

WELCOME TO
**BRANDING
BEYOND
BUSINESS**
WITH JOHN MEDIANA

PODCAST LAUNCH

FOR BUSY PEOPLE

CREATE, LAUNCH & GROW YOUR PODCAST
BY WORLD RENOWNED FIRESTARTER **JOHN MEDIANA**

JohnMediana.com

PODCAST LAUNCH FOR BUSY PEOPLE:

Create, Launch & Grow Your Podcast



Introduction

Hey fellow and future podcaster. My name is John Mediana, Founder of Executive Brand Growth and Host of Branding Beyond Business.

This is my step-by-step method on creating a podcast brand. In this book I am going to tell you exactly why podcasts are so powerful as well as showing you how to create and launch your own Podcast.

by John Mediana

Table of Contents

What is a Podcast?.....	1
Why should I start with Podcast?.....	2
Finding your Podcast Topic.....	4
Creating your Avatar?.....	7
Naming your Podcast.....	10
Podcast Artwork.....	12
Top 5 reasons Podcasts never launch.....	14
Podcast Equipment.....	17
What is a media host and why you need one.....	20
8 Step process when publishing your Podcast.....	22
3 Important things that take your Podcast to the next level.....	24
Interview or Topic Based?.....	27
How long should you make your Podcast?.....	34
How to finds guests for your Podcast?.....	37
The perfect Podcast launch.....	39
4 Biggest post-launch mistakes.....	42
5 Ways to grow your Podcast audience.....	44
Conclusion.....	46



IT'S TIME TO IGNITE!

WE'LL START AT THE BEGINNING - **WHAT IS A PODCAST?**



A podcast is an audio and/or video file that is either downloaded or streamed onto any device, on demand. Now, in the past files have been download only due to lack of streaming capabilities. However, with the capabilities nowadays such as WIFI and 5G, files can now be streamed directly to your devices with no memory or download usage whatsoever! Whether it be a desktop computer, laptop, tablet or smartphone, anybody can listen to a podcast directly from the source!

This is a powerful thing because I must reiterate, these podcasts are **on demand**. This isn't the same as tuning into the radio and listening to what comes on, you can choose to listen to what you want, whenever you want!

So, why is it worth podcasting in the first place?! There are a number of reasons podcasting is fantastic thing to do...

WHY PODCAST?



FIRSTLY...

Firstly...a podcast gives you a voice and an opportunity to inspire and motivate the world. Guys, what have you become an expert on? What can you share with people that is going to change their lives? People want to know this stuff and this is your opportunity to share your message with the world (if you don't know what your message is yet - don't worry, this tutorial will have you covered). If you can inspire people with your message and your passion, you have an unbelievable opportunity to create a ripple effect that can change the world.

Let's not underestimate the effect podcasts can have on the world, let's not overestimate it either; I'm not suggesting you're going to be able to dispose of world hunger or poverty with your content but this ripple effect is real and you can genuinely begin to change the world in your own, positive way.

SECONDLY...

Secondly...a podcast can allow you to gain access to the rock stars in your industry - and gain your own authority and credibility whilst doing so! Now my friends, perception is reality. People will see you interviewing and having these conversations with these rock stars in your field and building amazing relationships with them - and their authority will rub off on you.

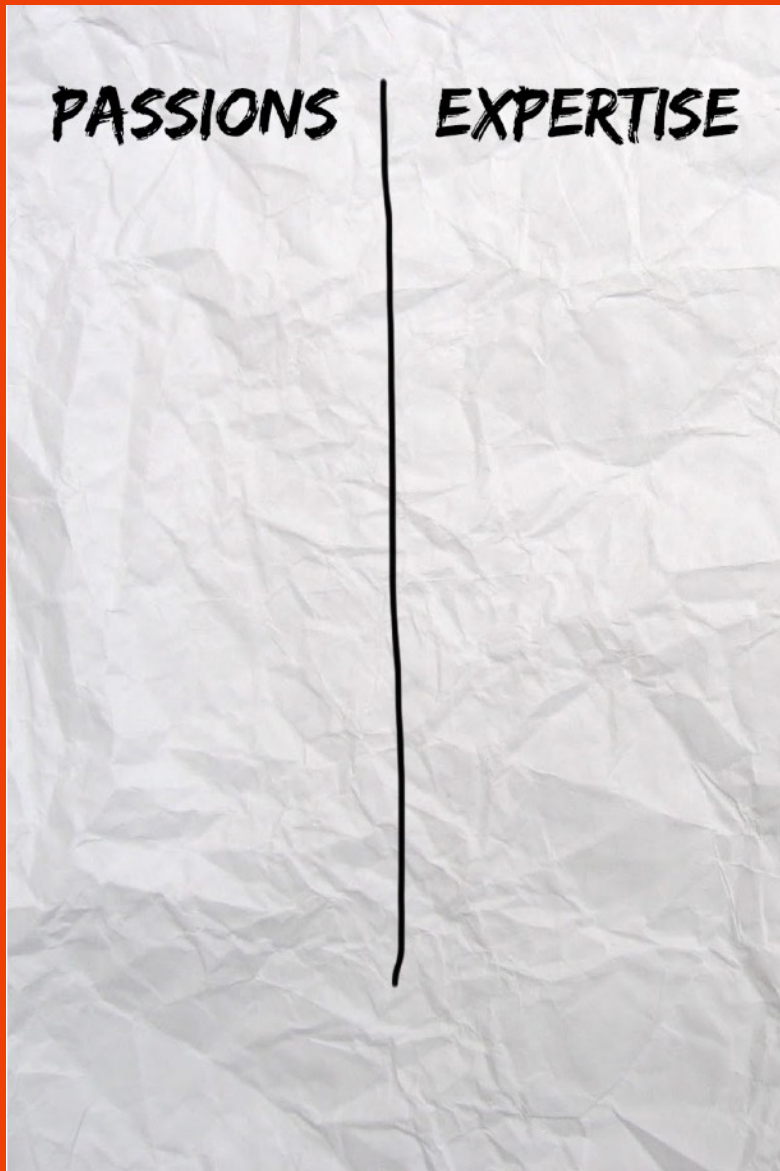
You may not be at that level yet, but you are on your way there, and the more you talk to these people the more leverage and scalability you'll acquire. The platform you build will then give you that ability to really go forward and shout from the roof tops that this is the level you are in your field.

