

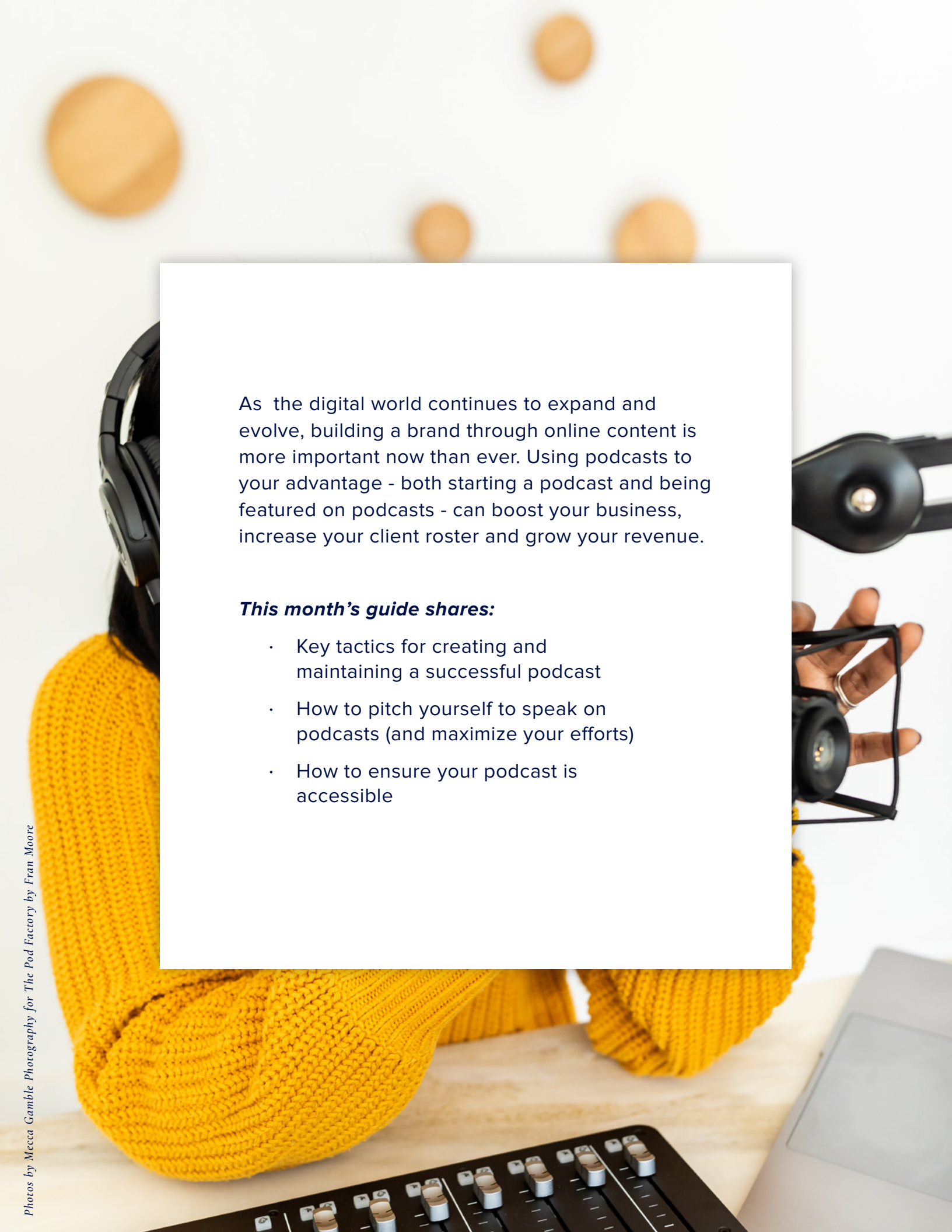
How to

Use Podcasts to Grow Your Business



Photos by Mecca Gamble Photography for The Pod Factory by Fran Moore

HoneyBook | **RISING TIDE**



As the digital world continues to expand and evolve, building a brand through online content is more important now than ever. Using podcasts to your advantage - both starting a podcast and being featured on podcasts - can boost your business, increase your client roster and grow your revenue.

This month's guide shares:

- Key tactics for creating and maintaining a successful podcast
- How to pitch yourself to speak on podcasts (and maximize your efforts)
- How to ensure your podcast is accessible

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CONTINUE THE EXPERT EXPERIENCE

Podcasting positions you as an industry expert and has the potential to increase your client inquiries and grow your business. Continue delivering that expert experience by streamlining your booking process and elevating your client workflow with HoneyBook. Rising Tide members get 20% off their first year so start your free trial today.

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HOW TO USE PODCASTS TO GROW YOUR BUSINESS

1

START PITCHING YOURSELF NOW: You might have read the title of this guide and thought: *“I don’t have the time to start a podcast... is this content relevant for me?”* We’re here to tell you, it most definitely is! Podcasts can bring value to your business, even if you’re not the one hosting. By strategically pitching yourself as a guest *today* you can get your business in front of your ideal clients fast. Danielle, a public relations professional and podcast pitching expert, shares her top tips to land your first interview (or 30th) on [page 2](#).

2

HOSTING A PODCAST CAN WORK FOR YOU: On the flip side, if you feel like you’re ready to start a podcast (and believe us, it’s worth it for brand building and gaining new clients!), take one small step today. Your first goal? Ask yourself what you want to talk about on your show and what education you’re well positioned to provide. By beginning there, you’re able to build out a podcast and online audio strategy that will connect with your audience, deliver value and keep them coming back for more. Lorri shares her top 4 questions to ask when creating a podcast on [page 8](#) and then, when you’re ready to take the next step, learn about starting your show from Geomyra on [page 5](#). Finally, when you begin your podcast and online audio content endeavors, always create with accessibility in mind. Finally, once you begin creating your audio content, don’t forget to keep accessibility top of mind, Erin shows you how on [page 12](#).

