PODCASTING
PROFIT SECRETS



CHECKLIST

- ☐ 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