THIRDLY...

Thirdly...a podcast will allow you to grow your audience. It really is amazing how easily you can leverage massive directories such as iTunes and Spotify, to find and grow a huge audience. Your content isn't just a flash in the pan like a radio show, your content is going to be evergreen, something listeners can go back to and always be meaningful.

With 93 million active iTunes users the opportunities are massive, the percentage of people who know what podcasts are is continuing to grow. And with the smartphone it is allowing your content to be in arm's reach of people at all just getting easier.

FINDING YOUR PODCAST TOPIC



Finding a podcast topic is something that holds many podcasters back for far too long! This exercise will help you find your podcast topic and find what I call your 'THRIVE ZONE'.

On a piece of paper, draw a line down the middle to split the page into two parts: on the left hand side write your passions, things that excite you and excited you as a child, things that really light that fire inside of you. On the right hand side, write down your expertise. These are things that you excel at, skill sets you have acquired in the past and things that other people would praise your ability on.

WHAT DO PEOPLE ASK YOUR ADVICE ABOUT OFTEN?

As part of the exercise, go to your family and your friends and ask what they think your skill sets are, things they would come to you for advice or help on! These can also be things you would like to acquire as a skill set and things you would be willing to dedicate your hard work, time and money on.

Now, this exercise will bring out different passions and expertise and you won't necessarily like what you have written. However, the more you spend time on it throughout the week, your piece of paper will look infinitely different to those first couple of days. This is what happens when you flex that creative muscle my friends.

Look at day one on your paper, then look at day five. You will begin to notice an overlap of passions and skill sets and things will start to match up and overlap. This is what we call, our 'THRIVE ZONE'. Even after people find which topic they want to launch a podcast on, they Google it, find someone else is already doing it and feel defeated.

But don't go back to the drawing board, as finding someone else who is already doing it proves your concept works. Now all you need to make yours different is your USP (your unique selling point), and your personality. I wasn't the first to do what I do, but I changed it up and added my personal stamp to make it different.



**AN OVERLAP OF PASSIONS
AND SKILL SETS WE CALL
OUR 'THRIVE ZONE'.**

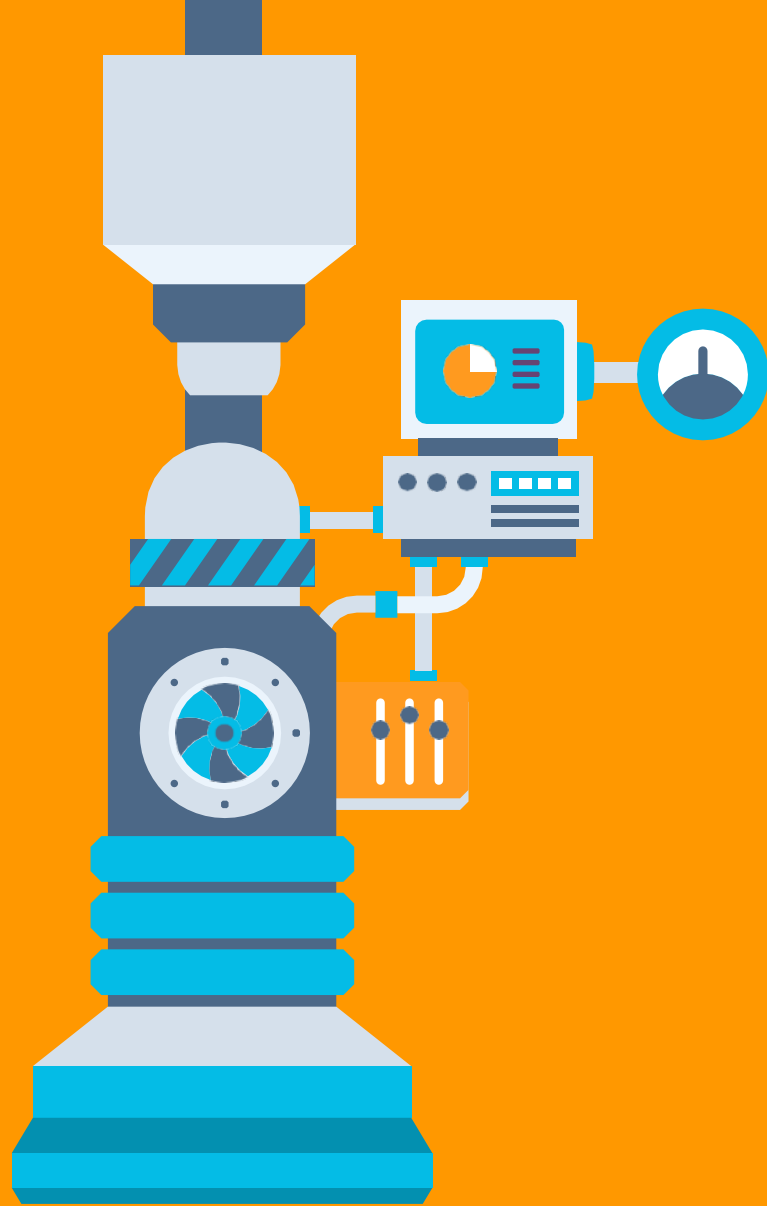
CREATING YOUR AVATAR



My friend, let's talk about what an 'avatar' is. An avatar is simply that one perfect podcast listener. If you can create and craft that one perfect listener and their situation - that is your avatar. You need to know their name, job, age and situation as well as their struggles, obstacles and pains. These are all things you, the podcast host, need to craft because then you can start to think about the solutions you can provide to your avatar's obstacles and struggles.

Let's take a look at my avatar so you can hear what an avatar sounds like when it's really fleshed out.

LET'S MEET JIMMY...

