

When it comes to genre the leader of the pack is Society & Culture I think for obvious reasons. There are a ton of other great genres and formats so don't let this limit the potential for your ideas; rather, use it as a tool to help you carve out a path that makes sense. If we extract the important information from these leaders a few things become clear. The exchange of ideas matters. So does authenticity, storytelling, practical utility, social currency, heightened emotion, and actionable advice. See ["What makes a podcast successful?"](#)

With a deeper examination into the different formats and genres you'll notice these themes recurring frequently.

A Deeper Dive Into Podcast Formats:

a.   Interview Podcasts: As previously mentioned, this is one of the most common formats. The host interviews different guests in each episode, often experts or influential figures in a specific field. This format allows for a diverse range of voices and perspectives, keeping the content fresh for listeners.

b.   Panel Podcasts: In this format, several hosts or guests discuss a topic. This format is great for providing multiple perspectives and can create dynamic, engaging conversations.

c.   Educational Podcasts: These podcasts aim to educate the listener on a specific topic. They're often scripted and require significant research. Examples include history podcasts, science podcasts, and language learning podcasts.

d.   Storytelling Podcasts: These podcasts tell a story, either in a single episode or over a series of episodes. They can be fiction (like audio dramas) or nonfiction (like true crime or historical stories).

e. Solo Podcasts: In this format, a single host talks about a topic of interest. This format can be less dynamic than others, but it allows the host to form a strong connection with the audience.

More On Podcast Genres:

f. Society & Culture: These podcasts explore societal and cultural phenomena, often through interviews, storytelling, or discussion. They can cover a wide range of topics, from social issues to pop culture.

g. Business: Business podcasts often target professionals or entrepreneurs, covering topics like marketing, management, entrepreneurship, and industry trends. They often feature interviews with successful business people.

h. Comedy: Comedy podcasts aim to entertain and amuse listeners. They can include stand-up comedy, humorous discussions, comedic storytelling, and comedy sketches.

i. News & Politics: These podcasts provide commentary and analysis on current events and political issues. They can range from objective news reporting to highly partisan political commentary.

j. Health & Wellness: These podcasts cover topics related to physical and mental health. They might provide medical information, wellness tips, personal health journeys, or mental health discussions.

k. True Crime: This popular genre involves the detailed reporting and analysis of real crime stories, often involving murder or other serious crimes. These podcasts have seen a surge in popularity in recent years.

l. Sports: Sports podcasts cover sports news, analysis, commentary, and often include interviews with athletes and other sports figures.

m. Technology: Tech podcasts might cover tech news, provide reviews of new gadgets, discuss trends in the tech industry, or delve into topics like coding or cybersecurity.

n. Education: These podcasts aim to educate listeners on a wide range of topics. They're often used as a learning resource and can cover virtually any subject.

o. Arts: These podcasts cover topics related to the arts, including literature, visual arts, music, theater, and film.

Each of these formats and genres has its own strengths and appeals to different types of listeners. The best choice depends on the host's strengths, the intended audience, and the goals of the podcast.

64. Do you have to pay to publish a podcast?

The short answer on this one is no. However, short answers would not result in a book like this so we can't just stop there. You're curious after all. So here's the deal. If you use a platform like Spotify For Podcasters (Formerly Anchor) the distribution is free. You can also generate an RSS feed and distribute that feed to all the other podcast hosts like Apple and Google without any cost.

If there are any, the distribution costs of podcasting primarily revolve around certain podcast hosting services should you choose to use them. These services store your podcast's audio files and generate the RSS feed that allows your podcast to be distributed to various podcast directories like Apple Podcasts, Spotify, Google Podcasts, and others.

Here's a more detailed look at some of the costs associated with podcast hosting:

a. Hosting Fees: Most third party podcast hosting platforms charge a monthly or annual fee. These fees typically range from around $5 to $50 per month, depending on the features and amount of storage you need. Some popular third party hosting platforms include Libsyn, Podbean, and Buzzsprout.

b. Storage and Bandwidth: The cost of hosting often depends on how much storage you need for your podcast files and how much bandwidth is used when listeners download or stream your episodes. Some hosts offer unlimited storage and bandwidth, while others charge based on usage.

c. Additional Features: Some hosting platforms offer additional features for an extra cost, such as advanced analytics, website integration, monetization options, or marketing tools.

d. Transcription Services: If you want to provide transcripts of your episodes, you might use a transcription service. These services usually charge per minute of audio.

e. Website Hosting: If you have a website for your podcast, you'll also need to consider the cost of website hosting. This can range from a few dollars per month for basic hosting to $30 per month or more for managed WordPress hosting.

65. What is the best time of day to release a podcast?

Yes, we've covered this idea in great length already so you can probably guess what the answer is going to be already. Thankfully the wonderful people who use Google are very specific with their questions which creates the opportunity for you to gain a

greater understanding. Given that this isn't about the day of the week or frequency of posting and instead focused on time of day it might be a good thing to cover.

The optimal time to release a podcast can depend on a variety of factors, including your target audience's habits and the nature of your content. However, some general trends and recommendations can guide your decision:

a. Morning Release: Many podcasters choose to release their episodes in the early morning (around 5 AM to 7 AM) to catch the morning commute crowd. This strategy aims to have the episode available for listeners who have a routine of consuming podcasts during their morning commute or as part of their morning routine.

b. Midweek Release: In terms of days, Tuesday and Wednesday are often cited as the best days to release a new episode. This is based on listener habits, with many people tending to listen to podcasts during the workweek. This is not a rule though.

c. Consistency: Perhaps more important than the specific day or time is consistency. Regularly releasing your episodes on the same day and time can help build listener habits and anticipation for your next episode.

d. Audience Specifics: Consider your specific audience and their habits. If your podcast is aimed at entrepreneurs, they might listen during the workday. If it's a leisure or hobby-focused podcast, evenings or weekends might be a better fit.

e. Time Zone: Keep in mind the time zone of your primary audience. If your listeners are spread across multiple time zones, you might aim for early morning in the time zone with the largest portion of your audience.

f. Analytics: Once you've started publishing, use the analytics provided by your podcast host to see when your episodes are being downloaded and listened to. This data can help you refine your release strategy over time. This is an absolute must because without data you're just guessing. Try everything. To properly optimize your release schedule you can release an episode on each of the days of the week following an 8 day cycle for a month or two also trying different blocks of time, morning, afternoon, evening, and late night. You'll eventually see a pattern emerge. And can become more predictable once you understand when your audience is engaged.

These are general guidelines and trends. The best release time for your podcast may vary based on your specific audience and content. It's a good idea to experiment with different release times and monitor your analytics to see what works best for your podcast.

66.   Where do I get music for my podcast? (Copyright Free)

I added the copyright part myself. Most people don't know to add that. Because technically you can get any music you want and add it if you're clever enough. The problem is that you'll get flagged, removed, and even sued for it if you're not careful. Now, there's a ton of free resources out there that you can use and if you have a few bucks to burn you can do that too.

Here are several resources where you can find copyright free music that you can use in your podcast:

   a. [YouTube Audio Library:](#) This is a collection of music tracks that are free to use for any purpose, and you don't have to worry about copyright infringement. The library includes a mix of music, sound effects, and other audio clips.

   b. [Free Music Archive](#) (FMA): FMA provides a vast library of high-quality, legal audio downloads. The music on FMA is all free to access and use, and much of it is licensed under Creative Commons.

   c. [Incompetech:](#) Incompetech offers a wide array of royalty-free music. All the music on the site is composed by Kevin MacLeod, and you can use it for free in your podcast with attribution.

   d. [Bensound:](#) Bensound offers a lot of great music that you can use in your podcast for free as long as you provide credit. They also offer a Pro License for more extensive usage.

   e. [Epidemic Sound:](#) While not free, Epidemic Sound offers a subscription service that gives you access to a vast library of copyright-free music for a monthly fee.

   f. [AudioJungle:](#) Part of the Envato Market, AudioJungle sells royalty-free music and audio tracks from $1. It's not free, but the selection is extensive.

   g. [ccMixter:](#) ccMixter is a community music site where you can find tons of music that falls under the Creative Commons license.

   h. [Purple Planet:](#) Offers free collection of royalty-free music that can be used in podcasts, videos, and other multimedia. They just ask for attribution in return.

Even when using copyright-free or royalty-free music, it's important to check the specific licensing conditions. Some tracks may require attribution, and others may not be used for commercial purposes without purchasing a license. Always read the terms and conditions to ensure you're using the music legally.

67. How do I edit a podcast?

This one's tough because it depends on so many factors. If you edit with video or without, which software you edit with, and what specifically you are editing will all determine the process for editing a podcast. There is no right or wrong way to do it and the only real barometer is determining how much work you actually want to do.

Here's an example.

