PODCAST
PROFITS

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Introduction

Have you ever thought about creating your very own podcast?

If so, the great news is, you don't have to be a technical wizard or an expert in your industry to create a successful podcast, nor do you have to be an established content creator. In addition, creating a podcast doesn't have to require a lot of start-up capital!

Therefore, it should come as no surprise that so many people have turned to podcasting to generate consistent and ongoing revenue.

The truth is, the value in creating highly-targeted, informative and evergreen content is limitless.

Not only is podcasting a viable method of reaching a new audience and quickly expanding your business, but it makes it easy to connect with people you may not otherwise ever reach. In other words, people who prefer to consume their content in audio format.

In fact, over one-third (which is about 104 million people) in America alone listen to podcasts regularly.

And those numbers keep going up, especially with the popularity of smart speakers like Google Home and Amazon Alexa, and in-dash entertainment systems that make it easy for people to listen to content while on the go.

From podcasts about self-improvement to building a profitable business, there is no shortage of quality podcasts—many of which are generating thousands of dollars a month.

Best of all, podcasts help you communicate with your target audience in a way that most other platforms don't. It also puts you **directly** in front of your audience, creates a **deeper, more meaningful connection** and helps **retain and grow** those relationships over a longer period.

Because it has been proven that even people with shorter attention spans tend to consume content for longer periods of time when it's in audio format.

However, it isn't enough just to make your content available to your target audience and cross your fingers that people will find you and enjoy your program.

If you want to create a successful podcast that continues to grow, you'll want to follow in the footsteps of the podcast **leaders in your market.**

That way you can learn from their mistakes while garnering valuable information about their podcast structure; such as their format, content-style and overall brand.

Then, you can use that information to create a strong foundation for your own podcast and dramatically increase your chances at being successful.

In this special report, we'll take a close look at the different ways you can create a successful podcast.

Let's begin!

Getting Started

The very first thing you need to ask yourself is:

What will my podcast theme be?

There's no doubt about it; podcasts are fantastic tools for helping you grow community and establishing authority. You can provide valuable, entertaining content for your target audience, customers, and prospective customers, and in turn nurture a loyal following of **avid listeners.**

And a successful podcast can be the springboard to much bigger things, like producing other digital products that further skyrocket your income and help you dominate your market.

But it all begins by first identifying a theme for your podcast.

What is a theme, you may ask?

A theme is the **main topic** that your podcast will be about. To determine a viable theme, you should be able to come up with about **10-15 different episode topics** around this one idea.

If you can't come up with that many topics, chances are you'll run out of concepts before your podcast has ever gotten off the ground.

If you find yourself struggling to identify what your theme should be, consider the main goal of your podcast.

You need to be clear on why you want to create a podcast before you can choose a theme.

For example, your podcast might be a platform that allows you to express your creativity, connect with like-minded people or support a cause. It could also be a vehicle for broadening your outreach or a medium to generate targeted business leads.

So, begin by identifying your primary goal, whether personal or business objectives, and then stick to it.

Your next step is to answer the following question:

Who is your podcast for?

You've likely heard the phrase "target audience" before, but what exactly does that mean?

Your target audience are the people who would be most interested in your specific content. If your content is geared towards their wants or needs, they'll become your most loyal listeners, and eventually, part of your customer base.

When you zero in on a niche, you're able to boost engagement and attract a more targeted audience.

It's a good idea to create an ideal listener or persona, basically a fictional person who would symbolize your perfect audience member.

That way, when you have an idea for an episode, you can ask, "Would my audience persona care to listen to this podcast?"

In other words, identifying your theme first and then the audience who actively looks for content based on that theme will make it easier for you to create a strong foundation for your podcast, ensure it's always on topic, and that it's a theme that has longevity.

Some businesses already have an audience, so creating a podcast around that market becomes a lot easier since you already know what those people are looking for and most interested in.

But even if you have an existing audience, you should still ask for feedback, such as: "What is your biggest pain point or problem?" or

"What are you struggling with right now?"

The better you understand your "ideal listener" during the early stages of creating the foundation for your podcast, the better.

If you don't already have an audience, don't worry. Later in this report, we'll dive into a few strategies that will help you quickly identify who your audience is and how best to reach them.

