



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.