If you're really smooth with your button pressing you can hit record on the video app on your phone and start talking right away. When you complete your recording you can press stop immediately after. If you record an authentic conversational style of a podcast you don't have to edit anything. You can simply upload that directly to Spotify from an app on your phone and be done with it. If you prefer a little more of a polished sound then you may want to use a DAW (Digital Audio Workstation) software to do so.

That will require a level of understanding of each of the elements of editing that you want to apply. If you want to have video accompaniment you're going to need the same knowledge but now you're upgrading your software to accommodate for video editing. Do you see where this is headed? Ok, let's step back from the ledge and try a different approach with this question.

Here are two ways you can edit a podcast and what you need to know to accomplish your goal.

Audio Only Editing:

a. Get a DAW, microphone, interface, and necessary cables. Set them up according to the instructions that came with them. You may even get a free trial for a DAW if you bought a good kit. Most DAW's work in similar ways but there are some clear leaders based on UI. The best ones in no particular order are Cubase, Pro Tools, and Logic. There are many others but most of them are harder to use than these three.

b. Using the DAW of your choice, set up your gear and record your episode. Once the recording is complete you must set up your Vocal Chain. This is a series of plugin effects arranged in a very particular order to help improve the overall sound quality. At the bare minimum you will need the following plugin effects (that will most likely come stock with the DAW you purchase).

   a. DeNoiser: This plugin is designed to minimize background noise and undesirable room reverb. Use sparingly though because it can get ugly quickly.
   b. DeEsser: This plugin effect will take away all of the harsh sibilance that comes through on your recording. Sibilance is exactly what it

sounds like. All the ess's and eff's that feel kind of ear piercey. Use generously!

c. Parametric EQ: This plugin effect is designed to boost or cut certain frequencies from your audio. The ones you want to cut are as follows. The "muddy sounds" are anything below about 80-100 hz. The "boxy sounds" are around 500 hz. The "hissy sounds" are around 10-15 khz. The ones you want to boost are none. Do not boost. It will distort your sound and you're nowhere near pro enough to do it. Avoid boosting at all costs!

d. Compressor: This plugin effect is a way to turn down the peak stuff and turn up the low stuff. If done correctly you should end up with a balanced sound that doesn' jump out and scare anyone mid conversation.

e. Limiter: This plugin will allow you to turn up the volume without allowing it to surpass a palatable threshold of volume. It should only be used to glue the sound together after you've applied all these effects. You'll know exactly what I mean when you add it to your chain and start playing around with it.

If any of the plugin effect stuff has you rattled you can go to YouTube and search for the plugin + "tutorial" and you'll find thousands of great step by step guides to help you out. Here's a channel I would recommend.

c. Once you have a clean sound you can begin removing the parts you don't want. I highly suggest you avoid obsessing here. Especially about um's and ah's. If you want a clean sound work on removing them from your speech rather than spending hours editing them out. If you just can't handle it, export your audio and get a Descript subscription. This tool will allow you to remove this kind of thing effortlessly. Trust me when I say, it's worth $12 bucks. Import the new audio back into your DAW to continue.

d. Once you're feeling good about the content you can add your pre-recorded intro, outro, and music to the project in your DAW and export it in MP3 format to distribute it on the platform of your choosing. Now you're ready for distribution.

Video & Audio Editing:

e. Record your episode with a camera and a lavalier mic.
f. Import your project files into Adobe Premiere Pro.
g. Create a Sequence.
h. Drag your project files onto the timeline and synchronize.
i. Remove any excess from the beginning and end.
j. Add your intro and outro files and preset audio chain.
k. Export.
l. Import that video into a new project.
m. Create a new sequence but this time reverse the frame size so that it appears in portrait format.

n. Import your new video and drag it onto this timeline.
o. Watch the episode and look for one minute sound bites and make those into sub sequences.
p. Export the subsequences.
q. Distribute.

As you can see there's a monumental difference in the workflows. Choose your weapons wisely as you may greatly affect whether you're able to sustain your show.

68. Can you edit a podcast after posting?

This one's pretty straightforward. Yes, you can edit a podcast episode after it has been posted, but the process involves a few steps and there are some important considerations to keep in mind.

Here's how you can do it:

a. Edit the Episode: Using your podcast editing software, make the changes you want to the episode. This could involve cutting out a section, adding new content, or making changes to the audio quality.

b. Export the Edited Episode: Once you've made your changes, you'll need to export the edited episode. Be sure to export it in the same format (typically MP3) and with the same file name as the original episode.

c. Replace the Original File on Your Host: Log into your podcast hosting platform and replace the original episode file with the edited one. The exact process for this will depend on your hosting platform, but most hosts should allow you to replace an episode file.

d. Update Your RSS Feed: Once the new file is uploaded to your host, your RSS feed (which podcast directories use to update your podcast) should automatically reflect the change. This means that anyone who downloads the episode after you've made the change will get the edited version.

Here are a few important considerations:

e. Already Downloaded Episodes: The change will not affect episodes that have already been downloaded by listeners. They will still have the original version of the episode.

f. Delay in Update: There might be a delay before the change is reflected on all podcast directories. Some directories update podcast feeds more frequently than others.

g. Announcement: If the changes to the episode are significant, you might want to announce them in a later episode or on your podcast's website or social media channels. This way, listeners who have already downloaded the episode will know there's a new version available.

In general, it's best to do as much editing as possible before posting an episode to avoid the need for these steps. However, it's good to know that if you do need to make changes after an episode is posted, it's possible to do so.

69. Can I edit a podcast on my Iphone (or Samsung)?

I've tried to stress this throughout the entirety of this body of text and I'll say it one more time just for good measure. You can certainly run a podcast entirely off of your phone. If you're comfortable with the limitations, deploy the proper strategies, and employ the right tools you'll do just fine. Although the process may be a bit more limited compared to using a full-featured desktop editing software you have a lot at your disposal. There are several apps available on the App Stores that allow you to edit audio and video files directly on your phone.

Here are a few audio options:

a. GarageBand: This is a powerful and free app from Apple that allows you to record and edit audio. It's primarily designed for music, but it can be used for podcast editing as well. It offers a range of audio editing tools, including trimming, splitting, and looping, as well as a library of sound effects and music loops.

b. Ferrite Recording Studio: Ferrite is designed specifically for podcasters and journalists. It allows you to record, edit, and mix audio. The basic version is free, but there's a Pro version available as an in-app purchase that offers more advanced features.

c. Hokusai Audio Editor: This is a free app that offers a range of audio editing tools. You can upgrade to the Pro version for more advanced features.

d. Alitu: The Podcast Maker: Alitu is a podcast production tool that automates audio cleanup, adds your theme music, and publishes the episode to your host. It's a web app, so it works on your iPhone's browser. It's a paid service, but it offers a 7-day free trial.

Here are a few video options:

e. Adobe Premiere Rush: This is a simplified version of Adobe's popular Premiere Pro video editing software. It offers a range of editing tools, including multi-track timelines, color correction, and the ability to add music and transitions. It's available on iOS and Android.

f. CapCut, formerly known as VivaCut, is a free all-in-one video editing app that's available on both iOS and Android. It's developed by Bytedance, the company behind TikTok, and is particularly popular among TikTok users for its ease of use and powerful features.

g. iMovie: If you're an iPhone user, iMovie is a free and powerful video editing app. It offers a range of features, including the ability to add titles, music, voiceovers, and effects. You can also create Hollywood-style trailers with its built-in templates.

h. InShot: This is a user-friendly video editor with a range of features, including trimming and cutting, video effects, and a music library. It's available on iOS and Android.

i. Quik: Created by GoPro, Quik is a free video editor that allows you to create beautiful videos with just a few taps. It's available on iOS and Android.

j. Kinemaster: This is a professional video editing app that offers a multi-track timeline, along with a range of features like blending modes, voiceovers, chroma key (green screen), speed control, transitions, subtitles, and more. It's available on iOS and Android.

k. PowerDirector: This is a powerful video editing app that offers a range of features, including speed control, video effects, and a photo-video editor. It's available on Android.

l. FilmoraGo: This is a user-friendly video editing app that offers a range of features, including trimming and cutting, video effects, and a music library. It's available on iOS and Android.

Yes, these apps can be powerful, but editing on a small screen can be more challenging than editing on a larger screen. Depending on the complexity of your video podcast, you might find it easier to do your editing on a computer.

While editing a podcast on your phone can be convenient, especially for simple edits or when you're on the go, keep in mind that it might be more challenging to perform complex edits on a small screen compared to using a desktop computer. Also, the processing power of a phone is less than that of a computer, which may slow down the editing process for larger files. Use caution when deciding to go this route.

70. How much does it cost to edit a podcast?

I'm sure it goes without saying, you get what you pay for so be cautious about treading down this path. The cost of editing a podcast can vary widely based on several factors, including the length and complexity of the episode, the level of

editing required, whether or not you've systemized your process, and whether you're doing the editing yourself or hiring a professional.

