

GET YOUR FIRST 1000 PODCAST LISTENERS



Have you ever wondered..

Who even listens to podcasts? People prefer watching videos, so how am I going to get any listeners when there are none anyways?

People who consume podcast content follow only celebrities and famous creators, how will they find me?

We hear you, our dearest side hustler who is interested in creating podcasts but not sure how you're going to get an audience, we hear you!

Not only are we good listeners (and predictors of what's going on in your mind) but also your good friend.

And as your good friend who has a little knowledge of growing podcasts, we are here to share everything we know that can help you become a podcaster that people consider listening to.

Read, learn, and implement what we are about to share here, and say Hi to your podcast listeners for us.



Part 1:

Creating Pleasing Content is a Part of Marketing



The race of attracting listeners starts even before you make your content public.

You need to create content that can attract listeners then only you will be able to market your content better and get better engagement and an audience that keeps coming back.



PLAN EVERYTHING BEFOREHAND

Even before you start creating content, you need to plan everything out.

The audience you plan to target, the niche you are interested in, the type of podcasts you will be creating, how you intend to market your podcasts, what you expect, and how you plan to expand (if you do) in the future.

Write everything down and create a detailed business plan. Yes, podcasting should not just be your hobby, if you intend to earn and grow, treat it like your business. You will have to consistently invest your time and energy into it, then only you can expect to see results.



PRODUCE QUALITY CONTENT

Gone are the days when you could start by recording on your phone and get better equipment with time.

Now, given the competition, you need to start with quality content or you can bid goodbye to the idea of getting listeners in a short span of time.

No, you don't need to invest in the most expensive equipment available out there that these highly paid podcasters are using, something within your budget that can promise the quality is all you need.

But yes, you will have to invest in a quality microphone so that you can create high-quality content right from the beginning.

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CONDUCT INTENSE RESEARCH

Unfortunately talking about everything and anything that you feel like may not be the right approach for you.

Pick up a few topics that you are passionate about and select a specific niche that you feel you can cover without getting bored and hold the most information about. That is your niche.

It's time to research what is trending in that niche and how other podcasters are creating content in that niche. You will either get inspired or find something that has not yet been covered. Either way, you will get content ideas, and note them down.

Conduct detailed research on the queries and the content demand from the audience that is interested in your niche. Google trends, keyword research, and "answerthepublic" can help you here.



TARGET A SPECIFIC AUDIENCE

Creating content for a specific audience can prove to be more profitable than creating generic content that everyone can consume.

You may think the bigger the target audience, the more listeners you can get, but it is not true. The generic content is already covered and you may not be able to stand out from the crowd or provide anything new every single time.

But when you target a specific audience you are connecting with a very small group and that group may not be targeted a lot.

For instance, instead of targeting women, if you target working moms you are setting yourself up for success right from the start.

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COVER TOPICS THAT ARE IN DEMAND

Just because you are starting, you don't have to produce evergreen content.

If you are yet to create a brand image, you can target any topic under your niche that is in demand and start with it. Keep following the trends, keep creating content that is in demand and it won't take a lot of time to gain traction.

However, covering something that is in demand or trend does not mean you need to follow other creators and do something similar to what they are doing. You need to stand out while following trends. You need to create your image and use your unique style to do that.



START WITH AUDIENCE-CENTRIC CONTENT

Create content that your audience wants, even if you don't have an audience yet.

Your target audience must have certain doubts, pain points, and areas where they look for help all the time but are still not able to find solutions, provide them solutions for that.

Instead of making content that talks about you, your experience, intentions, and expertise, talk about your audience. Let your audience know that your content is for them by giving them the information that they are looking for.



AVOID BEATING AROUND THE BUSH

Don't try to make your content attractive by talking about things that are irrelevant to the title. People click on a title to get information related to it the sooner you start providing it, the better for you.

Nobody is free enough to listen to someone speaking about something that they didn't subscribe to. So, stay true to your title and provide information that is relevant and promised, directly.

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KEEP YOUR INTRODUCTION SHORT

When you are just starting, nobody knows you and, it may sound rude, but they aren't much interested in learning how your day or week was. Of course, that doesn't mean you won't introduce yourself but keep it short so that they can get the information they came for as soon as possible.

A lot of people make this mistake. They start talking about themselves and don't shut up. "I went here with my boyfriend for the weekend and it was amazing, we did this and that, and whatnot" well, unless you have a huge audience who is interested in your personal life, this is something that people are not usually looking for.



KEEP YOUR SENTENCES SHORT AND CRISP

It's not just about writing, even when you are talking, using long sentences can confuse your audience. Worse, you can go off track and start talking about something that may seem relevant while you are recording but make the least sense when it reaches your audience.

Short and crisp sentences will keep your audience attentive. If you start getting into irrelevant details or use long sentences, your audience will lose interest and miss a point or two which will push them into switching to other creators.



