



# 20 Tips To Creating a *Successful Podcast*

# *Tip #1*

## **Know your audience first**

Your podcast's success depends on you being able to deliver the right kind of message to the right audience.

## *Tip #2*

### **Get the right equipment**

It doesn't matter how awesome your content is  
if you're turning people off with your  
poor-quality podcast!

## *Tip* #3

### **Select the right niche**

Pick a niche you're comfortable in, you don't want to sound incompetent in front of your audience!

## *Tip #4*

### **Give plenty of value**

People will follow your podcast and let their friends know about you if you provide tons of valuable and highly actionable content!

## ***Tip #5***

### **Know your guests**

Don't interview people blindly. Do your assignment beforehand and have some info on your guests.

## *Tip* #6

**Keep your podcast short and concise**

People are busy. You can't expect them to listen to the entirety of your 60+ minute podcast!

## *Tip #7*

### **Ask spontaneous questions**

Scripts are good, but leave some room for spontaneity, too!  
This technique works well once you've built rapport with your guest.



## ***Tip #8***

### **Be a good listener**

A good host will pay attention to what their guests – and their listeners – are saying!

## *Tip* #9

### **Plan your episodes in advance**

Have an editorial or content calendar in place. Know the topics you'd be covering and reach out to potential guests way ahead of time.

## ***Tip #10***

### **Don't speak in a monotone**

You're not a robot, are you? Inject some life into your voice! If you don't, no one's going to follow your podcast!

## ***Tip #11***

### **Practice makes perfect**

Listen to your recording and don't be afraid to re-record your episode if you think you can do way better!

## ***Tip #12***

### **Get feedback from your audience**

Encourage your audience to leave reviews of your show. Don't be afraid of negative criticism. Use it to improve your show!

## ***Tip #13***

### **Promote your podcast everywhere**

Let the whole world know your podcast exists  
and seek out your target audience wherever  
they may hang out.

## ***Tip #14***

### **Tell a story**

People love stories. If you tell a story in every episode and tie it in really well with your topic, then chances are your listeners are going to remember your story!

## ***Tip #15***

### **Get a good podcast host**

Don't upload your podcast audio files to your web hosting service. It's important that you choose a good podcast-optimized hosting service instead!



## ***Tip #16***

### **Your podcast cover artwork matters**

Yes, looks do matter. If you use a poorly-designed podcast artwork, then people are probably going to skip out on your podcast!

## ***Tip #17***

### **Edit your podcast recording**

Add your intro and outro to your podcast audio.  
Make sure everything sounds good before you  
upload the file to your podcast host.

## ***Tip #18***

### **Add a transcript or show notes**

Transcripts and show notes are great for your podcast's SEO. Do these for every episode, and you'll soon see some free traffic from search engines.

## ***Tip #19***

### **Repurpose your podcast**

Maximize your research and hard work.  
Repurpose your content into graphics, blog posts, YouTube videos, and more.

## *Tip* #20

### **Don't think about money yet**

It's true you can make plenty of money with podcasting, but build your audience first before you even think about monetizing your show.