

CANADIAN PODCASTER ONLINE MAGAZINE

CANADIANPODCASTER.COM

SEPTEMBER 2025



THE ONLINE MAGAZINE FOR
CANADA'S INDIE PODCASTERS

Our Mental Health as PODCASTERS

Podcasts are great
for listeners
struggling with
mental health, but
what about the
podcaster?

We create the
content that helps
others, but who
helps the podcaster?

Podcasters can also
struggle in silence



JOIN THE CONVERSATION

M I C D R O P M O M E N T S

“It’s just not that difficult
to be kind.
It’s not that difficult to use
positive language,
like **‘my pleasure’** instead
of **‘no problem’** which is
two negative words back
to back”

MARIE MATZINGER



CAN YOUR LISTENERS SUPPORT YOU?

MAKE IT EASY FOR
YOUR LISTENERS TO
GIVE BACK TO YOUR
SHOW!

A BUY ME A COFFEE
ACCOUNT ALLOWS
LISTENERS TO
ENGAGE AND
SUPPORT YOUR
SHOW



Buy me a coffee



TAKE US WITH YOU!



**CANADIAN
PODCASTER**

Magazine

**CLICK
HERE**

OUR COMPANION PODCAST



Why Podcasters Should Guest on Other Podcasts

Being a guest on other podcasts is one of the most powerful ways for podcasters to grow, build credibility, and foster meaningful relationships within the community.

But how can you make the most of each guest appearance? How do you leave a memorable impact?

Here's what makes guesting so valuable, plus practical ways to shine as a guest on your next podcast adventure.



Why Podcasters Should Guest on Other Podcasts

Increased Visibility:

Podcast guesting introduces you to entirely new audiences. Each appearance broadens your reach and creates more opportunities for you online, guesting helps to boost both your personal and your podcast brand awareness.

Your community will see a different side of you as you move to the passenger seat.



Show up where your new listeners are!



Authority and Trust

Sharing stories and expertise as a guest positions you as a leader in your space and a trusted voice within your niche.

Audiences are more likely to listen to, and follow podcasters who openly share their insights and journey.

Authority finds its roots in the value that you bring with you to your next interview.

It is our opportunity to serve in place of selling!



SEO and Discoverability

Every interview you do adds fresh content online, making you and your podcast more discoverable to future listeners, collaborators, and even search engines.

Be sure to share and repurpose the content from your guesting opportunities with your audience, the more you talk about your appearance the better the results!

Be found where listeners are looking and listening



Deepen Your Connections and Community

Longform, conversations allow listeners to really get to know the person behind the podcast.

This deeper connection fosters meaningful relationships, which could lead to new fans, opportunities, and future partnerships.

A meaningful relationship that could lead to future opportunities present themselves by guesting on other shows!



Develop Speaking Skills

Each guest spot is valuable practice in public speaking, storytelling, and articulating your message.

Over time, these skills can help to boost your confidence both as a guest and as the host of your own podcast.

As a guest you will get practice fielding questions - this is a great compliment to your hosting abilities and can help you make your own show better!



Learn and Grow

Exposure to a variety of show formats, hosts, and audience interactions. New experiences can help to spark fresh ideas and inspiration.

It's an organic way to gather feedback and new perspectives for your own podcast and personal growth

Get a peek behind the curtain of other podcasts to see how they run their shows, you might learn something!



Final Thoughts



Guesting on other podcasts is truly a win-win for both parties! As a guest, you can expand your reach, hone your skills, and build connections while adding real value for new audiences.

So, as you embark into the world of podcasting as a guest - prepare well, be authentic, and aim to leave every show, and every listener, just a little better than you found them



Keep podcasting, eh!

Dave



Matching Podcast Hosts & Guests For Interviews

How PodMatch Helps

The sad reality of the podcasting industry is that **90%** of independent podcast hosts and guests stop before making any real impact. ([See the full report](#)) PodMatch helps in 4 ways:



PodMatch Platform

PodMatch saves hosts and guests hours every week by streamlining the interview process.



Podcast & Virtual Event

Learn to become the best possible podcast host and guest directly from leading experts.



