

Launching and Promoting Your Podcast

Launch:

- Suggestions for saving time:
 - Have a plan: Make a list of show topics/guests for 3-6 months
 - Best to have a month's worth of content in the vault
 - Do show notes ahead to save time
- Record and publish 3 shows and have them on iTunes before you begin your launch
- Using teasers for future shows (so your audience can anticipate future content)
- Promote to social media, your email list, etc.
- Social Media blitz where your ideal audience is
- CTA in first shows to optin and/or to connect in some way

Promote show:

- "Subscribe" is the key word. You want people to subscribe, then your podcast will be in their iTunes feed
- Make it easy for them to rate and review
- Rating is a 1-5 star rating
- Review is like a testimonial
- CTA to leave a comment on your FB page, email you, optin to your freebie, etc.
- Connect with them and ask them to subscribe, rate and review, make it easy, give them a direct link on iTunes to do this, etc.
- Leverage the audience of your guest

Follow up promotion tips - guest:

- Follow up with your guests (see template for an example)
- Share each other's social media tags (Facebook @ and twitter handle)
- Connect on social media and ask them to subscribe on iTunes, rate and review (give them the link and make it easy)
- Promote previous guests
 - Repurpose the episode and run it again
 - Promote again with direct link
 - Ask guest to promote with tweets and other social media for 2-3 weeks after show
- Social Media
 - ask to be tagged in FB and twitter so you can share and retweet
 - Keep the string of promotion going

- The more ways you and your podcast get online, the better, it's about visibility and online presence
- **Gift Page Strategy**
 - Add a gift page to your website and offer a space holder for the guest optin link
 - Have an optin of your own for people who come upon your show and want access to the gift page
 - Send the gift page link out to your list if you send out links to your shows or have a protected/membership page

Guidelines for Social Media:

Any social media: Use the 80/20 rule - 80% value content 20% listen to my show

How often:

- **Facebook:** 3-5 times a day
- **Twitter:** 12-15 times a day