



PODCAST CONTENT CLUB

10.2023

How is it October? So we are getting into Q4 and people are looking for solutions and how to get to the next level for Q1. So let's create some episodes to help them do that.

3 Tips for Setting Goals [something from your industry]

Think about the goal-setting that happens in your niche. Is it a monetary goal or goal to grow a list or even a personal goal. How can you help them achieve that goal? What are your top three tips? What are 3 actionable things you can share with your audience to help them achieve their goals?

How to end your [niche name] year on a positive note

Things feel hard right now for a lot of people. What can you share to help them feel really good going into Q4 and the end of the year? What are some actions they can take to feel like they are moving forward? This can be a really impactful episode that resonates with your audience members who are ready to take action.

Stop doing [this thing]; Do [this thing] instead

What is something that you see your ideal clients doing that is keeping them from achieving the results they get when they work with you? What is something they can do instead? This is a really great episode to point out what's not working and share what works instead and how you can help them.



Interview an aligned guest that can help your listeners with something outside of your wheelhouse

Think about a common problem your clients face. This should be something that you don't teach or is a common problem in your niche. Think about audiences. We want to make sure that your guest has an audience that would be aligned with what you do. Bonus if they have a podcast and you can do a podcast swap.

BONUS EPISODE: How I manage my [insert a business thing. Be specific.] as a busy CEO

What is something you do that is time consuming or energy draining, but you do it well as a business owner? It could be healthy eating, your podcast schedule, your social media, your team, etc. Anything that your audience would want an inside look at. Make it relatable and actionable. We want your audience to say, "Oh they are just like me!"

Trend Report

11.23

This time of year is always huge for industry updates and insights as we get closer to the new year and all the new podcasts that are going to be launching. Remember as you read and see things about podcasts, that there is no quick, easy fix. Slow and steady wins this race for sure.

So let's dive into some interesting insights from a bunch of studies that were just released!

Video Podcasts at Night?

Spotify did a study and found most video watches were happening at night. This supports releasing audio podcasts early in the morning (which we do for our clients). While I will still be releasing my videos at the same time, maybe experiment with sharing your videos at night! To read more of Spotify's study, [click here](#).

Podcast Growth Rates

A recent study came out and found that the growth benchmarks for podcasts were not as high as marketers want them to be. What they found was that the larger the show, the slower the growth. They also discovered that (as I've been saying) growth is not a given. You have to work for it.

Podcasters found that spending a little bit more time on their podcasts and marketing through social media and podcast guesting were the best ways to grow. Most used Instagram and Tiktok to gain more traction.

So what can we take from all of this? We need to have a consistent Marketing plan for our podcast and if we are utilizing it as part of our funnel, it's a win-win. Growth isn't as easy as it once was, but with a strategy and consistency, you can do it. Never get comfortable with your growth as is; always be seeking new audiences.

Active Podcasts

I was recently on a podcast and she asked me what the number of podcasts were still active. This number surprised me so much! Out of all the podcasts on Apple, only 381,000 were active meaning they had released a podcast recently.

This is why consistency is so important! Pod fade is real and it happens all the time. Stick to your plan, follow your strategy and remember it's a long game!

Podcast Downloads

Podcast stats for this month! Where do you fall:

Episode Downloads (First 7 Days)

Top 1% of podcasts 5,227

Top 5% 1,153

Top 10% 484

Top 25% 122

Top 50% (Median podcast) 32

Via Buzzsprout

BIG TAKEAWAY: Everything we do at Wild Home Podcasting is about creating growth that is real, attainable and strategic to help you grow your business. Growth in podcasting has become more difficult, but that doesn't mean it's impossible. Instead, look at your podcast as a marketing tool, focus on getting in front of new audiences and remember that this is setting up a long term funnel for your business. Keep at it!