USE A FRIENDLY SPEAKING STYLE

Your voice matters. The way you speak matters. That, after your content, is going to hold your audience's attention.

Your podcasts should feel like you are talking to your audience, giving them the information they need in a language they understand.

Nothing fancy, no pressure just a normal conversation between you and your audience about a topic you are passionate about and they need help with.

Part 2:

Stepping Into Actual Marketing



Enough about content creation, you know the drill, you recorded some really good episodes, edited them, and now you are ready to publish or have already published and are looking forward to getting a few listens, to begin with.

Let's get into marketing and promotions now, shall we?



YOUR FRIENDS WILL BE YOUR FIRST LISTENERS

To begin with, your friends and family can be your first listeners and promoters. Yes, a lot of you believe you don't have friends and you don't want to share your podcast with your family, don't worry we've got you covered.

What about the strangers you text online? Instagram friends, Twitter friends, maybe Facebook? We all share memes with people online, call them friends or acquaintances, they can be your first listeners.



USE SOCIAL MEDIA EFFECTIVELY

You share tons of content on your Instagram and Twitter, don't you? Well, it's time to share your content online.

- Add the link to your podcast in your bio on all social media platforms.
- Post stories and spread the word about your content on Twitter and LinkedIn (if that is something you can do).
- Create attractive graphics and infographics and post them on your Instagram.
- Consider sharing the same graphics on Pinterest as well.

This brings us to our next point.

Part 2:

Stepping Into Actual Marketing



CREATE ATTRACTIVE COVERS AND POSTS

Create graphics that are both attractive and informative. You can add pointers about the things you shall be talking about in your podcast.

Give something that can attract more people. Do your thing, research, and come up with ideas that can make your content unique and attractive to your target audience.



OPTIMISE EPISODE NAME & SHOW NOTES

Ever Heard about SEO? Search Engine Optimisation. Well, that is going to play a role here. For anything related to online marketing, consider SEO a part of it.

How you optimize content according to the SEO is by adding certain keywords that can make your content more searchable.

What you can do is, optimize the name or title of the episode by adding the keyword or phrase. And in the description, better known as show notes, add primary and secondary keywords along with putting information that will make your target audience listen to your podcast.



WRITING YOUR PODCAST AS BLOGS HELPS

Just like people who can't watch videos and prefer listening to podcasts, and people who can't listen to podcasts choose to read.

How is that going to help your podcast? Well, you can write blogs about your podcast and earn money through your blog, or instead of sharing the whole thing in your blog, you can give your readers a glimpse into the podcast and ask them to listen to it for the whole thing. Either way, you are getting an audience and money. So, it's a win-win.

Part 2:

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LEVERAGE FACEBOOK GROUPS

There are engagement groups on almost every social media platform and for every content creator out there. Facebook works best when it comes to engagement groups. You can find groups for podcasters and share your content there.

How this works is, that you share your content, group members check your content out, and in return expect you to engage with their content.

You can even make your own group and start supporting new content creators but that can be a little hectic for you. So, just join active groups and share your podcast links in each one of them. Engage with others so that they know who you are and consider checking out your links.



ANSWER RELEVANT QUORA QUESTIONS

Quora is nothing less than a marketing platform. You find questions on quora that your podcast answers. Share your opinion and add the link to the episode that will help the individual.

Answer questions and don't stuff the link, share only where it adds value. You will get a better audience that way. An audience that will look forward to checking your content and sticking around.



CREATE 15 SECONDS SOUNDBITES

Soundcloud is YouTube for music. The traffic it has is crazy and can help you attract an audience to your podcast.

Create a snippet or soundbite that gives a glimpse into your podcast and share it on Soundcloud. That way you will be directing traffic from the different platforms toward your podcast by simply offering them something they are interested in.

Part 2:

Stepping Into Actual Marketing



INVITE GUESTS WITH A FOLLOWING

It may be slightly difficult for a total beginner but it's not impossible. You don't have to interview extremely famous people, start with interviewing people who have an active audience, it doesn't have to be large. You can find someone within your niche, like maybe some fitness fiend, nutritionist, author, successful freelancer, or someone who did something that can be inspirational for your audience.

Reach out to them and ask if they would consider getting interviewed for your podcast. It is highly unlikely that they would say no, especially when they too are looking for a little publicity and attention.

Ask them to give you a shout-out as well. That way you both will get exposed to each other's audience and gain attention.



START AN EMAIL NEWSLETTER

Email marketing is one of the most effective ways to reach out to your audience. Yes, even if you don't already have an audience, you can create an email list for yourself and market or promote your podcast episodes through your newsletters.

One of the easiest ways of getting the email addresses of interested people or your target audience is by offering something for free like an ebook, a masterclass, or any useful resource; for which they will have to give you their email addresses.

With this, you can make an email list and reach out to your potential listeners.