3

MAKE PODCASTS WORK HARDER FOR YOU: Podcasts build expertise, create new connections and highlight what you can uniquely offer the world. Learn more about Kelsey’s journey from podcasting to book deals on [page 18](#) and how to make the most of your podcast experience. Once you’re inspired and ready to showcase your latest episode to the world, Fran has the top tips on how to repurpose your podcast content on [page 15](#). Pro tip: whether you’re the host or the guest, you should be repurposing your content!

GET FEATURED

We believe in elevating the diverse voices of our community and we’d love to learn from your expertise in the next Rising Tide monthly guide. Submit your content for the opportunity to be featured: therisingtidesociety.submittable.com/submit

HOW TO PITCH PODCASTS IN 4 EASY STEPS

Danielle Bayard Jackson



Photo by Christina Jones Photography

Podcasts are growing exponentially and have quickly become an ideal way to increase your visibility, build brand authority and expand your reach. Podcast listeners are typically very loyal to the shows they subscribe to, highly engaged and “ready to buy.” This is likely because podcasts are long-form content, which gives listeners a chance to really lean into the conversation, listening intently as guests show their personality, style and expertise during an in-depth 45-minute interview.

If you’re ready to grow your audience and establish true thought leadership by learning how to pitch yourself as a guest on podcasts, this article is going to be a gamechanger.

Here’s the four-step process on how to pitch yourself to podcasts:

1. PITCH WHERE YOUR PEOPLE ARE.

One of the most common mistakes I see with clients is wanting to pitch to the popular shows they personally listen to, instead of pitching to the shows their audience likes.

If the goal is to make sales or bring in new clients, you must go where your people are. To

learn what shows your ideal customer is listening to, consider adding a question sticker to your Instagram stories or prompting them to respond to your next subscriber email.

Then, create a media list that allows you to track your podcast pitches:

- The name of the show
- The name of the host
- The host email (you can locate with programs like Rocketreach.io or by searching the podcast show site)
- The topic you’d like to speak to (yes, you should know this before pitching— you’ll see why later)
- The date you pitched
- Whether or not the pitch was accepted

You can also use social media sites to search “podcast host” and track those who appear in the search results with shows specific to your industry. Either way, stay focused on those that directly benefit your ideal customer and not the shows that stroke your ego.

2. START SMALL.

The bigger the show, the greater the competition.

One good strategy is to start small, and then gradually pitch to bigger shows. At our agency, we refer to this as “going fishing.” The idea is to land smaller shows that you can use to “bait” bigger podcasts. Whenever you reach out to ask a podcast host or producer to consider you as a guest, you may link to previous interviews. You can also provide an example of how you articulate your ideas, maintain an engaging conversation and tell a good story. While it’s possible to secure a podcast interview without experience, it helps to showcase prior interviews. And the quickest way to build a portfolio you can leverage is to focus on those with less competition.

Remember: Most people can’t tell how many “listeners” a podcast has. They’re just impressed that you were featured on one. So stop aiming for the ones with a lot of competition and use the smaller ones as examples of how you perform when pitching larger outlets later.

But your work isn’t done once you have the list of shows that you’d like to appear on. You must first make sure it’s a good fit for your brand. To find out, ask yourself the following questions.

4 Questions to Ask Yourself Before Pitching a Podcast

1. Does this show stream across all the major platforms (Including Apple and Spotify)?
2. How many reviews do they have? Are they positive?
3. (After previewing 1-2 episodes) Does the humor, language and tone align with my brand style and audience?
4. Is the show still active? Do they publish new episodes regularly?

Once you’ve answered these questions and are satisfied with what you’ve learned, you’re ready to begin your outreach.

3. SHOW UP FOR THE LISTENERS, NOT FOR YOURSELF.

It’s tempting to send an email to a podcast host and fill the message with mentions of your credentials and links to all your work. But the host is less concerned with your accolades and accomplishments and more focused on the experience you can provide for their listeners.

If their audience somewhat mirrors yours, lead with the value you have to offer them, not with them doing you a “favor.” (There’s nothing worse than receiving a pitch that says, “I’d love to be a guest on your show.” Their response will likely be, “Yeah, of course you would.”)

This approach, although well-intentioned, is not persuasive as it positions you as the person receiving the benefit, not the podcast.

You need to ask yourself, “Why am I the best guest to speak on my proposed topic?”



Photo by Convertkit

When you pitch to show hosts, you need to focus on presenting the IDEA you have for the episode you'd like to do. Instead of writing, "I've been a photographer for 10 years..." write instead, "I'd love to talk to your listeners about my 4-step process for DIY'ing great family photos. Plus, here are a few of the talking points I'd cover..."

Again, your pitch is less about how impressive you are and more about how you can create a memorable experience for their listeners. The goal is that they would circulate the episode among their own networks (and prompt them to visit your website where they can fill out a contact form!).

4. PREPARE CONTENT THAT FITS THE FORMAT.

There are two types of shows you should be considering:

The first type is a **profile**. These shows lean into the interviewee as a storyteller, exploring the journey of how he or she got to where they are today. If you have a particularly interesting background or a wow-worthy testimony of adversity and triumph, you may fare better here. While you won't be directly selling your product or services, listeners will likely follow you on social and begin exploring your work after being inspired by your personal story of entrepreneurship.

The second type of show is **trainer-style**. The expectation for these shows is that you'll prepare a few actionable insights that listeners

will be able to employ right away. Hint: You may also use these shows to share a personal framework, pillars or methodology which hosts really like. **Pro Tip:** Be sure to prepare anecdotes to demonstrate the effectiveness of your methods! Practice speaking concisely and confidently. And don't be afraid to let your personality shine through.

Keep in mind, once you send an email, it's common not to hear back right away (or at all). It's okay to follow up one time within 5-7 days. If you hear "no," then move on to the next pitch. Once you refine your pitch, it's a numbers game. You'll only hear "yes" if you continue to reach out, so don't get discouraged-- be persistent!

Once you've created a list of shows that will position you in front of your target audience, have checked the podcasts to ensure they align with your brand and business goals and sent a value-based pitch, you'll be on track to secure podcast interviews that will take your visibility to the next level.