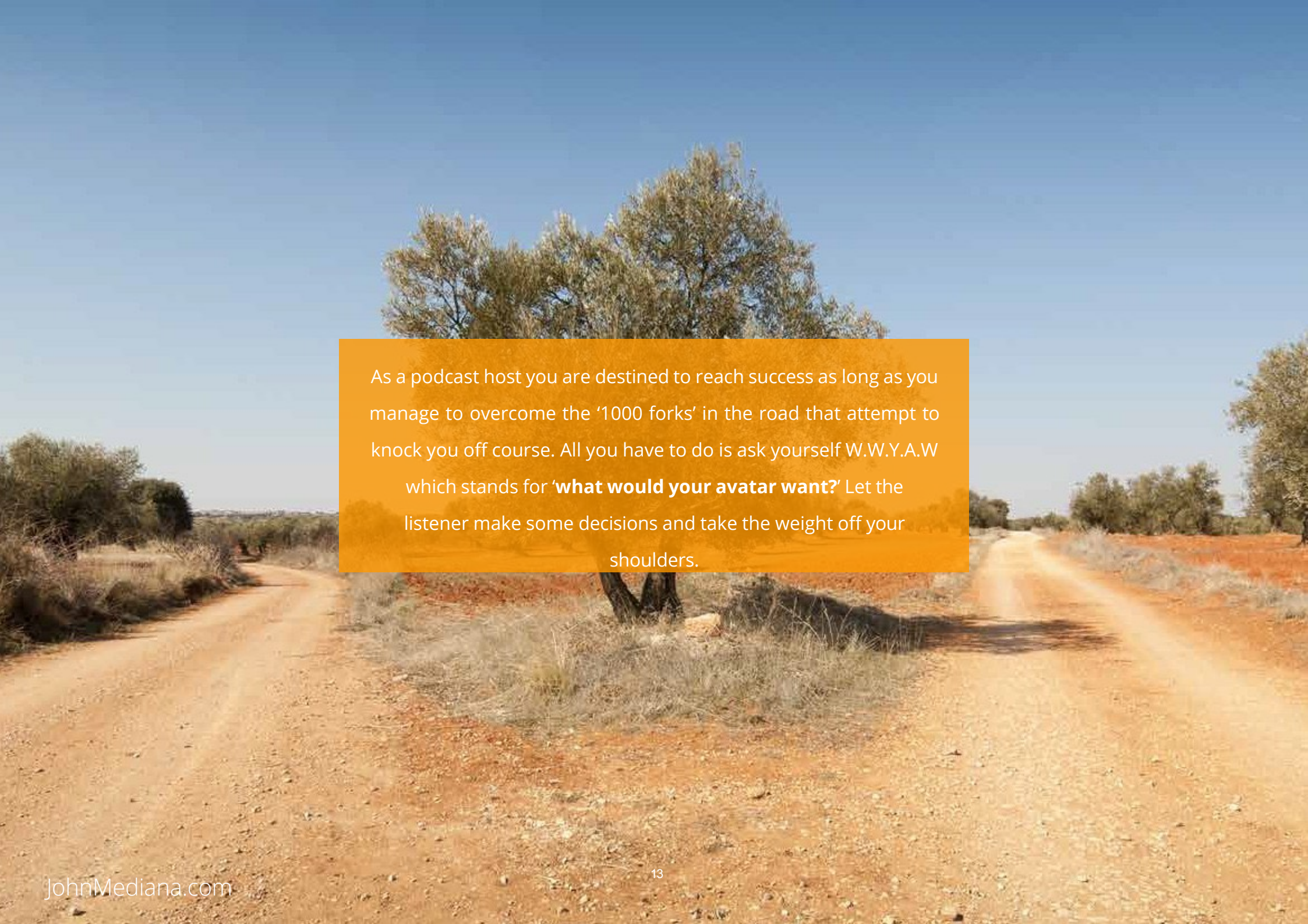


**CREATE YOUR
OWN AVATAR!**

My avatar is called Jimmy, he is 34 years old, he has a wife and two kids, aged 3 and 5. He drives to work by himself every day which takes him 27 minutes. He commutes to a cubicle at a workplace in a job he does not like, that he gets no inspiration or passion from. He works for 9 hours and after that he jumps back into his car for a 32 minute commute home (there is a little traffic on the way back). Once home he plays with his kids, has dinner with his family, puts his kids to bed and hangs out with his wife.

Later on, he finds himself thinking 'why do I spend 80% of my waking life doing things that I don't enjoy (work, commuting), why do I only spend 10% on things I love (kids, wife and then the other 10% wondering why I waste 80% of my life?' Jimmy is Branding Beyond Business's avatar because he needs to be listening to the show every day when he drives to work, so he can listen to my guests share failures and lessons learnt. Again, he needs to listen on the way home so he can hear people's 'Aha' moments. So instead of filling his head with an endless cycle of negativity, he listens to the podcast so he can fill his head with the right kind of things. Jimmy is my avatar, I know exactly what he needs to hear and the way he needs to hear it and that's how I crafted

Branding Beyond Business's Avatar.

A wide, unpaved dirt road stretches from the foreground into the distance, curving slightly to the right. The road is flanked by sparse, dry vegetation and a few scattered trees. In the center of the road, a large, leafy tree stands prominently. The sky is a clear, bright blue. The overall scene is arid and open.

As a podcast host you are destined to reach success as long as you manage to overcome the '1000 forks' in the road that attempt to knock you off course. All you have to do is ask yourself W.W.Y.A.W which stands for '**what would your avatar want?**' Let the listener make some decisions and take the weight off your shoulders.

NAMING YOUR PODCAST



Naming your podcast can be incredibly tough; here are few criteria your podcast name needs to have:

YOUR PASSION

When it comes to naming your podcast, you need to find a name that resonates with you and your avatar. This is your business, so I want you to be excited about it! You need to be passionate about the name as it is going to be the forefront of your business.

YOUR AVATAR

Your avatar needs to look at the name of your podcast and immediately show interest, want to know more and get what it's about. It really does need to resonate with you and your avatar.

Memorable

Three words that will stand you in good stead when choosing a podcast name are: clear, simple and memorable. You want a name to really stand out and one that isn't generic sounding. But don't take it too far: it should also stand up on its own 2 legs without a tagline.

Also remember podcasts are typically audio only so you're going to have to distinguish between words that sound familiar such as 'here' and 'hear'.

Search Engine Friendly

Another thing you need to be aware of is whether search engines will understand the words you use. Focus on things you want your search engines to associate with you. You want them to index you correctly don't you?!

