



The Podcast Launch Handbook

A Step-by-Step Guide to Making a Splash With Your Podcast Launch



Accelerate Your Business With Podcasting

AuthorityEngine.com

Prepare to Launch

This guide will walk you through the most effective methods for promoting a brand new podcast to gain listenership and establish a thriving and loyal audience. Let's get to it!

Research Your Audience

The initial step to success is knowing your listener better than anyone else. We're going to start by learning where they already are. This is both for research and marketing purposes.

Research your market to discover the hot-spots where your audience gets their information from. Go in iTunes and search for podcasts that already exist in your space. Select the category your show would list under and also use the search bar to reveal them.

Top 5 Related Podcasts

1. _____
2. _____
3. _____
4. _____
5. _____

We focus on podcasts because this means their audience is already familiar with the podcasting medium.

Discover Where You Stand

Now that you've seen where your audience is currently, and the various sources they get their content from currently, it's time to figure out where you stand in the mix.

Compared to these other sources, what value or differentiation does your podcast offer that they don't or can't? Why would a listener subscribe to your show over a different podcast? Take a moment to jot down the elements that differentiate your show and the value you bring to your listeners.

Refer back to your list of podcasters, bloggers and forums in your space. We want to focus on communities that have a 'prominent leader' or personality. (ie. John Lee Dumas is the 'prominent leader' for EOF).

Our goal now is to offer incredible value to them, while at the same time gaining exposure to their audience. The best way to do this is to offer valuable knowledge or insights to their audience. Look at each podcast, blog and forum and consider what knowledge or expertise you have that could be valuable to their audience.

Go back to your lists on the previous pages and do this now.

What Can You Offer

Once you've determined the value you can offer each of these communities, our next step is to reach out to the community leader and offer our knowledge. Don't freak out on me, it's not as tough as you might think. Here's what you'll do:

Look at the community, it's prominent leader and the valuable knowledge you can share with them and consider what would be most helpful to the community leader.

Ex.

- A podcaster who runs an interview based podcast might be interested in discussing your knowledge in an interview on their show, for their audience.
- A forum leader might be interested in doing a webinar with you to share your expertise with his/her audience.

You can do guest posts, create pdf guides, screencast tutorials, powerpoint webinars, interviews, etc, etc etc. The idea is to provide value.

Pick the 5 community leaders you think would be most helpful to your show, or if you're apprehensive, the 5 you feel most comfortable reaching out to.

1. _____
2. _____
3. _____
4. _____
5. _____

Who can you offer the most value to?

Making Contact

Reach out to each of the 5, typically via email but if you already have their Skype or phone information that's always better. In our discussion, we're going to offer our knowledge to their audience in a way that best suits their desires. Here's are the main points you want to cover:

1. You appreciate & value what they do
2. You have expertise that might be **valuable to their audience**
3. Show some evidence of your expertise
4. Reinforce that you're excited to help their community

*On the next page, you'll see an example I used to land an interview on another podcast.

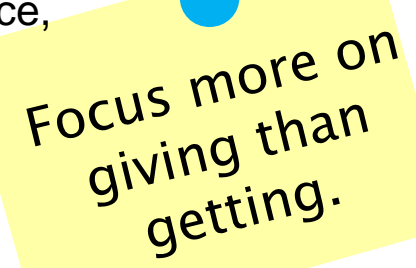
Don't be discouraged if they say no. This is typically because they're schedule is full or because you didn't offer enough or the type of value they want for their audience.

***** **Mega Important** *****

During your interview/guest post/webinar/value offering, be sure to discuss topics that are also interesting to your target audience and don't be shy to mention that you've got a new podcast coming out that covers X topic in more depth.

Don't get crazy pushy or salesy with it but you took all this time to offer value to their audience, make it worth your while. It helps to have something valuable to offer people on your site like a free guide to help them conquer X problem they've been facing.

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Focus more on giving than getting.