The good news is that ThePodcastHost.com conducted a survey to find out how listeners discovered new podcasts—and whether or not you're the new kid on the block was one of the least important factors when it came to choosing what podcasts to listen to.

In fact, only 3.7 out of 10 viewers even mentioned this factor as being important when choosing a new podcast.

In other words, people don't care how long a podcast has been around. And in many cases, they don't care about your credentials either.

What people care about is that they are educated or entertained by your podcast content.

And if you have a clear idea as to who your ideal listener is, you'll be able to create sticky content that keeps them coming back again and again.

Next, you should also ask yourself:

Why should anyone listen to your podcast?

Once you've figured out who your ideal listener is and what your theme will be, you need to find a way to attract those people. The key is to figure out the reason they should listen to you in the first place.

In other words, how is your podcast different from all the others?

What makes your channel the one they should choose?

If you have surveyed your audience for their pain points or questions, and you've done your niche research, chances are you'll already have the reason.

You'll know, with certainty, what kind of content they want to tune into and what questions or concerns they want addressed.

If you're just starting out, try to make a list of 10 to 15 different topics you think your ideal audience would want to listen to.

Then, qualify those topics by spending time where your target audience already hangs out (competing podcasts, social media, etc.), and see if those match up to what is being consistently discussed.

Another important thing you can do at the beginning stage is to come up with a **great description** of your podcast. You need to tell the

audience exactly what your channel is about, and why it will be of interest to them.

Nearly 8 out of 10 avid podcast listeners have indicated the description was what attracted them to a new podcast in the first place, according to The Podcast Host's survey.

Running a close second was the **title of the podcast**, which attracted a little over six out of ten viewers.

And this brings us to the next question you need to ask yourself:

What should you name your podcast?

The name of your podcast will become a core part of your brand. It creates a first impression and sets the tone for your podcast.

According to Apple, "It's important to have a clear, concise name for your podcast. Make your title specific. A show titled "Our Community Bulletin" is too vague to attract many subscribers, no matter how compelling the content."

Here are a few ideas to help you get started when choosing a title:

The Clever or Catchy Name:
A clever, catchy and memorable name is a great way to attract attention, incite curiosity, and generate buzz, but you need to make sure it fits your theme.

Your audience must be able to find your podcast easily—and so the title needs to give them a clear idea as to what your content is about.

That being said, there are many successful channels where the title is rather vague, such as "Stuff You Should Know", or "Office Ladies".

However, keep in mind that those channels have a lot of marketing power behind them and were able to build their audience through high-budget campaigns.

The Descriptive Name:

This is a no-nonsense title that tells your audience exactly what they'll be watching or listening to.

This is a good idea if you can't think of anything particularly clever because it is easy to remember and it gives the audience an idea of what you're offering them.

Think about the problems and questions your audience has been searching for and incorporate those keywords into your title.

Just remember to keep it short and easy to say as well as type. You'll be saying the name a lot during your podcasts, so it should be something easy to remember and pleasant to speak aloud.

Your Own Name:

This is usually only beneficial if you already have an audience, like the Joe Rogan Experience (currently the top podcast in the world).

Otherwise, it's unlikely that people are going to tune in because they have no idea who you are or what your theme is.

Of course, you could always combine a descriptive title with your name, such as "Backpacking with John Doe" or "Jane Doe's Guide to Travel."

To summarize, your podcast name should have the following characteristics:

- It should be memorable.
- It should be specific and concise.
- It should be similar to your existing business name or brand.

Choosing the Right Format

After you decide what type of content you'll be creating, you'll need to look at the episodes themselves.

There are a few more questions you need to be thinking about here:

How long will my podcast be?

A "short" podcast is one under fifteen minutes, while a "long" one is an hour or even more.

You can have anything in between as well. So how long should yours be?

The answer is—how long do you need to get your message across?

Many people say you should aim for the time of the average work commute, which is around twenty minutes, but in reality, anything between that and forty-five minutes is fine.

Ultimately, the length of your podcast will be determined by two things: **your content and your audience.**

If you've said all you need to say in ten minutes, why try to drag things out for another twenty?

Likewise, if you have a fascinating educational video that's forty-five minutes long, why cut it up into bite-sized chunks?

Even if you do have a long podcast, you can always post it in two parts if you're sure your audience will stick around for both sections.

