Considering a Podcast?

Why are you considering a podcast vs other means of communications?
"Why" is a critical question to ask yourself. Podcasts are definitely hot and I can tell you they are AMAZING. However, they take time to create and take time to build an audience. Lots of people don’t slow down to think it through and may start a podcast only to give up later.

Podcasts are especially good at....
• Giving a depth of information in an easily accessible format.
• Developing relationships with niche audiences.
• Providing easy accessibility while listeners are commuting, exercising, doing chores, etc.

What are some of the primary considerations?
• **Consistency is critical.** Podcast listeners develop habits and expectations for content. They listen at the same time of day or of the week. They anticipate the build of content from episode to episode. Sporadically creating content makes it hard to build an audience.
• **Production quality.** Good sound matters. You want to develop a consistent recording process as well as an editing process. Very much step-by-step.
• **Format & length.** Think about both what you want to do with the show and the audience you have. The type of information you want to provide may lead you to consider a solo show, a conversation among multiple hosts, interviews with experts, highly edited or conversational, and more. Also, think about how you divide topics into logical buckets.
• **Frequency.** There is such a range in the frequency of episodes and the length of seasons. Weekly, bi-weekly & monthly all fit for the way subject matter can be done. You can record an episode at a time, record in batches so you have content on hand, or even record all the episodes in a season in one fell swoop!
• **Type of production.** On location, via phone, in-studio? All of the options are choices to be made and the choices help you understand what equipment to buy and how you will capture the audio.
Audience Development

How do you develop an audience?
Audience development happens over time. Set yourself up for long-term success with clear content & audience development efforts.

- Content
  - Focus on content vs numbers of listens, etc. Great content gets discovered & shared
  - Select guests who have great ideas/stories and some reach too. Ask them to share the story with their audiences, social channels, etc.
  - A body of great content will be delightfully binge-able when people find it.

- Audience
  - Regularly connect to other communications efforts (social media, newsletters, email signatures, etc).
  - Make a clear ask for people to share the podcast with others.
  - Pitch other podcasts in related spaces to do interviews with them and/or invite them on your show to promote sharing.

Resources on Podcasting

Podcast Movement (on Facebook and podcastmovement.com)
- Offers a lot of interaction with various experts via events
- Conference August 3-6, 2021 Nashville, TN
- They host a Launch Your Podcast Challenge program that is free. Starts again in May.

ShePodcasts (Facebook group) that offers a large selection of training documents

I’ll Guest for the Podcast / Clubhouse Room (Facebook group)
- Facebook Group https://www.facebook.com/groups/GuestPodcast/?ref=share

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Janice’s podcast, Grounded by the Farm, enables listeners to join food conversations with the farmers who produce it. Previously, she hosted the podcast Ag Over Easy focused on a range of topics from on-farm technology to crop marketing for Bayer’s Channel brand of corn seed.