Launching a Successful Podcast

A podcast professionals guide.

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Introduction

Hello, and thank you for downloading my guide "Launching a successful podcast".

You are in good hands, my company Motion to Profit manages a number of successful podcasts for corporate clients and this guide will give you our vital steps to success.

When people speak to me about launching a podcast the questions are often about kit, platforms, or software. This is understandable but the reality is there are more important factors when launching a successful podcast.

My 3 Core Pillars (PSR Process) will give you real know-how when it comes to launching a successful corporate podcast.

Get our free "Podcast Equipment Guide" - www.motiontoprofit.com/resources

Planning your podcast is vital, when you launch your podcast what are you going to do to grow your audience?

Perhaps the easy part, how are you going to record & publish your podcast.

PLANNING

RECORDING

PODCAST

SCRIPTING

A podcast is a marketing asset to your business, so how are you going to deliver value to keep people keen?

Planning

Podcasting is a great way to engage your target market, deliver value and build brand authority. However, ill be honest with you 90% of podcasts do not make it past episode 3!

Of those that do, a further 90% do not make it past 20 episodes.

What happens is people have this brilliant idea to launch a podcast. They do not get instant traction so they stop, thinking it has no potential.

The reality is actually very different, and this common problem is what the planning stage looks to overcome. It is about being realistic, setting achievable targets, and having a plan in place to grow.

Let us take a look at the key points...

Planning

I break the planning down into 4 areas, let us take a look:

Launch

It all starts here, how exciting!

The Launch is important, we want to launch our podcast on all major platforms but let's build some excitement around your current following with some content on your social media platforms.

Consitency

A common question is "how often should I release a podcast?"

Ideally biweekly or weekly, however, let's be honest that is a huge commitment.

In the planning, phase pick how often you will release and stick to it.

Goals

As I have said the vast majority of podcasts fail as they do not get instant traction.

Setting goals will depend on many factors such as your current following, be realistic. Set yourself realistic goals.

Example: I will release an episode every week for 6 months.

Growth

A podcast is a long form of media, if someone is investing the time in your podcast they are buying into you and your message.

It's rare that long-form media grabs attention straight away, so let's consider a strategy using short-form or ads to drive traffic to your podcast.

Launch

Launching a podcast is relatively easy, and I encourage you not to look for instant success. That being said we like to see at least some results when we put time and effort into a form of marketing.

Your launch is an opportunity to drum up some interest with your current followers. Consider setting a future launch date, and start releasing content to build up some interest.

I do this by creating short-form videos for my clients, little snippets of value are a great way to show them what to expect and why they should listen. Video podcasts (vodcasts) are also becoming popular, YouTube is moving into this area.

Consitency

One of the common questions I get asked is "how often should I release an episode?"

In an ideal world, you would release an episode weekly or biweekly. This would mean you are consistent and releasing a significant amount of content.

That being said it's important to remember that in a few months' time, you will need to continue consistently.

My advice is to release episodes at a pace you can be consistent with, if you can do this once a week great but if not consider once a fortnight, consistency is good but doing is better than not doing it if you cannot be consistent.

Goals

As I have already said 90% of podcasters give up within 4 episodes and 99% within 20 episodes.

This is often because people do not get instant traction and move on to the next thing, which is a shame because often there would have been huge potential in their podcast.

Setting achievable goals can help you to be more realistic. Your analytical success will very much depend on your following. If you have a Facebook group of 30,000 followers you would clearly expect more downloads than someone with 200 Facebook friends.

That being said remember a Podcast is a long-form content that delivers a lot of value, so even a small following can have a big impact.

Growth

There are a number of ways to grow a podcast, here are a few that may help you.

1) Guest Speakers often share your podcast with their own following. This helps spread awareness of your own podcast so think about whom you may want on.

2) Posting on your social platforms is a given, but you can use your podcast to answer questions for your target market over social media.

3) Video-recorded podcasts are becoming extremely popular and the huge benefit to this is that you can produce shorts or reels. Do not forget to put the link to your podcast as your call to action.

Scripting

A business podcast is all about delivering value and creating awareness with your target audience. We do not script like we do our videos however we have a plan for each episode.

I always recommend using stories and your own experiences where possible as these make for engaging content. When we talk about the mistakes and how we overcome them, what we learned people find this relatable, easy to digest so it is good to have that plan before you start recording.

Remember we are the experts in what we do, too often we do not recognise our worth but you will have a lifetime of experience that you can gift to others through your podcast. In return, your listeners will love you and see you as relatable, and without even realising it you will be building brand authority.

Recording

In this part of the guide we are going to cover the recording process, I break this down into the following sections.

Recording Platform

We have my recommended equipment lists.

Editing Platform

A magazine is a periodical publication, which can either be printed or published electronically.

Hosting Platform

A magazine is a periodical publication, which can either be printed or published electronically.

I have a free full equipment list on my website under resources, visit www.motiontoprofit.com

Recording Platform

There are a number of recording platforms that you can use. From Zoom to Quicktime player, the platform you use doesn't really matter too much.

If we have guest speakers we will use Google Meet as that is the platform I use to meet my clients. If I record a solo episode as an Apple Mac user I simply record onto QuickTime Player.

If you are a windows user then you can record onto a similar program. Do not overcomplicate this, with a good setup basic platforms can deliver good results.

I have an equipment guide here: www.motiontoprofit.com/resources

Editing Platform

This is something that many podcasters struggle with, I myself offer podcast editing services.

I use a podcast editing platform called Adobe Audition, this is part of Adobe's creative cloud. It has some brilliant features that allow its users to create brilliant podcasts.

This is a paid, professional platform but there are others available such as Spotify for Podcasters, Audacity, and many more.

Hosting Platform

If you are launching 1 podcast then simply the platform I recommend is Spotify for Podcasters. This is an easy-to-use hosting platform that can help you get your podcast onto all the major suppliers.

Although it's owned by Spotify it has great connectivity with Apple, Google, Amazon, and others so it's a brilliant hosting service and it's actually free.

There is a recording ability within the platform with some basic editing features that could be enough for many.

The analytics are also pretty good, meaning you can see what is and what isn't working in order to improve your scripting process later down the line.

Check out my podcast:

Bitesize Marketing is available on all major podcast platforms.

PODCAST

BITESIZE
MARKETING
FOR BUSY ENTREPRENEURS

Connect with me

I hope you have found this guide helpful, why not connect with me and let me know what you think?

I am always keen to hear about entrepreneurs in their podcasting and video journey.

Connect on the platforms below:

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Would you like to work with me?

Ready to take your podcast or video production to the next level? Don't wait any longer - contact us today for expert guidance and support.

At Motion to Profit, we specialise in helping businesses create high-quality video and podcast content that engages with their target audience. Whether you're just starting out or you're looking to take your content creation to the next level, we have the expertise and experience to help you succeed.

So if you're ready to launch your podcast or video production, you don't have to go it alone. Contact us today and let us help you achieve your content creation goals. Simply visit our website (below) to get started!

https://motiontoprofit.com/