Domain Name

A final thing to think about is the domain name. A .com is always a desirable one, but is it really necessary? The answer is no. There are different domains out there, you just need to find the right one for you. Other options in my order of preference are .co .net .me and .org

My Podcast Name

I feel really strongly about Branding Beyond Business as a Podcast name. The problem I first had was figuring out what the domain name should be. BrandingBeyondBusiness.com? BrandingBeyondBusinessPodcast.com? I figured the less someone has to type the easier people can go to the website and keeping things simple also makes branding simple. So BrandingBeyondBusiness.com was born.

PODCAST ARTWORK



‘Simple and Pop’ are two words that I use to describe how artwork should be... simple but also instantly popping out to viewers’ eyes; it needs to be clean and not too busy. I would recommend using bold colors to get attention drawn to your work instantly. Pro tip, USE YOUR IMAGE. People love putting the face with the podcast. As I say this is just my opinion and you may disagree.

The dimensions of your artwork are critical. This is due to the fact that if you want to be featured in iTunes, your artwork needs to be a minimum of 1400x1400px and a maximum of 2048x2048px, which is what I use for Divine Hustle. The reasons for this are simple: iTunes wants an image of high enough quality so that it looks good in their stores but not so big that their bandwidth is affected.

Bringing it back to your ideal avatar again, think about if they would understand the design. Do they get excited and rave about your artwork? You need to take time to develop your artwork and brand, and take it to your avatars to get some feedback and brutal criticism. Here’s a quote by Jason Fried that I like to stand by when creating artwork and feel you should too...

**"BE CLEAR FIRST
AND CLEVER SECOND.
IF YOU HAVE TO
THROW ONE OF
THOSE OUT, THROW
OUT CLEVER."**

TOP 5 REASONS PODCASTS **NEVER LAUNCH**

Now that we're friends, I'm gonna bring you in a little closer and explain to you some of the many reasons some podcasts don't even make it to launch.

1. Lack of **FOCUS**

People who listen to my show will know that this is my favorite acronym. FOCUS stands for 'Following One Course Until Success'.

Too many people take their eyes off the prize and forget what they set out to do in the first place. So follow that one goal and don't stop following it until you have reached success. The reality is, there are what I call 'weapons of mass distraction' at every turn, and people allow the bright shiny object syndrome to swoop on in and clean their clock.

A good thing to remember to keep FOCUS is Parkinson's Law - which states that tasks will expand to the time YOU allot them. So if you say you're going to start a podcast but don't give yourself a time limit or any parameters, then don't be surprised if nothing happens for a few weeks or months or even years. Even if you can just set yourself an hour a day of time to work on your podcast, your goals will piece together much faster.

On a task by task basis, set a timer for 60 minutes and work with FOCUS for that 60 minutes. You'll step up your brain into another gear, get things done faster and be able to manage your time with precision. I personally use the "Pomodoro Technique" with the "Pomodoro Tomato Timer." I know a 'Tomato' timer sounds funny but just Google these terms and you will see what I mean.

2. Lack of **Niching**

A huge reason why podcasts never go live is a lack of niching. You CANNOT be afraid to niche down...niche down some more...and niche down once again until it hurts! You want your podcast to attract and resonate with raving fans and this will not happen with a broad topic. So remember my friends, if you try to resonate with ALL, you will resonate with NONE.

3. Unrealistic Expectations

Podcasting is exploding right now, it is incredible to see. But podcasting is a marathon not a sprint my friends, and we need to remember that. All the mistakes and failures I have encountered in my life have been because I have been sprinting towards success, and only when I stood back and looked for value, I found true success. It is a marathon not a sprint. Build your audience SLOWLY. I started with 7 downloads on my first day, so it was a slow and steady growth and YOU need to build YOUR audience slowly too.

Creating a podcast is not easy, it is a lot of hard work which means you need to be realistic with your expectations. Don't set expectations so high that you come tumbling back down to earth when you fail.

4. Unwillingness to Invest

I am not just talking about money. I am talking about unwillingness to invest time and energy, as well as money. These are all things you NEED to be able to invest if you are going to have success with your podcast. Most are unwilling to invest ANY of these three let alone one. You need to invest time, energy and money in mentors, in masterminds and in courses to improve you and your podcast. Those who are seeing my words right now, congratulations: you are already investing your time and your energy into this course and for that, I commend you.

5. The Imposter Syndrome

This is the number one doozy of them all. It affects every single human being on the planet. We all have those doubts and those fears that haunt us in everything we do, and cause us to be unsatisfied with our achievements.

However, this is just your Imposter Syndrome talking. So this is my challenge to you... to overcome the Imposter Syndrome... embrace it.

Embrace your Imposter Syndrome and embrace the fear, because you need to understand that you are not the only person who feels this way...everybody feels it at some point, even President Obama must wake up, look in the mirror and ask himself, "Who am I to be President of the United States?"

So you need to embrace it and work towards your goals, because here's the thing to understand... your competitors are feeling the exact same thing and it's holding them back too. So if you are the one who can break through this self doubt, you are the one who succeeds above them.

EQUIPMENT YOU'LL NEED TO LAUNCH A PODCAST

The problem these days with podcasting equipment is that people are far too keen to go overboard! There is no need whatsoever to splash out on all the top gear. So I'm going to tell you what equipment I recommend and why keeping your set simple will benefit you when producing your podcast!

To start with, you'll need a computer, any device will do, whether it is a Mac, a PC, a laptop or a tablet, even an iPhone. Then you just need a microphone as well as recording and editing software.

Microphones

I have come up with three examples: a low cost, a medium and a more expensive example.

First of all we have the low cost Logitech ClearChat which comes at an affordable price of \$21.99. I insist this is the minimum that my guests should have before they appear on my shows and if not I would consider cancelling the interview. This mic will take you from an audio quality of 2 (the equivalent talking into a Mac Air) to an audio quality of 7.

Secondly there is the ATR-2100 at \$48.95, which is a superb microphone. I would highly recommend it for recording your show. It's easily transportable and has an incredible audio quality, taking it up from a 7 which the Logitech ClearChat produces to an 8.5.

Thirdly there is the more expensive option in the Heil PR-40 which comes at a cost of \$349. This microphone is on another level to the others and is absolutely top class. However, is it necessary? The answer is, no. You don't need to go all out and spend silly money, but if you have the money to invest in making your podcast the best it can be, then go for it!

