

speakermarketingsuccess

Podcast Launch Kit



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Why launch a podcast?

So, you want to launch a podcast? Awesome! For a professional speaker, a podcast can be one of the most powerful, cost-effective marketing strategies, for several reasons ...

Podcasting can be a particularly effective marketing strategy for professional speakers due to several key reasons:

- 1. Showcasing Expertise:** As a professional speaker, a podcast allows you to demonstrate your expertise and knowledge in your chosen field. Regular episodes provide a platform to delve into topics in depth, showcasing your insights and thought leadership.
- 2. Building Personal Brand:** Podcasting is a personal medium, and listeners often feel like they are getting to know the host. For professional speakers, this builds a personal brand and helps establish a connection with the audience, which is crucial for securing speaking engagements.
- 3. Expanding Reach:** A podcast can reach a global audience, allowing you to extend your influence beyond the geographical limits of where you can physically speak. This can lead to opportunities for international speaking engagements or collaborations.
- 4. Content Repurposing:** The content you create for your podcast can be repurposed into blog posts, social media content, books, or online courses. This maximises your content creation efforts and provides multiple touchpoints for your audience. You can also include links to specific episodes in proposals or follow up with potential clients and clients as another touchpoint of custom content.
- 5. Networking Opportunities:** Podcasts often involve interviewing guests. This can be a great networking tool, allowing you to build relationships with other experts and influencers in your field.

6. Enhancing Speaking Skills: Regularly hosting a podcast helps in honing your speaking and presentation skills. It's an excellent practice ground for refining how you convey messages, tell stories, and engage an audience.

7. Generating Income: Beyond marketing, a podcast can also be a direct source of income through sponsorships, advertisements, or premium content. This can support your broader professional speaking business.

8. Creating a Community: Podcasts have a way of building communities of listeners around specific topics or interests. As a speaker, having a dedicated community can lead to a more engaged audience for your speaking engagements and other ventures.

9. Feedback and Engagement: Podcasts allow for direct feedback from your audience through comments, emails, or social media interactions. This engagement is valuable for understanding your audience better and tailoring your content to their interests.



10. Long-form Content Advantage: Unlike many other forms of media, podcasts are conducive to long-form content, allowing for deep dives into topics. This depth can be very appealing to event organizers looking for knowledgeable speakers.

11. SEO Benefits: Having a podcast can boost your online presence. By optimising your podcast descriptions and show notes for search engines, you can attract more traffic to your website and increase your visibility online.

12. Convenience for Audience: Podcasts fit easily into people's lives, as they can listen while commuting, exercising, or doing household chores. This convenience increases the likelihood that your content will be consumed regularly.

For professional speakers, podcasts not only serve as a tool for personal branding and authority building but also create multiple pathways for audience engagement, content distribution, and professional growth.



How to name your podcast

Choosing a name and a brand identity for a podcast is a critical step as it sets the tone for your content and helps to attract the right audience. Here are various strategies and options you can consider when naming your podcast:

- 1. Descriptive Naming:** Choose a name that clearly describes the subject or theme of your podcast. For example, "The Daily Meditation Podcast" or "Startup Stories".
- 2. Inventive or Playful Naming:** Create a unique, catchy name that may not directly describe your podcast but is memorable. For example, "The Moth" for a storytelling podcast.
- 3. Use of Host's Name:** If the host is a significant draw, consider including their name in the title. For example, "The Joe Rogan Experience" or "Oprah's Book Club".
- 4. Punning or Wordplay:** Employ puns or clever wordplay related to your podcast's theme. For example, a gardening podcast called "Let's Get Rooted".
- 5. Target Audience Reference:** Include a reference to your target audience in the name. For example, "Entrepreneur's Enigma" for a business-focused podcast.
- 6. Location-Based Names:** If your podcast focuses on a particular geographical area, include the location in the name. For example, "Tokyo Tales" or "NYC Tech Talks".
- 7. Question or Provocation:** Use a provocative question or statement that piques curiosity. For example, "Why Not Now?" or "What's the Secret?".

