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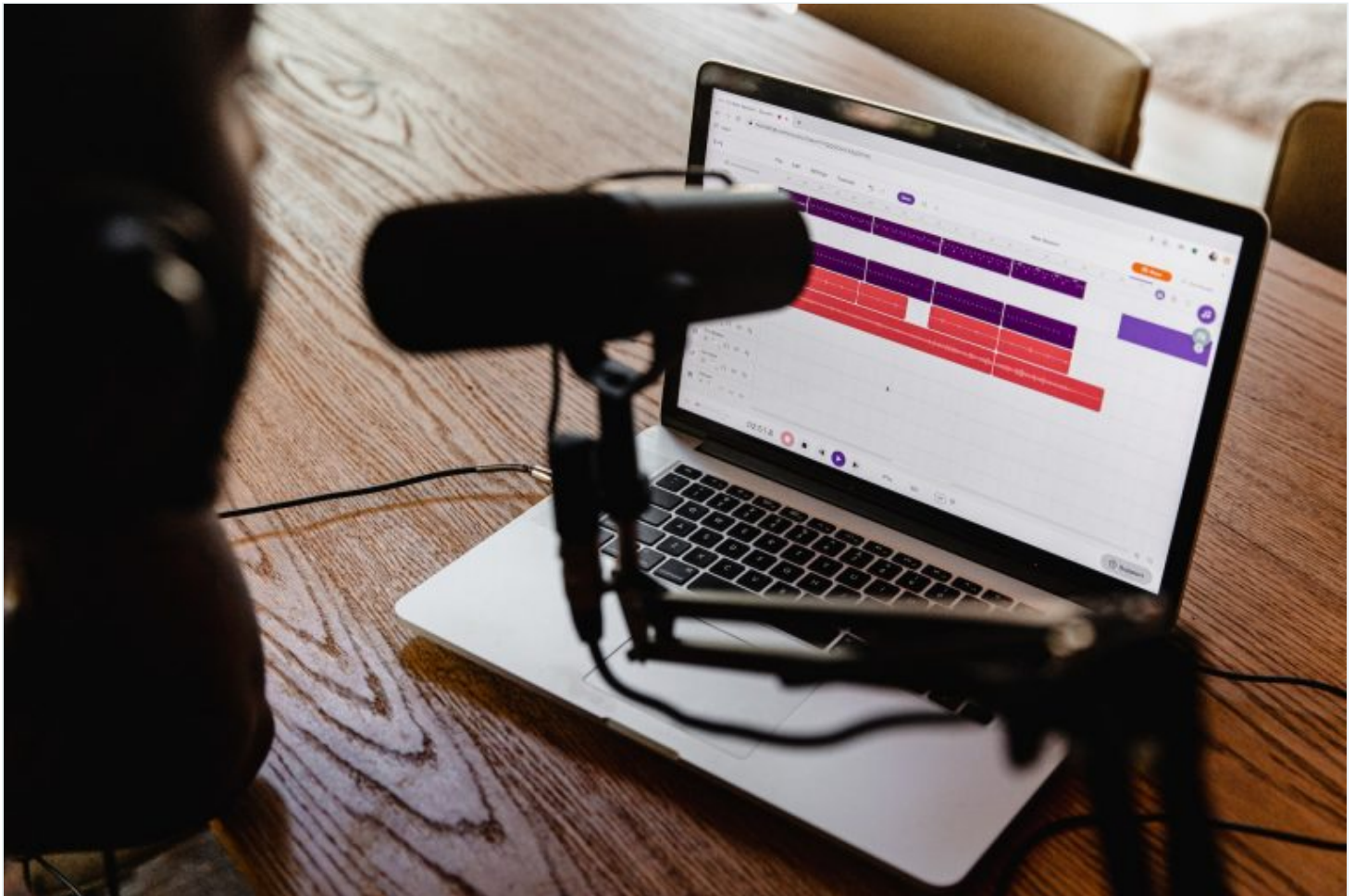
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FIRM MANAGEMENT

Is Podcasting Right for Your Firm?

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.

Becky Livingston • Nov. 02, 2022



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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.

Why would I start a podcast?

There are a lot of reasons to start a podcast. The main reasons are to share information, generate brand awareness, build credibility as an expert in your industry niche, and increase your network reach.

What would I talk about?

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, and Anchor were among their favorites.

Is anyone else doing this?

Conducting a quick search on Google using “accounting firm podcasts,” I was able to find 51 accounting-related podcasts with titles like Pulse of the Practice, Sons of CPAs, Blood Sweat & Balance Sheets, The Abundant Accounting, Taxgirl Podcast, and more. Search to see what’s out there; maybe you listen to a few of them already.

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, recording, editing, and uploading.
8. Stick to a consistent release schedule.
9. Find guests you're really interested in speaking with (and people your audience will enjoy).
0. Produce in batches to save time, increase efficiency, and avoid missing scheduling dates.

If you want to launch a podcast, work with a skilled podcast agency or marketing professional to help you launch the initiative. After all, **424 million** podcast listeners can't be wrong.

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