Here's a breakdown of some of the costs related to editing:

a. DIY Editing: If you're editing the podcast yourself, the cost can be minimal. You might need to invest in editing software, although there are free options available like Audacity. The main cost here is your time. Depending on the length and complexity of the episode, editing can take anywhere from a few hours to a full day or more.

b. Professional Editing Services: If you're hiring a professional to edit your podcast, the cost can vary widely. Some editors charge a flat rate per episode, while others charge per minute of audio. Rates typically range from $25 to $100 per hour of raw material (audio or video), although high-end services can charge more.

c. Editing Software: If you're editing the podcast yourself, you might need to invest in editing software. Free options like Audacity are available but tricky to learn, but more advanced software like Adobe Audition or Pro Tools can cost anywhere from $20 to $50 per month.

d. Outsourcing Platforms: Platforms like Upwork or Fiverr can be used to find freelance podcast editors at a range of price points. Rates on these platforms can vary widely, but you might find more affordable options, especially if your editing needs are relatively simple.

The quality of editing can have a big impact on the listener's experience, so it's important to ensure that your podcast is edited well, whether you're doing it yourself or hiring a professional.

71. Should I edit my own podcast?

Whether you should edit your own podcast or hire a professional to do it for you depends on several factors, including your budget, your technical skills, the complexity of your podcast, and how much time you can dedicate to the task. Here are some considerations to help you make the decision:

Benefits of Editing Your Own Podcast:

a. Cost Savings: Hiring a professional editor can be expensive, especially if you're producing episodes frequently. Editing your own podcast can save you these costs.

b. Control: When you edit your own podcast, you have complete control over the final product. You can make sure it aligns perfectly with your vision and standards.

c. Learning Opportunity: Editing your own podcast can be a great way to learn new skills. You'll gain a deeper understanding of the podcasting process, which can help you improve your recording techniques and overall podcast quality.

Benefits of Hiring a Professional Editor:

d. Time Savings: Editing can be time-consuming, especially for longer or more complex episodes. Hiring a professional editor can free up your time to focus on other aspects of your podcast, like content creation, marketing, and audience engagement.

e. Professional Quality: A professional editor has the skills and experience to ensure your podcast sounds the best it can. They can handle everything from removing ums and ahs to balancing audio levels and adding sound effects or music.

f. Consistency: A professional editor can help ensure consistency across episodes, which can contribute to a more polished and professional feel for your podcast.

Drawbacks of Editing Your Own Podcast:

g. Time-Consuming: Editing can be a lengthy process, especially for beginners or for complex episodes. This time might be better spent on other aspects of your podcast, such as content creation, marketing, or audience engagement.

h. Learning Curve: If you're new to audio editing, there can be a steep learning curve to understand how to use editing software and apply different editing techniques effectively.

i. Quality: Without professional training or experience, you might not achieve the same level of audio quality that a professional editor could provide. This could potentially impact your listeners' experience.

Drawbacks of Hiring a Professional Editor:

j. Cost: Professional editing services can be expensive, especially if you're producing episodes frequently. This could be a significant drawback if you're on a tight budget.

k. Finding the Right Editor: It can take time and effort to find an editor who understands your vision and can deliver the quality you're looking for. You might need to try out a few different editors before you find the right fit.

l.   Less Control: When you outsource editing, you give up some control over the final product. While a good editor will work to your specifications, they might make decisions that you wouldn't have made yourself.

m.   Turnaround Time: Depending on the editor's workload and the complexity of your podcast, there might be a significant turnaround time for each episode. This could impact your ability to release episodes on a consistent schedule, especially if you record close to your release date.

In the end, the decision comes down to what's most important for you and your podcast. If budget is a concern and you're willing to learn, editing your own podcast could be a good choice. If you want to save time and ensure professional quality, hiring an editor could be worth the investment. The difference between editing your own podcast and hiring a professional editor depends on your specific circumstances, including your budget, skills, time availability, and the complexity of your podcast. It's worth weighing these pros and cons carefully to make the best decision for your podcast.

72.   What is the best computer to edit a podcast?

This one is very subjective. Most computers these days have the capability of running even the most basic of editing software so it really depends on what your goals are and how you plan to achieve them. The best computer for editing a podcast largely depends on your specific needs, budget, and personal preference. However, there are a few key factors to consider:

a.   Processor (CPU): Audio and video editing can be CPU-intensive, especially if you're working with multiple tracks or using advanced effects. A computer with a multi-core processor (like an Intel i5, i7, or i9, or an AMD Ryzen series) can handle these tasks more efficiently.

b.   RAM: More RAM allows your computer to handle larger files and run multiple applications at once without slowing down. For audio and video editing, 8GB of RAM is usually sufficient, but 16GB or more can provide better performance, especially for more complex projects.

c.   Storage: Audio and video files can take up a lot of space, especially if you're recording in high quality. A computer with a large hard drive (1TB or more) can store more episodes and audio files. Additionally, a solid-state drive (SSD) can provide faster performance than a traditional hard disk drive (HDD).

d.   Operating System: The best operating system for you depends on your personal preference and the software you plan to use. Some audio editing

software is available on both Windows and macOS, while others are exclusive to one or the other.

That's most likely not enough information for you to make a good decision so let's take this a step further. Based on the criteria set out here are a few computers that are well-suited for audio and video editing:

e. [Acer Predator Triton 300](#): This high-performance laptop is equipped with an Intel Core i7-11800H processor and NVIDIA GeForce RTX 3070 graphics, making it suitable for intensive tasks like podcast editing. It offers a high-quality display, ample RAM and storage, and comes with either Windows 10 or Windows 11 Home 64-bit. *(This is the one I use for my stuff)*

f. [Apple MacBook Pro](#): Known for their solid performance and reliability, MacBook Pros are a popular choice for many podcasters. They come with GarageBand pre-installed, which is a capable audio editing software for beginners.

g. [Dell XPS 15](#): This Windows laptop offers powerful performance with up to an Intel i9 processor, 64GB of RAM, and 1TB SSD, making it well-suited for audio editing.

h. [Apple iMac](#): If you prefer a desktop computer, the iMac offers powerful performance and a high-resolution display. The 27-inch model also allows for user-upgradable RAM, which can save you money if you need to upgrade in the future.

i. [HP Envy Desktop](#): For a Windows desktop option, the HP Envy offers strong performance with up to an Intel i7 processor, 16GB of RAM, and 1TB SSD.

The "best" computer for editing a podcast depends on your specific needs and budget. It's worth researching different options and checking the system requirements for the software you plan to use before making a decision.

73. Where do most people listen to podcasts?

Thanks for an easy one! The most popular platforms for listening to podcasts are:

a. Apple Podcasts: Apple's platform is one of the most popular places to listen to podcasts, especially for iPhone, iPad, and Mac users. It offers a vast library of podcasts in various genres. 52% of podcast listeners use this platform, making it the most popular choice.

b. Spotify: Spotify has made significant investments in podcasting and has quickly become a popular platform for podcast listening. It's available on

various devices and offers both free and premium listening options. This platform holds 19% of the podcast listener market share.

c. Google Podcasts: This is a default choice for many Android users. It's free and integrates well with Google's ecosystem.

d.

e. Amazon Music/Audible: Amazon has also entered the podcasting space, offering podcasts through both Amazon Music and Audible.

f. Other Apps: There are many other podcast apps that people use to listen to podcasts, including Overcast, Pocket Casts, Castbox, and Stitcher. These apps often offer features like variable speed playback, sleep timers, and episode queuing. The remaining 29% of market share is divided among these other apps including Google and Amazon.

Where people listen to podcasts depends on the individual's preferences and lifestyle. As a podcast creator, it's a good idea to make your podcast available on as many platforms as possible to reach the widest audience. But it can be easy to get yourself stuck in a paradigm thinking the only way your podcast is going to grow is if you're on every platform ever and that simply is not the case.

The highest paid podcaster in history was exclusively on YouTube for a very long time. Coming from experience, focus on the top 3-5 and stay consistent in your delivery of episodes for as long as sustainably possible. If you want to go to the source of these stats you can find them here.

74. Which city has the most podcast listeners?

The specific city with the most podcast listeners is not directly mentioned in any of the sources I've found. However, it's important to note that podcast listening is widespread and not confined to a specific geographic location. The world is way more connected than it used to be which means the opportunity for you to leverage attention for monetary gain has become unlimited. You no longer need to worry about serving a specific geographic area with most things. Granted, services like plumbing or carpet cleaning are localized but there's ways you can take those businesses online to serve a wider area if you feel like getting creative.

If you're interested in targeting a specific city or region with your podcast, it might be more useful to look at demographic information and interests specific to that area. For example, if a city has a large population of tech workers, a tech-focused podcast might find a large audience there. Similarly, a city known for its arts scene might have a large potential audience for podcasts about art and culture. If you have a specific city or region in mind that you want to target with a podcast, I recommend conducting a more targeted search or survey to understand the podcast listening habits of that area.