8. Combining Words: Combine two relevant words to create a new, unique name. For example, "TechTalks" or "HealthHacks".

9. Acronyms or Abbreviations: Use acronyms or abbreviations that are catchy and easy to remember. For example, "TED Talks" (Technology, Entertainment, Design).

10. Incorporating Keywords: Include keywords that people might use when searching for content on your topic. This can help with discoverability.

11. Reflecting the Podcast's Tone or Mood: Choose a name that reflects the tone or mood of the podcast, whether it's humorous, serious, educational, etc. Eg: The Fun Files

12. Cultural or Literary References: Use references from popular culture, literature, or mythology that relate to your podcast's theme. Eg: "To Speak or not to Speak"



13. Foreign Language Terms: Incorporate a foreign word or phrase that captures the essence of your podcast, especially if it's relevant to the content or audience. Eg: "Marketing, Merci"

14. Double Entendre: Consider a name with a double meaning, especially if both meanings are relevant to your podcast's content.

15. Rhythmic or Rhyming Names: Use alliteration, assonance, or rhyme to make the name more catchy and memorable.

When choosing a name, it's important to ensure that it's not only catchy and relevant but also easy to spell and pronounce. Additionally, do a thorough search to make sure the name isn't already taken or trademarked by another entity, and check the availability of domain names and social media handles if you plan to create a website or social media pages for your podcast.

Once you've named your podcast, the next step is to determine a tagline, a catchy and concise description that summarizes the podcast's focus or value proposition.



How to brand your podcast

Once you've chosen a name for your podcast it's time to create your cover artwork, one of the most important pieces of your podcast's brand:

- it's the first thing potential listeners see in Apple Podcasts,
- it signifies the quality of your podcast, and
- 62% of new listeners are more likely to listen if they like its cover art.

Follow this guide to create high-quality podcast artwork that will make a great first impression.

Tips to create excellent podcast cover art

1. Make sure it meets Apple Podcasts' requirements.

Your cover art must meet Apple Podcasts' artwork requirements:

- 3000 x 3000 pixels
- Resolution of 72 dpi
- JPG or PNG file type
- RGB colorspace

3000 x 3000 looks massive, but each podcast directory will resize it in their app. Artwork that follows these guidelines will work in all of the podcast directories.

Tip: *If you use Photoshop, keep your image at 72 dpi. Programs like Canva will do this automatically.*

2. Design for a variety of sizes

- Make sure your podcast artwork looks great everywhere it's displayed:
- as a small thumbnail in podcast apps,
- in podcast directories like Apple Podcasts, Google Podcasts, or Spotify,
- in iTunes on large monitors, and
- as an icon in Apple CarPlay.

3. Clearly communicate the subject of your podcast

Make sure that potential listeners can tell what your podcast episodes are about by looking at your artwork.

Which one of these scenarios best fits your podcast?

Podcasts about a particular topic or area of expertise

If you are launching a subject or passion podcast, use artwork specific to your subject or topic.



For example, a Star Wars podcast should incorporate Star Wars themed images.

Make sure your fellow superfans can easily see what the podcast is about!

Podcasts promoting a business or brand

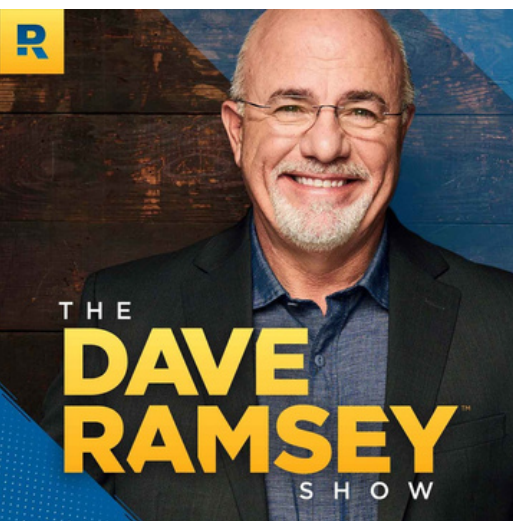
If you are launching a podcast for an existing brand, use your existing logo and brand colors.



