



5 Ways Podcasts Can Grow Your Business

Practical Benefits for
Entrepreneurs and
Small Business Owners

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1

Increased Credibility

Having your own podcast gives you instant credibility with your audience. You then build upon it by creating compelling content that educates and entertains.

- Include your photo on artwork
- Choose timely, relevant topics
- Give free downloads and handouts
- Release content consistently

2

Expand Your Reach

People learn in different ways. By creating a podcast, you are introducing yourself to a whole new audience who have never seen or heard from you before.

- Repurpose your podcast content
- Guest appearances on podcasts
- Promote podcast on website/social
- Join podcast communities/groups

3

Connect More Deeply

Listeners connect with podcasts on a deeper, more personal level. Through earbuds, you are literally inside their head. You have a captive audience.

- Always be honest and truthful
- Share your personal stories
- Get your audience involved
- Respond to questions/comments

4

Peer Collaboration

Inviting fellow peers and thought leaders on your podcast is a great way to collaborate and grow your audience. This could also lead to other business opportunities.

- Create recurring expert segments
- Swap podcast audio promos
- Become affiliates for each other
- Collaborate on other projects

5

Built-In Promotion

People who listen to your podcast already like you, or they wouldn't be listening to you. And they would likely be interested in other things you offer.

- Promote your courses/webinars
- Grow your social media
- Mention in-person events
- Sell other products and services



Need Some Help?

If you're ready to take the next step and start your podcast- I'd love to be your coach!

I have free podcast courses, videos, and handouts available through my website.

Want to make money through advertising?
Learn how we can partner together!

Sunny