In that survey by *The Podcast Host*, nearly 70% of viewers say they don't care how long a podcast is when they're trying to pick something new to watch or listen to.

Your audience will tell you if they think your podcasts are too long or too short, so survey them once a year or more to find out.

Remember that length can actually be used to showcase your unique personality.

Shorter shows will appeal to one type of audience, while long, in-depth shows will appeal to others. Which sort of podcast do you feel suits your company's personality best?

Here are the most common episode durations:

Less than 10 minutes: 14%
10-20 minutes: 15%
20-40 minutes: 31%
40-60 minutes: 22%
Over 60 minutes: 7%

Next, ask yourself: how often should I post new episodes?

According to The Podcast Host, "the best schedule is normally the most frequent one that you can stick to on a regular basis."

People often plan their week around which day their favorite show will drop, so it's in your best interest to post as often as you can.

If you can only manage once a month, that's OK, but every two weeks is better.

Better still, if you can manage to publish new content weekly, it'll help you develop a better connection with listeners while creating a habit of producing content regularly.

Just remember that creating a podcast publishing schedule that you can stick to is the most important thing of all. You need to demonstrate to listeners that you are consistent and reliable.

And of course, creating regular content without a great product is counterproductive. It's better to produce a fantastic show once a month than a mediocre offering weekly.

One option is to produce a series of episodes seasonally rather than trying to put out something every single week chronologically. This is

the format many shows now follow, and it works very well for binge-watchers.

Make up a batch of episodes and release them together, then take a well-earned break before you tackle the next "season."

One great thing about this approach is that seasons can be easily themed, which is attractive to many listeners. And seasons allow you to expand your horizons easier in the event you want to cover additional topics that might not fit under your main theme.

Themed episodes also lend themselves well to repurposing and monetization.

If you're worried your audience will forget you while you're taking that break, just ask them to subscribe to your channel.

That way, your seasons will pop up in their feed without them having to keep up with your schedule.

How should you title your episodes?

Just as it's important to pick a good title for your podcast, each episode should have a good, descriptive, searchable title.

The biggest mistake many newbies make when titling their podcasts is to call them something boring and bland like "Episode 1" or "Part B."

You want a title that tells the audience exactly what it will be about so they will be enticed to tune in.

Figure out what questions your audience is likely asking and make your titles the answers to those questions.

For example, instead of "Melons," have an episode called "How to Tell if Your Honeydew is Ripe."

Descriptive titles also show up much better in search, which will help increase exposure and outreach.

What format should you follow?

Let's take an in-depth look at some of the pros and cons of each type of format so you can decide which one is right for you.

The Solo Show (or Monologue):
The benefits of this type of show include not having to rely on anyone else's schedule to create the podcast, not having to split the profits, building a reputation as an expert on your topic, and being able to make all your own calls on sponsorship and monetization.

Challenges include getting over the feeling that you're just talking to yourself. The solo show is perhaps the most challenging for new podcasters because it's all up to you to make it work.

The Co-Hosted Show:

Benefits include not having to go about it on your own, being able to network, and having the opportunity to just discuss ideas with your partner, which can produce a great listening experience if you have great chemistry.

Challenges include having to arrange a schedule that suits everyone involved, having to split the profits, and the chance that your partner may lose interest and want to leave the show, which could affect your brand.

The Interview Show:
Benefits of this format include being able to talk with people you admire and that your listeners will be inspired by, and the chance to draw in new audience members by featuring people they may already follow.

Challenges include finding potential guests, arranging the interview schedule, and having technology that works every time. Interviewing is a skill you need to work at, so don't plan on interviewing any big names right off the bat.

Some Other Formats to Consider:
There are also Roundtable podcasts, where a group of people get together to discuss one topic; documentaries, where the podcaster paints a picture with a series of podcast episodes; and docu-dramas, which is sort of a mix-up of the documentary and entertainment.

Setting up Your Equipment

Before you can create your podcast, you'll need to purchase the right recording equipment. And while you don't have to buy expensive equipment, at the bare minimum, you will need a computer with a USB microphone and internet access.

Just remember: you do get what you pay for. The kind of podcast mic you choose has a direct impact on the quality of your recording, so keep this in mind when making your purchasing decisions.

Thankfully, you can get good quality with a simple USB microphone setup, so don't shell out a ton of money before you're certain you're going to be podcasting for a good while.

