

A woman with blonde hair, wearing a light-colored sleeveless top and a gold necklace, is holding a silver Blue Yeti microphone. The microphone has a mesh grille and the 'Blue' logo. The background is a plain, light color.

Podcasting Beginner's Guidebook

Podcast Starter Kit

Contents

- Why start a podcast
- Getting started
- How to choose a great podcast name
- Free Podcast Software
- Recording your first episode
- Talking to other people on your podcast
- Distributing your podcast
- Sharing your podcast and growing your audience
- How to keep people listening
- How to grow your podcast audience
- Steps to create a Podcast Trailer
- Track your stats
- Improve your storytelling with songs
- Pitching your podcast to press
- Creating your podcast press kit
- Creating your podcast cover



Why start a podcast?

- You have a story to tell, and audio is an intimate, relatable way to tell it.
- Listeners feel connected to the podcasts they listen to, and to the people on them.
- It's really fun - and so rewarding to hear that people love listening to your podcast.
- Nearly 70 million Americans listen to podcasts every month, and that number is going up.

You've probably noticed that making podcasts is becoming more popular, too. It used to be that you needed an expensive microphone, deep technical knowledge, and lots of time.

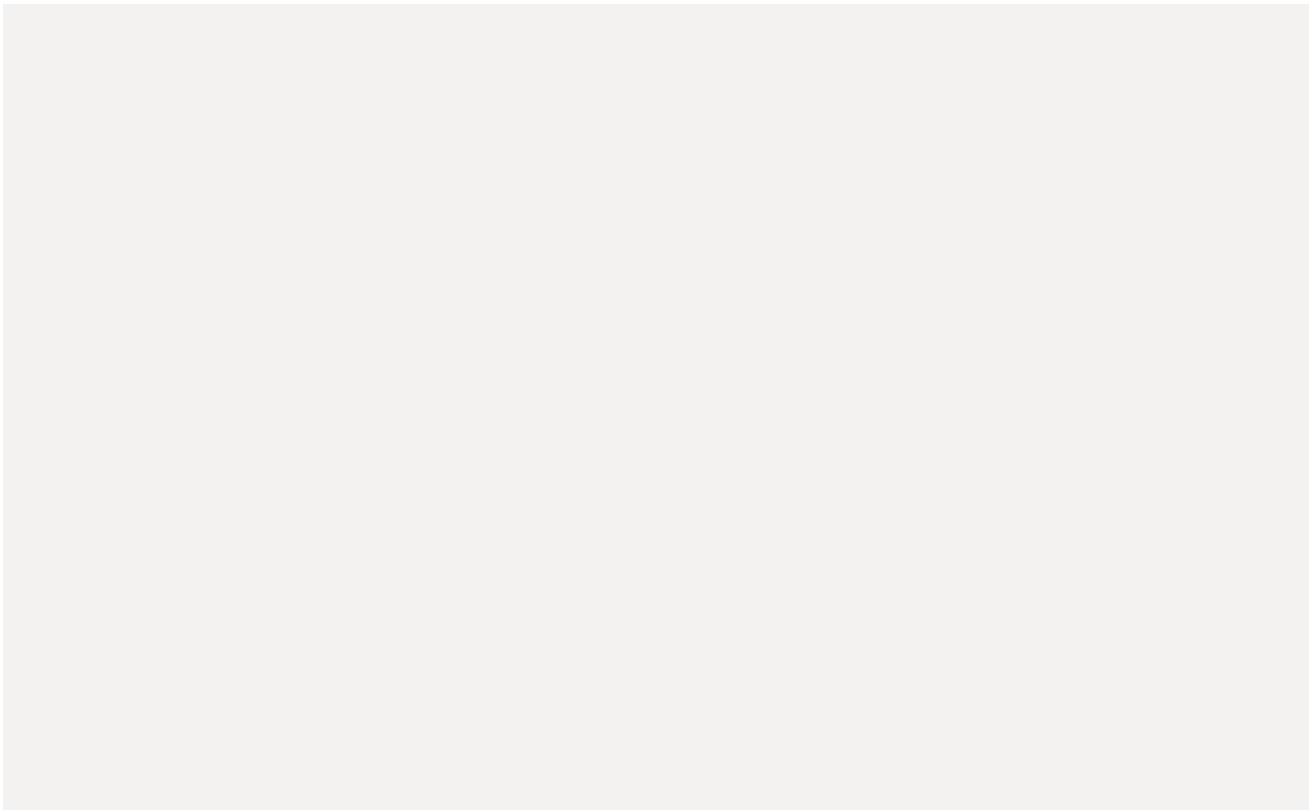
Now that everyone's got a great microphone in their pocket, it's possible for anyone to create compelling audio from anywhere.

