

JAMES SCHRAMKO

8 Tips for Would-Be Podcasters

1. The name counts

A clever title might be memorable, but it could work against you in search, where people who don't know you input topics. Sometimes you've got to call a thing what it is.

It's also the era of the personal name, so if you have a certain amount of following online, simply labelling your show with your name could get the traction you're after.

2. You don't need famous guests

If you're looking to promote or sell a product with your show, case studies are very often the way to go. This means you don't need big names - regular people who have gotten results with whatever you offer are more relatable than celebrities and can likely strike a chord with the majority of your audience.

3. Offer something you can feel good about

When you offer or promote something with quality and integrity, it not only makes for sustainable and repeat business, but it feels good. Care about your audience and customers. Look to help people, not just make money.

4. Topic, name or number first?

Numbering your podcast episodes makes them easy to locate and to refer to people. After the number, the topic tells people what they're in for. And if your guest is well-known, their name in the title can invite more clicks.

5. Promote your show ethically

Some podcasts require their guests to email their list afterwards for a number of days, promoting the show. You might invite your guests to mention their episode on social media, but respect their decision to do so or not. Promote the episode yourself by publishing on a number of platforms, and mentioning it on your own social media, maybe including short, useful clips from the ep.

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6. Tell stories with impact

People respond to stories. Share stories with bonding aspect, the ones that terrify you to tell. If you have a business podcast, for instance, relating personal struggles can humanize you or your guest and powerfully engage listeners.

7. How do you get guests?

You can start by asking people you know and like, who have some knowledge or background your audience can benefit from. If you run across someone you find interesting, you might strike up a conversation and try inviting them as well. Have a lineup of guests if yours is a mainly interview-based show, with ample allowance between a recording schedule and when you need an episode to air. And if someone is an exceptional guest, consider inviting them back.

8. Delegate production

If you can limit your part in your show to recording episodes and promoting them, you'll find podcasting much more sustainable. Find someone more skilled than you to edit your podcast, and production values will be higher. Plus, you'll have time and energy to devote to concept, planning and finding guests.

Optimize your marketing with [James's help](#)