Free Guides & Courses

Custom tailored learning solutions to help you unleash your full potential as a host or guest.



Community Collaboration

Like-minded community of podcasters that support each other in their creative endeavors.

**JOIN
NOW**



PodMatch

our podmatch affiliate link



LOWER STREET



Just **consider** this:

- ✓ 55% of business decision makers are listening to podcasts daily.
- ✓ And 86% of podcast listeners recall the brands they heard mentioned on the show.

The investment pays off. Podcasts can bring brand lift, loyal audiences, new partnerships, and leads. The ROI is **real**, and it has a **long-lasting effect**.



CANADIAN PODCASTER

We create, produce, and grow attention-grabbing branded podcasts

We're your partner in **brand podcasting**, making story-driven, human-first shows your target audience **actually wants to listen to**—not just another boring business interview. As a full-service agency, we handle everything from strategy and production to growth and promotion, building each podcast from the ground up around your goals, audience, and brand.

You'll get a show your listeners love—and one that drives real impact for your business.

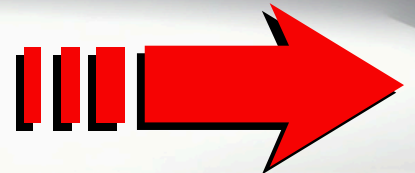
Each client is different, but our research-driven approach informs every step from **strategy** and **development** to **creation** and **production**.

LET'S CHAT

Featured **PODCASTERS**

September

2025



SUBSCRIBE, FOLLOW AND SHARE

CANADIAN PODCASTER SPOTLIGHT



HORRIBLE PEOPLE PODCAST

Gain a deeper understanding of a community often misunderstood and misrepresented by mainstream media and government narratives



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CANADIAN PODCASTER SPOTLIGHT



THE SPIRITUAL SAFE HOUSE

an all inclusive place for all walks of life to
discover themselves, their spirituality and
the universe around them



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**SUCCESS IN MIND;
MOTIVATION, AND INSPIRATION
FOR ENTREPRENEURS**

actionable strategies for personal growth,
mindset mastery, and business success



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LISTEN



CONVERSATIONS WITH
MUSICIANS, WITH LEAH ROSEMAN

There's a fascinating variety to a life in music; this series features wonderful musicians worldwide with in-depth conversations and great music



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TORONTO LEGENDS

'Toronto Famous' personalities share their stories and memories with host Andrew Applebaum!



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EVENT PLANNING BESTIE SHOW

unlock the magic of event planning by
taking you behind and before the scenes
of your favorite events