Following your existing brand guidelines will help current customers and followers recognise your podcast.

Personality driven podcasts

Some of the most popular podcasts are personality-driven shows.



Consider using a picture of you in your podcast cover artwork if the show is based on your personal brand or profile.

4. Limit the number of words in your artwork

Podcast artwork can quickly get overwhelmed with too much text.

Most artwork doesn't have space for the podcast title, tagline, and host's name.

Limit yourself to using a maximum of seven words to ensure legibility.

5. Don't use explicit language or imagery

Your podcast album cover must be censored even if it's labeled as explicit in your RSS Feed.

- Most podcast apps don't allow nudity
- Remove references to hard drug use or violence
- Curse words should be censored in the artwork

Tip: *If you're unsure if your podcast violates these rules, search Apple Podcasts for similar podcasts to see what is acceptable.*

6. Use attractive typography

Limit visual distractions and focus on legibility by following these typography best practices.

- Use a maximum of two fonts in your design
- If you use two fonts, use one serif and one sans-serif font
- Don't crowd the image with text
- Make sure it's readable at small sizes
- Avoid visually distracting typefaces like papyrus or comic sans



7. Avoid overused podcasting imagery

Unless your podcast is about the podcast industry, don't use images of microphones and pop-filters.



8. Use consistent branding

Apple, Coca-Cola, and Nike are all masters at branding because they use consistent imagery across all their platforms.



Use the same colors, fonts, and images in your podcast artwork that you use on your website and on social media.

9. Use high-resolution images

Make sure your podcast artwork looks great by using high-resolution images, ideally, unique photos shot exclusively for your podcast.

If you do use stock photos, choose high-resolution images from Pexels or Shutterstock then they'll be large enough to not look pixelated on any devices.

10. Use color selection to your advantage

If you're creating a new brand with your podcast, you can be intentional about the colors you pick.

Contrasting colors are more eye-catching and attract potential listeners.

Look through the color palettes on Canva and Dribbble for inspiration.

11. Compress your final image

High-resolution images are large and can take a while to load.

Apple Podcasts suggests you compress your podcast artwork to optimise your file for mobile devices.

12. Repurpose your artwork

Design your artwork so that it can be repurposed on other mediums.

You can use versions of your podcast cover art on social media, in business cards, and on your podcast website.

This creates a consistent podcast brand that listeners will recognize at a glance.

Theme Music and Sound Design

Your music and sound effects, as well as your voice, serve as the all-important audio branding elements of your podcast. It's important to select or compose unique theme music that captures the essence of your podcast. Consider using consistent sound effects throughout or jingles for brand recognition.

For a wide selection of music, jingles and sound effects, check out audiojungle.net

Other Considerations

Determining the Format of your podcast

1. **Episode Format and Structure:** Decide on a consistent format, whether it's interviews, solo commentary, storytelling, roundtable discussions, etc.
2. **Consistency in structure** (e.g., introduction, main content, outro) helps in setting listener expectations.
3. **Listener Engagement Strategy:** Develop a brand strategy for engaging with your audience, such as regular interaction on social media, listener shout-outs, or Q&A sessions.
4. **Signature Sign-off or Catchphrase:** Consider having a unique sign-off or catchphrase that becomes synonymous with your podcast.

Effective podcast branding requires a harmonious blend of these elements to create a cohesive and memorable identity that resonates with your target audience. It's about more than just aesthetics; it's about creating a consistent experience that listeners can identify and connect with.

Technical Set Up Guide

Recording a high-quality podcast requires a set of key equipment to ensure clarity and professionalism in your audio.

Here's a list of essential equipment you'll need:

- **Microphone:**

- A high-quality microphone is crucial for clear audio. Condenser mics are great for studio settings, while dynamic mics are better for noisy environments.
- Popular options include the Audio-Technica AT2020 (condenser) and the Shure SM7B (dynamic).

