

A woman with dark, curly hair is shown from the chest up, looking down at a script she is holding. She is speaking into a professional microphone with a blue pop filter. The background is a bright, out-of-focus indoor setting.

6 HUGE MONEY MISTAKES PODCASTERS MAKE

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"You should start a podcast."

Sound familiar? Perhaps someone said that to you. Maybe a similar comment lead you to our website.

But here's the harsh reality...

Most podcasters are producing shows without really planning things out. And because of that, they're wasting a ton of time and money.

.... and they're podfading fast.

There are currently more than two million podcasts available online with 2,000 new shows being created each week.

Sometimes the key to winning is simply a story of survival.

And now you have the clear advantage.



NOT CREATING A SHOW FORMAT #1

You'd be amazed by how many people just start recording their first episode without really thinking about their show format. This is a major mistake. Think about the overall flow of each episode and make sure it's both entertaining and informative. Start by listening to other podcasts to see what you like (and don't like) from a listener's perspective. Consider using different segments in your show to help keep people's attention.



NOT DELEGATING RESPONSIBILITY #2

Don't do everything yourself. It takes a lot of work to produce a podcast. And you shouldn't be expected to know how to do everything perfectly. Create a budget for your podcast, then hire amazing professionals to produce your graphics and edit your show. Delegate more work as your budget allows. This allows you to focus more on content, so you can grow your audience.

NOT STICKING TO A SCHEDULE #3

Podcasts that don't follow a schedule become unpredictable to listeners, and it usually leads to lots of unsubscribes. Whether you're releasing your podcast in seasons or more frequently, it's important to identify this in advance and to create a release schedule that's realistic and consistent, so your audience knows what to expect.





NOT CONVERTING TO DYNAMIC ADS #4

Forget about baked-in ads. Format your podcast for dynamic insertion from the very beginning. Dynamic insertion allows you to drop a promo or ad in your episode and take it out any time you want. Smart podcasters use dynamic insertion to make more money with their entire library of content, and to release important announcements that are easily distributed across all their episodes with a single click.

NOT PROMOTING MORE OFTEN #5

Spend more time promoting your episode than you do producing it. Most podcasters don't do this. The old phrase, "if you build it, they will come" is not true in podcasting. Work with an expert to create a promotional plan that's specific to your show. And it's not just about picking the right social media channels. It's more about identifying your audience and being highly visible wherever they're hanging out. And providing them with amazing content, of course!



NOT JOINING A COMMUNITY #6

Don't podcast alone. Why? Because you're going to make more mistakes and because it's.... well, lonely. Find your podcasting community. Search for podcasting groups on your favorite social media sites, consider joining a podcast network, and meet real podcasters face-to-face at meet-ups, conventions and expos. Share ideas, collaborate and learn from one another. Because the truth is, no matter how big podcasting gets, we'll always be stronger together.



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COURSES**
AND OTHER RESOURCES



Start your podcast today!

INDEPENDENTPODCAST.NETWORK/GROW