The Podcast Host as well as Buzzsprout both recommend the Samson Q2U, or the ATR2100 microphones due to its price point, functionality and resonant, full sound.

The Samson has a small microphone stand, but it may be worth the money to invest in a boom arm stand for more flexibility as you record your podcast.

If you'll be doing interviews, *The Podcast Host* recommends using the Rode Smartlav+ with your smartphone.

You'll need two plus a splitter, so each of you can have their own mic. From there, you can upgrade to a USB microphone or even go up to the Zoom PodTrak P4 setup.

The P4 is a dedicated podcast recorder that lets you record four participants locally, as well as remote guests, both on the phone and online. It's a great all-around piece of podcast gear.

The microphone isn't the end of things, though. You'll also need software to work with that mic in order to record and edit the audio.

The good news is that they don't have to cost an arm and a leg. In fact, one option is totally free!

Audacity: a free, good quality audio editing app that's compatible with Mac, Windows, and Linux. It will handle most podcaster's needs as it's an open-source editor with pro-level features.

Link: https://www.audacityteam.org/

Another free option is:

GarageBand: This comes pre-installed on most Apple computers, but if you don't have it you can easily download it for free. It offers an intuitive interface which many feel is easier to learn than Audacity.

Link: https://www.apple.com/mac/garageband/

Unfortunately, GarageBand isn't available on Windows computers or Android phones at this time.

Tip: Don't use Skype to record your content. Skype calls are usually compressed which will result in a lower-quality output.

Recording Your First Episode

Once you have a microphone and editing software set up, you're ready to get started with a podcast!

But wait a minute—*what are you going to say?*

You'll likely want to create a detailed outline, or at the very least, "show notes" that provide guidance and help keep you on track.

Even simply jotting down a few bullet points will help improve the flow of your episode and ensure that you don't get side-tracked.

On the flip side, you never want to come across as though you're rehearsed or that you're simply reading a series of notes.

Podcasts are far better suited to being a conversation instead of a lecture, so try just jotting down bullet points of what you want to cover in the podcast. With some practice, this will become easier, until all you need are a few topic headlines and you're good to go!

Now that you have a basic script, let's talk technique.

Probably the hardest thing to overcome when you're just starting out is the feeling that you're talking to yourself.

To avoid that, focus on talking to your audience **persona**—that one person who represents your perfect audience member.

Keep Joe or Jane Doe in mind as you speak, and you'll soon lose those butterflies, while better connecting with your core audience.

Of course, there's a lot more to being a memorable podcaster than microphone technique or having a solid outline. The Podcast Host says a good podcast host must be "curious, genuine, relatable, and a cohesive storyteller."

And it's not always what you do during your show that matters as much as you may think. Often, a quality podcast comes from the work you do *before* the show.

"Research can be a big part of running an engaging and informative podcast," especially if you have guests on your show.
Tip: If you're working with a cohost, you'll want to share your outline with them well in advance.

Be open to discussions about topic changes. When it comes to cohosted shows, you'll want to focus on an equal balance where you both have ample opportunity to share opinions and experiences.

Editing and Production

Your next step is production. This is where you edit mistakes, tie together audio clips, add in music or effects, and make sure everything sounds good with EQ, leveling, compression, etc.

Usually, you'll be editing in the same place you've recorded the podcast, keeping everything nice and simple.

There are two big exceptions:

If you're using a digital recorder, you'll need to move your files onto a computer for editing and production.

If you're using remote call recording software, you'll find that most of them don't have editing or production capabilities.

The Podcast Host recommends three podcast production options for you:

Audacity (free option that we mentioned earlier):
This software can handle editing and production as well as recording, although you can't use it to record remote calls (or not without a lot of extra equipment at any rate).

Audacity is a great option, though, and many podcasters swear by it.

Outsourcing (the hands-free option):

Audacity can have a steep learning curve, and you probably don't have a lot of free time to learn everything.

If you have a little money to spare, you can always outsource the editing and production to qualified professions that you find on platforms like https://www.Upwork.com.

Alitu (the easiest and quickest option):

This software can record your episodes (either remote calls or solo episodes) and take care of the processing, editing, and publishing as well.

Link: https://alitu.com/

Alitu also has a library of music and jingles so you don't need to find those either.

