



SMALL BUSINESS PODCASTING:

THE ULTIMATE STARTER'S GUIDE

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INTRODUCTION

So, you're interested in starting your own podcast. There are many reasons why launching a podcast is a great idea:

- **Podcasts are a cost-effective content marketing solution.**
- **They're great for networking with other businesses.**
- **It's easier to start one than most people think.**

In this e-book, you'll learn everything you need to know to create your very own podcast—and, in turn, use it to grow your brand.



THE BENEFITS OF PODCASTING

Podcasts are easy and inexpensive to produce, with many tangible benefits to your business.

For one, since people tend to listen to podcasts while doing activities such as commuting or exercising, you'll have the captive attention of your audience. Plus, having a podcast will position you as a subject matter authority. This is important, because people buy from businesses they admire, believe in, and trust.

Consider these statistics:

- **80% of podcast listeners listen to most or all of each episode.**
- **Podcast enthusiasts listen to more than 6 hours of podcasts a week, on average.**
- **The average listener subscribes to at least 6 podcasts and listens to 7 different shows each week.**
- **69% of listeners say a podcast has made them aware of a product or service.**

[Data compiled by Music Oomph and based on studies by Nielsen and Edison.]

Simply put: podcast listeners are attentive and dedicated. They're also very likely to walk away with increased awareness of your business.

For a service-based salesperson in a small town, doing a podcast is a wise investment. Depending on the size of your community, you might be the only person in your field hosting a podcast. This will go a long way when your listeners have a need for what you sell.

BOTTOM LINE: Your goal is to connect with the community you serve, and podcasts are a great way to build trust.

WHAT YOU NEED TO GET STARTED

What's required to produce your podcast depends on your budget and goals. But the good news is that you can start a basic podcast with just two things:

1. A recording device.

2. A hosting device.

Why do you need a hosting service? For one, hosting services make it possible for people to download or stream your podcast.

Your host also offers analytics (which lets you know how many people are tuning in) and makes it possible for you to submit your show to multiple podcasting platforms, such as Apple Podcasts, Google Play, and Spotify. From there, the sky is the limit!

BASIC PODCAST STARTER KIT

A smart phone.

A pair of headphones.

The Anchor app (records, uploads, and hosts your podcast).

INTERMEDIATE PODCAST KIT

A pair of \$20-30 microphones/comparable headphones.

A computer and the Audacity program.

Libsyn podcast hosting (tiered pricing, with many options).

ADVANCED PODCAST KIT

\$80-90 microphones/comparable headphones.

A Mevo camera (allows automatic switching between guests for a video podcast).

BOTTOM LINE: The barrier to entry for podcasting is incredibly low! Don't be afraid to start out small and step things up as your show starts to gain traction.

WHAT SHOULD YOU TALK ABOUT?

Podcasts are a great way to provide value, establish expertise, and draw in customers. That's why there are currently more than 700,000 podcasts available for download.

You can easily create your own podcast and use it to build your brand. The important thing is to just get started. Record a few episodes to get a feel for the process. In doing so, you'll figure out how to offer your audience content that is educational and entertaining. Then, go from there!

If you're unsure of which topics to talk about, feel free to use any of the following ideas:

- **Provide regular market updates.**
- **Discuss topics for retirees, first-time home buyers, etc.**
- **Share home improvement ideas.**
- **Interview movers and shakers in your community or industry.**
- **Talk about unique places in your community.**

BONUS IDEA: Host a podcast about your hobbies or interests, and you'll never run out of things to talk about! When you do this, be sure to tout your business as the sponsor of the show. That way, you'll make people aware of your brand while drawing in casual listeners.



GETTING YOUR PODCAST OUT THERE

As we mentioned earlier, most podcast hosts will make it easy for you to post your episodes to the top podcasting platforms. Before you upload, there are a few things you'll want to keep in mind that will help you connect with your ideal audience.