Now, when it comes to the highest concentration of podcast listeners there are several factors to take into account such as the availability of internet access, cultural trends, and language can influence where podcasts are most popular. According to Edison Research, podcast listening is widespread across the United States, with 37% of the U.S. population (104 million people) listening to a podcast in the last month. This is up from 32% in 2019.

75. Who listens to podcasts the most?

There are a ton of blog posts and articles claiming to have the numbers on this so let's set some rules. First, these numbers will change by the time you read this. Second, in order to provide you with an answer to this question I have subjectively selected a source based on my own personal level of trust so if you trust me then you can trust this data. Third, use this information wisely.

There are a number of ways you can interpret this so take it all with a grain of salt. That is to say, none of this is gospel and most of it is subject to change so you shouldn't base any major decisions on the information provided other than satisfying one's curiosities about a snapshot of specific detail written on a blog post and updated December 28, 2021. That being said, based on the data from Podcast Insights:

   a. 49% of podcast listeners are female while 51% are male.
   b. 45% of monthly podcast listeners have household income over $75K.
   c. 27% of US podcast listeners have a 4-year college degree.
   d. 63% of podcast listeners are white.
   e. Age of monthly podcast listeners in the US:
        a. 12-34: 48% (vs 37%)
        b. 35-54: 32% (vs 40%)
        c. 55+: 20% (vs 23%)

In terms of where, what, when, and how:

   f. 49% of podcast listening is done at home, down from 51% in 2017.
   g. 22% listen while driving (in a vehicle), same as 2017.
   h. Podcast listeners subscribe to an average of 6 shows.
   i. Podcast listeners listen to an average of 7 different shows per week, up from 5 in 2017.
   j. 80% listen to all or most of each episode, down from 86% in 2017.
   k. Podcast listening on a computer went up from 29% to 31% (smartphone listening went from 71% to 69% respectively).
   l. 19% of listeners increase the speed (listen faster).
   m. 65% of monthly podcast listeners have been listening for less than 3 years.
   n. Comedy is the most popular podcasting genre, followed by education and news.

And just because I can, here are some other interesting podcasting statistics:
75% of the US population is familiar with the term "podcasting" – up from 70% in 2019.

o. 55% (155 million) of the US population has listened to a podcast – up from 51% in 2019.
p. 37% (104 million) listened to a podcast in the last month – up from 32% in 2019.
q. 24% (68 million) listen to podcasts weekly – up from 22% in 2019.
r. 16 million people in the US are "avid podcast fans".
s. And the country with the most podcast listeners is the United States with around 120 million people (roughly 42% of the population) listening to podcasts every single month.

76.   How do I choose a topic for my podcast?

I'm just going to assume that this question isn't referring to choosing a genre for your podcast, rather, it is searching for a predictable way to drum up unlimited talking points to ensure longevity in your show. That way it can stay here and still provide value for you. When choosing a topic for your episodes there are a few things to consider. Here are some ideas to guide your approach:

a. Identify Your Interests: Start by making a list of topics you're passionate about. Podcasting requires a significant time investment, so it's important to choose a topic that you'll enjoy discussing regularly. If you don't care about the topic or idea don't waste time being inauthentic. People will notice and avoid your show.

b. Consider Your Expertise: What are you knowledgeable about? Your professional background, hobbies, or personal experiences could provide a unique perspective for your podcast. If you're tying your business to your podcast you can use your signature solution as a framework for your topics. Break down your process, find out what people are asking related to each of the steps, and address those challenges on your show. Put all the info you gather into a detailed spreadsheet and use it to guide your show schedule.

c. Research Existing Podcasts: Look for other podcasts in your areas of interest. What topics do they cover? How could you offer a different perspective or cover an aspect of the topic that hasn't been addressed? Put all the info you gather into a detailed spreadsheet and use it to guide your show schedule.

d. Think About Your Target Audience: You've read it already; Who are you helping and what are you helping them with? Who do you want to reach with your podcast? What topics would they find interesting or valuable? Try to find a balance between a topic you're passionate about and one that will also attract listeners.

e. Consider the Longevity of the Topic: You want your podcast to last, so consider whether your topic is evergreen (always relevant) or if it's a trend that might fade away. Both are valuable, the trouble comes when you only focus on one or the other. Evergreen topics can provide a more sustainable option for long-term podcasting because their content will serve throughout time. Where a trending topic will fade it still provides value in that it affords your show a certain level of enhanced discoverability.

f. Test Your Idea: You can't expect yourself to automatically know what your potential audience will be attracted to. That's why you test everything. Once you've narrowed down your topic, try brainstorming several episode ideas. If you can easily come up with a list of potential episodes, it's a good sign that your topic has depth and longevity. When you find something that resonates try replicating it with some variation.

Your podcast topic should be something you're passionate and knowledgeable about, but it should also be interesting and valuable to your target audience. It's okay to start broad and then narrow down your focus as you learn more about your audience and what they respond to.

77. How do I promote my podcast on social media?

Social media is a powerful tool for growing your podcast audience because it allows you to reach and engage with a broad audience in a direct and personal way. By sharing your podcast episodes and related content on social media, you can attract new listeners, engage with your existing audience, and build a community around your podcast.

It also provides a platform for your listeners to share your content, helping to increase your reach organically. Being in the social forum on platforms like Facebook, Instagram, YouTube, or Tik Tok also allows you to receive direct feedback from your audience, which can be invaluable for improving your podcast and better catering to your audience's interests.

I have a bit of an issue with this question though. It's way too high level and vague to get any reasonable answer so I'm going to give you two answers to this. One that stays at the 30,000 foot view and the other will go into more detail about what exactly you should be doing.

Here are three high-level strategies to grow your podcast using social media:

a. Content Strategy: Develop a content strategy that goes beyond just sharing your podcast episodes. Create a variety of engaging content related to your podcast topic, such as behind-the-scenes photos, quotes from episodes, blog

posts, or infographics. This not only keeps your social media profiles interesting but also positions you as an authority in your podcast's niche.

b. Community Engagement: Social media is all about building communities. Engage with your audience by responding to comments, asking for feedback, and participating in relevant discussions. You can also create a dedicated group or forum for your podcast listeners to interact with each other and with you. This fosters a sense of community and keeps your audience engaged between episodes.

c. Collaboration and Partnerships: Collaborate with other podcasters, influencers, or brands in your niche. This could involve guest appearances, shout-outs, or joint promotions. These collaborations can help you reach a wider audience, gain credibility, and provide additional value to your listeners.

Now that you have a general idea of what a strategy looks like, let's put all of this into an actionable step-by-step process that you can follow to put these strategies to work. Here's a comprehensive guide that combines both the process of repurposing your podcast episodes into social media content and setting up a funnel to drive traffic back to your original content and monetization options:

d. Step 1: Identify Key Moments

    After recording your podcast episode, watch it (because you've decided to do a video podcast) and identify key moments, quotes, or topics that stand out. These could be funny moments, insightful comments, or powerful quotes. Aim for segments that are 1-3 minutes long for video clips.

e. Step 2: Extract Your Clips

    Use the editing software of your choice, (Adobe Premiere Pro) extract these key moments from your podcast episode. Save each clip separately with a descriptive filename so you can easily identify it later.

f. Step 3: Transcribe Clips

    Transcribe the audio of each clip. You can do this manually, through Adobe Premiere Pro's auto transcribe feature, or use a third party service like Rev or Descript. This will allow you to add captions to your videos (important as [85% of people watch social media videos with the sound off](#)) and to pull out quotes for additional image-based content.

g. Step 4: Create Image-Based Content

    Use a graphic design tool like Canva or Adobe Spark to create image-based content. This could be a quote against a visually appealing background, or a key takeaway from the episode presented as an infographic. Here is a list of all possible image based posts you can make:

- Episode Thumbnail
- Questions To Followers
- Tutorials
- Behind the scenes
- "Ask Me Anything"
- Memes
- User submitted
- Cross posts/Local business spotlight
- Testimonials
- Contests
- Seasonal Trends
- Holidays
- Community Engagement
- Polls
- Fun Facts
- Brand Story Bits
- Staff Spotlight
- Tag-A-Friend
- Quotes
- Stats
- FAQ Answers
- Recommended Reading
- Historical
- Tools
- Past & Present
- Community Spotlight/Current Events
- Game or Challenge
- Lifestyle
- Macro
- Caption This
- Appropriate Jokes
- Product Post (Notice how this one is last. That's for a reason)

h. Step 5: Include a Call to Action

At the end of each clip, include a call to action (CTA) that directs viewers to the full episode. This could be a verbal CTA in the audio, a text overlay in the video, or a link in the post caption. Make sure to make the process of finding the full episode as easy as possible for the viewer.

i. Step 6: Schedule Posts

Use a social media management tool like Later, Buffer, or Hootsuite to schedule your posts. Aim to post regularly. Once a day is a great starting point but if you can get to 2 or 3 you'll be in the sweet spot. If your episodes are 30-45 minutes long you should have no problem finding 7 one minute

clips. If you batch make images using the list of 32 ideas above as well, you're easily at two posts a day.

