

Recommended “TOP TIPS” List:

[Launching YOUR Podcast]

We get a lot of questions about starting a new podcast.

These are some top tips for how to start your podcast based on Apple's most recent updates.



By the NUMBERS:

70%+ of all Americans listen to podcasts.

70% of all podcasts are listened to via Apple Podcasts.

Only 10% of new podcasts make it to 11 episodes.

Of that 10%... only half will make it to their 100th episode.

BUT... the longer you stay in... the larger the potential rewards.

Here are 4 TOP TIPS to help you to launch YOUR podcast successfully.

TIP 1: Focus on getting them LISTENING

Reviews and Subscribers used to be TWO of the THREE key drivers of growth on Apple.

Now... the **ONE AND ONLY KEY** driver is time spent listening.

- So... the first 60 to 90 seconds to each episode is CRITICAL
 - Don't spend that time on ads
 - Don't spend that time with the same bumper each week
 - Give them a hook... get them interested... THEN bring the bumper and ads

TIP 2: Keep them listening & keep 'em coming back!

- Launch with a short description of the WHAT & WHY of your podcast (3 to 10 min)
- Launch with two to three episodes available immediately
- Post a new episode twice a week for 4 to 8 weeks
- THEN... settle into your normal rhythm

TIP 3: The LOOK Matters

Analytics and A.I. used to select the “New and Notable” on Apple.
NOW... it's done by actual humans... hand selecting podcasts.

The **CRITICAL DRIVERS** are:

- Does your show's thumbnail look good?
- And... are you following the rules:
 - 3000 x 3000 pixels
 - 500 KB
 - RGB Color Tones
 - Can't have Apple products (ipod, iPhone, earphones) in image
 - No other platform logos in image

TIP 4:

Reviews & Subscribers are important but NOT as critical

In the past, the number of reviews and the number of subscribers were KEY. But Apple has realized that some people were able to inflate both, so they've landed on LISTENING as their key driver.

But... **REVIEWS** still help your ideal listener to know they're home. (Plus they feel good.)

- You can still ask for reviews... because people will use them to orient themselves
- Reviews also give credibility... and help to show traction.
- Plus, people love to feel like they're helping... and feel invested in your show... so invite them in and ask for their help.

And... **SUBSCRIPTIONS** still help your listeners to know when there is a new episode... which causes them to LISTEN... which bumps up your ratings. So although, Apple doesn't look at your subscriptions to establish your ratings... your subscriptions will still help you to grow your audience... but more importantly... it will grow your

IMPACT!

MORE ABOUT MITCH MATTHEWS:

Mitch Matthews is a success coach, entrepreneur and best-selling author. He's also the creator of the “DREAM THINK DO” podcast which is now in the top 0.5% of all podcasts around the world.

If you're a thought leader, coach and/or speaker... and you're wanting to impact more people... you can get more great resources at: www.mitchmatthews.com. No matter what though... know we're rooting for you!

BONUS #2:

Mitch's Recommended Equipment List

[Podcasting]:

We get a lot of questions, so we put together this list of my favorite equipment. These are my personal preferences and I don't get paid for these recommendations.

Microphone:

You can start with something simple like a Blue "Snowball" - [Click here](#)

I recommend an Audio Technica ATR 2500 - USB Mic (with a boom and a pop filter) - [Click here](#)

NOTE: Be sure to use headphones with your mic so you eliminate outside noise.

Camera:

STEP 1: As you're getting started... keep things simple and use your computer's webcam.

STEP 2: When you're ready... move up to a HD webcam.
Something by Logitech won't let you down - [Click here](#)

STEP 3: if you want to take the look of your show to the next level... step up to a DSLR.

DSLR Camera:

Again... It's not required... but if you want to move to a DSLR set up, this is what I use:

Camera: Sony Alpha a 6000 series - [Click here](#)

NOTE: To get that "depth of field" look... you'll want about 8 to 11' of space behind you.

Link: CAM LINK - [Click here](#)

NOTE: This is the thingy-ma-diddy, so your DSLR camera can talk to your computer.

Cable: This cable connects your camera to the CAM LINK - [Click here](#)

Dummy Battery Kit: This allows your camera to work continuously - [Click here](#)

Boom: I recommend your camera sits on this - [Click here](#)

NOTE: This will allow your camera to be at any height you need and it won't take up valuable desk space. Plus, it looks pretty bad ass. :)

Light: You'll also need a good ring light. This will make you look great AND it will make it easier for the camera to achieve that depth of field look. [Click here](#) for a BUNCH of ring lights options!

NOTE: I also recommend putting it on a boom stand so it can move with you.

BONUS #3:

Mitch's LAUNCH TEAM CHECK LIST:

What is a Launch Team?

A podcast launch team is a group of people who will help you promote your podcast during the first few weeks of your launch. This can be made up of family, friends, and work colleagues. Basically... it's anyone who wants to help tell the world about your show! A launch team is a critical element for you and your show's growth. (Plus, it makes things a lot more fun too!) Once you've gathered a group who want to be a part of your launch team, you want to prep them in a few ways.

Subscribe + Download + Listen

One major task for your launch team will be to subscribe+download+listen to your podcast. That's right. It's a combination of all three. Encourage your crew to SUBSCRIBE. Then, have them download and listen to all the episodes that are available. This will greatly increase your chance of being featured on Apple's New and Noteworthy page.

Rate + Review

Rating and reviewing your show is another great engagement booster! Your launch team's rating and reviews will appear on your podcast's page which really helps to boost the credibility of the show to prospective listeners. Having a great rating will set your podcast up for success!

Share

Sharing your launch on social media is a super important task for your launch team.

Your team can share links to your podcast page via all platforms of social media. Their personal endorsement will encourage their own followers to check out your show. You can encourage them to share about a few days leading up to your launch as well as in your first two weeks of going LIVE! Providing your launch team with materials like images, graphics, or other promotional tools can help their posts bring more attention to your show. You may even offer a few sample posts to make sharing about the show easier.

"Word of mouth" promotion and authentic enthusiasm for the show tends to be the most effective form of advertising, so be sure to lean on your launch team's influence.

Encourage + Reward

Keep your Launch Team inspired by offering fun updates and graphics and copy for the week leading up to your launch as well as your first two weeks! That will help to keep them engaged.

Also, you can offer incentives like SWAG by randomly selecting people who share about the show. You can also offer to do a AMA Zoom call after your launch so people can ask you questions about the show, your content, your journey and/or the adventures of launching a podcast!