Recording and Editing Software

Here are three different recording and editing software types available:

The first is the Cadillac of software, Adobe Audition, costing \$20 per month via the Adobe Creative Cloud. I would recommend this incredible investment, which allows you to do some amazing things post production with your podcast.

Secondly there is Audacity. Audacity is free software available for MAC and PC, simply a great product for its price, which is free!

Finally, there is GarageBand - Only for MAC which comes pre-installed. It isn't my favourite but if it works for you then there is absolutely no problem with it. However, I would opt for the first two given the choice.

You can also opt to perform interviews via Zoom.

Travelling Equipment

Now, you may want to do Podcasts on the road too - I've personally done podcasts in numerous locations including restaurants and even on a plane. So for podcasts on the go use 'The Roland Digital Recorder', Zoom H4n or the Zoom H6n.

Those guys allows you to record wonderful podcast interviews in a really powerful compact way. When you match up any of those recorders with the ATR-2100 microphone you'll get a great sounding podcast recording.

If you want to find all the equipment mentioned in this guide just head on over to:
[ExecutiveBrandGrowth.com/
podcast-gear-list](https://ExecutiveBrandGrowth.com/podcast-gear-list)

WHAT IS A MEDIA HOST AND WHY DO YOU NEED ONE?



A media host is a server that hosts all your audio or video files. It provides an RSS feed that you're going to need to submit to the major directories (e.g. iTunes). These media hosts also allow you to add titles, descriptions and tags, as well as edit, release and schedule your podcast.

A media host gives you unlimited bandwidth, meaning it lets an unlimited number of people listen to your show. If you don't use a separate media host and just use your Wordpress site - the more people that listen to your podcast, the more bogged down your site will get, as the downloads take up your bandwidth. Whereas a separate server doesn't cause that and most of them also come at a fixed price. Also included in the price is usually support and security.

There are a few options you can pick from. Spotify for podcasters is free and buzzsprout has a fixed monthly price that gives a few extra features.

JohnMediana.com

MY NUMBER ONE MEDIA HOST RECOMMENDATION

My number one recommendation though and the one I use is creators.spotify.com for myself and all my clients. They have been experts for along time and have made many changes to their platform for the better these past few years - run by podcasters for podcasters. They are always looking to improve and provide excellent support. The site shows how many downloads you get on an hourly basis each day, as well as how many downloads you have ever got. It even shows downloads on a demographic basis. It's FREE!



THE 8 STEP PROCESS I USE WHEN I **PUBLISH** MY PODCAST

Now we've talked about all the technical aspects to launching a podcast, I want to take you through the exact 8 stages I go through when recording and publishing a podcast - it only takes 2 minutes and 42 seconds (after I have recorded it that is)!

Note: In this section I am using Garage Band & Spotify, so unless you are currently using them too, feel free to skip to the next section if you aren't quite at this stage yet.

Record In Garage Band - name a new track and record your podcast.

Add Intro Add your intro (which is the same on all podcasts) to the start of the podcast.

Add Music Add music to your intro (I use royalty free music from EPIDEMICSOUND.COM) to the start of the podcast.

Add your Outro (which again is the same on all podcasts) to the end of your recorded podcast.

Tag Your Podcast This is where you add things like Artist, Artwork, Description etc. to the audio file.

Upload to Media Partner

In Spotify go to 'New Episode' tab and 'Publish new episode'. Once it loads click 'Add media file', select 'Upload from hard drive' and select your MP3 file you just created; your file should now start to upload. Underneath the upload add the title and the description. Underneath the description box there is a section including options for thumbnails, blog thumbnails and category: these are general settings which should be set when you first use Spotify so once these are set they don't need to be touched.

Schedule

Click the arrow on the green publish tab

and you can save as draft or schedule your podcast on a set date and time.

