

# PERFECTING PODCASTING



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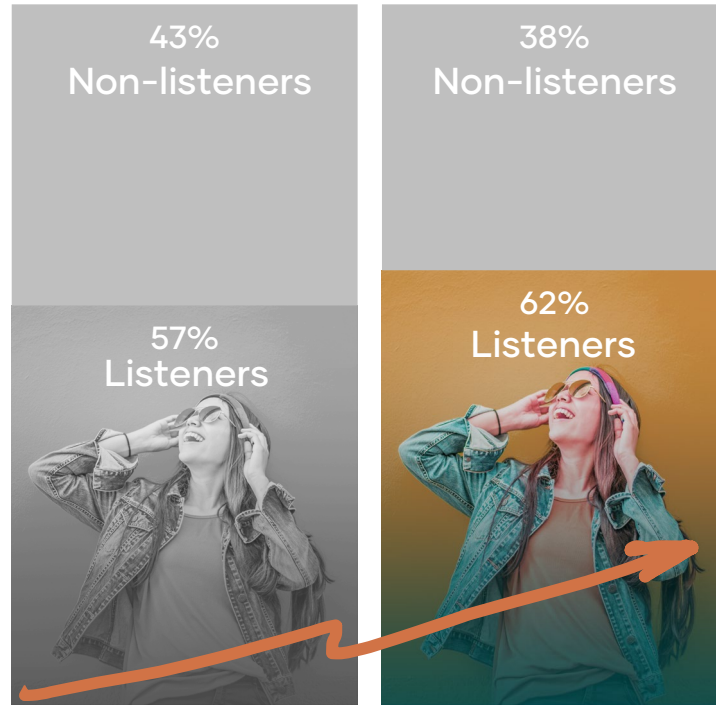
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# Here's the Data



**DEMAND**

## American Podcast Listeners By Year



2021

2022

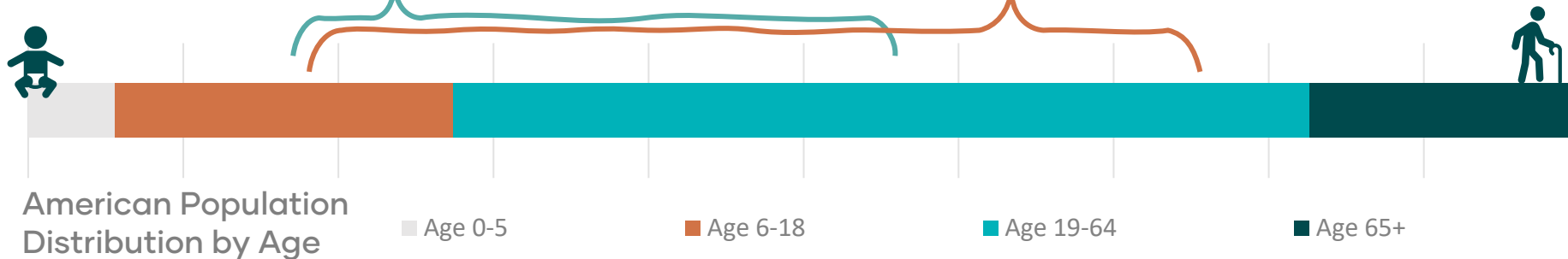
>80% of these listeners expect to spend **7 hours** of their week listening to podcasts

On average, they choose only **8 different podcasts** to listen to weekly.