And don't forget, when you begin securing interviews, be sure to share them across your social platforms, as a part of your email marketing and post them prominently on a "press" page on your website to maximize the opportunity. If you do it right, before long, podcast hosts will be reaching out to you!

For more tips on securing media interviews, visit us at www.tellpublicrelations.com or follow us on social media at [@tellpublicrelations](https://twitter.com/tellpublicrelations).



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Photo by Christina Jones Photography



Photo by Iris Mannings

WHY YOU NEED TO HOST A PODCAST (AND HOW TO GET STARTED)

Geomyra Pollard

Over the past few years, the podcast world has seen a spike in shows, listeners and interest. One of the best decisions that I made was to start my podcast. What felt very intimidating at first, turned out to be needed for myself, my audience and my overall business growth.

Podcasting has taught me that by creating a show, you have the power and convenience to reach an audience from around the world. You have the opportunity to create content that can drive your sales and exposure. With solid content, you're able to market your service offerings to people that are the perfect fit for your business. Lastly, podcasting can help you build a community of like-minded people.

HOW TO GET STARTED

Although it may seem like a daunting task from the outside, podcasting is not as challenging as it may seem. Just like with everything else, podcasting can be as simple or complex as we make it. The key is showing up and getting started!

The first thing you want to do is use [HoneyBook](#) to track your tasks and responsibilities. Next, you want to decide on the overall scope and topic of your show. Do you plan to have a business podcast? Are you sharing personal stories? What will you educate your audience on?

Next, decide if you plan to host a solo show or plan to bring on guests. Something else to consider is (realistically) how often do you plan to distribute your podcast. Once a week? Twice a month? Timing is everything; thus, you want to block off time to work on your show. This includes drafting episode ideas, writing, recording, editing, uploading, marketing and so forth.

Lastly, work smarter and not harder by using the resources available to you. Do you know someone with a podcast? Be sure to reach out to them or someone with a course related to podcasting. Something else to consider is outsourcing time-consuming components such as editing and marketing your podcast.

STOP REINVENTING THE WHEEL & REPURPOSE YOUR CONTENT

Podcasting also allows you the option to repurpose your show and show notes via a blog and social media posts on platforms such as LinkedIn, YouTube and more. By repurposing your show content, you can save time, money and resources because you aren't reinventing the wheel. You're able to maximize your time so that you can focus on creating fresh content as well. As a show guest, you may also be able to use your recorded interview on various platforms to get your message across to potential clients.

Being a guest on a podcast is a privilege that you need to maximize. Podcasting allows potential clients to get to know you personally without the distractions of social media. By gaining access to the show's audience, you're able to reach people that may not be as familiar with you. Thus, you are exposing your business to potential clients that may be interested in your products or services.

GET THOSE LEADS

Podcasting provides an opportunity to generate additional sales leads. By using your podcasting platform, you are able to self-promote and promote other companies that you are in alignment with. Affiliate income opportunities are available each time you publish a show. During a commercial break, in the show notes or within the intro or outro, you can promote a product or service as well. By promoting a downloadable resource, you can receive additional email addresses for your lead magnet. Once you have the listener in your sales funnel, it's time to nurture the lead through your email sequence and grab the sale!

COME ONE, COME ALL!

Something to keep in mind when starting your podcast is being accessible to all. This means that along with the audio recordings, it is ideal to include detailed show notes that may be accessed on a blog or similar platform. By uploading the podcast transcript, you are being inclusive of those that may not be able to hear the episode. When uploading and distributing your podcast, stream to various platforms such as ApplePodcasts, GooglePodcast, Spotify, YouTube, iHeart Radio, etc. This will ensure that your audience can enjoy your show on the platform of their choice.

BE OUR GUEST

When brainstorming topics for your show, make a list of guests that may speak clearly and authentically to the topic. It is best to have a pitch template to send to the potential guest so that your "ask" is clear. The pitch template may include:

1. Details about who you are and a synopsis of the show.
2. A link to listen to a few episodes along with the corresponding blog post and show notes.



Photo by Iris Mannings

3. Information about other guests that have agreed to interview on your show.
4. Details about your listeners so that the guest gets a better understanding of your audience.
5. A realistic interview time slot so that the guest knows what is required of them timewise. This is also an excellent opportunity to take advantage of the [HoneyBook](#) Scheduling Tool to manage your podcasting calendar.
6. A scheduling link and guest intake form to be completed by the show guest or someone on their team.
7. Lastly, it is essential to follow up with a guest if the proposed time frame isn't a good fit.

BONUS TIP: HOW TO BE A GUEST ON A PODCAST

Pitch It Perfect

There's no time like the present to pitch yourself to be on someone else's podcast. Yes, it may be a bit daunting deciding to put yourself out there. However, it is just as important to get out there and use other people's platforms to promote yourself and your offers. The more opportunities you have to be seen and heard, the better!

A few quick tips for pitching to be a guest on a show:

1. Research shows that are a great fit for your target audience.
2. Be in alignment with the show host so that the interview feels authentic and flows well.
3. Create a podcast "One Sheet," which highlights who you are, what you do and how you will serve the show's audience.
4. Create a press kit or page on your website that highlights prior speaking engagements or interviews from other shows you have been on.
5. Create a few variations of your bio and a few headshot options the show host may choose from.
6. Shoot for the stars and do a search on interviews that were done by people you admire. Make a note of the shows that they have been on, and pitch to those as well if fitting.
7. Block off specific time to work on sending pitch emails to the shows you want to be featured on.
8. Block off time to follow up on the emails and pitches that you send.

Lastly, I want to leave you with one of my favorite quotes, "You can't get hired for the job you don't apply for." What are you waiting for? This is your year to launch that podcast and to be featured on the shows you love! Good luck!



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CREATING A PODCAST (AND STAYING RELEVANT)

Lorri Lewis

There are many available resources that can assist you with setting up and creating a podcast. Those resources will help you define your topic, choose your ideal audience and select the correct equipment, if self-production is your choice.

It's imperative that as a podcaster you have the right microphone and computer to support the production of your show. Then you must choose a hosting platform, an audio post-production service and request access to various podcasting platforms, such as Apple Podcasts, etc.