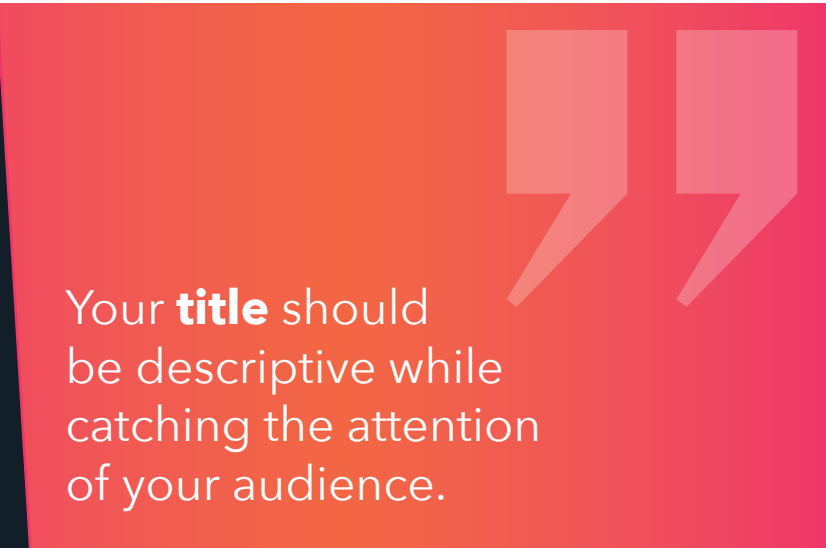
TITLE

Your title should be descriptive while catching the attention of your audience. Whichever industry you're in, there will probably be a fair amount of other podcasts to compete with. That's why you need to get creative.

Come up with an engaging or entertaining name—maybe a play on words or on your name—but subtitle it to give audiences more information about your show. For example, the full title of Stay Paid is Stay Paid: A Sales and Marketing Podcast.



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A SALES PODCAST



Your **title** should be descriptive while catching the attention of your audience.

GETTING YOUR PODCAST OUT THERE

CATEGORIES

When you're submitting your podcast to all the major platforms, you'll be asked through your hosting service to specify a category (and possibly a subcategory) for your show. If your podcast fits under multiple categories, you have that option, too.

For example, Libsyn allows you to select **Category 1, Category 2,** and **Category 3.** Let's say you're hosting a podcast about real estate investment but you also offer marketing and productivity tips. You can select **Business > Investing** as your primary category. You might then select **Business > Marketing** and **Business > Entrepreneurship.**

When you're choosing your categories, be honest about what you plan to offer. If you're trying to capture an audience interested in a topic you won't actually be discussing, they won't stick around. On the other hand, the right combination of categories will help you connect with the right audience—listeners who are already browsing for resources on a subject (or subjects) you know a whole lot about.

KEYWORDS

Consider topics that your ideal audience would be interested in. Then, use those topics to identify potential keywords you could attach to your podcast. When your potential listeners/customers search for those keywords, you want your podcast to be in the mix.

For example, if your podcast focuses on flipping houses, you could use keywords like "real estate" and "investing." If you're focusing on local events and resources in your community, be sure to include the name of your town and neighborhood.

ADDING THE **FINISHING TOUCHES**

In addition to the proper equipment, hosting, and a topic, you'll need a couple small bells and whistles, which will lend a sense of consistency to your production and make it easier for listeners to find and remember you.

(Don't worry: these things are all very easy to get and, best of all, they're affordable.)

PODCAST ART

You'll need artwork for platforms such as iTunes and Spotify, as well as to promote your podcast on the web and social media. Here are a few ways you can get a logo:



- **Visit creative.remindermedia.com.**
- **Ask someone you know who is a graphic designer.**
- **Use a work-for-hire website like [Fiverr.com](https://www.fiverr.com).**



PRODUCTION MUSIC

You'll want to have music that can play at the beginning and end of each episode. Websites like AudioJungle and Soundstripe offer royalty-free music that you can license.

If you find images or music that have a Creative Commons 0 license, you are free to use them anywhere, completely free of charge.