Getting started

There's one question to ask when you start a podcast: what's your show about? You don't necessarily need to be an expert on the subject you choose. But it should be something you're genuinely interested in, and something you like talking about.

Think about how you'll format your show. Will it be co-hosted? Will you interview guests? Maybe you'll gather sound from around your neighborhood, or take questions from listeners. Finding the right format for your show is finding the best way to tell your story. Keep in mind that you're not committing to the same format forever, but settling on one to start with can take away a lot of the guesswork and let you focus on getting your podcast going.

Jot down your Podcast ideas:



How to choose a great podcast name

Naming your podcast can be intimidating. You've already worked hard to develop your show idea, and it can be difficult to move forward with the production process until you've settled on the right title. How do you choose a name that encapsulates what your podcast is about and entices people to listen?

Naming your podcast is both an art and a science, and we've put in the research to figure out the most effective show titles. Here are some tips and guidelines to come up with the perfect podcast name.

CONSIDER YOUR CONTENT

Close your eyes and imagine your future podcast episodes. What do you plan to talk about? What questions are you interested in exploring? Will each episode revolve around a particular subject, or is your topic more open-ended? Let your vision of your content guide your naming strategy.

Podcasts are a jumping-off point for dynamic conversations, and your topic and episode format may evolve over time. When choosing your podcast name, think of a title that fits your initial idea but also allows room to grow. A title that's too narrow might rigidly define your content in a way that proves constraining over time

KEEP IT SHORT

When choosing your podcast name, shorter is sweeter. On average, Anchor shows are between 3-4 words and 15-20 characters long. Short names roll off the tongue. They're easier to remember and more convenient to say out loud. You'll have an easier time fitting your podcast name on your cover art if it's only a couple of words, and fewer characters ensures that your entire title will render legibly on listening platforms, search engines, and image previews.

Your podcast name should entice the listener and make them curious to press play. A mix of direct language plus a little bit of intrigue makes for a great podcast name, and by constraining yourself to only a few words, you can arrive at a title that's both descriptive and snappy.

KEEP IT SEARCH-ABLE

A great podcast name is easy to hear, easy to spell, and easy to find. As you're brainstorming your title, put yourself in the mind of someone who just heard your show name for the first time and wants to find it online.

In general, your podcast should be spelled exactly as it sounds. Try to avoid creative misspellings, abbreviations, and other punctuation that may not be self-evident to those searching for your show. Your punny podcast title might work in print, but plays on words don't always translate to audio.

To give your podcast an SEO boost, try to avoid the word "the" and special characters (!, &, @, \$, etc.) in your name. Including your podcast topic in the title can make your show more discoverable to casual searchers—just be aware that this can make for a generic-sounding name, and overloading your title with too many keywords may result in rejection from listening platforms. If it doesn't feel natural to include your topic in your title, don't force it. There's plenty of room for keywords in your podcast description, which are just as important for discovery.

PRACTICE SAYING THE NAME OUT LOUD

Podcasting is an audio medium after all, so your name ought to be easy to say out loud. Your podcast name should be recognizable to people hearing it in passing, and it should be easy to pronounce when reading it off a page.

If you ever do a cross-promotion with another podcast, you'll want your fellow hosts to be able to mention your show without confusion. Choose a name with strong sounds; words that end in "th" for instance tend to taper off and get lost in audio recordings. Try saying your name out loud in a variety of sentences and contexts. Your show name should be easy to pronounce in the abstract, but also easy to reference in regular conversation. “

Hi, I'm the host of _____.”“

Welcome to another episode of _____.”“

You've got to listen to _____!”“

My favourite podcast is _____.”

Last but not least, choose a name you like to say! Because you'll be saying it. A lot.

RESEARCH AND TEST

Before you commit to a name, it can be helpful to do a little research. Narrow your list of ideas down to a few potential titles, and try pitching them to people you trust.