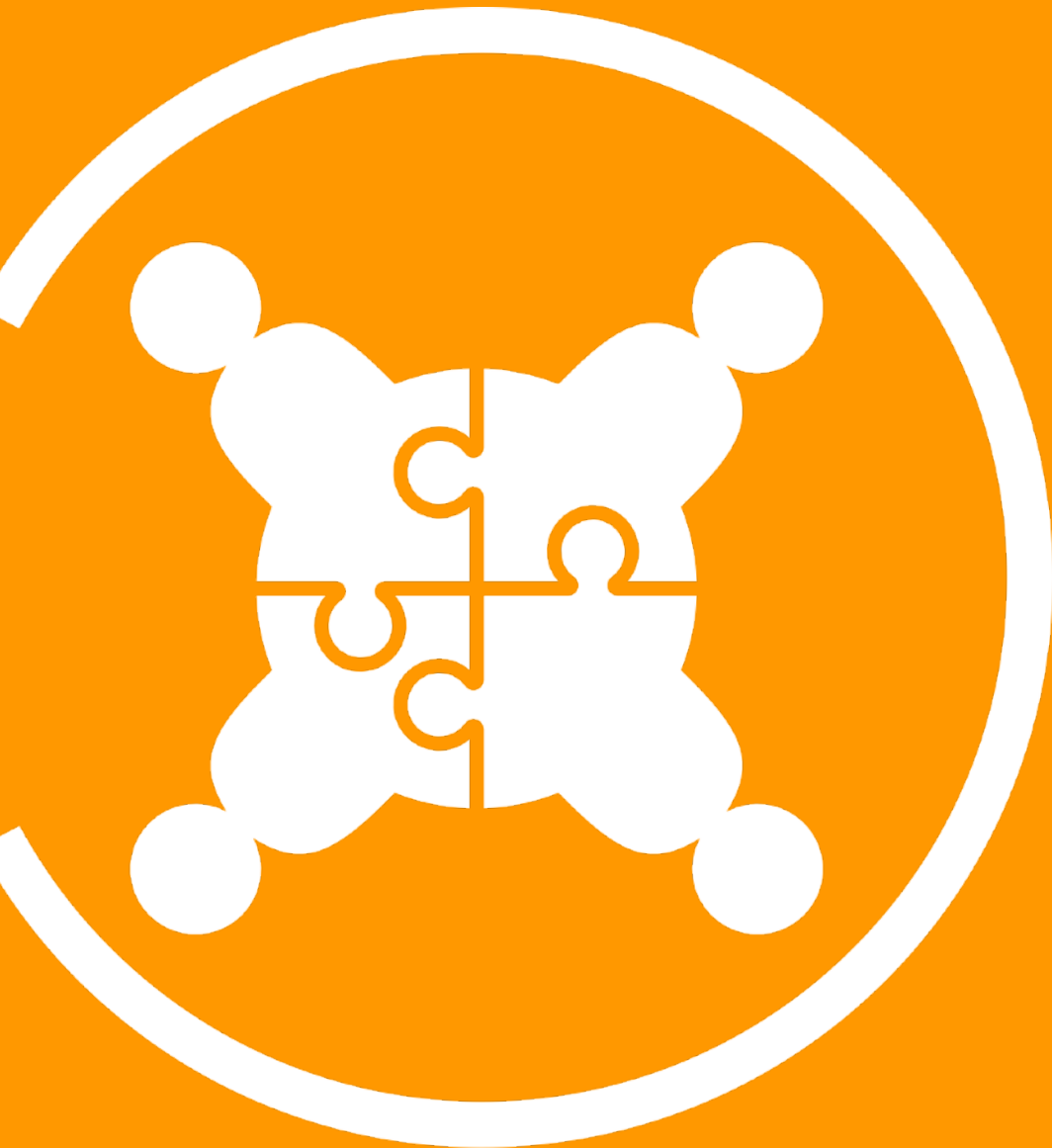
Publish

Press the publish button and check to make sure it was published correctly. Make sure everything's set correctly and edit if needs be.

Submit

What I love about Spotify is that it submits your podcast automatically to iTunes after you publish it, So fast! There you have it, my friends. It really is that quick and simple (with Spotify this is done automatically after you have it set up with RSS feeds).

3 IMPORTANT THINGS TO TAKE YOUR PODCAST TO **THE NEXT LEVEL**



A Mentor

Finding a mentor can be a really great way of taking your podcast (and yourself) to the next level.

Your mentor needs to be somebody currently at that level you want to be at in your field. Not just successful, but someone who is there right now because they've been on the same journey and have encountered the same pitfalls. This person will know exactly what you're trying to achieve and will be able to help you on your way to achieving those goals.

When searching for a mentor, look at your industry, the path that you are on and who is ahead of you in that space. The mentor needs to know that they will be getting something in return and that their time and energy won't be wasted. Reach out to other people in your industry and ask for advice on finding a mentor, ask them who they think would be a right fit and communicate with them to find your perfect mentor.

A Mastermind Group

Why is a mastermind group so important? Masterminds are incredibly valuable for so many reasons. They are a place that you can get involved with other people in the same space as you, like-minded entrepreneurs that are on similar journeys whom can hold each other accountable.

That accountability is so important. You need to be held accountable as a podcast host. Your mentor can do that, but when you have multiple external people in a mastermind group, that accountability rises significantly. People are always asking me where do these mastermind groups exist? Finding one is the same as finding a mentor - go out into the world and find people in the same space as you and reach out to them - simply ask if they want to be part of your mastermind.

Then invest your time, energy and effort. My mastermind group is a podcasting facebook group and it has allowed me to engage with 10 other podcasters and get the criticism and support that I needed. I also run my podcast through 2 other people; we spend one hour a week together via Skype and share successes and struggles, really focusing on making things happen. I found these guys by going to conferences like Grow With Video Live and Social Media Marketing World.

A Community

Something a bit bigger than a mentor or mastermind is a community. Anything over 100 people is what I would consider a community - somewhere you can really crowd-surf and gain valuable feedback on your podcast. In a mastermind you just get a few opinions which don't necessarily reflect the majority, whereas in a community you get a wide range of views enabling you to find a common viewpoint.

There are free and paid for communities. There are some good free communities but until you find the right one they can be a bit of a gamble. Think of it like gambling with fake money: people have nothing to lose so they go all in. Sometimes you don't get true value.

On the other hand, you can find some really good groups on Facebook and LinkedIn. Lurk about these groups to find out what works best for you and then become an active member by giving advice, guidance and support and others will give it back.

Another platform is Meetup.com: this site helps you find mostly free meet ups where you can engage with people face to face (which is always important in business). Once you become a valuable member of that group, email the group leader for an interview. When that podcast goes live, no doubt that leader, who is the most respected member, will share it with the whole group and that will grow your audience.

INTERVIEW OR TOPIC BASED? THE PROS AND CONS



In this section, I am going to talk to you guys about whether you should aim towards an interview or a topic based podcast. Here's a few pros and cons of each.

PROS OF INTERVIEW BASED PODCAST



One pro of an interview based podcast is that your guest brings the content. You don't necessarily need to go out and find specific content for your show as the person you will be interviewing will bring it themselves. This means there isn't as much preparation as there would be with other types of podcasts, which in turn allows you to increase your podcasting frequency.

The pro of relationship building is extremely underestimated. The reason my podcast, Branding Beyond Business, has been as successful as it has, is because I have built over hundreds of relationships with top entrepreneurs. This is a huge pro of the interview.

The interview also dramatically improves your speaking skills. You may be bad at first but the only way to improve is by practicing, practicing and practicing some more. Remember, "if you want to be... do." Be willing to be bad because that is the only way to get good. Doing it everyday will only make you improve.

CONS OF INTERVIEW BASED PODCAST



Now onto the cons of interviewing: finding guests is the first I would like to mention. Finding guests for your podcasts can be a difficult thing to do. However, there are ways to help you in your search for top quality guests such as conferences, social media, the internet and via guests you have already interviewed! Ask previous guests if they know anybody they think may be suitable for your show. This can be a good thing to do, as the guests who have already appeared on your show will know exactly what it is all about and what it takes to become an interviewee on your podcast.

Scheduling is another con of the interview. Scheduling can be a very tricky thing to get right but this is where I introduce the game changer, the tool called Schedule Once! Schedule Once is superb for organising online meetings with your guests and keeping organised.

CONS OF INTERVIEW BASED PODCAST



It could also get repetitive for listeners if you go around asking the same questions to the same people. You need to find an interview flow that makes your interviewing style and your podcast episodes unique every time.

A final con to the interview is that on some occasions, guests might stink. Yes, I said stink! We are all human and some of your guests may not be as good as you were hoping. But don't worry too much, just because you didn't like an interview doesn't mean your audience won't.