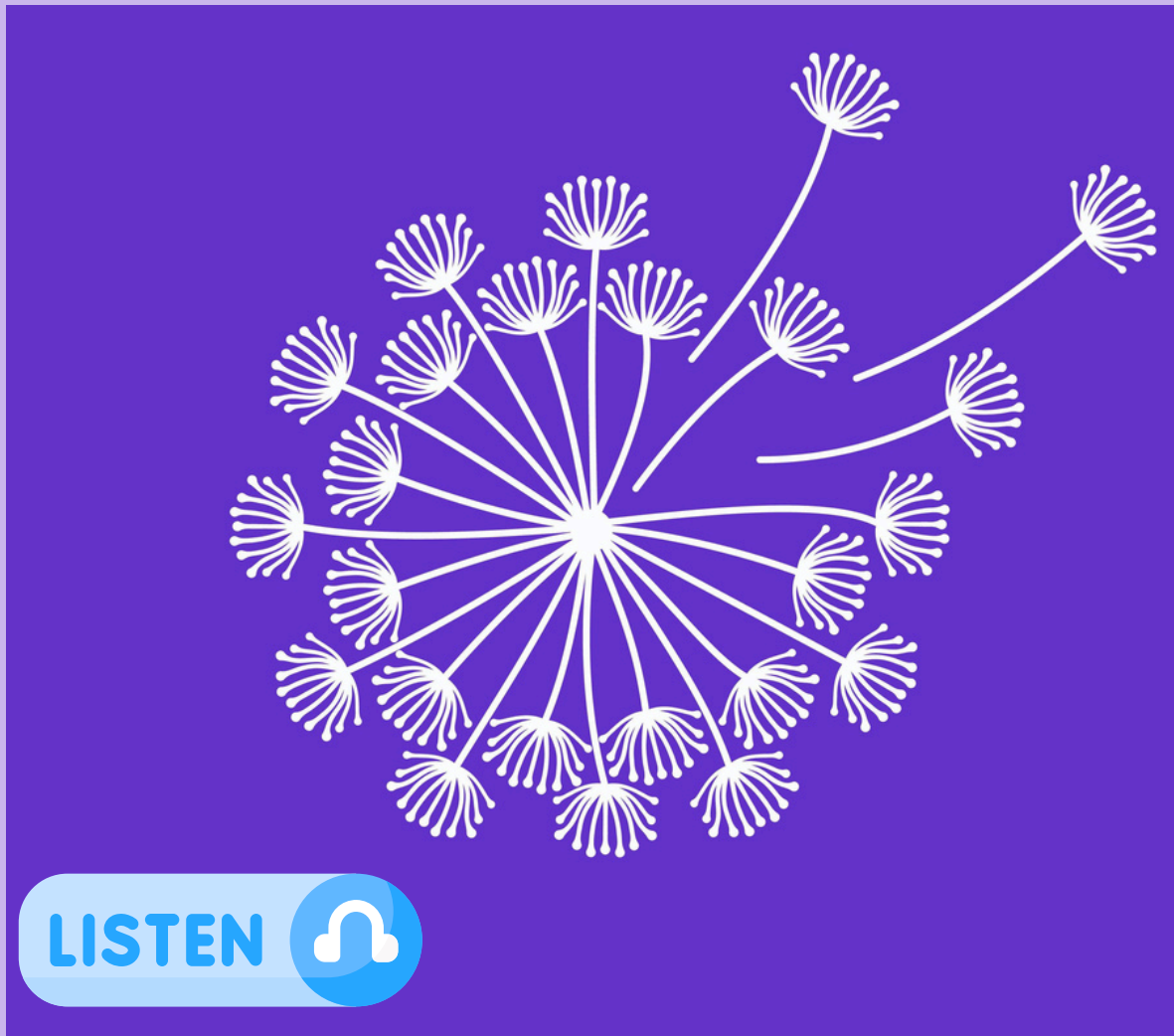


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THE AUNTIES DANDELION

Sharing stories of Indigenous changemakers
who inspire you to revitalize your land,
language, and relationships