Next, you must go through the steps of choosing a logo, purchasing a domain for your podcast website, recording your Intro and Outro and creating any necessary social media accounts for marketing.

Keep in mind that "pre-pandemic" you could actually rent podcasting studio time instead of incurring costs of purchasing equipment and services for self-production.

To help you get started you can check out courses on Skillshare and YouTube or paid courses from some top Podcasters as well as free downloadables from some of these same Podcasters. I can attest to this because I've done them all.

HOW I CREATED MY PODCAST

In 2019, after listening to various podcasts and falling in love with the invaluable information I received; everything from entrepreneurship and leveraging social media to generate leads to creating systems in my business,, I made the decision to become a podcaster myself. I know I had some things to share in my industry. Plus, I knew enough people who would be willing to share their expertise as well.

I enrolled in an online course, rented podcast studio space and downloaded some PDFs that would help me organize my episodes, invite future guests, market my episodes and write the show notes for my website. So, if creating a podcast is your goal OR if you've already established a podcast, here are some questions to consider.

4 QUESTIONS TO ASK WHEN CREATING A PODCAST

1. What is your topic? And who do you want your audience to be? Just like a business, you need a target audience who's interested in the topic you've chosen. If you're already podcasting, is your topic specific enough? If you're not getting the followers or interest, perhaps you need to refine your topic and/or revamp your audience.
2. Do you want to invest in renting a podcast studio or do you want to self-record? Renting a podcast studio means that all the equipment - microphones, recorders, etc. - are already there. And if it's anything like the one I used, they also will perform the necessary pre-production audio work, upload the audio files on a hosting site and BOOM, the episode is live across all platforms. This means you're able to outsource your pre and post production so you basically don't have to do anything. However, keep in mind that if you want to include any extras, i.e. sponsorship and affiliate codes, you may be limited or charged additional fees at a podcast studio. Whereas, self production is the exact opposite. It's all about what works best for you.
3. What resources can you invest in to help you get started? For those of you already podcasting, what do you need help with? Whether that's taking an online course, reading a book or getting a coach who's well-versed in podcasting, there's a plethora of resources available if you're willing to commit the time and/or money.
4. What's your goal in creating a podcast? Are you in podcasting for the long term? Your goals will also determine your plan. Maybe you just want this to be short term experience, so you're just planning to record a few episodes or maybe you're interested in attracting a few sponsors to generate some passive income? To do that, sponsors will require your podcast to reach a certain number of downloads and a certain number of listeners/subscribers.

MAINTAINING (AND GROWING) A PODCAST

I won't provide a long narrative on this; the subtitle says it all. Here are some things to consider once you've created your podcast and you want to not only build an effective workflow for your podcast, but also increase your followers and the popularity of your podcast.

1. How often do you want to release new content? Monthly? Bi-weekly? Weekly? As always, consistency is key! You want your audience to know how often they can expect a new episode. This depends on how often you're recording, especially if you're renting space. If you're self-producing, you have more flexibility. **Here's a tip:** Consider "batch recording!" You can record numerous episodes - interviews and narratives - in one sitting and then schedule them based on how often you want to release episodes.



2. How will you market your episodes? Do you have a website and/or a social media account dedicated to the podcast? You will need to advertise so your audience knows the podcast exists. And, again, remember: consistency is key. The Rising Tide and [HoneyBook](#) community is a great place to share and promote your podcast. **Here's a tip:** Choose the same day(s) every week to release new episodes and create a unique hashtag for it. I'm fond of #WeddingWednesday since my market is the wedding planning industry. Plus, a little alliteration never hurts; it's catchy and memorable!
3. Are you conducting interviews or recording narratives? This is dependent on your content and expertise in the subject area that you're covering. Think about what the best way to present that information would be. Through interviews or your own unique voice? Maybe it's a combination. How are you going to find guests to interview? One way is posting an opportunity to collaborate in a community that you're a part of, like the [HoneyBook](#) community. You'd be surprised how receptive individuals are to being interviewed, especially if it's within their industry and promotes their services and products. Make a list of potential guests for three months worth of content. Likewise, if you're recording narratives, brainstorm a list of topics for the next three months. **Here's a tip:** Record a guest interview and one narrative and then get your listeners' feedback.

STAYING RELEVANT

From my two years experience in podcasting, this is what I've found that's helped me to reach more listeners and avoid redundancy.

How To Stay Relevant As A Podcast Host

1. **Do your research** - find topics that your audience wants and needs to hear. Conduct polls in your Instagram Stories, ask listeners to share their reviews and utilize your email marketing to request listener feedback.
2. **Switch it up** - if you're constantly doing guest interviews, consider recording a few narrative episodes - sometimes your audience wants to hear from YOU versus just hearing you ask the questions. I received this suggestion from one of my listeners who wrote, "you're an industry expert...sometimes we want to hear what you have to say."
3. **Plan, Plan, Plan** - "If you fail to plan, you plan to fail." You must plan your content and episode schedule. This is not something you can do as you go. Setting up an episode schedule as simple as this:

| EPISODE # | GUEST/NARRATIVE | TOPIC | RELEASE DATE |
|-----------|-----------------|-------|--------------|
| | | | |

You can customize the headings that fit your show, but this also helps you outline your show notes. Plus, if you're batch recording (I hope you are), you have the flexibility to organize and release your episodes in whatever order you choose. Don't forget to review your analytics on

social media, your website and your hosting platform. Did you know you can re-release those episodes that had the most downloads? When you need to take a break to either batch record episodes or if you're transitioning to a new season, plan those breaks and use those breaks to replay those episodes. There's nothing wrong with reruns - I watch reruns of my favorite sitcoms all the time!

4. **Get a mentor.** I started listening to podcasts during long drives and the more I listened, the more I was intrigued about doing my own podcast. Unbeknownst to those podcast hosts, they became my mentors. Their delivery, their interview style, their background music, intros and outros became templates for creating mine. So, getting a mentor doesn't mean going out and finding one (unless you already know a successful podcaster) your mentor can be a virtual one. Once you have one, or two, pay close attention to their interview style, what marketing tools they use and what characteristics make their podcast so popular. Take notes, duplicate and promote your podcast accordingly.
5. **Have fun.** Podcasting is fun! If you watch news shows, it makes you feel like you're channeling Oprah Winfrey or Jerry Springer vibes. You are in control of what you ask, how you ask, and the overall flow of the show, so have fun with it. However, also keep in mind to always leave your listeners with some inspiration or takeaways.