PROS OF TOPIC BASED PODCAST



Topic based podcasting is your agenda, you set the pace, topic and schedule. This is key; you can choose what you want to talk about, when you want to talk about it and exactly how you curate your own content.

If you have the gift of the gab you don't have to find interviewees and rely on others... YOU are the person who is the subject matter expert and people tune in to hear your views, not other people's. It allows you build authority and credibility in the niche that you want to have authority and credibility in.

Finally, you don't have to be responsible for other people, you don't have to organise two people's schedules, or make sure their audio quality is up to scratch, it is just you!

CONS OF TOPIC BASED PODCAST



Onto the cons now. Firstly it is YOU who needs to curate content. This can be a lot of work and you need to know how to be responsible for your own show because you are the only person that is realistically responsible.

You are also 100% responsible for the podcast's growth - without the help of others you can't ask people to promote your podcast as easily because people will ask 'what's in it for me?'

Finally, you need to keep a topic based podcast fresh if you want to keep subscribers coming back again and again. I see it in solo podcasts out there now, where you can turn on any episode and you know what phrases the host is going to use. Without an interview you are limited to your own knowledge and perspectives, and by relying on your own knowledge you may not be giving your listeners the full story; there's always people out there that know more.

BONUS IDEA: CO-HOST A PODCAST



Co-hosting is cool. It adds a new perspective which is always fun and it gives you the opportunity to have that back and forth relationship with your co-host which people always enjoy. The co-host can also bring different topics and different things you can explore together, as well as still allowing for guest opportunities. It also allows for double the promotion - two people, two fan bases and two platforms to promote your podcast.

However, you do need to share a vision as co-hosts and there does need to be a leader who takes charge in some situations. Remember, change does happen, views do change and you need to be prepared for paths to diverge. Investing time, money and effort into something that could potentially come crashing down does need to be talked about.

FREQUENCY AND LENGTH



Here, I am going to tell you about the frequency and length of your podcast. We'll start with frequency, how often your show is released. This comes down to whatever is going to work for you going forward, remembering consistency is key to improve your podcast. Your frequency could be daily, 5x a week, 3x a week, 2x a week, once a week, twice a month or once a month. Anything other than these frequencies would be a haphazard attempt in my eyes and would be a big no-no.

In my opinion, I think a once a week podcast is the minimum you should do. If you can't commit one day a week then maybe the time isn't the right time to launch a podcast, as I think you wouldn't be getting in front of your listeners enough.

FREQUENCY

The best times to release your podcast would be in relation to your frequency:

3X A WEEK MON/WED/FRI

2X A WEEK MON/THURS – (Ranking is critical

and iTunes has a 48 hour 'look back' where they look what you were doing 2 days ago, and if you haven't published when you say

1X A WEEK MON (People are often away or you're going to, they think your show is out of favor and order the busy at the weekend and so Mondays are my biggest download days) rankings to reflect that

2X A MONTH EVERY OTHER MONDAY

3X A MONTH FIRST MONDAY

Once you have reviewed your frequency options, ask the question 'what would your avatar want?' Go back to your avatar and ask them how often would they like a podcast? Your audience is always the best indicator.

LENGTH

Now, when it comes to the length of your podcast, you have the choice of 5 minutes and under, 8-15 minutes (a common middle ranged show), 25-40 minutes and an hour plus.

For examples of 5 minute shows, search “Quick and Dirty Tips” in iTunes; they have become very popular and successful.

The \$100MBA show runs in the 8-15 minute gap. In this show they give 1 in depth skill in a nice, bite-size block.

Divine Hustle runs between 25 to 40 minutes sometimes way over to an hour, the perfect time for a commute to work or a work out.

Pat Flynn runs his podcast for an hour plus and people listen to the whole thing because of its great content.

So the length of the show doesn't dictate its success.

Lets go back to W.W.Y.A.W.?

Once again find out what your avatar would want and go from there.

HOW TO FIND GUESTS



A really important factor of running podcasts is finding guests. My favourite way to do this is going to events. This is a very powerful thing as you can listen to guests at these networking events and conferences, then ask them to be a guest on your podcast. Just ask the question! To find these opportunities, a simple Google search will suffice.

Another great way of finding guests is by looking at either online or physical copies of magazines. These are chocked full of potential guests that you can invite onto your show and is a neat way of making connections.

Thirdly there is Amazon. Authors absolutely love publicity and Amazon is chocked full of authors. Go to the new releases section because it is the best place to go to find out whether a particular author is going to be a worthwhile guest on your show. Trust me, authors really do love publicity and will do anything to find that next bit of publicity for their new books.

You could also ask past guests to help you find new guests for your podcast. At the end of every interview I tell the guest they rocked it (if they did) and ask if they know anybody that may be suitable for my show. It really does create a new market of potential guests. The powerful thing about this is your guests know the show and they are going to recommend people who are suitable.

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THE PERFECT PODCAST LAUNCH



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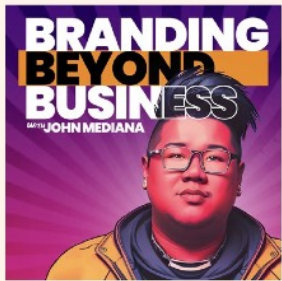
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THE PERFECT PODCAST LAUNCH

New & Noteworthy



Branding Beyond Business
John Mediana



Brainwash Radio
HUMAN



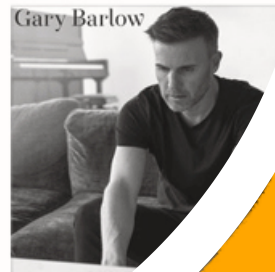
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New & Noteworthy

Within your first 8 weeks of launching, iTunes ranks you in the New & Noteworthy section. So you have these 56 days to launch with a BANG. You need to make your launch into an event by spreading the word as much as you can and building momentum by letting as many people as possible know about your show.

Don't Launch With Just One Show

If you launch with just one show all people can do is listen to that one show. But what if you launch with 3 shows? That means all those people who show up (due to the momentum and promotion of your launch) are able to download multiple shows of yours. This is a total game changer as 100 views on one show automatically becomes 300 views. Remember, people want consistency and to know that they are going to be able to keep up with the show without being over or underwhelmed. But don't try launching with 10 or 20 shows, people don't have time and will feel there is too much content and leave.