SOCIAL MEDIA

Be sure to promote your show on social media, both on your personal pages and your business accounts. You might even choose to create dedicated accounts for your podcast.

BOTTOM LINE: Have a professional presentation, and people will take your podcast (and your business) more seriously.

USING YOUR PODCAST TO **GROW YOUR BRAND**

Here's one thing you should know about hosting a business podcast: You're extremely unlikely to get rich off the show itself.

But, even if you don't make a dime directly from your podcast, the networking opportunities, credibility, and content possibilities make it well worth your investment.

In order to get the absolute most out of your podcast, you should consider using the same content in **audio**, **video**, and **written** formats.

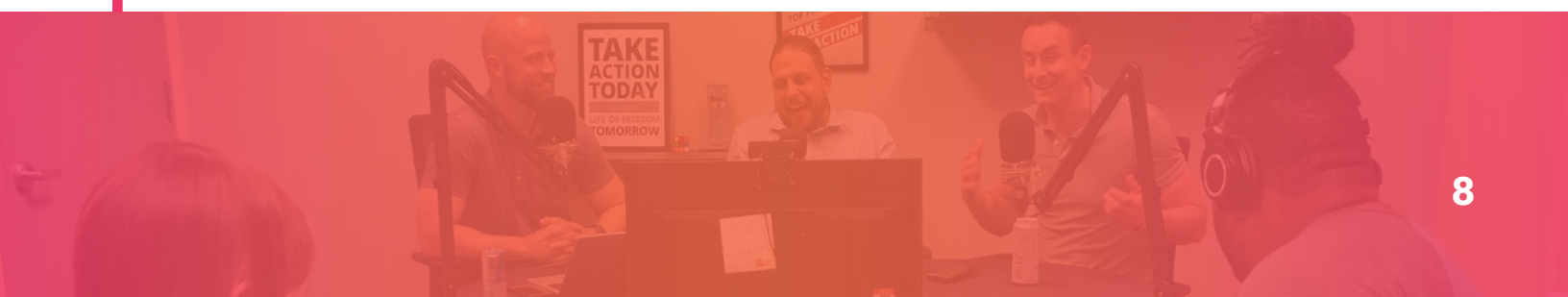
AUDIO

Many podcast listeners love the portability of podcasts, and how they're able to enjoy them while doing other things (such as commuting, cooking, or exercising). That's why the standard audio version of your podcast will always be the most important medium.

VIDEO

If podcasts are an audio medium, why should you worry about video? There are several reasons why you might want to also record a video version of your podcast:

- Video is discoverable on channels like YouTube, which expands your reach significantly.
- You're looking to build trust, and the visual medium will help potential clients get to know you better.
- You can repurpose short video clips on social media and increase brand awareness that way.



USING YOUR PODCAST TO **GROW YOUR BRAND**

WRITTEN

When you post transcripts of each podcast episode on your blog, you can bring in new listeners who find those posts through search engines. You can also embed the audio and/or video version of your podcast, while encouraging visitors to subscribe.

Most importantly, you're driving valuable traffic to your website, which will ultimately help increase sales.



By making your podcast available on different platforms, you're growing awareness of your brand and establishing credibility. You can build on this even further by running ads for your show on social media or appearing on other podcasts to promote your own.

Be sure to end each episode with a clear call-to-action, such as asking people to subscribe to your podcast, follow you on social media, or rate your show on their podcast platform of choice.

Starting to notice an uptick in episode downloads? Take advantage of this publicity by promoting special offers for your business. Be sure to direct listeners/viewers/readers to special landing pages, so you can easily determine where those new customers come from.

At the end of the day, your podcast is a branding play. Take action today, and you'll see the power it brings to your business over time.

CONCLUSION

Remember: your brand is your money. Podcasts make you appear significant and omnipresent. This builds authority, which gets you in the position where someone will buy from you. Plus, it's never been easier to get started.

Now that you know the basics of podcasting, don't just sit on that knowledge—get out there and start recording! You'll be glad you did.

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