j. Step 7: Engage

After posting, engage with your audience. Respond to comments, ask questions, and encourage discussion. It's ok if you're the first comment. In fact I encourage it! This will help to build your community and increase the visibility of your posts. Do everything you can to start conversations so you can become the water cooler that everyone gathers around.

k. Step 8: Include a CTA in Your Full Episodes

In your full podcast episodes, include a CTA that directs listeners to your offers or merchandise. This could be at the beginning, middle, or end of the episode, or even all three. Make sure to explain clearly what the offer or merchandise is, why it's valuable, and how listeners can get it. The more authentically you weave this in the better. And try not to do it every time. You're trying to build a relationship not to hound people into buying things from you.

l. Step 9: Make the Conversion Process Easy

Once listeners reach your offer or merchandise, the process of purchasing or signing up should be as easy as possible. This might mean having a simple and secure online store for merchandise, or a straightforward sign-up form for offers.

m. Step 10: Follow Up

After someone makes a purchase or signs up for an offer, follow up with them. This could be a thank you email, a request for a review, or an offer of additional value. This helps to build a relationship with your audience and encourages repeat purchases or sign-ups.

n. Step 11: Measure and Adjust

Track the performance of your funnel, from the social media clips to the final conversion. If certain clips are not driving traffic to your full episodes, try to understand why and adjust accordingly. If listeners are not converting to customers, consider whether your offer or merchandise is appealing and valuable to your audience.

The goal of this type of strategy is not only to create engaging content but also to build a loyal audience and drive them towards your podcast and business offers. Each step, from creating the clips to following up after a purchase, is designed to provide value to your audience and foster a sense of community. By doing so, you'll not only increase your podcast listenership but also grow your business.

78. What are the best podcast hosting platforms?

The ones that are free and allow you to distribute everywhere without worrying about anything. Yes that exists. It's called [Spotify For Podcasters](#), we've talked about it a lot. Everyone should use them. It's free, they offer monetization solutions, and you get an easy to use RSS feed that you can distribute to the other platforms like Apple, Amazon, and Google. Although the only ones that really matter are Apple and Spotify [holding over 70% of the audience](#).

Also, no I don't make any money for recommending them. I've just watched hundreds of other people struggle with the other platforms for a really long time where I've launched dozens of podcasts and never had a single issue.

That being said, here is a less biased perspective.

    a. Spotify For Podcasters (Formerly Anchor)

        Pros:

        a. Completely free to use with unlimited hosting.
        b. Offers built-in recording and editing tools.
        c. Owned by Spotify, which could have advantages for distribution.

        Cons:

        d. Limited analytics compared to other platforms.
        e. Some users have reported issues with customer service.
        f. Less control over distribution as Spotify For Podcasters (Formerly Anchor) submits your podcast to directories on your behalf.

    b. Libsyn

        Pros:

        a. Established and reliable with a long history in podcast hosting.
        b. Offers detailed analytics to understand your audience better.
        c. Provides excellent customer service.

        Cons:

        d. The interface is not as modern or user-friendly as some other platforms.
        e. The base plan is limited and higher-tier plans can get expensive.
        f. Extra cost for a custom domain.

c. Buzzsprout

Pros:

a. User-friendly interface that's great for beginners.
b. Offers advanced analytics.
c. Automatic episode optimization for best audio quality.

Cons:

d. Free plan is limited to 2 hours of upload per month and episodes are deleted after 90 days.
e. Advanced features like transcription services come at an additional cost.
f. No built-in recording or editing tools.

d. Podbean

Pros:

a. Unlimited hosting services.
b. Supports video podcasts.
c. Offers a range of promotional tools.

Cons:

d. The interface can be a bit overwhelming for beginners.
e. Advanced analytics are only available on higher-tier plans.
f. Custom domain is only available on the business plan.

e. Transistor

Pros:

a. Allows multiple shows under the same account.
b. Provides professional podcast hosting and analytics.
c. Includes a built-in website builder.

Cons:

d. More expensive than some other options.
e. No built-in recording or editing tools.
f. No free plan available.

f. Spreaker

Pros:

a. Comprehensive solution with recording, editing, hosting, and distribution.
b. Offers monetization options.
c. Allows for live podcasting.

Cons:

d. The free plan has limited storage and only allows 5 hours of audio.
e. The interface can be a bit complex for beginners.
f. Some features, like advanced analytics, are only available on higher-tier plans.

g. Captivate

Pros:

a. Designed to help you grow your audience.
b. Offers advanced analytics.
c. Includes a podcast website.

Cons:

d. More expensive than some other options.
e. No free plan available.
f. Newer platform, so doesn't have as long a track record as some others.

h. Simplecast

Pros:

a. One-click publishing makes it easy to distribute your podcast.
b. Offers detailed analytics.
c. Used by both big brands and independent podcasters.

Cons:

d. More expensive than some other options.
e. No free plan available.
f. Some users find the analytics interface a bit complex.

The best platform for you will depend on your specific needs and goals. Consider factors like cost, ease of use, distribution capabilities, analytics, and customer support when making your decision. And when you're done considering those things, get your account set up at [Spotify For Podcasters](#).

79.   How do I improve the sound quality of my podcast?

This is a sneaky one. We've covered the topic of editing your podcast and some of those elements included cleaning up the audio to ensure the best possible output. The key to getting good audio is starting at the source. The cleaner your audio signal is from the moment it leaves your face the better you'll do on the output. If you have time, read this article on Acoustic Treatment to get a better understanding of your sound control. Here are a few things you can do to take the leap from amateur sound to professional quality.

a.   Use a Good Quality Microphone: This is the most basic and important step. USB microphones are generally good for beginners due to their ease of use and affordability, but XLR microphones provide better sound quality for a higher price.

b.   Use a Pop Filter: A pop filter is a screen that is placed between you and the microphone. It reduces or eliminates the popping sounds that are caused by the mechanical impact of fast-moving air on the microphone during recorded speech.

c.   Improve Your Recording Environment: Try to record in a quiet, indoor environment where external noise is minimized. Soft furnishings like carpets, curtains, and sofas can help to reduce echo.

d.   Use Headphones: Using closed-back headphones can help you catch any unwanted noise or audio issues during the recording itself.

e.   Speak Clearly and Consistently: Try to maintain a consistent distance from your microphone and speak clearly to ensure your voice level remains constant.

f.   Use Audio Editing Software: Software like Cubase, Pro Tools, Audacity, GarageBand, or Adobe Audition can help you clean up your audio and improve the sound quality in post-production. You can reduce background noise, equalize your audio, compress the audio to ensure consistent volume, and more.

g.   Invest in Sound Treatment: If you're serious about podcasting, consider investing in some sound treatment for your recording space. This could include foam panels to reduce echo, bass traps to control low frequency sound, and diffusers to evenly distribute sound.

h.   Regularly Maintain Your Equipment: Keep your equipment clean and in good working order. Dust and dirt can affect sound quality, so regular maintenance is important.

i. Use Adobe Podcast Enhancer: This is a free solution in beta right now that will literally take truck stop bathroom audio and transform it into million dollar studio sound in less than 10 minutes. It does have a few limitations in terms of file size and episode length but trust me when I say this one is a GAME CHANGER.

It is also important to add that while high-quality audio can greatly enhance the listener's experience, content is king. Even the best sound quality won't save a podcast with poor content. So focus on creating engaging, valuable content for your listeners, and use these tips to ensure it's delivered with the best sound quality possible.

80. How do I handle negative feedback or criticism of my podcast?

Let's start this one off with a simple reframe. Anyone who would take the time to consume your content and say something hurtful without including constructive feedback is in a bad place. The only way to deal with someone who is hurt is with empathy and kindness. Not all hateful comments are bad for business either. Some of them are opportunities for you to prove to your audience just what kind of business or band you are and what you stand for.

Sniping back isn't always a good idea but sometimes a humorous response will show others that you're not the type of brand to take things personally. Don't go so far as to say more negative things about yourself but at least acknowledge it and add to the comedic value if possible. The thing is, people are always going to disagree with something.