- **Pop Filter:**

- A pop filter reduces plosive sounds (like 'p' and 'b' sounds) that can cause peaks in your audio.

- **Microphone Stand or Boom Arm:**

- This holds the microphone steady and at the right height/angle, reducing handling noise.



- **Microphone Stand or Boom Arm:**
 - This holds the microphone steady and at the right height/angle, reducing handling noise.
- **Shock Mount:**
 - A shock mount helps isolate the microphone from vibrations and handling noise.
- **Headphones:**
 - Closed-back headphones are recommended for monitoring your audio while recording, as they prevent sound leakage.
 - Look for comfortable ones with good sound quality, like the Sony MDR-7506 or Audio-Technica ATH-M50x.
- **Audio Interface:**
 - An audio interface connects your microphone to your computer and ensures better sound quality than most built-in audio inputs.
 - Options include the Focusrite Scarlett 2i2 or the Behringer U-Phoria UM2 for a more budget-friendly choice.
- **Mixer (Optional):**
 - A mixer is useful if you plan to use multiple microphones or need more control over your audio levels.
 - The Yamaha MG10XU is a popular choice for podcasters.
- **Acoustic Treatments:**
 - To enhance sound quality, consider adding acoustic foam or panels to your recording space to reduce echo and background noise.
- **Recording and Editing Software:**
 - Software like Audacity (free), Adobe Audition, or GarageBand (for Mac users) is essential for recording and editing your podcast episodes.

- **Portable Recorder (Optional):**
 - If you plan to record interviews on the go, a portable recorder like the Zoom H4n or H6 can be very handy.
- **Cables and Adapters:**
 - Ensure you have all necessary cables (like XLR cables for most standalone mics) and any adapters required for your setup.
- **Soundproofing Materials (Optional):**
 - To further reduce echo and ambient noise, consider soundproofing your recording space with materials like heavy curtains, carpets, and door seals.
- **Computer:**
 - A reliable computer for running your recording and editing software.
- **External Hard Drive (Optional):**
 - For backing up recordings and keeping your computer's storage from getting overwhelmed.
- **Internet Connection (for Remote Interviews):**
 - A stable and fast internet connection is necessary if you plan to conduct interviews remotely using software like Skype, Zoom, or Cleanfeed.
- **Webcam (Optional for Video Podcasting):**
 - If you're planning to also release your podcast episodes as videos, a good quality webcam or camera is essential.

Inviting Guests

Approaching guests for your podcast can be nerve-wracking, particularly when you're just getting started. The main thing is to not take rejection personally ... build a 'wishlist' of guests and be prepared to play a numbers game. Not everyone is going to agree and there are lots of reasons for people saying no to being a guest. Sometimes it's just not the right timing and you may have to approach multiple times to get a positive response.

Here's an email or message script you can swipe and adapt to approach potential guests.

SUBJECT: Podcast Invitation - [PODCAST NAME]

BODY:

Hi [POTENTIAL GUEST NAME],

My name is [YOUR NAME] and I am the [HOST / CO-HOST] of the [PODCAST NAME] podcast.

This is a podcast that showcases the powerful stories and driving forces behind [WHAT YOUR PODCAST IS ALL ABOUT].

I'm writing to invite you to join our show as we believe your journey and insights are important for people to hear about and be inspired by.

Our listeners would be interested in your story because [WHY THEY ARE A GOOD FIT FOR YOUR PODCAST].

We're just launching the podcast, so our listenership is still growing. We will officially be launching the podcast in [YOUR PODCAST LAUNCH DATE]. We would like to have you on as an early guest, though, because we believe that you are the epitome of what this podcast is about and would love to share your story and brand as part of our kick-off episodes.

Interviews are typically an hour long and are conducted via Zoom.

I have attached a document that tells you a bit more about the podcast, the quality we produce it at, our target audience and how we would promote your interview.