MY FINAL TIP ON CREATING A PODCAST

My Business Coach once told me (numerous times, actually), "done is better than perfect." Just the fact you're feeling compelled to share with the world your experience and your knowledge is enough. Just like with any business, you have to gather your resources, educate yourself, plan your system and content and establish an organizational system to master the process.

Once you have a consistent operation, it will work like clockwork, but you do have to do the pre-work and be flexible with changes. I've changed my podcast name and I've changed my logo three times. And, just this past December, I rebranded my podcast colors to attract more ideal listeners. When creating a podcast that best fits your audience, change is ok! And remember: there are enough listeners for us all to succeed in the podcast world!

Best of Luck! I'm rooting for you!



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ENSURE YOUR PODCAST IS ACCESSIBLE IN 4 STEPS

Erin Perkins

Podcasts have become incredibly popular, growing steadily over the past 2 years. In June 2018, there were over 550,000 podcasts and, as of February 2021, that number has grown to approximately 1,750,000 podcasts. This is a staggering amount of content; yet, many people don't realize that podcasts aren't accessible.

Truthfully, I'd be lying to say that educating on this topic wasn't for personal gain!

I can't access podcasts. The reason being is that I'm deaf. This isn't my first foray into podcasting, as I've been a guest on a few podcasts, and I've had to invest time in educating each host on the importance of accessibility in podcasting.

WHY YOUR PODCAST SHOULD BE ACCESSIBLE

The biggest reason your podcast should be accessible is to reach the widest possible audience, and I don't just mean deaf people. When you ensure your podcast is accessible you provide access to non-native speakers, people who listen to podcasts in noisy environments, fast readers, people who consume by reading, and, well, people without good quality wifi.

When you take that step forward and make your podcast accessible to more people, you're

increasing your reach and exposure.

Bonus: a transcript dramatically increases your SEO because you're making your text more searchable (and, therefore, higher on Google and other similar platforms).

ACCESSIBLE PODCASTING: A CATALYST FOR CREATIVITY

There is this misconception that when you make things more accessible that you're stripping away features and that you're going super basic. This couldn't be further from the truth. I'd like for you to consider that being accessible can be the catalyst for creativity. It creates this opportunity to allow for more people to contribute to society and connect in meaningful ways.

Let's start taking action and make your podcast more accessible for everyone!

HOW TO ENSURE YOUR PODCAST IS ACCESSIBLE

1. Add Transcripts to your process.

We're going to start off with doing some research. You'll need to decide which platform you'll use in order to transcribe your podcast.

Here are a few apps you can check out.

My favorite is [otter.ai](#)*. It's an incredibly easy to use AI transcription program that saves your audio in addition to the text.

You can import your audio directly by dragging and dropping your .mp4 file. The platform will notify you when it's ready for review. You can edit directly in the app or export to a variety of files, including a .DOCX. So easy! And, it's super affordable!

There are many different apps that range from free to \$\$\$\$. Decide which app works best for you.

Some factors to consider in making the decision of which platform to use...

- Cost
- Amount of editing required
- Time spent

2. Create Your First Transcript.

You've done your research and decided on which transcription app you're going to use. Now, let's upload your audio and get it transcribed!

Pro tip when you add a new process into your workflow/system: *Start where you're at right now.*

It is so easy to get overwhelmed and feel like you need to go back to the beginning and transcribe everything. I don't want you to do that. Start from where you are in this season, this episode. If you recorded an episode this week, use that as your starting point. Don't start by playing catch up when you're first getting started in creating accessible podcast content!

3. Clean Up The Transcript.

You've uploaded your transcript and it's ready to go! But wait... you still need to take a little bit of time to clean it up and make sure it's accurate! (Unless you used a live transcriber!)

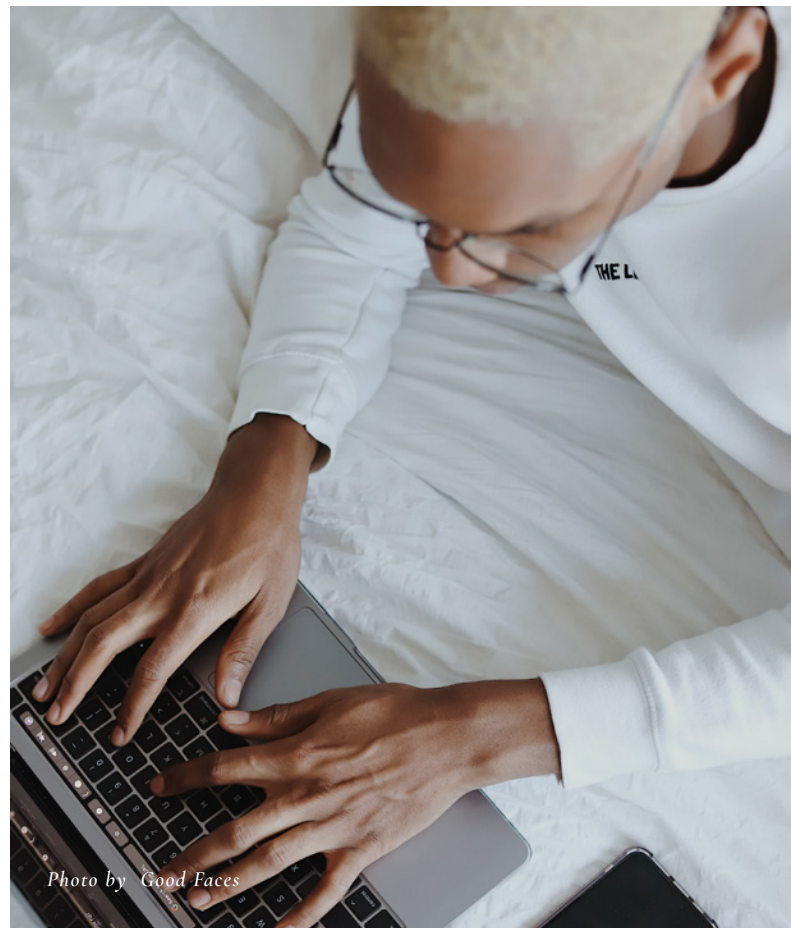
Please note that it does NOT need to be perfect, but it is important to take the time to identify each speaker and clean up any glaring errors. Read through the entire transcript in order to make sure that the content has been translated properly. Artificial Intelligence is always learning and it's not always 100% accurate.