Example Email

Hi,

Ben Krueger here from Authority Engine and I've got to say I love YOUR SHOW and the XX episode on unleashing creativity really struck a cord with me, particularly the bit about living outside your comfort zone.

This makes me think that my knowledge of strategic podcasting for business growth might be valuable to your audience. If you feel it would be a good fit, I'd be more than happy to share the insights I've gained through conceptualizing, crafting and launching podcasts for clients like Andrew Youderian from eCommerceFuel.

I've also gained expertise through optimizing and improving shows like The Lifestyle Business Podcast for Dan & Ian. I'd be thrilled to share some insights with an interview for your YOUR SHOW's community on effective podcasting that drives results, how that pertains to entrepreneurs and the particular markets in which podcasting gives entrepreneurs the most leverage for growth, authority and income potential.

If you need more information, or are interested in talking about a specific subset of information within podcasting, I'm an open book.

Obviously, no pressure but I wanted to reach out and offer some of my insights since I've gained so much from your show and the incredible interviews you've already done! If it's not a great fit, no worries.

Thanks again,
Ben

Preparing Your Audience

If you already have an audience through a blog, email list or some other medium. Announce to them via email or blog post prior to your launch that it's coming and they should be excited. Tell them what the show will include and how this is a step up from what they've received in the past.

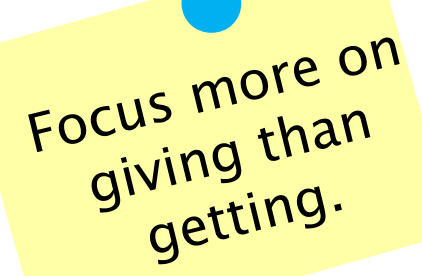
Plan Your Content

The initial few episodes will make or break your show. Here are some things to focus on:

- Value packed episodes that solve problems your audience face and/or offer high entertainment value
- Well known guests to share unique insights for your audience.
- Discussing other experts and communities during your episodes
- Unique & engaging show segments that resonate with your audience – like discussing reviews, announcements, shoutouts.

This combination will give you the best opportunities for promoting your show quickly and gaining a following right away.

Next comes the actual launch sequence!



Focus more on giving than getting.

The Launch Sequence

Let's cover the steps for killing it with a podcast launch and gaining massive exposure. There are many additional methods and strategies, but these have proven to be the most effective for our clients launches.

Our top goals during the Launch are to:

1. Maximize engagement with our existing audience
2. Maximize exposure to new audiences through iTunes
3. Highest ranking possible in iTunes New & Noteworthy (for 8 weeks only)
4. Maximize exposure to related communities

Step 1 – Having Content In the Bag Before Launch

The initial strategy is to have 2-3 podcast episodes live and published on your website before submitting your podcast to iTunes or promoting your show. This is because of how iTunes ranks podcasts. The exact formula isn't known but here's the general factors that influence rankings highly.

Factors in How iTunes Ranks Podcasts

1. # of Downloads
2. # of Subscribers
3. # of 5 Star ratings
4. # of Written Reviews
5. All within a recent period of time.



of downloads
seems to be
most
important

So if we have 3 episodes live in iTunes when we announce the show, each new subscriber will count for 3 downloads instead of one, making your show much more potent in iTunes' eyes.

This will also help you rank highly in iTunes New & Noteworthy section which you're only able to for 8 weeks after your show is live. This gives your show a lot of exposure so we'll aim to capitalize on that!

Step 1. Recap: Have 2-3 episodes completed and published on your website before submitting to iTunes.

Step 2. Submit to iTunes

There are numerous tutorials out there that show you how to do this including John Lee Dumas' ebook. Simple.

Step 3. Publish & Announce to Your Audience

Publish a new episode (this will be episode 3-4) and right after publishing, announce your new show to your audience with:

1. A contest for getting lots of reviews
2. A blogpost explaining the new show and the contest
3. An email with quick overview and the contest
4. Social media channels

The contest for reviews is a great way to offer value and engage your listeners as well as rank quickly in iTunes. These little contest are easy and one of the best things to give away is either free consulting time or a free review of whatever your expertise entails. Here's a sample announcement email to show you how to structure the simple contest.