*Thank you, chat soon
[YOUR NAME]*

Preparing for your interview Including questions

Researching a podcast guest thoroughly is essential to create an engaging and informative interview.

Here are some tips on how to research a guest effectively to determine the best interview questions:

- **Review Their Professional Background:**
 - Look into their current and past roles, achievements, and any notable projects they've been involved in. LinkedIn profiles and professional bios are great for this.
- **Listen to Previous Interviews:**
 - If they've been interviewed before, listen to those sessions. This can give you insights into what they've already discussed and help you come up with unique questions.
- **Read Their Publications:**
 - If your guest has written articles, books, blog posts, or research papers, read some of their work to understand their viewpoints and areas of expertise.
- **Check Their Social Media Profiles:**
 - Social media can provide a more personal look into your guest's interests, recent activities, and opinions.
- **Explore Their Personal Interests:**
 - Sometimes, guests have hobbies or interests outside their professional life that can make for interesting conversation starters.

- **Identify Relevant Current Events:**
 - See if there are any recent news stories or industry developments related to your guest's field that would be relevant to discuss.
- **Understand Their Work's Impact:**
 - Determine how their work has influenced their field or industry. This can lead to more in-depth and insightful questions.
- **Prepare Specific and Open-Ended Questions:**
 - Based on your research, prepare questions that are specific to their experience and expertise. Also, include open-ended questions to encourage detailed responses.
- **Look for Unique Angles or Untold Stories:**
 - Try to find aspects of their story or perspective that haven't been widely covered. This can make your interview stand out.
- **Check for Any Recent Achievements or Announcements:**
 - Look for any recent awards, recognitions, or project launches that might be relevant to discuss.
- **Research Their Company or Organisation:**
 - If they represent a company or organisation, understand its mission, recent developments, and industry standing.
- **Understand Their Audience or Followers:**
 - If they have a significant following, understanding the nature of their audience can help tailor questions that are also relevant to your listeners.
- **Watch or Attend Their Talks or Presentations:**
 - If available, watching their public speaking engagements can give you insights into their presentation style and key messages.

Specific Interviewer Techniques

Creating powerful interviewer questions involves crafting queries that are not only engaging and insightful but also elicit thoughtful, detailed responses.

Here are some examples of potent questions that can be adapted to various interview contexts:

1. Background and Journey:

- "Can you walk us through your journey and the pivotal moments that led you to where you are today?"
- "What inspired you to pursue a career in [their field]?"

2. Challenges and Overcoming Adversity:

- "What has been the most challenging aspect of your career, and how did you overcome it?"
- "Can you share a time when you faced significant failure and what you learned from it?"

3. Success and Achievements:

- "Of all your accomplishments, which one are you most proud of and why?"
- "What does success mean to you, and do you feel you've achieved it?"

4. Personal Insights and Beliefs:

- "What is one belief or habit that has significantly impacted your life or career?"
- "Is there a piece of advice you've received that you find yourself often passing on to others?"

5. Professional Opinions and Perspectives:

- "How do you see the future of [their industry/field] evolving over the next decade?"
- "What do you believe is a common misconception about your profession?"

6. Decision Making and Problem Solving:

- "Can you describe a difficult decision you had to make in your career and the process you went through to arrive at it?"
- "How do you approach problem-solving in high-pressure situations?"

7. Leadership and Team Dynamics:

- "As a leader, what qualities do you value the most in your team?"
- "Can you share an experience that shaped your leadership style?"

8. Creativity and Innovation:

- "Where do you draw inspiration from when faced with a creative block?"
- "In your opinion, what has been the most groundbreaking development in your field in recent years?"

9. Personal Stories and Anecdotes:

- "Is there a personal story or anecdote that you feel encapsulates your core values or principles?"
- "Have you had any life-changing moments that redirected your personal or professional path?"

10. Future Goals and Aspirations:

- "What are your goals for the next five years, both personally and professionally?"
- "Is there a 'dream project' or endeavor you're aspiring to achieve?"

