

# PODCASTING PROFIT SECRETS



- ☐ Choosing podcast niche
  - ☐ Why niche down?
    - ☐ People trust authority
    - ☐ Demonstrate expertise
  - ☐ Picking right niche
    - ☐ Step 1: Write down interests
      - ☐ Come up with 5-10 niches
    - ☐ Step 2: Problems to solve in each niche
      - ☐ Check Q&A sites
      - ☐ Visit forums
      - ☐ Check social media
      - ☐ Search Google
    - ☐ Step 3: Figure out competition
      - ☐ What are they doing?
      - ☐ Look for your angle
    - ☐ Step 4: Choose right niche
      - ☐ Decide based on Steps 1-3
- ☐ Podcast branding
  - ☐ Mission
    - ☐ Your goals
    - ☐ How to achieve goals
  - ☐ Vision
    - ☐ Your podcast's future
  - ☐ Voice and personality
    - ☐ Just be yourself
    - ☐ Act naturally
    - ☐ Catchy tagline
    - ☐ Be unique
  - ☐ Consistency matters
    - ☐ Same branding everywhere
      - ☐ Social media
      - ☐ Blog
      - ☐ Podcast directories
  - ☐ Build community
    - ☐ Make audience 'belong'

- ☐ Podcasting equipment
  - ☐ Microphone
    - ☐ Poor quality
      - ☐ Laptop microphone
      - ☐ Smartphone mic
    - ☐ Good quality
      - ☐ Amazon's Choice (below \$100)
        - ☐ Audio-Technica ATR2100
        - ☐ Samson Q2U USB Microphone
  - ☐ Pop filter
    - ☐ Block plosive sounds
    - ☐ Under \$10
  - ☐ Audio software
    - ☐ Audacity
      - ☐ Open source
      - ☐ Cross-platform
        - ☐ Windows
        - ☐ Mac
        - ☐ Linux
      - ☐ Steeper learning curve
        - ☐ YouTube tutorials
    - ☐ Garage Band
      - ☐ Mac only
      - ☐ Beginner friendly
      - ☐ Easy to use
  - ☐ Graphics software
    - ☐ For podcast cover art
    - ☐ Free software
      - ☐ Canva
  - ☐ Headphones
    - ☐ Use for recording
    - ☐ Listen to how you sound
    - ☐ Great for editing
- ☐ Plan podcast episodes
  - ☐ Good planning
    - ☐ Unlikely to run out of topics
    - ☐ Bird's eye view of content
  - ☐ Commitment is key
    - ☐ Need to be consistent
  - ☐ Organizing content
    - ☐ Content/editorial calendar
    - ☐ Google calendar

- ☐ Can add many calendars
      - ☐ Podcast calendar
      - ☐ Social media calendar
      - ☐ Content promotion calendar
    - ☐ Brainstorm episode topics
      - ☐ Associative brainstorming
      - ☐ Word storm technique
      - ☐ Mind mapping
    - ☐ Write outline or script
      - ☐ Episode structure
      - ☐ Know what to say
  - ☐ Record and edit podcast
    - ☐ Record correctly
      - ☐ Avoid lengthy editing process
      - ☐ Tips to record
        - ☐ Record someplace quiet
        - ☐ Speak clearly into mic
        - ☐ Don't share microphones
        - ☐ Do test recording
    - ☐ Editing like a pro
      - ☐ Listen to recording
      - ☐ Don't depend on waveform
      - ☐ Remove or minimize
        - ☐ Heavy breathing
        - ☐ Dead air
        - ☐ Loud noises
      - ☐ Normalize volume
    - ☐ Stitching audio file
      - ☐ Add intro, outro, main recording
      - ☐ Add metadata or ID3 tags
        - ☐ EasyTag
        - ☐ MP3Tag
  - ☐ Suitable podcast host
    - ☐ Web hosting
      - ☐ Not good option
        - ☐ Not optimized for podcasts
        - ☐ Can exceed bandwidth
        - ☐ Can exceed storage
        - ☐ Result to termination
    - ☐ Podcast hosting service
      - ☐ Great option

- ☐ Podcast RSS feed
- ☐ Easy submission to directories
- ☐ Podcast statistics
- ☐ Own podcast page
- ☐ Podcast launch
  - ☐ Podcast directories
    - ☐ Apple Podcast
    - ☐ Google Play
    - ☐ Spotify
    - ☐ Stitcher
    - ☐ TuneIn
    - ☐ SoundCloud
  - ☐ Personal network
    - ☐ Family
    - ☐ Friends
    - ☐ Colleagues
    - ☐ Acquaintances
  - ☐ Blog
    - ☐ Email your subscribers
    - ☐ Write a blog post
    - ☐ Put up banners
  - ☐ Advertise
    - ☐ Facebook Ads
    - ☐ Influencer marketing
  - ☐ Interview experts in first few episodes
    - ☐ Good follower base
    - ☐ Ask them to help promote
    - ☐ Send customized swipe file
      - ☐ Social media posts
      - ☐ Emails
      - ☐ Scripts
- ☐ Plug products and services
  - ☐ Be subtle
    - ☐ Don't be aggressive
    - ☐ Include pitch in intro or outro
  - ☐ Always give value
    - ☐ Put audience's needs first
    - ☐ Show product benefits
    - ☐ Teach how to use product
  - ☐ Give alternatives
    - ☐ Affiliate products

- ☐ Competitor's products
- ☐ Growing podcast audience
  - ☐ Reviews and ratings
    - ☐ Always ask for ratings
    - ☐ Entice others to follow
    - ☐ Learn from negative feedback
  - ☐ Hold contests
    - ☐ Give away something valuable
  - ☐ Promote everywhere
    - ☐ Time management
      - ☐ 20% - creating content
      - ☐ 80% - promoting content
    - ☐ Add Facebook pixel to blog
    - ☐ Warm leads
      - ☐ Easier to market
- ☐ Advertisers and sponsors
  - ☐ How to attract
    - ☐ Have solid following
      - ☐ About 5,000 to 10,000
    - ☐ Listener engagement
      - ☐ What people say about you
      - ☐ Check people's reviews
    - ☐ Integrity
      - ☐ Don't be greedy
        - ☐ Say 'no' if not a good fit
      - ☐ Be honest
      - ☐ Everybody wins
    - ☐ Customer service
      - ☐ Under promise, over deliver
      - ☐ Exceed expectations