## Americans Who Listened to a Podcast in the Last Month:

50% of listeners between 12 and 34

40% of listeners between 12 and 55



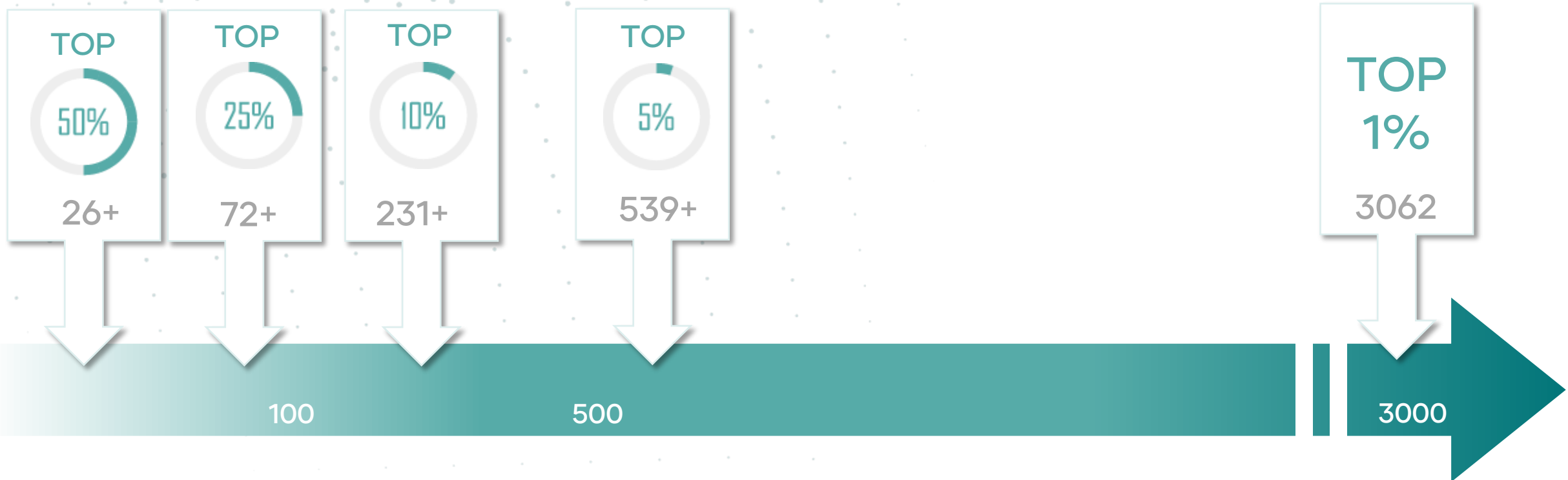
45%

of podcasts listeners have a household income of >\$250K

74%

of listeners are looking to learn new things

# WHAT ARE GOOD PODCAST STATS?



Downloads Within 7 Days Of Launch

# WHAT ARE THE BENEFITS?

- Building **trust**
- Listeners already know you
- Helps **complete the sales cycle**
- Middle and/or top of funnel activity (depending on where your brand equity is within your target audience)
- **Cross pollination of content**
  - Create a "greatest hits" podcasts to link in your email nurture campaign
  - Make **announcements** in the podcast for upcoming webinars, other marketing activities
  - Hand out **podcast cards** instead of business cards (create a QR code to a carrd.com or linktr.ee)



@2020moneyshow

Apple Podcasts

Google Play

Spotify

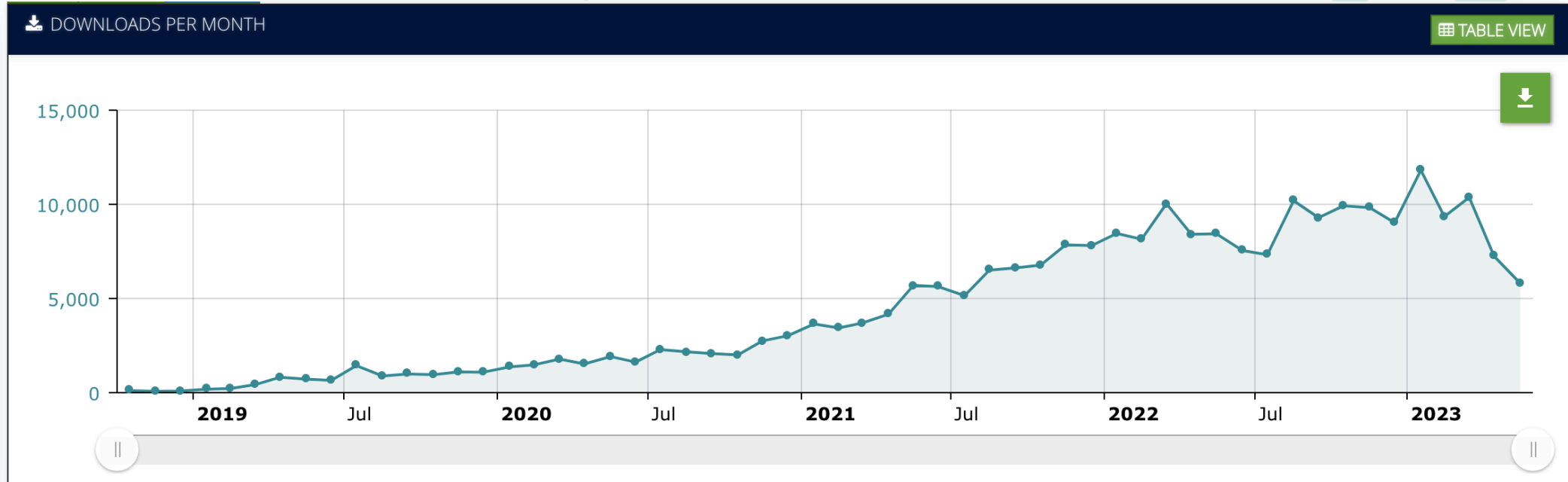
Stitcher

20/20 Money Membership

Integrated Planning & Wealth Management

Libsyn Show Page

# PLAY THE LONG GAME



*In content creation, consistency is key.*

## MAKE IT EASY

- Start off with monologues while you start lining up guests
- As you build relationships, intro more guests to the rotation
- A history of released episodes lends credibility
- If you want to feature guests right away, start with existing professional relationships