11. Advice for Others:

- "What advice would you give someone starting out in [their field]?"
- "Looking back, what would you tell your younger self at the start of your career?"

12. Impact and Legacy:

- "What impact do you hope to leave through your work?"
- "How do you want to be remembered in your field?"

13. Reflections on Current Events:

- "How do you think current events [specific event or trend] are impacting your industry?"
- "What role do you believe your field plays in addressing global challenges like [specific issue]?"

14. Work-Life Balance:

- "How do you manage work-life balance, and what advice would you give to others struggling with this?"

15. Personal Interests and Passions:

- "Outside of your professional life, what are you most passionate about?"
- "Is there a hobby or activity that plays a significant role in your life?"

These questions are designed to be open-ended, prompting detailed responses and offering the interviewee an opportunity to share their experiences, insights, and stories in depth. The key is to listen actively and be prepared to explore intriguing points that arise during the conversation.



Preparation guide for your guest

The key to getting the most from your guests and making their podcast experience a positive and seamless one is to ensure they are as prepared as possible. That means you can both focus on the conversation rather than the technical aspects of the interview.

Being able to provide them a professional, branded one page preparation guide demonstrates that you're a helpful, seasoned host and podcast producer.

Editing Your Podcast

Editing a podcast is a crucial step in producing a polished final product. It involves several stages, from organising your audio files to fine-tuning the content and sound quality.

Here's a step-by-step guide on how to edit a podcast:

1. Organise Your Audio Files: Before you start editing, organise your recorded audio files. Label them clearly (e.g., "Introduction," "Interview with Guest," "Outro").

2. Select the Right Editing Software: Choose a podcast editing software that suits your skill level and needs. Popular options include Audacity (free), Adobe Audition, GarageBand (for Mac users), and Reaper.

- 3. Import Audio Files into Your Editing Software:** Import all the necessary audio files into your chosen editing software. This typically involves dragging and dropping the files into the software's timeline.
- 4. Listen to the Entire Recording:** Listen to the entire recording first to understand the flow and identify any obvious parts that need to be removed or adjusted.
- 5. Trim and Cut Unwanted Parts:** Remove any unwanted sections like long pauses, coughs, stutters, or off-topic tangents. Be cautious not to over-edit; natural conversation flow is important.
- 6. Arrange Segments:** If your podcast has multiple segments (e.g., intro, interview, outro), arrange them in the correct order.
- 7. Adjust Volume Levels:** Ensure consistent volume levels throughout the podcast. Look for parts where the volume is either too high or too low and adjust accordingly.
- 8. Equalization (EQ) and Compression:** Use EQ to balance the tone (bass, mids, and treble) for a clear sound. Apply compression to even out the dynamic range, making sure that no part of the audio is too quiet or too loud compared to the rest.
- 9. Remove Background Noise:** Use noise reduction tools to minimise background noises like hums, buzzes, or hisses. Be careful not to overdo it, as it can affect the quality of the voice.
- 10. Add Music and Sound Effects:** If you have theme music, transitions, or sound effects, insert them where appropriate. Ensure the music volume doesn't overpower the spoken audio.
- 11. Incorporate Intro and Outro:** Add your pre-recorded intro and outro to the podcast. These should include a brief description of the podcast and a call-to-action (e.g., asking listeners to subscribe).

12. Add Voice-Overs or Advertisements: If needed, record and insert any additional voice-overs or advertisements.

13. Final Listening and Tweaks: Listen to the podcast again from start to finish. Make any final adjustments to ensure smooth transitions and overall flow.

14. Export the Final File: Once you're satisfied with the edit, export the audio file in the desired format (typically MP3 for podcasts) with appropriate quality settings.

15. Tagging and Metadata: Add metadata like the episode title, description, and relevant tags to the exported file. This is important for SEO and discoverability in podcast directories.

16. Backup Your Project: Save and backup your project file and the final audio file. This allows you to revisit the project for future edits or corrections if necessary.