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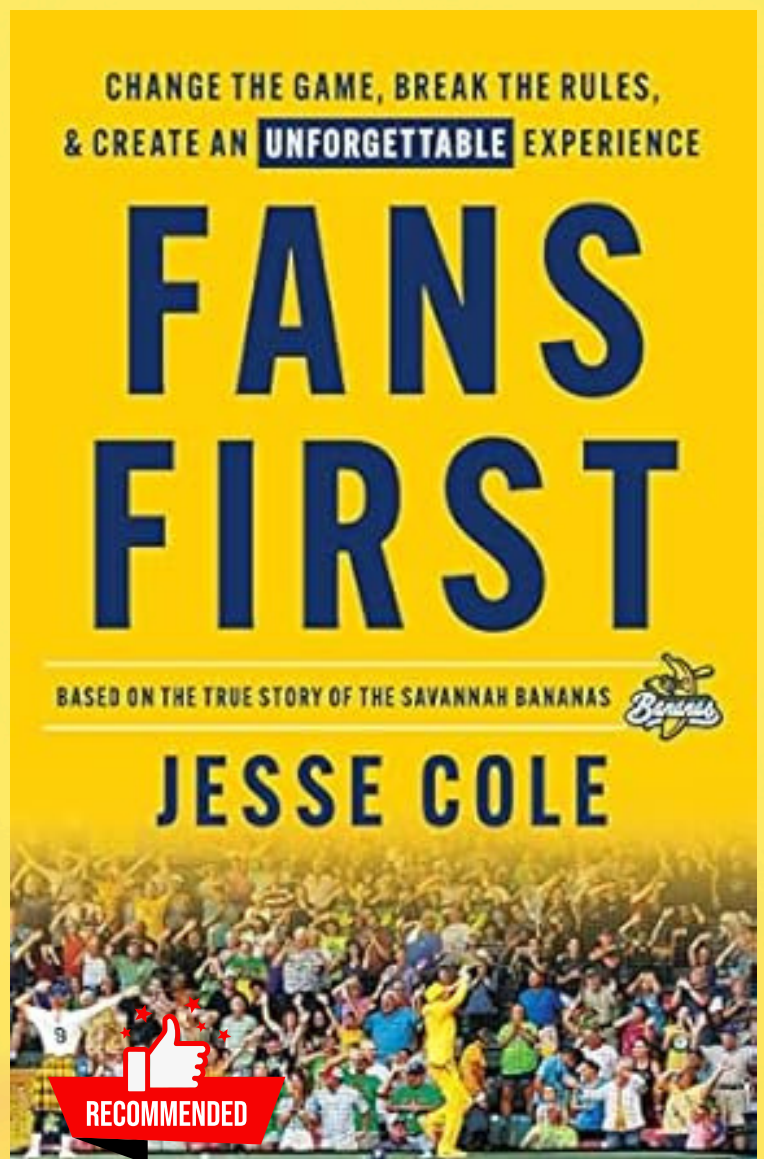
[CANADIANPODCASTER.COM](https://canadianpodcaster.com)

BOOKMARKED

PODCASTER LIBRARY

Fans First: Change the Game, Break the Rules & Create an Unforgettable Experience

Reading this book is pure joy. I read a lot of business, marketing and sales books, but none made me want to cry tears of joy as much as this one - Pascal Gagnon



Jesse Cole

The Savannah Bananas



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SpeakPipe.com

**Hear from your
listeners - set up
a feedback
funnel with
SpeakPipe!**



Speak now



Recording: 00:16

Max recording duration: 5 minutes

Stop

Reset



PODSUMMIT 2025



“building this community, one story at a time, and invite you to be a part of it.”

Calgary

CANADIANPODCASTER.COM

CANADA'S PODCAST EVENT

where together we are building and amplifying the Canadian podcast community by uniting creators, storytellers, and experts shaping podcasting.

This is the intersection of the art of podcasting and the spirit of innovation - where voices unite to push boundaries and ignite ideas. Step into a space built for discovery and collaboration, where each conversation and connection becomes part of the story.

SEPTEMBER 19TH - 20TH, 2025
CALGARY, ALBERTA, CANADA

[PODSUMMIT.COM](https://podsummit.com)



THE HOW TO PODCAST SERIES



JOIN THE
CONVERSATION
AND THE
COMMUNITY
OF PODCASTERS

**DON'T
PODCAST
ALONE**

How**To**Podcast.ca



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**Free tools for
Podcasters
Start and Grow
from here.**

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CANADIAN PODCASTER

CANADIAN PODCASTER CLASSIFIEDS

Coming Soon

**PODSUMMIT YYC
2025**

SEPT 19-20 2025

**CALGARY, ALBERTA,
CANADA**

APPLY NOW

**HAVE AN
OPENING?**

**TELL US ABOUT YOUR
CANADIAN JOB
OPENING**

**WANTED:
SOMEONE TO GO BACK
IN TIME WITH ME!**

**THIS IS NOT A JOKE -
YOU WILL GET PAID**

**AFTER WE GET BACK -
MUST BRING YOUR OWN
GEAR - SAFETY IS NOT
GUARANTEED - I HAVE
ONLY DONE THIS ONCE
BEFORE**

FOR SALE

**CLEAR OUT YOUR
CLOSET!**

**PURGE YOUR GEAR
AND HELP A FELLOW
PODCASTER**



CANADIAN PODCASTER

**HAVE A
STORY IDEA
FOR
OCTOBER??**

**SUBMIT
YOUR TOPIC,
STORY IDEA
OR ARTICLE
TODAY**



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