How much editing and production do you need?

Here are a few tips:

Record your vocals without stopping.

If you make a mistake, just correct it and move on. You'll be editing later, so don't get caught up in constant corrections or do-overs. It'll only bog you down and affect your flow.

Top and Tail:

Move the vocals into your podcast software and "top and tail" it, which means cutting out the silences at the beginning and end of the recording.

Amplify:

Amplify your audio to -2db peak amplitude (if you're using Audacity, select your audio track, hit Effect > Amplify, type -2 into the New Peak Amplitude field, and Go). Volume leveling happens automatically if you're using Alitu.

The key is to make basic changes to your audio in order to clean it up, while ensuring that it doesn't sound overly produced.

Don't worry about all those "ums" and "ers." Those will improve with practice, not with editing.

Further, you'll also want to create an engaging intro and outro that tells your listeners what your podcast is about, highlights your brand and the value you bring to the table.

You can use royalty-free music at no cost, or purchase your show's intro music through one of the following resources:

Storyblocks: https://www.storyblocks.com/

Audio Jungle: https://audiojungle.net/

Soundstripe: https://www.soundstripe.com/

Tip: Avoid making your intro too long as it delays listeners from getting to the actual content which can result in losing their attention.

Most experts agree that your podcast intro should be between 15-30 seconds. Keeping your intros as short as possible will not only help to retain listeners but will make your intro more memorable.

Your intro should introduce your podcast's name as well as hosts names, provide a brief explanation of the show, and possibly include a tag-line.

An outro simply thanks your audience for listening and usually provides information on how they can follow and subscribe to your channel.

Publishing and Promotion

Now that the hard work is done, let's talk about getting your podcast out to new listeners!

Just like you learned with the titles and descriptions, first impressions count. Good-looking cover art that pops is vital when your show is up there among thousands of others in apps like Spotify or Apple Podcasts.

In fact, over 62% of new listeners are more likely to listen to a podcast if they like its cover art!

Your podcast artwork should follow these specifications, according to Apple's Podcast Requirements:

- Square image that's 3000x3000 pixels
- Resolution of 72 dpi
  Is in PNG or JPEG file types
- Colorspace RGB

Your podcast logo will be seen in a thumbnail, so don't try to stuff extra text on the image, other than your podcast name. Make sure it will look good as a thumbnail.

The key is to visually communicate the subject of your podcast and nothing more. Don't use too many words or different fonts. In fact, try

not to use more than four words on your cover art and make sure it's legible even in smaller sizes.

You can use platforms like https://www.Canva.com to create your podcast cover art for free. They even have done-for-you podcast logo templates that you can use.

Or, you can hire a freelancer on sites like https://www.Upwork.com, or another similar platform if you'd rather have an artist do it for you.

Choosing cover art is a lot like choosing your podcast name.

You're trying to strike that balance between your theme and originality—all in one image. So, take your time with this.

Above all else, use consistent branding.

You're going to need a podcasting hosting account (a media host), too. This is a service that stores your podcast content and allows your audience to listen, download, and subscribe.

Here are a few worth considering:

Podbean: https://www.podbean.com/
They offer unlimited podcast hosting plans with unlimited bandwidth. They also provide you with design tools and customizable themes.

BuzzSprout: https://www.buzzsprout.com/

BuzzSprout is one of the easiest to use podcasting hosting provider for beginners. They have been in the business since 2009 and has built a strong community of podcasters which includes some of the top podcasters in the world.

Transistor: https://transistor.fm/
Transistor is a powerful yet easy to use podcast hosting service that offers unlimited hosting plans. Best of all, they don't charge you for hours of upload as some other hosts do.

Once you've decided on a host and created your show, you can then submit to various directories like Apple Podcasts, Spotify, Google Podcasts, Amazon/Audible, Stitcher, TuneIn Radio, or iHeartRadio.

Any good media host will have a set of auto-submission or guided-submission tools to make it easy for you to get your show onto one of those directories.

If you already have a good business website, you can just set up your podcast on your own site.

If you don't have one, don't worry. Many of the media host platforms also provide you a free website.

Simply upload it to the media host, where it is added to your full list of episodes that make up the podcast.

This is called your RSS Feed and it's this list that is submitted to Apple Podcasts and other directories. The media host will automatically add new episodes, so you only have to make a list when you first launch your show.