The trick for you is to look for ways to make it serve you and your purpose. A steakhouse shouldn't worry about a vegans rantings. It bears no value to the vision the steakhouse should have for itself. You can't make vegan steak so don't bother engaging. Simply delete and move on. Unless of course you can make it funnier. (Tastefully of course!) Yes, handling negative feedback or criticism can be challenging sometimes, but it's an inevitable part of putting your work out into the world. Here are some other strategies for handling criticism of your podcast:

a. Stay Calm and Open-Minded: Your initial reaction might be to get defensive, especially if the criticism feels harsh or unjustified. However, it's important to stay calm and approach the feedback with an open mind. Remember, everyone is entitled to their opinion.

b. Evaluate the Feedback: Not all criticism is created equal. Some feedback will be constructive and valuable, while other comments might be unhelpful or even malicious. Take the time to evaluate the feedback and consider its source. Is it coming from your target audience? Is it specific and actionable?

c. Learn from Constructive Criticism: If the feedback is constructive (even if it's negative), use it as a learning opportunity. Perhaps the critic has pointed out something you hadn't considered, or highlighted an area where you could improve. This kind of feedback can be incredibly valuable for improving your podcast.

d. Respond Appropriately: If you feel it's appropriate to respond, do so in a polite and professional manner. Thank the person for their feedback, acknowledge their point of view, and if you plan to take action based on their comments, let them know.

e. Ignore Unconstructive Criticism: If the criticism is unconstructive or malicious, it's best to ignore it. Engaging with trolls or negative people can be draining and unproductive. Focus your energy on creating the best podcast you can.

f. Seek Support: If negative feedback is getting you down, reach out to your support network. This could be fellow podcasters, friends, or family. They can provide a listening ear, a different perspective, or advice based on their own experiences.

g. Keep Going: Don't let negative feedback stop you from podcasting. Remember why you started your podcast in the first place, and keep going. Every successful podcaster has faced criticism at some point. It's how you handle it that counts.

Always keep your focus on the reason behind the work you're doing. Understand that feedback of any kind can be a tool for growth. It's not always easy to hear, but it can provide valuable insights that help you improve your podcast and better serve your audience.

81.   How do I measure the success of my podcast?

There are an unlimited amount of data points that you can track that wil subjectively indicate whether or not your efforts are successful. TO determine if you are successful first you must define what success is to you. Is it simply recording, editing, and distributing something cohesive enough to call an episode? Is it earning millions of dollars from having conversations with people? Is it generating leads for your business? How about selling 100 tee shirts every month?

You see where I'm going with this? Define what success is and you'll see whether or not you've reached that goal. After some careful consideration and clarity you can begin to measure your progress.

Let's say your goal is to start a podcast that you can use to grow your business. Here are a few metrics you can track to determine your success:

a. Measure how many guests you reach out to.
b. Measure how many of them are receptive to follow up messaging.
c. Measure which follow ups are working and which aren't.
d. Measure how many of your guests turn into clients.
e. Measure how many people watch each of your episodes.
f. Measure how many of your audience members sign up for your newsletter or lead magnet.
g. Measure how many of those audience members reach out to inquire about the topics you cover on your show. Measure how many of them become clients.
h. When you've gathered all of that data, compare the income you earn to the efforts and costs you incur to run your show and decide if the path is worth continuing. If you spend a dollar and only get fifty cents back it's probably not worth it. But if you spend a dollar and you make two or three back then you can consider this endeavor a success.

Another great example would be if your goal was to sell affiliate products and earn an income from it. Imagine one of your affiliate products was a computer. Your show should be dedicated to talking about computers. But make it fun and interesting for your audience. Instead of simply stating facts and sharing features try running an imaginary computer fight club. One where you pick the best computer you can sell and pit it against its competitors in a dramatic fantasy league comparison.

i. Measure how many people tune into your show.
j. Measure how many people comment.
k. Measure how many comments you have to reply to.
l. Measure how many of those replies turn into link clicks.
m. Measure how many link clicks turn into add to cart's.
n. Mesure how many checkouts occur.
o. Measure how much money you earn from that traffic.
p. Compare this data against the revenue you generate and see if your efforts yield an ROI positive outcome. You can consider that a success if it is.

Measuring the success of your podcast can be subjective and depends largely on your personal goals for the podcast. As you can see, there are several key metrics that can help you gauge your podcast's performance. Here are just a few other areas that you can look at to begin measuring your outcomes.

q. Downloads: This is one of the most basic metrics for podcast success. It tells you how many times your podcast episodes have been downloaded. However, it's worth noting that downloads don't necessarily equate to listens.

r. Listener Retention: This metric shows you how much of each episode your listeners are actually listening to. If you notice that listeners are dropping off early in each episode, it might be a sign that you need to make your intros more engaging or adjust your content.

s. Subscriber Growth: This metric shows you how many new subscribers you're gaining over time. A steadily increasing subscriber count is a good sign that your podcast is growing.

t. Reviews and Ratings: Positive reviews and high ratings can help attract new listeners to your podcast. They also provide qualitative feedback that can help you improve your podcast.

u. Social Media Engagement: If your listeners are engaging with you on social media—by liking, commenting, sharing, or retweeting your posts—it's a good sign that they're invested in your podcast.

v. Listener Feedback: Direct feedback from your listeners, whether it's through email, social media, or in person, can be a valuable measure of your podcast's success. Are listeners reaching out to you with questions or comments? Are they sharing their own stories or insights related to your podcast topics?

w. Sponsorship and Revenue: If you're monetizing your podcast, then sponsorship deals and revenue can be a measure of success. However, it's important to balance monetization with providing value to your listeners.

x. Website Traffic: If you have a website for your podcast, monitoring the traffic to your site, especially the pages dedicated to your podcast, can give you an idea of your podcast's popularity.

y. Email List Growth: If you have an email newsletter associated with your podcast, the growth of your email list can be another indicator of your podcast's success.

z. Impact: Depending on the nature of your podcast, success might not be about numbers at all. If your goal is to educate, inspire, or influence, then the impact you're having on your listeners might be the most important measure of success.

The best metrics for you will depend on your specific goals for your podcast. It's also important to remember that success often takes time, so don't be discouraged if your podcast grows slowly at first. If nothing else here is a very simple formula to remember that will guide you in measuring your success.

The Cost Of Podcasting + The Cost To Serve Your Audience - Gross Income Generated = YOUR ROI

Use this formula to decide if the work you're doing is worth it. But also, give yourself some time. The fastest a content based brand has ever gone from zero to monetized is about 9 months. Most startups take a couple years to generate a full time income so be patient with yourself. Keep focusing on creating great content and providing value to your listeners, and the success will follow.

82. How do I build a community around my podcast?

Building a community around your podcast can be a powerful way to engage with your audience and grow your listener base. Fostering a deeper connection between you, as the podcast host, and your audience means you'll have a greater sense of influence when it comes time to help them make a purchasing decision. This connection can also lead to increased listener loyalty, engagement, and word-of-mouth promotion, all of which can help grow your podcast's audience.

A strong community can provide valuable feedback and ideas for future episodes, helping you to continually improve your podcast and keep it relevant to your audience's interests. Ultimately, a podcast community can enhance the overall success and sustainability of your podcast. Here are some ideas to help you build a community around your podcast:

a. Understand Your Audience: The first step in building a community is to understand who your audience is. What are their interests? What problems are they trying to solve? What do they value? The more you understand your audience, the better you can create content that resonates with them and fosters a sense of community.

b. Create High-Quality, Valuable Content: The foundation of any podcast community is the podcast itself. Make sure your podcast provides value to your listeners. This could be in the form of entertainment, education, inspiration, or anything else your audience finds valuable.

c. Engage with Your Audience: Don't just talk *at* your audience, engage with them. This could be through social media, email, live events, or even through your podcast episodes themselves. Ask for listener questions or topic suggestions, respond to comments, and show appreciation for your listeners.

d. Create a Dedicated Online Space: Consider creating a dedicated online space for your podcast community. This could be a Facebook group, a Discord server, a subreddit, or any other online platform where your listeners can gather to discuss your podcast and connect with each other.

e. Encourage Listener Participation: Find ways to involve your listeners in your podcast. This could be featuring listener questions or stories in your episodes, inviting listeners to participate in challenges or contests, or even inviting listeners to be guests on your podcast.

f. Collaborate with Other Podcasters: Collaborating with other podcasters can be a great way to grow your community. This could be through guest appearances, shout-outs, or even joint events. Just make sure any collaborations are relevant and valuable to your audience.

g. Provide Exclusive Content or Benefits: Consider providing exclusive content or benefits to your community members. This could be bonus episodes, merchandise, early access to episodes, or anything else that might be appealing to your listeners.

h. Be Consistent: Consistency is key in building a community. This means being consistent in the quality and frequency of your podcast episodes, as well as in your engagement with your audience.

Building a community takes time and effort, but it can be incredibly rewarding. Not only can it help grow your podcast, but it can also lead to deeper connections with your audience and a more fulfilling podcasting experience.

83. How do I design a logo for my podcast?

I'm going to go out on a limb here and assume that you're most likely NOT a graphic designer. If you are, you can skip this question. Hire a graphic designer. Creating a logo requires a very specific set of skills that are honed over many years of practice, trial and error, and blood sweat and tears. I promise you, you're never going to be able to get something as good as what an actual designer will create. It will most likely cost you an arm and a leg as well so be prepared.

I realize this doesn't answer the question so if you are brave enough to continue just remember this. Whatever symbol you create to represent your brand will stick with you for a very long time so make sure what you create is something that will age well and that you are confident in representing you and your vision. Oh and one more thing. Keep it simple. If you can make it into an app icon that is 64 squared pixels and still recognize it you've accomplished the goal.

