

Podcasting 101: Creating a Successful Show


10 Point Checklist

Rob Walch

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps you can take to take
your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**“Your smartphone has become the device-everyone has it,
and wherever you go, you have the opportunity to listen to a
podcast.”**

ROB WALCH

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

If you are considering starting a podcast, do it now-there isn't too much competition. Start by listening to shows that you enjoy and brainstorming ideas on how to turn topics into your own.

If your content is not evergreen, add a date to the intro of your episode. When people listen to it, they will then understand that it's an old episode, as opposed to thinking you released old news.

For more information and tips on how to create a podcast, download Rob's free iBook Podcast101.

Take the time to learn your craft and perfect it. If you are going to try podcasting, you want to be the best at what you do to attract potential new clients.

There are podcasts about almost every different niche and topic. To create a successful podcast, create ideas around what you know best-even if it's obscure.

Don't quit doing your podcast if you don't get featured in New and Noteworthy! Instead, focus on building your subscribers over a seven day period to get into the Top 200.

The podcast search query is based on the title and author of your show. Make your show's title relevant to what you discuss during your show, so you can attract people who are interested in that topic.

Create custom artwork for your show! You will want to have a main image that you use for your show, and also artwork for each episode. This will help you with branding and marketing.

Put relevant keywords in your titles. Don't go overboard, but your show will be more relevant if you have two or three of your keywords built into the title.

To encourage audience engagement and to receive feedback from guests, set up a dedicated call-in number and email. Mention this information during your show so people know about it.