Remember, podcast editing can be time-consuming, and it might take a few episodes to find your rhythm. Practice and patience are key. As you gain experience, you'll develop a more efficient workflow and a keener ear for high-quality audio production.

Ideally editing your podcast is a task that can be outsourced to enable you to focus on growing and developing your podcast but it's never been easier to DIY when it comes to editing.



Uploading and hosting your podcast

Uploading and hosting a podcast episode involves several key steps to ensure that your content is properly formatted, accessible, and distributed to your target audience.

Here's a step-by-step guide:

1. Finalise Your Podcast Episode: Ensure your podcast episode is fully edited, mixed, and ready for listeners. This includes adding metadata such as episode title, description, and any tags or keywords.

2. Choose a Podcast Hosting Service: Select a podcast hosting provider where your audio files will be stored and from where they can be distributed to podcast directories. Popular hosting services include Libsyn, Anchor, Podbean, and Buzzsprout.

3. Create an Account and Set Up Your Podcast: If you haven't already, set up an account with your chosen hosting service. You'll need to provide details like your podcast name, description, cover art, and contact information.

4. Upload Your Podcast Episode: Using your host's platform, upload your audio file. This usually involves clicking an "upload" or "new episode" button and selecting your audio file from your computer.

5. Add Episode Details: Fill in the episode-specific information, such as the episode title, description, episode number, season number (if applicable), and any relevant tags. The description should be engaging and include keywords to help listeners find your episode.

6. Set Publishing Date and Time: You can choose to publish your episode immediately or schedule it for a later date and time. Consistency in release schedule is key for building a loyal listener base.

7. Submit Your Podcast to Podcast Directories: Once your first episode is uploaded to your hosting service, you can submit your podcast's RSS feed to various podcast directories like Apple Podcasts, Spotify, Google Podcasts, Stitcher, and others. Your hosting service will provide you with an RSS feed URL for this purpose.

8. Promote Your Episode: Share your episode on social media, your website, through email newsletters, or any other marketing channels you use. Engage with your audience to build a community around your podcast.

9. Monitor Performance: Use analytics tools provided by your hosting service to monitor the performance of your episode. Look at metrics like the number of downloads, listener locations, and how they are accessing your podcast.

10. Consistent Content Release: Plan and maintain a consistent content release schedule. Regular uploads can help in building and maintaining a steady audience.

11. Engage with Your Audience: Encourage and respond to listener feedback. Engaging with your audience through comments, emails, or social media can help you build a community and improve your content based on listener preferences.

12. Update and Optimise: As you grow, continually optimise your podcast based on listener feedback and performance analytics. This might involve tweaking your content, format, or promotional strategies.

Remember, the key to a successful podcast is not just great content but also consistency and engagement with your listeners. Make sure to devote time to promoting your podcast and interacting with your audience to grow your listener base.

How to create show notes

Creating and uploading show notes for a podcast is an important aspect of podcasting. Show notes can enhance the listener's experience, provide additional value, and improve the discoverability of your podcast episodes.

Here's how to create and upload show notes:

- **Understand the Purpose of Show Notes:**
 - Show notes serve as a summary or transcript of your podcast episode, often including key points discussed, resources mentioned, guest bios, and relevant links.
- **Listen to the Episode and Take Notes:**
 - As you listen to the completed episode, jot down important topics, timestamps of major points, and any resources (like books, articles, websites) mentioned.
- **Write a Compelling Summary:**
 - Start with a brief, engaging summary that gives listeners an idea of what to expect in the episode. This should be clear, concise, and enticing.
- **Include Timestamps and Key Points:**
 - Provide a list of key topics discussed in the episode with corresponding timestamps. This helps listeners easily navigate to sections of interest.
- **Add Links and Resources:**
 - Include links to any resources, websites, or references mentioned in the episode. If you hosted a guest, link to their website or social media profiles.

- **Guest Information:**

- If you had a guest, include a short bio and any relevant links to their work, books, or projects.