Perfection is not the expectation. A lot of you are doing this on your own - probably bootstrapping. It's ok to take small steps; it's important to put in the effort to be more accessible!

4. Share That Your Podcast is Accessible.

You've spent this time creating an accessible podcast. Now what?

Raise awareness about the actions you're taking to make your podcast accessible!



Draft a statement to include in your posts so you can let people know that your podcast is accessible and that you're encouraging people to make their podcast accessible as well! If you share your podcast through email, include a downloadable pdf of the transcript or have it easily accessible on your website.

Make it easy for people to get to your transcript. If people have to search for it, you'll lose them.

Use hashtags such as:

#MakePodcastAccessible

#PodcastAccessibility #AccessibleME

Pro tip: Use title case in your hashtags to make them accessible to screen readers.

THINGS TO WATCH OUT FOR...

Don't create transcripts that are only available behind a paywall or membership. If someone wants to read your transcript, they shouldn't have to pay for it, just like you wouldn't expect someone in a wheelchair to pay to use a ramp in the physical domain.

Deaf people requesting captions is equivalent to hearing people requesting audio. Imagine being denied access to audio every time, everywhere and everyday. — L. Friedmann

Bonus tips to ensure your podcast is

accessible: Promote sound bites for your podcast on your social media accounts! Include that your podcast is accessible - AND make the posts accessible, too! You can overlay text on the graphic or include them in the post's caption.

Encourage others to be accessible and lead by example! The more people do it, the more mainstream it becomes.

Need a little help to create an accessible business?

Sign up for the [Accessibility Made Easy](#) course to get the ball rolling on making your business accessible on all platforms!

Want more guidance on transcripts specifically. Check out [Become a Transcription Pro](#).

Just know that you're not alone! As you work through making your podcast more accessible, please feel free to drop me a line sharing that your podcast is accessible. I'd love to see what you're doing!



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FIVE WAYS TO REPURPOSE PODCAST CONTENT

Fran Moore



The content you create on your podcast does not have to stop after you post the audio. You can repurpose podcast content for all the people on the internet to see and utilize! If you are committed to recording a 20-45 minute podcast episode every week and sharing valuable content, why not share that information everywhere with all types of content consumers?

Plus, remember, your audience is made up of all auditory, visual and kinesthetic learners alike. By repurposing your podcast content, you'll connect with all three learning styles across a variety of platforms. What's the point of creating multiple different content calendars when all of your content can originate from one channel, your amazing podcast!

Here are five easy ways to repurpose your podcast content to make your episodes work harder for you:

1. WHERE TO BEGIN WHEN REPURPOSING PODCAST CONTENT

Before we jump into the how-to of repurposing your podcast episodes, let's talk about where you start. The simplest way to capture the content you have created is to transcribe every episode of your podcast. Transcripts make it easy to quickly review the topic and tips that were shared on your show.

Pro Tip: I highly suggest using software like [Otter](#) or [Rev](#) to transcribe and store your transcripts. Both platforms make it easy to search keywords with all the audio that you have saved so that you can get to the correct recording quickly. Storing all of your transcripts creates a beautiful content library for you and your team to reference whenever you are ready to repurpose your content. This is so much easier than having to go through ALL of your audio and relisten to locate different subjects you have covered.

2. REPURPOSE YOUR PODCAST CONTENT INTO BLOG POSTS

Now that we have the transcription, we are halfway to creating a full blog post! Maybe you have recorded an episode where you walked your client through tips and tricks to do XYZ or even a beautiful story about

how you launched your business. Those episodes and even your interviews can be edited to create posts for your blog and help increase your website traffic. Transcriptions done by AI are typically riddled with spelling mistakes, readability issues and misunderstood phrases (*Otter often thinks I am saying the word friend when I say my name, Fran*). Avoid copying the transcript and throwing it up on your website without proofreading in order to make updates to the layout and wording. Try to use the transcript as an outline and clean it up, add-in section titles (subheadings) and insert transition words that might be needed when reading the transcript vs. listening to the audio.

When you post on your blog you can also embed the audio player from your podcast host so that readers can opt to listen to your episode as well. It's a win-win for you and your audience and you did not have to write a blog post on a blank page with a blinking cursor looking back at you!

3. USE THE PODCAST AUDIO FOR REELS/TIKTOK

I am sure you have heard the rumors that Instagram's algorithm favors Reels and seen the overnight success of TikTok. Now is the time to capitalize on these trends without overextending yourself.

Try finding 15 to 30-second clips for your audiograms to post as Reels and videos on TikTok. You can create audiograms using apps like [Wavve](#) or [Headliner](#). You need to promote your show anyways, so why not also create potentially viral content for your social media channels. These can also now be used for Pinterest since they introduced video pins.

When creating audiograms for Instagram Reels and TikTok be sure to use the transcription feature on Headliner or Wavve if you are using a still image. This ensures that even when your audiences' phones are on silent, they can still consume your video content!

If you record videos while recording episodes, grab sections of the video to post as a Reel or TikTok video. People love to see your face, so give the people what they want, friend!

4. SAVE PODCAST VIDEO RECORDINGS FOR YOUTUBE

Speaking of videos, if you record your episodes via Zoom or Streamyard or any other video streaming software, why not repurpose that too? *Imagine having YouTube, IGTV, Facebook video and a Podcast episode to post from just one hour of working! Sounds like a dream comes true to me and a time saver.*

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Video consumers have the highest percentage of internet traffic, and if you are running a business, we for sure want a piece of that pie. When recording your episodes save all the audio files as well as the video. For YouTube and IGTV I would suggest creating a standard intro that you can use for those episodes to add to each video.