There are a few styles of logo you're going to need. Understanding the basic styles of logos can help you decide what type of design will best represent your podcast. Here's an overview of the main types of logos:

a. Wordmarks (or Logotypes): These are text-based logos that focus on the name of the brand itself, like Google or Coca-Cola. They often use custom typography to express the brand's personality.

b. Lettermarks (or Monogram Logos): These logos are made up of letters, usually brand initials, to represent the brand due to a long or hard-to-pronounce name. Examples include IBM, HP, or HBO.

c. Pictorial Marks (or Logo Symbols): These are iconographic images that are easily recognizable and represent the brand, like the Apple apple or the Twitter bird.

d. Abstract Logo Marks: These are abstract geometric forms that don't establish an immediate connection to an existing image but rather, represent your brand through color and form. An example is the Pepsi divided circle used cleverly as a background or the Adidas flower turned into a pattern.

If your decision is to design a log yourself you're going to need some additional guidelines as well. The value of a well-designed logo for your podcast cannot be overstated so approach this with patience and caution. Let's delve into the steps it will take to design a podcast logo:

e. Understand Your Brand: Your logo should reflect the tone, content, and personality of your podcast. Consider your target audience and what styles, colors, and imagery would resonate with them.

f. Sketch Out Ideas: Begin with rough sketches of potential logo designs. Try to incorporate elements that are representative of your podcast's theme or content.

g. Choose the Right Colors: Colors can evoke different emotions and should align with your podcast's brand. Your logo should also be effective in both color and black and white.

h. Keep It Simple: A good logo is simple and easily recognizable. Avoid overly complex or detailed designs that may appear cluttered.

i. Consider Typography: If your logo includes text, ensure it's in a font that aligns with your brand and is legible, even at smaller sizes.

j. Use Design Software: Use design software like Adobe Illustrator or free online tools like Canva to create your logo.

k. Test Your Logo: Test your logo in various sizes and on different backgrounds to ensure it's versatile and effective in all potential use cases.

l. Get Feedback: Share your logo with others to get their feedback. They may offer valuable insights or notice something you missed.

Each type of logo communicates in a different way, so choosing the right style can contribute to the overall perception and success of your brand. A well-designed logo is a crucial element in establishing your podcast's identity, attracting potential listeners, and enhancing brand recognition. Keep the design simple, use appropriate colors, and ensure it's versatile for use across various platforms and sizes.

84. How do I handle technical issues while recording a podcast?

Handling technical issues while recording a podcast can be a daunting task, especially if you're in the middle of an episode or interviewing a guest. However, with a proactive approach and a calm mindset, you can effectively manage these challenges. Here's a few things you can do to handle technical issues:

a. Preparation is Key: Before you start recording, test your equipment to ensure everything is working properly. Check your microphone, headphones, recording software, and internet connection (if you're recording remotely). Having a backup plan, such as an extra microphone or a secondary recording device, can also be a lifesaver.

b. Stay Calm and Patient: If a technical issue arises during recording, stay calm. Panicking can lead to further mistakes or issues. It also throws your guest off. Technical issues happen and most people get that. It's your responsibility in this situation to be the energy leader. Keep a calm head and no one will bat an eye. Lose your mind and the whole thing will turn to chaos and you stand to damage our reputation in the long run.Take a deep breath, inform your guest (if applicable), and start troubleshooting.

c. Identify the Issue: Try to identify what the problem is. Is it a software issue? Is your microphone not working? Is there a problem with your internet connection? Once you've identified the problem, you can start working on a solution.

d. Troubleshoot: Use your knowledge, resources, and the internet to troubleshoot the problem. This might involve restarting your software, checking your equipment connections, or adjusting your settings.

e. Seek Help if Needed: If you can't resolve the issue yourself, don't hesitate to seek help. This could be from a tech-savvy friend, a professional, or online communities and forums.

f. Communicate with Your Audience: If the technical issue affects the quality of the episode, it's important to communicate this to your audience. Honesty and transparency can go a long way in maintaining your audience's trust and understanding.

Understanding how to handle technical issues will help you maintain the quality and consistency of your podcast. It also helps prevent loss of valuable content, ensures a smooth recording experience, and upholds your podcast's professionalism. It also reduces stress and helps you focus on what's most important - creating engaging content for your listeners.

If you're worried about what potential issues may arise you're opening Pandora's box. The very nature of technical difficulties lie in their unpredictable nature so it's really quite difficult to prepare for everything. You can, however, prepare for some things that are a little more common in the space. Based on my experience here are a few things that can happen and what you can do to overcome them on the fly so you look like a superhero and your show runs smoothly:

g. Poor Sound Quality: This could be due to a low-quality microphone, background noise, or poor acoustics in your recording space. Solution: Invest in a good quality microphone, use a pop filter, record in a quiet space with good acoustics, and consider using soundproofing materials.

h. Microphone Not Working: This could be due to a faulty connection, a problem with your computer's audio settings, or a broken microphone. Solution: Check your connections, test the microphone on another device, check your computer's audio settings, or replace the microphone if necessary.

i. Recording Software Crashes or Freezes: This could be due to a software bug, an overloaded computer, or a problem with your computer's operating system. Solution: Restart the software, update the software to the latest version, close any unnecessary applications, or restart your computer.

j. Internet Connection Issues (for Remote Recordings): This could cause lag, dropouts, or poor audio quality during remote interviews. Solution: Use a wired internet connection if possible, move closer to your router, close any unnecessary applications, or reschedule the recording if necessary.

k. Echo or Feedback in the Recording: This could be due to your speakers being too loud, your microphone picking up sound from your headphones, or a problem with your recording software. Solution: Turn down your speakers, use closed-back headphones, adjust your microphone settings, or check your recording software settings.

l. Audio Levels are Uneven: This could be due to different microphone levels, one person speaking louder than the other, or a problem with your recording software. Solution: Check your microphone levels before recording, remind everyone to speak at a consistent volume, or adjust the levels in post-production.

m. File Corruption or Loss: This could result in losing an entire recording. Solution: Regularly save your work, make backup recordings if possible, and consider using a cloud-based storage solution for added security.

n. Battery Drain: If you're recording on a device that runs on battery power, you could run out of power during a recording. Solution: Fully charge your device before recording, keep your charger handy, or consider using a device that plugs into a power source.

The key to handling technical issues is to stay calm, identify the problem, and work towards a solution. Having a backup plan and being prepared can also help prevent many of these issues.

85. How do I make a podcast intro and outro?

Not that it's any of my business but you don't need a crazy long winded intro. That's a super old school way of thinking and if you're an old school person let me save you some serious pain. Keep it under 5 seconds or you're going to lose viewership. If you're doing a video podcast (Which should be a no brainer by now) there's a really easy way to accomplish the goal of creating a short intro that is also impactful.

 Before you make your own, I'd recommend listening to a couple of the top podcast intros out there and taking notes on the formatting so that you get a sense of how simple it should be.

Here's how I have made intros for podcasts in the past.

a. Step 1:

Make sure you know your brand before you get here. If you need some help defining it here's a questionnaire that will help you define those elements. If you fill it out I'll send you a document that outlines your brand so that you can be prepared going into this whole intro outro thing.

b. Step 2:

Pick a genre of music that would resonate with your audience. Go to one of the music sources outlined here, and follow the rabbit hole towards your sound. Look for a short burst of music at the beginning of the music you sift through that resonates with your brand.

c. Step 3:

Go to Envato and look through the logo stingers to find a template that suits your brand's personality. You can also try Motion Graphics if you want cool text animations. Download it, import it into Adobe Premiere Pro, make the necessary changes and add your music. Do the same thing for your outro except make a YouTube End Screen template that will allow you to add a subscribe button and featured video.

d. Step 4:

Export the intro and outro separately and save them somewhere where you'll be able to access them easily. Now, every time you create a new episode all you need to do is drag in the intro with music and make minor adjustments to

get everything lined up. You can also allow for a bit of an overlap and cross over fade between your music after your stinger and your spoken introduction to the episode to make the whole thing buttery smooth.

e. Step 5.

Bonus points on this one. Just before your logo stinger intro that you've added you can place a 15-20 second snippet of your episode. Find something that you or your guest say that will create intrigue in the mind of a tire kicker. Make them want to watch the whole episode to find out what that clip was all about.

86. How do I collaborate with other podcasters?

Collaborating with other podcasters can be a great way to grow your audience, share ideas, and bring fresh perspectives to your podcast. A great example of a collaboration that went well was between the hosts of the podcasts "My Favorite Murder" and "The Dollop". Both podcasts have a similar audience interested in history and true crime.

The hosts guested on each other's shows, bringing their unique perspectives and humor to the episodes. This not only provided fresh content for their listeners but also introduced their podcasts to each other's audiences, leading to increased listenership for both. Collaboration is not only a necessary step for growth, it's inevitable. Eventually someone will reach out to you so you might as well get proactive and increase your own reach.