Example Email

Hey,

You asked for it, so we created it; we just launched a new podcast at YOUR BRAND NAME! It's been a lot of fun and we're very excited about the new show. Each week we'll bring you TOPIC OF YOUR PODCAST (ex. Expert advice from all the top distance running coaches on how you can take your running to the next level).

Now all we need is more subscribers and reviews! That's where you come in.

Here's what you can do:

Step #1 - Subscribe to the new podcast here :[LINK](#)

Step #2 - Listen to an episode or two!

Step #3 - Leave us a review in iTunes with your feedback (not sure how? It's easy, [click here.](#))

If you leave us a review before DATE, we'll randomly select a reviewer to win 1 free hour of consulting with me where I'll personally analyze and recommend improvements to your podcast. The winner will be announced in next weeks podcast so be sure to listen in!

Sound like a deal? Here's the link again:

[LINK](#)

Thanks for your support,
YOUR NAME/BRAND

(You can record your own screencast tutorial for leaving a review or simply use this one I've already created: [HERE](#))

Additional Announcing

Social Media & More

Announce your show linking to your show notes page on related:

- Facebook groups & pages
- Google + Circles
- LinkedIn Groups
- Forum Threads
- Reddit Subreddits

Notify any guests or people mentioned in the show by:

- @ mentioning them directly in a tweet about the episode
 - This could be multiple people per episode
- Linking to a particular blog post when linking out from your show notes when possible so they receive a trackback.
- Linking them in LinkedIn, Google + and Facebook posts when possible
- Directly email mentions with a link to the episode they were mentioned in and thank them for their expertise
- Directly email any guests with the link, thank them for coming on and say that you'd be honored if they shared the interview with their audience or anyone whom it would help.

*Notify the relevant community leaders you've been in contact with by directly emailing them saying the show has just gone live and highlight one episode's content you think is applicable to their audience. Say that if they feel it's helpful, you'd be honored if they shared it with their audience, if not, no worries.

In your next episodes to publish, be sure to follow through with the contest, announce a winner, and read some of the glowing reviews on air which will certainly bring in more.

The First 8 Weeks

Since your show can only be listed in iTunes New & Noteworthy section for the inaugural 8 weeks.

This is the main period when we want our interviews, guest posts, webinars, etc from the previous section of this handbook to be published. You will find that each time one of these content pieces is published, your audience will see a bump in numbers.

Discovering and then sharing your knowledge with your target audience through other communities is the fastest, most effective method for long term podcasting growth and success!

Every episode you publish, follow the same announcement sequences with your audience, others' audiences, social media mentions, direct email announcements to guests and mentions, etc.

Following Up

Your goal now is to build relationships. Build relationships with your listeners and turn them into customers. Build relationships with any experts you interview or mention on the show. Build relationships with other podcasters, bloggers, forum or community leaders in your space.

Podcasting is the perfect catalyst, but following up with all these people personally will be how you'll build relationships and longterm success. There are numerous ways to do this but **BE PERSONAL**, focus less on putting forward a professional front and simply be human.



Focus on making friends, not 'networking'.

Watch Your Stats Soar!

We've used this simple but effective method to launch highly successful podcasts for clients like Andrew Youderian's **eCommerceFuel** which reached #4 in the Business Category in iTunes within it's launch week and is regularly featured in the top 20 business podcasts in iTunes even now.

Keep an eye on your category's New & Noteworthy section and watch your rankings in the overall iTunes sections. Listen to feedback from your listeners to improve and evolve the show and always interact with your audience personally when possible.

To Your Podcasting Success!

Are you interested in launching a radio quality podcast in just 4 weeks?

[Learn More About Our Services](#)