CONSIDER SHOOTING A VIDEO VERSION

You can always turn your podcast into YouTube videos- all you have to do is record yourself while recording your podcast. This way you will become a podcaster as well as a YouTuber. And small 15 second clips from it can be used for Reels and Shorts for massive reach.

Part 2:

Stepping Into Actual Marketing



HOST GIVEAWAYS

Hosting giveaways can get you subscribers. If you have a strong audience on Instagram, host a giveaway for which the participants will have to subscribe to your podcast and share it with their friends.

It is ethical to conduct contests and host giveaways on other platforms to build an audience. Don't think otherwise and take advantage of this marketing strategy.

You don't have to give away something extremely expensive. Something meaningful, valuable in other sense, and profitable for your audience will do.



CONSIDER RUNNING OPTIMISED PAID ADS

You can run ads for your podcast. Learn a little about running ads online on different platforms like Facebook, YouTube, Instagram, Reddit, and Twitter, and create an ad that is well-optimized to target the right users based on their demographics, location, and interests. You can even take help from a freelance marketer or an agency but that may be a little expensive. Learning about the basics through free and paid online courses and running ads by yourself might be a more viable option for you as a beginner.



LEVERAGE REELS

Reels on Instagram are getting views pretty easily. No matter how much people find it cringe-worthy, they are consuming that content and making reels out of the videos you create for YouTube, or simply making reels promoting your Podcast can help you reach out to a bigger audience than your Instagram audience as well.

Basically, using every platform and feature in your favor, without judging yourself is one way you can increase your audience both on the said platform and on your podcast.

Parting Words For You..

If you still think you won't get any listeners just because you are new to this, we suggest giving it a chance. Because if this is your calling, if you feel like starting a podcast, this must work out for you. We work harder on something we are passionate about and if this is something you are passionate about, you will make this work. Believe us, believe in yourself too.

Growing on a podcast is not impossible, maybe slightly difficult from Instagram and YouTube. People listen to podcasts and they will come across yours too if you start and choose the right marketing strategies. If you keep posting consistently and be open to promoting your content on other platforms.

If you still need help, we understand. We suggest taking a course on podcasting and learning from the beginning. Hustlepost Academy has a course on how to launch your own podcast that will give you a roadmap of what you need to do in order to be successful in this field.



Want our help to start & grow your podcast?

You can always choose to start something and learn through your mistakes but when you have less time and more competition in the field, it is better to learn first and then try things out. It saves you time and keeps you motivated for comparatively longer.

Starting a podcast can be a profitable decision as it can get you money.

We suggest starting with learning the basics and technicalities of podcasting from a professional so that you know how exactly it is going to work out for you.

Here's everything that will be covered in this course:

Module 1

The first module introduces you to the how and why of podcasting.

- ✓ Introduction to Podcasting + Amazing Facts
- ✓ Why Should you Start a Podcast
- ✓ 5 Step System for Starting your own Podcast

Module 2

In the second module, we provide you with the information you need to set up your podcast.

- ✓ Naming your Podcast & Choosing the Category
- ✓ Creating your Magnetic Artwork & Description
- ✓ Choosing your Podcast Hosting Service

Module 3

The third module is all about the basics of recording and creating effective content.

- ✓ Podcast Recording Basics + Podcasting Gear
- ✓ Creating your Podcast Intro & Outro
- ✓ Editing your Podcast Episodes: Tutorial

Module 4

In the fourth module, we touch on the marketing and optimisation part of podcasting for better reach.

- ✓ Naming your Podcast Episodes
- ✓ Creating SEO-Friendly Podcast Show Notes
- ✓ Distributing your Podcast On Spotify, iTunes, etc.

Module 5

In the fifth module, you will learn how to invite guests and promote your podcast.

- ✓ Inviting Popular Guests for your Podcast
- ✓ Tracking the Performance of your Podcast: Analytics
- ✓ 6 Strategies to Promote your Podcast

Module 6

In the final module, we provide email templates required for podcast monetisation.

- ✓ Monetizing your Podcast
- ✓ Brand Outreach for Podcast Sponsorship
- ✓ Email Templates + Brand Kit Templates for Outreach

About Hustlepost Academy-

Hustlepost Academy is an online school designed to help you escape a career that doesn't feel exciting. If making money through something you like, online, with no restrictions sounds like your thing, Hustlepost Academy has a lot to offer.

It is easy to say that you would want to make a career out of your hobby but when it comes to actualising that dream, the lack of information often pulls you down and pushes you back to the beaten path of doing the work you don't really like.

We aim to put an end to that cycle. Here at Hustlepost Academy, we offer courses that will provide you with the information you need to convert your hobby into side hustles and your dreams into reality in no time.

We have over 7000 students inside the academy at the moment, many of whom have built massively profitable side hustles as freelancers, coaches, product creators, content creators, and more.

You can be one of them.

[JOIN TODAY.](#)