When you go to post your video on these other platforms use the show notes that you wrote for the podcast episode to go into the description. While we may have to tweak a few things to satisfy different keywords and audiences, we do not want to start from scratch with creating the description 2-3 more times. You want to repurpose content to save you time and not create a new stressor for you within your business.

5. PULL PODCAST CONTENT FOR SOCIAL MEDIA

Finally, you should use the transcript to pull social media content. IG and Facebook posts have become like mini-blog posts for our audience to consume and can take hours to write out weekly content. With your new podcast content library, you can easily go grab a short excerpt from a past podcast episode to use to write your weekly content.

If you gave out three tips on your podcast, try using each tip to write out three different posts for your social media. This can also be used to lead your audience back to your podcast by adding a call to action at the end of the post to go listen to your show.

You can take your content writing time from lasting five to six hours a month down to two or three hours a month! Can you imagine how much time you can get back in your week just by utilizing the content you already created instead of starting with a blank space?

NOW GET GOING!

Organizing the content and creating workflows around this new process of leveraging your podcast content may take some time, but it will be so worth it!

Pro Tip: Try creating a workflow for yourself and your team within your project management system that starts with recording your podcast episode and builds out content for one other platform to get started. If you are worried that your audience will get tired of hearing the same content over and over again, remember we all learn differently. Not everyone who listens to podcasts will read a blog post, watch your YouTube video or follow you on the 'gram.

By repurposing your content you are ensuring that more people have access to the valuable information you share each week.

Building out a way to show up on multiple platforms without spending too much on each will ultimately help you organically grow your online presence one episode at a time.



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THE BENEFITS OF PODCASTING AS AN ENTREPRENEUR

Kelsey Chapman



Word on the street: podcasts are all the rage. And I have to say... I agree!

Launching my show, *The Radiant Podcast*, changed my business in the most fun and exciting ways. Not only did it create opportunities for me to share my message and broaden my audience, but my show even helped me land a book deal.

When I started *The Radiant Podcast* 4 years ago, I had no idea how pivotal my podcast would be in helping me connect with new people! As I began navigating the (sometimes complex) world of podcasting, I learned a great deal about the process and found myself amazed by the numerous doors podcasting opened for me.

I get asked all the time: What makes podcasting so great? Why podcasting over another platform?

These are GREAT questions!

Podcasting is the new entrepreneurial cocktail hour. Instead of having to go mix and mingle at a networking event, now you have the opportunity

to meet others in a much more intimate way as a guest on their show. Podcasting is powerful because while, yes, there is still the small talk of getting to know the host, you're really able to dive deep quickly and make an authentic connection.

I know on my own podcast, there's something so magical about connecting with someone I've followed or learned about through stalking their social. However, really getting to know them as we discuss business, life and everything in-between always makes me so grateful for this platform and take our connection to the next level.

THE BENEFITS OF PODCASTING

As a creative, there is a level of vulnerability required when sharing a message you're passionate about. Podcasting has challenged and stretched me to be vulnerable, develop stronger communication skills and refine my message along the way. Through podcasting, I have learned to set aside my fears of criticism and rejection. In the process, I've built a new

sense of bravery and confidence. Though sharing my passions has not always been easy, podcasting has offered me a platform where I can use my voice (literally) to communicate the message I've long felt called to share.

Likewise, the collaboration and growth that has come from podcasting has been a major game changer in my business. As a creative entrepreneur, I thrive off inspiration. Podcasting has allowed me to connect with other entrepreneurs and creatives, who have ignited passion within me and planted seeds that often blossomed into a new direction for my business. Speaking with innovative thinkers each week has not only inspired me, but has afforded me the opportunities to build amazing friendships, as well as network *without it feeling like networking*. These conversations have been the motivation I've needed on the hard days to keep chasing my dreams with relentless pursuit.

The connections and inspiration that comes from podcasting conversations are amazing, but the truth is that we're doing more than just chatting for an hour each time we speak. We actually are making connections, which leads to more audience engagement, business and SALES!

We've all had to change our strategies in the times of COVID. While huge-group speaking engagements are still not really happening, speaking on podcasts really gives you the space to expand your audience by meeting them where they are--in the car, out for a jog, etc!

SPEAK WITH A HEART TO SERVE

One of the most important things I try to communicate to my clients when it comes to podcasting (and so many other areas!) is to approach every opportunity with a heart to serve. Yes, getting your message out there on others' podcasts benefits you, but showing up to engage with a host and offer value to their audience is the goal!

It can be easy when you're starting out to only look to the *big name podcasters* to invite you on their shows, but some of my best conversations and networking moments have come from sharing my message on podcasts with smaller audiences. I've even landed a two thousand dollar client on a podcast with under fifty reviews.

I'll say it one more time for the people in the back: it's all about building connections and serving an audience. When you take the posture of serving instead of gaining, it allows you to stand out amongst your peers (other guests on any given show), and in turn, actually sell more offers with your authenticity!

Not only am I able to move MY bottom line through these connections, but I'm able to help my host move their margins as well! That is a win win of the benefits of podcasting. Through podcasting I've made some incredible connections that led not only to friendships, but to joint ventures. Whether I was an affiliate for someone else, or they were an affiliate for me, I have been able to link arms with entrepreneurs in a variety of industries. We've been able to be ambassadors for one another's businesses! Now THAT is truly a picture of running a race together and going further together or of a rising tide that lifts all boats.

Not only do I get to develop and promote my message through podcasting, but I'm also able to build connections and establish joint ventures that benefit both my fellow podcaster and me! I carry my brand with me wherever I go, but making those connections that lead to affiliate partnerships (and friendships!) have moved the bottom line for both of us! They get the perk of making money while sharing my products and services with their audience and I get the benefit of reaching more people by having others promote my brand on my behalf.

