

LESSON ONE  
THE GROWTH UNIVERSITY

# Business Growth Through Podcasting.



# LESSON ONE

1 - YOU SHOULD START PODCASTING AND HERE'S WHY

2 - DISCOVER YOUR NICHE

3 - UNDERSTAND THE DIFFERENT FORMATS

4 - FIND YOUR GROOVE / STYLE





**READY** *to be* **REAL**  
BY SÍLE SEOIGE

**STRAIGHT  
TALKING**

WITH

**SIÂN  
HORN**

**A PROVEN  
TRACK RECORD...**



**Dr. Doireann's**  
Podcast

*My Yellow Couch*  
PODCAST



**CONTENT  
IS KING**



# ***“How Many Podcasts Are There?”***

**As of 2021, there are over two million podcasts and more than 48 million podcast episodes (Podcast Insights, 2021). This is pretty startling growth, considering there were just over 500,000 active podcasts from just three years ago in 2018**





# WHY?

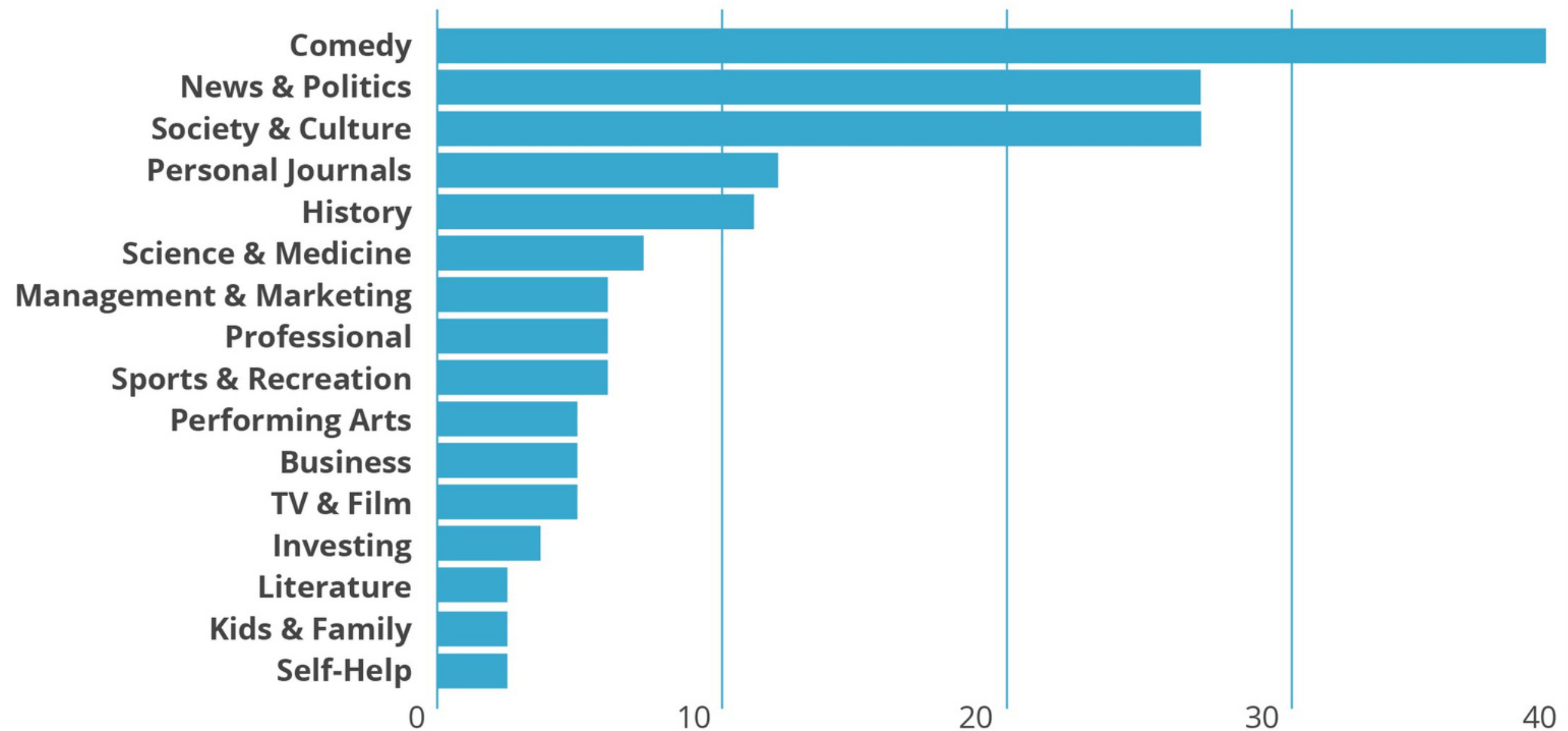
Statistics show that **54%** of podcast listeners are much more likely to consider buying from a brand after hearing its advertisement on a podcast (eMarketer, 2019).

The majority of podcast listeners (43 percent) discover new shows by asking around on social media, online community or recommendations from a friend. This is followed by consulting people they know who have the same interests and browsing through their podcast app's directory. If these podcast statistics still aren't convincing enough, how's this: podcast listeners are more likely to follow brands on their social media sites also.



# WHAT'S YOUR NICHE?

## Apple Podcasts - Top 200 Podcasts by Primary Genre





# DISCOVERING YOUR YOUR NICHE?

1 - PICK A SUBJECT YOU WANT TO TALK ABOUT!

2 - PLAY TO YOUR STRENGTH!

3 - MAKE IT NICHE!





# WHAT'S YOUR NICHE?

## A LIST OF 15 UNTAPPED PODCAST IDEAS

1. THE OUTDOORS
2. SAILING
3. WELDING, METALWORK OR WOODWORK
4. ANIMALS
5. CRAFTING & DIY
6. MUSICAL INSTRUMENTS
7. HOUSE FLIPPING
8. PODCASTING
9. WEDDING & EVENT PLANNING
10. 3D PRINTING
11. STORM CHASING
12. CAVING, ROCK CLIMBING, RAPPELLING
13. TINY HOMES
14. URBAN FARMING
15. BOOK SUMMARIES / REVIEWS





# PODCAST FORMATS

## Top Podcast Formats

### MONOLOGUE



- Great option for solo podcasters
- Effective way to share expertise

### MULTI-HOST



- Conversational, informal style featuring more than one host

### INTERVIEW



- Guided conversation with guest
- Allows for a variety of opinions

### ROUND TABLE



- Group conversations with more than one guest
- Usually long-form style

### NARRATIVE



- Combines monologue + narrative
- Tells a story (ex: Serial)

### DOCUMENTARY



- Similar to narrative with behind-the-scenes element
- Heavy production



# FIND YOUR STYLE

## QUESTIONS TO ASK YOURSELF

WHAT'S MY WHY?

What do you want to accomplish  
with your podcast?



WHAT'S MY SKILLSET?

What can you speak about  
with confidence?



WHO'S MY AUDIENCE?

What demographic will be  
interested in your topic?



WHAT SETS ME APART?

What unique angle does  
your show offer?





# NEXT LESSON

- What Equipment & Software Should You use?
- What platform should you use to get your RSS Feed?
- Where should you put your podcast once it's finished?
  - How to launch your podcast?
  - Who should be on my podcast?





**THANK YOU**



ADD ME:

@iamjaywoodard

@Ad32Agency