You can use a WordPress Plugin called **Seriously Simple Podcasting** if you're posting your feed onto your website.

Link: https://wordpress.org/plugins/seriously-simple-podcasting/

This is an easy-to-use program that gives you the ability to attach audio or video to your blog posts, turning a normal post into a podcast episode. It also automatically generates your RSS feed from all the blog posts that have audio or video attached.

Here's how easy that process is with the plugin:

Under the Podcast tab, click "Add New."

Under the Podcast Episode Details box, upload your audio or video file.

Add your episode's title, description. Show notes, and transcription inside the standard WordPress post blocks.

Click "Publish," and you're done!

The *Seriously Simple Podcast* plugin automatically sends the audio file to your media host to update your RSS feed.

Motivation from Experts

In closing, we'll leave you with some words of encouragement as well as helpful tips from experienced content creators and entrepreneurs.

It's our hope that this will motivate you as you embark on your journey to create a successful podcast of your own. ☺

When you're feeling stuck or overwhelmed when trying to do all the things involved in creating a quality podcast, here's a tip from Jeremy Gislason, co-founder of https://www.ProductDyno.com and https://www.PromoteLabs.com, who often delegates tasks to professional freelancers when creating some of their bestselling products.

"Don't think *how* you can get something done; think **WHO** can get it done for you. If you don't have enough money to outsource, consider offering profit-share to team members." - Jeremy Gislason, PromoteLabs.com

Further, he says "You can't just be motivated by money or you'll burn out. You need to find a secondary motivator."

For him, it was the freedom that comes from leveraging his time, being his own boss and not having to trade time for money while being able to provide a good life for his family.

"Subscribe to all podcast industry and podcast recommendation newsletters out there. Your podcast is part of the very large—and growing—landscape of podcasts and you need to know what else is out there!" - *Arielle Nissenblatt, Feedback with Earbuds.*

"Launch with multiple episodes, ideally 3-5, so that listeners can get hooked on your show while also boosting total downloads to send some positive signals to podcast players (and a chance to get featured!)" - *Corey Haines, Everything is Marketing.*

"Listen to and connect with your audience (0or potential audience) first before launching a podcast. How or where you do that depends on your audience are online. There's no magic answer for this—it's a process of trial and elimination." - *Kerry-Ann Reid-Brown, Carry on Friends Podcast.*

"If podcasting is a passion, focus on that. If it's a business, invest in it like one. People who don't choose a lane are the ones who find themselves most frustrated by the industry." - *Bryan, Sounds Profitable Podcast.*

"Make content that you genuinely like, relate to, and are excited to share with other people." - *Chris, True Believers Podcast.*

"Be consistent. Whether you release an episode every week or it's a season, be consistent. On your off periods, inform your fans that a break is coming. That's still a consistent gesture." - *Mr. Al Pete, Clear Visions Podcast.*

In conclusion, to create a successful podcast, you need to play to your strengths, choose a theme that you're passionate about, and stay consistent so your listeners learn they can rely on you.

Don't try to do everything on your own—outsource if you need to. Don't be afraid to slowly build a team of people who can help you create better content and grow your audience.

Just the same, don't try to cover every possible discussion or angle when creating your episodes. Instead, focus on producing content that will resonate with your core audience and leave them anxiously awaiting the next episode.

Finally, allow your personality to shine through! Your listeners want to get to know the person behind the podcast. They'll begin to recognize your brand as a trusted source of quality content and spread the word to those in their inner circles.

Ultimately, if you take a strong focus on entertaining and educating, and you are willing to go the distance in creating stand-out content, your podcasts will be a success.

To your next endeavor

Resources

Here are links to a few resources that I believe will help you:

Podcast Strategies:

>> https://www.bcast.fm/blog/podcast-strategy

How to Promote a Podcast:

>> https://castos.com/how-to-promote-a-podcast/

Best Podcast Microphones:

>> https://www.buzzsprout.com/blog/best-podcast-microphones

Step by Step Guide to Creating a Podcast Content Strategy:

>> https://whisperroom.com/tips/step-by-step-guide-for-creating-a-podcast-content-strategy/

How to Grow your Podcast Audience:

>> https://www.quillpodcasting.com/blog-posts/podcast-marketing