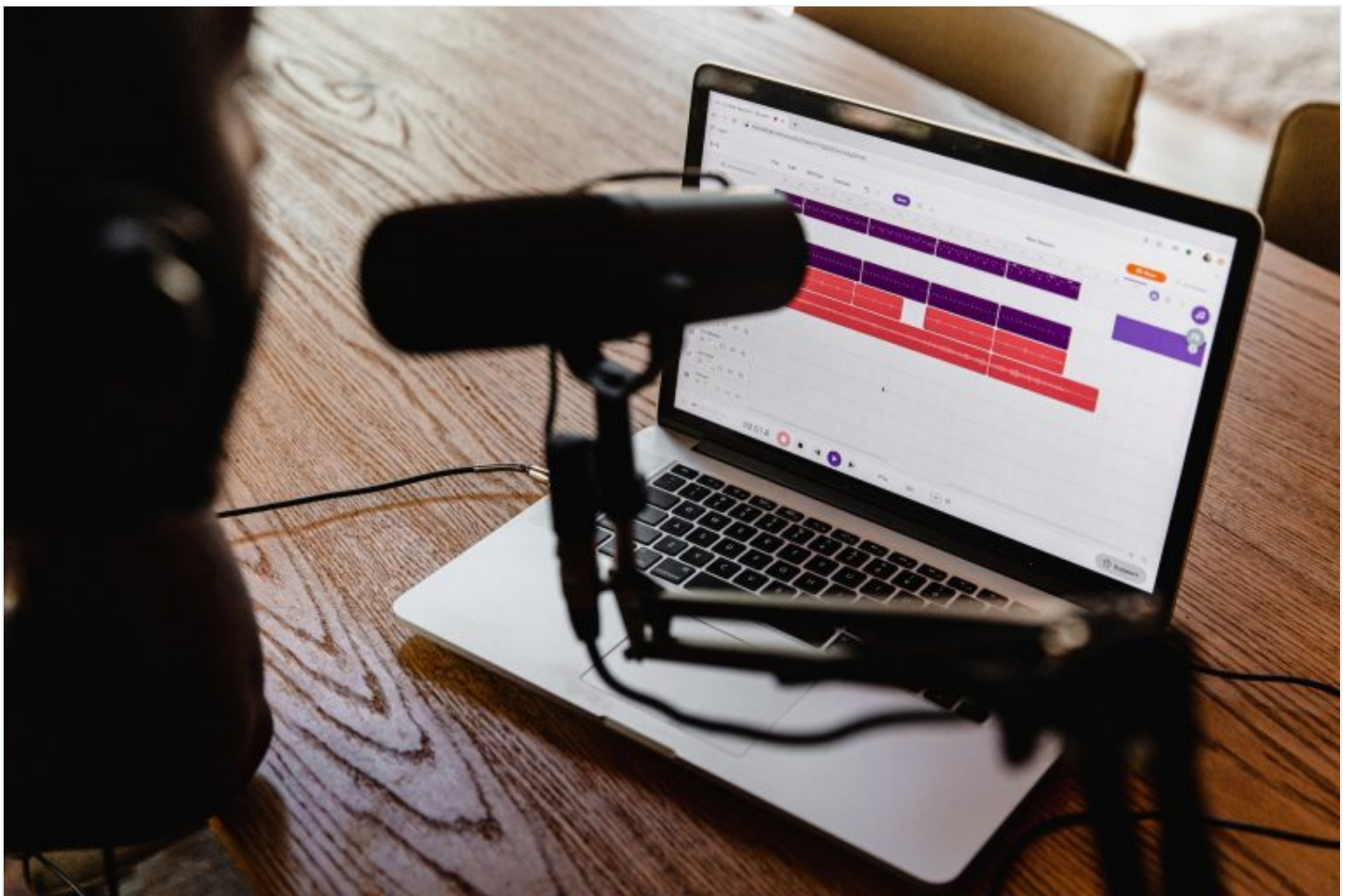


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podcast.

Becky Livingston • Nov. 02, 2022



Have you ever considered the amount of time you've spent giving the same advice to people? What if you could capture that in a "bottle" and repurpose it? You can in a podcast.

What is a podcast?

A podcast is an audio-only episodic series that features one or more hosts talking about a particular topic. No video is needed, unless you want it. That alone may

make you more inclined to leverage this technology.

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The beauty of a podcast is that you don't have to do all the talking. You can invite guest speakers to share their insight and knowledge about a topic, trend, case study, and more. Here are some ideas to help you create a list of topics.

- Industry trends
- News topics
- Common questions clients ask
- Pain points within an industry
- Client experiences
- Best practices
- Summary about a new regulation

The list goes on and on. It's only limited by your imagination.

How do I start a podcast?

[Forbes](#) crafted a five-step process for starting a podcast. Though the steps seem pretty simple, they go into a good amount of detail about each of these steps in their post.

1. Define your niche or topics.
2. Build your brand and online presence by naming your podcast.
3. Source recording equipment and editing software.
4. Record and edit the first podcast.
5. Promote the podcast.

Do I need special podcast software?

Generally, no. But if you want a quality podcast, the answer is yes. Fortunately, there is [podcast software](#) available. In a recent forum, several Association for Accounting

Marketing members claimed Riverside.fm, Branch Out, Squadcast, Zoom, Zencaster,

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Is it just another time suck?

It might feel like this is just another task on your already overflowing to-do list. And it will feel that way if you go into it without a strategy. To maximize your effort, I recommend posting the script on your blog with a link to the podcast.

[Slam Agency](#) writes that less than 20 percent of podcasts last longer than one year. What can you do to avoid failing at this initiative?

- Stay focused on connecting your brand's purpose to your client's purpose. If it's irrelevant, failure will ensue.
- Create a good-quality recording. Keep in mind, you're just getting started, so interview successful podcasters to find out what you should be doing.
- Keep consistent. Podcasts take time, preparation, and consistency.
- Plan to distribute your podcast where your customers are so they can find it easily.

10 Tips for Success

[Riverside.fm](#) shared over 20 podcast tips for success, including these ten favorites:

1. Start with the what. What is it about. How to get the message across. Why it matters.
2. Think about the how, including style, structure, and tone.
3. Ask yourself why you're doing this? Think beyond a side hustle or sponsorship dollars. Rather, define a deeper goal or purpose.
4. Know your target audience, including their age, business interests, job level, geography, and goals.
5. Define the value you provide to your audience's lives.
6. Decide how long each episode should be.

7. Organize your workflow, including outline, research, booking guest speakers,

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can't be wrong.

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