Have an Episode 000

Episode 000 is a 'Trailer' episode. Any website worth a grain of salt has an about me page, because everybody wants to know who they are listening to or whose content they are looking at or watching. Similarly, having an Episode 000 gives your initial listeners a chance to form a more intimate bond with you and begin to know, like and trust you. It also gives you the chance to share the details of your podcast, such as frequency and length, with your listenership so they know what to expect.

Ask People to Subscribe, Rate and Review

Subscribe, rate and review are three incredibly important words that need to be rolling off your lips the day you begin your podcast. If you can let people know how to do these things, it will give you a huge boost in the success of your podcast. However, don't ask for these during your show. I think when looking at it carefully, it is a waste of time, as your audience are rarely in a position to do any of these things whilst listening, so what's the point of asking them? Instead, use email or other correspondence, as here you can give direct links to subscribe to your podcast as well as asking people nicely (again with a link) to rate and review. Always remember to show gratitude for these things as they really are game changers in terms of your growth!

4 BIGGEST POST LAUNCH **MISTAKES**



Poor Audio Quality

One of the biggest post launch mistakes I can think of is audio quality. You need to realise you are literally inside the ear of your listener and the audio quality **CANNOT** stink! You can't have echoey and tinny audio. It stops you from forming a relationship with your listenership and listeners will not settle for less than top quality audio! It doesn't have to cost lots to have great audio quality.

Lack of Consistency

Another thing that is a huge mistake post launch, is a lack of consistency or trust. This is completely dependent on you. Picture this - you have been releasing a podcast every Wednesday and you have listeners who absolutely love your content and begin to like and trust you. One Wednesday, they go to the iTunes store and find your podcast is not there and are left feeling disappointed, which in turn allows your listener the chance to question their trust in your show. Don't lose that trust, stay 100% consistent and your fans will stick with you!

Keeping up MOMENTUM

New & Noteworthy is a fun time for any podcaster. You are ranked higher and have more downloads than you would if you weren't New & Noteworthy - so use those exciting juices to build your momentum. After 8 weeks your fun will end. You will drop off New & Noteworthy and join the rest of the podcasters. This is when the hard work starts. Don't be disheartened because your ranking has dropped or your downloads have fallen - use this as your new foundation to climb back up the rankings. If one day you have 250 listeners and the next 50, don't look at it as a fail as there are still 50 people behind those numbers! Do cool, crazy and different stuff to build on that momentum you created at the start.

Not Knowing Your Avatar

You need to really know who your avatar is. 99% of people launch their podcasts without knowing their avatar inside out. Until you truly know who your avatar is, you will waste time, energy and money on hitting those 1000 forks in the road we mentioned earlier on. As well as this, grow with your avatar and engage with your listenership to find out where they are in their podcast journey and what they want from future content. Stay in touch with your listenership to go forward with your show!

TOP 5 WAYS TO **GROW** YOUR PODCAST AUDIENCE

1. Leverage Podcast Directories

There is Soundcloud and Stitcher Radio but the big boy is iTunes. iTunes has 525 million active users monthly and this is where 80% of my downloads come from. The big question is, are people finding your content? iTunes allows you to rank highly with the keywords you use - so if you're interested in knitting, gardening or fashion use keywords in your title that will get you found. Another very powerful tool is that 315 million people access iTunes using their iPhones. The podcast application is a download you don't even have a choice over, meaning all these people have access to your content at arm's reach. This really is going to be a game changer when it comes to find-ability.

Then there is Apple Carplay. An innovative invention that is going to be in the dashboard of all cars coming off the lot since 2015 onwards.

You turn on your ignition and can automatically tap that podcast button, which is delivered straight to your car's speakers immediately!

Forget about radio, everyone will be listening to podcasts!

2. Maximise New & Noteworthy

Maximising 'New & Noteworthy' is so incredibly important. You must take advantage of the organic growth opportunities within those first 8 weeks and take note of that 'perfect podcast launch' section.

3. Leverage the Audience of Your Guests

Another thing that is very important is leveraging the audience of your guests. Take advantage of the large, engaged, passionate followings of other podcasters and rock stars in your field. My first email when an interview goes live is to that guest, showing my appreciation and asking them to share their incredible interview with their audiences.

4. Leverage Existing Communities

Leverage existing communities such as Facebook, X, LinkedIn and Meetup.com. These are all active, thriving communities that can help with growth enormously. You should be leveraging these groups if you are going interview based but especially if you are going topic based! You've got to find these groups that have your avatars as members and be a person of value in these communities. When people ask questions in these groups you can direct them to your podcasts that answer these problems.

5. Social Media

People use Social Media haphazardly when it comes to promoting their podcast. This is a huge mistake. That's why in my Social media Workshops I really focus on each social media platform and show how to really utilize your accounts. A top tip is to use your embed links so people can play your podcast right there in Facebook and LinkedIn.

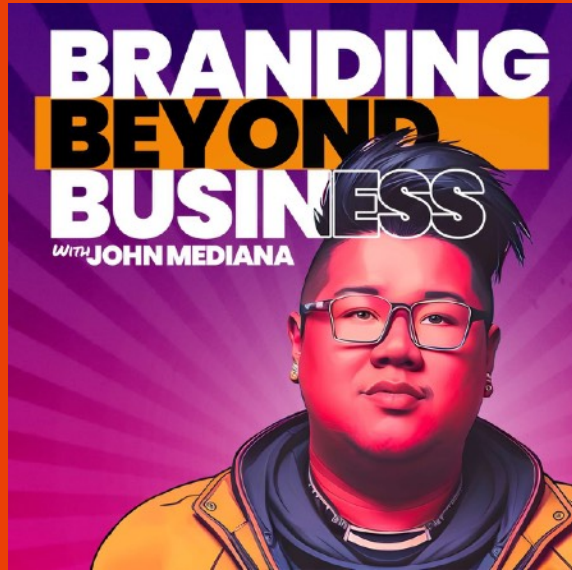
Conclusion

Guys, there you have it! Congratulations, you have made it through my Podcast Guide. You have what you need now to go launch your podcast, get your voice heard and build your brand through this amazing podcasting revolution.

Thank you for your time... and get Hustlin!

John Mediana





THANKS FOR
READING!



STORYTELLER | FILMMAKER | PHOTOGRAPHER