Tips for Creating a Podcast Promo

What is a podcast promo?
A podcast promo is an audio or video clip that promotes your podcast
and encourages people to take some sort of action.

How long should your promo be?
Most podcast promos are between 30
seconds and one minute. Keep it short
and sweet and leave your audience
wanting more so they listen or watch
your show!

What should your promo include?
- Say the name of your podcast
- Explain what your show is about
- Tell them why they should listen
- Include where they can listen
- Give one call-to-action

*A call-to-action is something you ask the audience to do. For example, you could
ask them to follow your podcast, subscribe to your newsletter, or visit your website.
It's important to include only ONE call-to-action in your podcast promo.*

Important tip!
Adding music and sound effects to your promo is a great way
to grab the audience's attention and get them interested in
your show! Click here to listen to a sample!

How can you use your podcast promo?

✓ When launching your podcast, you can create a promo first to submit to
podcast directories. This ensures your podcast is available when you debut.

✓ Add your promo to the beginning of your RSS feed, so it appears before your
first episode. To do this, post-date the episode prior to the first episode.

✓ Buy ad space on popular podcasts with a similar demographic. To save some
money, trade promos with podcasts and cross-promote each other.