- **Incorporate Relevant Keywords:**

- Use SEO-friendly keywords in your show notes to help improve the discoverability of your podcast in search engines.

- **Call to Action:**

- Encourage listeners to subscribe, follow you on social media, or visit your website. You might also prompt them to participate in a discussion or sign up for a newsletter.

- **Proofread and Format:**

- Ensure your show notes are free from grammatical errors and are formatted for easy reading. Use bullet points, headers, and short paragraphs to enhance readability.



- **Uploading Show Notes:**
 - Most podcast hosting platforms allow you to add show notes directly in the episode's description or as a separate text field when you upload the episode.
 - Format the text as required by your hosting platform (some might support HTML formatting for links).
- **Publishing on Your Website:**
 - In addition to your hosting platform, consider publishing the show notes on your website as a blog post. This can help with SEO and drive traffic to your site.
 - Include the audio file or a link to the podcast episode on your website along with the show notes.
- **Promote Your Show Notes:**
 - When you share your episode on social media or through email newsletters, mention that listeners can find detailed show notes on your website or podcast platform.
- **Update if Necessary:**
 - If you need to add corrections or additional information later, update the show notes both on your hosting platform and website.

Creating comprehensive and well-structured show notes can significantly enhance the listener experience, provide additional context and resources, and help attract new listeners through improved search engine visibility.

Creating assets for socials (for you and your guest)

Promoting a podcast episode effectively requires using a variety of promotional assets to reach and engage potential listeners.

Here are several key assets you can use to promote your podcast episode (and make it easy for your guest to share too).

1. Social Media Posts:

- Craft engaging visual posts for platforms like Instagram, Facebook, LinkedIn, and TikTok. Use attention-grabbing captions, relevant hashtags, and tag any guests or relevant influencers or associations.
- Episode Graphics and quotes: Create eye-catching graphics or visual quotes from the episode to share on social media and other platforms.

2. Audio Snippets/Teasers:

- Share short, intriguing audio clips from the episode. These can be particularly effective on platforms like Instagram Stories and Facebook.

3. Promotional Videos:

- Create short promotional videos or audiograms (audio waveform animations) that can be shared on social media and YouTube.

4. Email Newsletters:

- If you have an email list, send out a newsletter announcing the new episode with a brief description and a link to listen.

5. Blog Posts:

- Write a blog post related to the episode topic and embed the episode or link to it within the post.

6. Press Releases:

- For major episodes or milestones (like an interview with a high-profile guest), consider crafting a press release to distribute to media outlets.

7. Guest Promotion:

- Encourage guests to share the episode with their networks. Provide them with all the necessary links, social media tiles and promotional materials. Ideally customise their own set so they may post on social media natively as well as sharing your posts.

8. Collaborations and Cross-Promotion:

- Collaborate with other podcasters for cross-promotion or engage in podcast guest exchanges.

9. Online Communities and Forums:

- Share and discuss your episode in relevant online communities, forums, and groups (like Facebook groups, or LinkedIn groups).

10. Paid Advertising:

- Consider using paid ads on social media platforms, Google, or podcast advertising networks to reach a wider audience.

11. Website and Landing Pages:

- Feature the episode prominently on your website or create a dedicated landing page for it.

12. Email Signature

- Update your email signature banner regularly to feature your latest podcast episode.

13. SEO for Show Notes:

- Optimise the show notes page for search engines to improve discoverability.

14. Influencer Outreach:

- Reach out to influencers in your niche and ask if they would be interested in sharing the episode with their audience.

15. Interactive Content:

- Create quizzes, polls, or other interactive content related to the episode's topic to engage your audience.

Each of these promotional assets can be tailored to the specific content of your podcast episode and your target audience, ensuring a more effective and engaging promotional strategy.

Again, having access to an outsourced team can save you time and stress when it comes to promoting your podcast.



Keen to know more?

Head to speakermarketingsuccess.com.au/brainstorm to book a free 15-minute brainstorm with Amanda on your podcast project