## REDUCE FRICTION → MVP

### MAKE YOUR LISTENER CTAs **VERY** EASY

- Getting listeners to take action creates a lot of friction  
(Podcasting is a secondary activity)
- Most listeners are multitasking

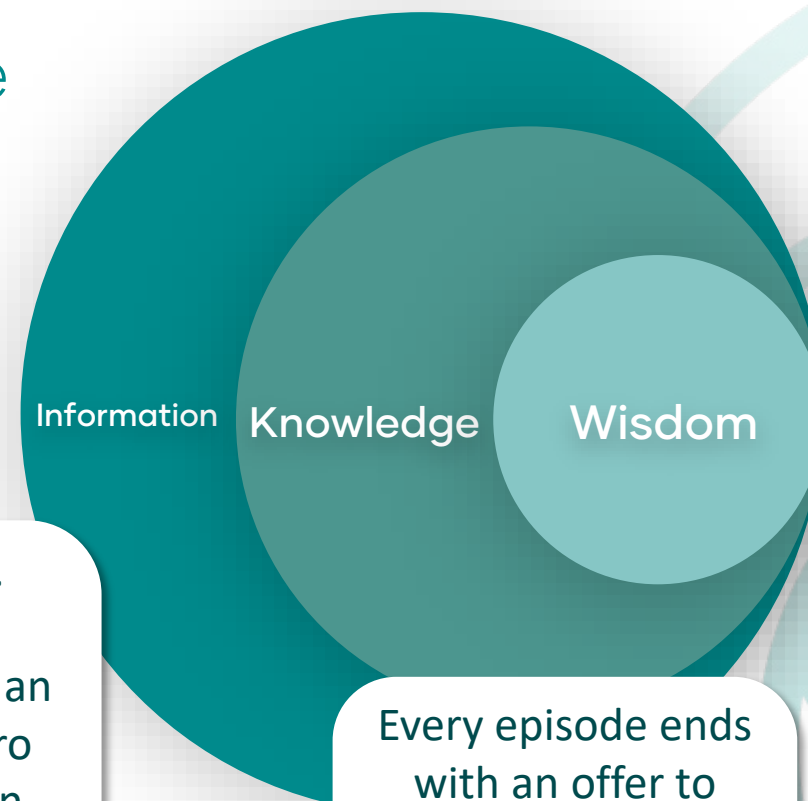


Tips for Building  
Momentum &  
Success

**MYTH**

"I can't give it all away. People pay me for my knowledge."

Truth: Three Concentric Circles



Unapologetic.  
Every guest appearance has an intro. Every intro includes info on how they can reach out to us.



Every episode ends with an offer to engage with us if they want to go deeper on the topic we covered.



**MYTH**

"I can't ask people to do biz with me."

Truth: Either Way Works

(It depends on your ideal client profile)

# MythBusters & Gotchas

*Don't* edit your own shows

You don't need ~~fancy equipment~~

You don't need to ~~script your shows~~

You don't need a ~~professional~~

~~announcer~~

## ALUMNI PODCASTER RECOMMENDATIONS:

- Zoom H4N Digital Recorder (refurbished is fine)
- Rhode Procaster microphone HR2100 (c. \$200)
- Zoom H5 Digital Recorder (can have 4 outputs for multiple guests)
- ATR2100 microphone (will sound 90% of what high end mics sound like: c. \$60)
- Next level: Shure SM7B USB plug-in with MUCH better audio

## PRO TIP:

You can also start with a mic that plugs directly into your computer & then edit with GarageBand if you don't want to start off with a digital recorder.





## LEARN MORE

- Lessons Learned In Building A Successful Podcast After 100 Episodes, Michael Kitces
- Why Podcast Marketing is a Must for Your Business, Fatima Zaidi



## ADAPT & APPLY

- Use your Name Your Podcast form to name your podcast



## TAKE ACTION

- Build your support team and sanity check (peer / coach support)
- Create your plan and move forward
- Build your template in Asana and execute



LIMITLESS Q&A