

# 5 THINGS TO HELP IF YOU'RE FEELING STUCK WITH YOUR PODCAST

## 1. Figure out what your podcast is really about by creating a clear and compelling description/pitch

Let's start at the foundation of your podcast.

So many podcasters are eager to just start talking into a microphone that they don't give enough thought as to what their podcast is actually about. And this is a problem because if you don't know what your podcast is about, how is your audience supposed to know?

If your podcast centers around one topic, let say fitness for example. Don't tell people, "I have a podcast about fitness". While that's very clear it's not compelling. **BE MORE SPECIFIC.** What makes your perspective on fitness unique? A better example would be. "I have a podcast about the ups and downs of staying fit while being a busy mom on a budget." By adding more details you can get much clearer on what you podcast is really about **AND** it's makes for a more compelling pitch to new people that aren't familiar with you.

If your podcast centers around a bunch of things/everything/everyday life/real talk/unspoken about subjects (which usually are spoken about you just aren't aware) etc.... congrats you've just described a million podcasts. So you need a better description than that. But the same method as above applies here too. **BE MORE SPECIFIC.** The only difference here is that **YOUR PERSPECTIVE IS THE ENTIRE PITCH/DESCRIPTION.** So the better you can describe your perspective in a clear and compelling way. The better your podcast will be.

## 2. Practice and Get Feedback

This sounds obvious but for some reason so few people actually do it. Yes, you can get better by simply practicing. And the best part is you don't have pay us to work out the kinks in your pod. You can improve greatly by simply recording a segment or two at home on your phone and evaluating what you think works or doesn't work **OR** send it to someone that you think would like your podcast and get some feed back from them.



# 5 THINGS TO HELP YOUR PODCAST

## 3. Build Your Team

Podcasting is FUN but it's a JOB. and it's a Job you shouldn't do it alone. There's marketing, scheduling, research, preparation and many other tasks that go into having a successful podcast. And you shouldn't do it alone even if you have co-hosts. If you have the means to hire people that's great but you don't necessarily need to have a lot of money to get help. Use your friends and family members to help you out with these tasks and/or look into getting some interns who are looking to add real experience to their resumes.

## 4. Study Good Podcasts

It never ceases to amaze me how many people start a podcast but don't listen or watch any. Don't be that person. Find podcasts that you like and instead of consuming them like a listener or viewer. Really find the things that you like in a podcast and ask yourself why you like those things. And then see if you can take some of those elements that you like and incorporate them in your podcast (there's nothing wrong taking a good idea or device and making it your own). People do it all the time

## 5. Stay Consistent by having a flexible plan and setting goals

Every successful podcaster will tell you that consistency is key. If you're not releasing episodes on a consistent basis your audience will never grow. But it can be difficult to be consistent, which is why I suggest making a plan and setting tangible goals along the way. Planning a schedule like which days you record, the days you release, when you need to make and release promos is super helpful just to make sure content is being created and released on time.

And then also setting realistic goals for listenership/viewership/ and sponsorship/crowdfunding.