Here's a step-by-step process to help you easily collaborate with other podcasters:

a. Plan Your Collaboration Idea: Before reaching out to potential collaborators, have a clear idea of what you want to achieve with the collaboration. This could be to reach a new audience, bring a fresh perspective to a topic, or share expertise. Common collaboration ideas include guest interviews, co-hosting an episode, podcast swaps (you appear on their podcast and they appear on yours), roundtable discussions with multiple podcasters, or a series of episodes on a shared topic.

b. Identify Potential Collaborators: Look for podcasters who share a similar audience or content theme. They don't have to be in the exact same niche, but there should be some overlap so that the collaboration is beneficial to both parties.

c. Reach Out: Once you've identified potential collaborators and have a clear collaboration idea, reach out to them. You can do this via email, social media, or through their website. Be sure to introduce yourself, explain why you're reaching out, and suggest how a collaboration could be mutually beneficial.

d. Discuss the Collaboration Idea: Share your collaboration idea with the potential collaborator. Be open to their ideas and feedback as well. The goal is to come up with a collaboration that benefits both parties and provides value to both audiences.

e. Plan and Prepare: Once you've agreed on a collaboration, start planning. This might involve preparing interview questions, researching topics, scheduling recording times, and deciding on the format of the collaboration.

f. Promote the Collaboration: Make sure to promote the collaboration on your podcast, website, and social media channels. Encourage your collaborator to do the same.

g. Follow Up: After the collaboration, follow up with your collaborator. Thank them for their time and discuss any feedback or future opportunities.

The value of planning your collaboration idea is that it provides a clear direction for the collaboration and ensures that it aligns with your podcast's goals. It also makes the collaboration more appealing to potential collaborators, as they can see the thought and effort you've put into the idea. This can lead to more successful collaborations that provide significant benefits for your podcast.

87. How do I convert my podcast listeners into customers or clients?

Converting podcast listeners into customers or clients involves a strategic approach that combines providing valuable content with effective calls to action. Have you ever heard of a funnel? Well, your podcast is essentially the top of it. As people listen and engage with you, the ones that need what you offer will raise their hand. Much like you have.

Sometimes you can speed up the process by incentivizing a conversation. Kinda like what this book might be doing. It's a piece of value that I have offered you. An olive branch of sorts. You found me somewhere out there in the ether providing value through content or community engagement and decided to follow me around the internet. When you heard I accidentally wrote this book you were intrigued. You followed a link or a message, downloaded the book, and here you are in the middle of my funnel.

The goal here is to work with you if you're in a position to be able to invest in starting a podcast. By now you will have realized my depth of knowledge and you may decide that I could be an asset to your business. At some point, someone reading this will decide to press ctrl+f and type in "Send me an email" to find the link I left in a paragraph earlier in this book so that they can ask if I can help. If we decide we're a

good fit for each other we'll work together. So ya, that's basically how you do it. Also, here's my number to save you searching for the email: (403) 585-5132. Just in case.

More precisely, here are the steps you can follow to achieve a similar outcome:

   a. Provide Value: The first step is to consistently provide valuable content that resonates with your listeners. This builds trust and positions you as an authority in your field.

   b. Understand Your Audience: Know who your listeners are and what they need. This understanding allows you to tailor your content, products, or services to meet those needs.

   c. Mention Your Products or Services: Integrate mentions of your products or services into your podcast naturally. This could be through stories, case studies, or by tying them into the topic of the podcast.

   d. Include Calls to Action: Encourage your listeners to take the next step. This could be visiting your website, signing up for your newsletter, joining a free webinar, or checking out your products or services.

   e. Offer Exclusive Deals: Give your listeners a reason to become customers. This could be exclusive discounts, bonus content, or special offers only for listeners.

   f. Follow Up: If listeners sign up for your newsletter or other offerings, make sure to follow up with them. This could be through email marketing, retargeting ads, or social media engagement.

The value in converting podcast listeners into customers lies in the ability to monetize your podcast and build a sustainable business. Your listeners already know and trust you, which makes them more likely to become customers. By following these steps, you can effectively convert listeners into customers, increasing your revenue and the overall success of your podcast.

88. How do you soundproof a podcast room?

First of all, let's get one thing out of the way. The term "Sound Proof" is often used to describe something that doesn't allow sound to travel through it. Essentially trapping all sound in or keeping all sound out. The term you're probably searching for is "Sound Control" and as an audio engineer for more than two decades now I can safely say THERE ARE NO RULES. Unless you want there to be. Let me share an example with you.

A famous pop-punk band called Blink 182 once recorded a song in a studio setting and tried to add reverb to a specific element of the vocals and nothing that they did

digitally was really embodying the feeling they were looking for. Resorting to some guerilla recording tactics the band and their engineer went to an old family home, emptied out the main floor, and had the lead vocalist sing his part from across the empty house. Voila! The sound they'd been searching for.

Now, assuming you aren't looking for a rich and saturated analogue reverb in your podcast, let's look at what it is you're actually trying to do and how you can do it on almost any budget.

    a. Clam a spot: If you haven't already, find a spot where you can consistently record your show so that you have to do the minimal amount of set up and take down.

    b. Identify the bad sounds: In that space there are sound traps. Areas that resonate in undesirable ways. The fastest way to identify these areas without professional grade equipment is by clapping. Just walk around the room and clap loudly in every place you can. Listen for areas that create the bad sounds and take note.

    c. Eliminate the problem areas: Using something soft and thick to dampen the areas with the most resonance. You can use a pillow, some blankets, movers blankets, a mattress pad, ruffled curtains on a rod, or any manner of home made soft things. If you have some money to spend, consider getting a coupole bass traps and some [acoustic panels.](#)

    d. Check the sound: Now it's time to hit record. Test your microphone in various locations in the space, at varying distances from your face, and at different registers of volume to see what's happening on the other side. Try the four quadrant technique. Divide your room into four sections and stand in each, say the label of the quadrant you're in in three different volumes, close, medium, and far away from your mic. Do this in each section while recording and when you're done, listen back to the recording and write down which quadrants sound good and which sound bad. Make the necessary additions or reductions in acoustic treatments until you've happy with the output.

    e. Enhance your sound digitally: Once you've controlled the room to the best of your ability you can now safely explore the use of noise reducers, gates, compressors, equalizers, and a plethora of other wonderful plugins. And if all else fails get yourself an account with Adobe and use their [podcast enhancer](#). It's remarkably good. Like, unbelievably good.

That's it. It's not as complicated as the experts and audiophiles make it out to be. Trust yourself to be able to determine what a good and bad sounding recording is. Don't lie to yourself and settle if all it takes is a [$62 dollar curtain and rod set](#) from Wal-Mart to make you sound like a pro.

89. [BONUS] How to podcast using only your phone.

We were going to stop at 88 but shortly before concluding the book a member of a group we're in on Facebook asked this question. It was oddly specific and we felt like

we didn't quite capture this side of things in any of the other questions we'd answered up until this point. That being said we felt it would be better to SHOW you how to do it rather than type out all of the instructions. You can access the video [HERE](#).

The End

Well, that's it. That's all the questions I could find on Google and in Facebook groups for podcasters. Now you know everything. I suspect your questions were answered but in answering those questions we've created others. Questions like, is it worth it to become a podcaster? Will I get anything out of it? And, how do I do it right the first time? These are bad questions to ask.

The thing is, you have an unlimited amount of options available. There can be many barriers to starting and running a successful podcast. There can also be none. It truly is up to you to decide if what you get out of it is worth the effort you put in. If you're brave enough to start you may find that it's not for you. You may also find that you take great pleasure in sharing your gifts and talents with others.

Arguably, a more important question is, why haven' you already started? You can only be so prepared for this. You can only read so many books and follow so many gurus. Have you heard that old saying about trees? The punchline is this. Knowledge without action is futile. A waste of your precious time.Think about this. If you've invested enough time to find this book, download it, and read this part you've already come too far to only get this far. Pick up your phone, set up a lamp, turn off the fan and hit record.

Listen to yourself talk about the things you're passionate about. Hate it at first. Then, slowly, learn to love yourself. (I know that seems super self helpy but it's true) Think about all the people you could be helping right now if only you would do something with the wealth of information you've just consumed. Turn it into a business. Make some money. Use that money to change the world. Or at least go on vacation. Or don't. Don't let some guy who wrote a book tell you how to live your life.

Whatever you do remember this.

You deserve to be happy and do something you enjoy. If you aren't 100% in love with where you are in life right now then you might want to try something new. The only way you'll ever break out of that is if you start doing something different. 99.95% of people wake up every morning and do the same things every day hoping to win some lottery that will change their lives but the truth is, 99.97% of people never hit the jackpot. Because they don't do anything about it.

You have a choice. You can sit here and make excuses or you can watch a 25 minute video showing you EXACTLY what you need to do to get started now.

And if that doesn't work out you can always [call me](#) and we can figure it out.