THE BENEFITS OF PODCASTING: OPENED DOORS AND NEW OPPORTUNITIES

And before I knew it, podcasting opened another door for me to share my message with the world: a book deal!

I've long felt called to share my message about the importance and value of mentorship with the world. It wasn't until I started my podcast that I really saw that message actualize. Through building an audience, and through watching the streams roll in, I was able to prove that there was a demand for the message I wanted to share. These factors eventually led to a book deal, and what has now become my first book *What They Taught Me: Recognizing The Mentors Who Will Take You From Dream To Done*.

These days, publishers are really looking for authors who already have a platform that reaches thousands of people, and while I already had a strong Instagram following, I was really able to promote myself to publishers by counting my podcast engagements as speaking gigs. By appearing on podcasts, it was easy to show publishers that my message was viable and there was a major audience who was craving authentic investment and mentorship in their lives!

And the circle of life continues. While podcasting led to a book deal. The book now allows me to gain more placements on other people's podcasts - thus building more exposure for my brand!

SO, WHY AM I A RAGING FAN OF PODCASTING?

When I first started my business I didn't have a platform or a budget overflowing with advertising dollars. And podcasting allowed me to build a platform and grow my brand so that I could step into my dreams. These speaking gigs have brought me more creativity, connection, collaboration and clout that I could have asked for. That's such a great example of the benefits of podcasting. I know the more you invest in the podcasting game, the more doors will open for you, as well. I love every time I meet someone who says "I found you on a podcast!" because it's just an extra reminder that the time I've spent investing in this platform works.

Podcasting from both sides of the mic has created tremendous growth in my personal and professional life and served as an incredible platform for me to more fully and authentically share my message with a broader audience. I encourage you to think about ways you can gain exposure, build your audience and bring your message to life through podcasting. After all, we each have a unique message to share with the world!

If you're interested in learning more about podcasting, snag my free guide, [8 Ways To Become The Best Guest They've Ever Had](#) or check out Radiant Media [here](#).



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DISCUSSION QUESTIONS

- 1** Have you ever been a guest on a podcast? What was that experience like?
- 2** If you could be a guest on any podcast, which one would it be?
- 3** Have you ever considered hosting a podcast? What would be your content topic?
- 4** What is one way you can make your own online audio content more accessible?
- 5** Challenge: Make a media list of podcasts that would inspire your target audience (read more about this concept from Danielle on [page 2](#)). Craft up a pitch and send it in this week!

RISING TIDE | HONEYBOOK BLOG POST



LAYLEE EMADI SMITH
[How to Pitch Yourself for Speaking Opportunities](#)



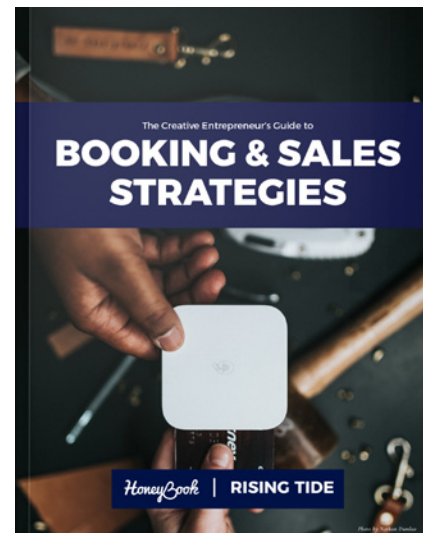
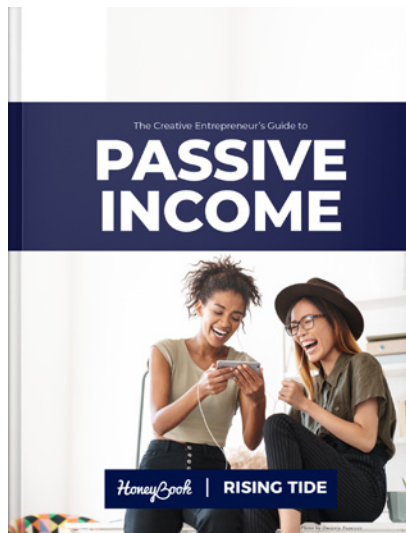
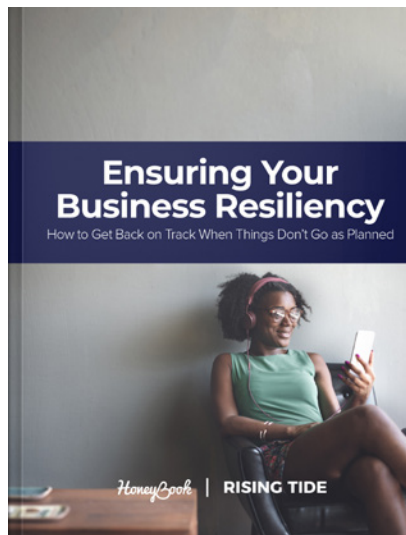
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WHO WE ARE

The [HoneyBook | Rising Tide](#) team believes an empowered creative economy will change the world. By elevating the voices of creatives, sharing their stories, and building a thriving online and offline community, we support creatives in their pursuit of a sustainable livelihood.

Empowerment begins with saving creatives time and money. [HoneyBook](#) helps creative entrepreneurs manage their businesses more efficiently so they can do more of what they love. With [HoneyBook](#), creatives can send brochures, proposals and invoices; create the ideal customer experience; and track payments – all in one place. Equally as important are sharing knowledge and providing support. That's why [Rising Tide](#) is a community and living library of educational resources, including blog content from thought leaders, monthly guides, online summits, and over 400 monthly meet-ups across the world to help creatives succeed in business.

We're also passionate about supporting the communities around us. To date, we've given over \$130,000 to nonprofits including Pencils of Promise, The School Sessions, U.S. Dream Academy, The Birthday Party Project, Thirst Relief and more. We've also partnered with Pencils of Promise to build a school in 2018 funded entirely by community donations through our 2017 RISE Summit.

We believe that magic happens when creatives gather, support one another and are empowered to pursue their passions. We believe in community over competition. We believe in empowering the creative economy to rise together.

Photo by Oliva Reed