Crowdsourcing opinions can provide valuable feedback and help you hear how the name flows in everyday conversation.

Do some investigating online to confirm that your podcast name isn't already taken. Try searching "[your name idea]" + "podcast" in Google and see what comes up. You'll likely want to create a website and social media accounts for your podcast, so double-check that your preferred domain name and social handles are all available.

TO "PODCAST" OR NOT TO "PODCAST?"

It's an age-old question: "Should I include the word 'podcast' in my title?" Our advice is, probably not.

If you're an established brand with several other content platforms, including the word "podcast" in your show name could be a useful point of differentiation. Otherwise, we know what it is. Feel free to save those precious characters for something more ear-catching—it will likely work in your favour.

Another thing to keep in mind is that your podcast title refers to more than just your recorded episodes. It's your cover art, your show description, your trailer, your social accounts. Your title is an umbrella for all the material associated with your show, which may grow to include live events, merchandise, and other content.

When choosing a title, think of a dynamic name that can expand to fit your wildest dreams. The possibilities of audio creation are always expanding, and you never know how your personal brand might grow. Relying on the word "podcast" from the get-go might leave you feeling boxed in down the road.

In short, here are some guidelines for picking a great podcast name:

- 1. Aim for 4 words or less.*
- 2. Choose a name that aligns with your content.*
- 3. Keep it succinct and intriguing.*
- 4. Try to avoid the words “The” and “Podcast.”*
- 5. Avoid special characters, misspellings, abbreviations, and punctuation.*
- 6. Your name should be easy to spell and pronounce.*
- 7. Make sure it’s not already taken.*
- 8. Gather some outside opinions.*
- 9. Think about how your show might evolve over time.*
- 10. Choose a name you like saying out loud.*

Picking a podcast name might feel difficult, but don’t let it prevent you from sharing your voice. Sometimes a show needs to exist in the world before it can be given a title. If you find yourself feeling stuck, the best thing to do is start creating. Record some mock episodes or soft-launch with a placeholder name. There’s always room for adjustment later on.

At the end of the day, listeners are tuning in for you and your content—not your podcast title. If you make great episodes that keep people engaged, your podcast name will fall into place.



Recording your first episode with Anchor

Your podcast will automatically be available for people to hear on Anchor as soon as you add some audio. But you'll probably want to also make it available on other podcast platforms, like Apple Podcasts (aka iTunes), Google Play Music, Overcast, Pocket Casts, Spotify, and more.

With Anchor, all you need to do is select the button that says "Distribute my podcast everywhere." They'll automatically submit your podcast to Apple Podcasts, Google Play Music, Overcast, and Pocket Casts. That's it! They'll notify you as it becomes available in each of these places; this process usually takes between 24-48 hours.

The best way to get your footing is to just start recording, listen to what you've made, and iterate from there. Anchor removes all the technical complications, so the only hurdle will be just figuring out what you want to say!

- *Download the free Anchor mobile app for iOS or Android and create an account.*
- *Tap any tool to add some audio to your episode.*
- *Add a caption and publish the segment to your podcast.*
- *Keep adding segments to finish your episode. When you're done, just give it a name and share it with the world!*

If you already have audio that you'd like to turn into your first episode, you can do that too – just log in and upload your file(s) at anchor.fm.



Anchor is an all-in-one platform where you can create, distribute, and monetize your podcast from any device, for free.

EASY-TO-USE CREATION TOOLS

Record or upload, and edit from any device with tools designed to make you sound great, regardless of your skill level.

100% FREE HOSTING & DISTRIBUTION

No storage limits, no trial period, no catch. Automatically distributed to Spotify, Apple Podcasts, Google Podcasts, and all other major listening platforms.

STRAIGHTFORWARD ANALYTICS

Track your growth on the go and get to know your listeners with cross-platform insights.

EXPRESS YOURSELF WITH MUSIC

Exclusive to Anchor, add any track from Spotify to your episodes.

.Combine songs and your own talk segments to create with the total freedom of audio..

Talking to other people on your podcast

Conversations can make your podcast come alive, and give your listener the chance to sit in on an amazing discussion. Anchor makes it easy for those conversations to happen, whether you know your cohost, or you want to meet someone new.

You can use our Record with Friends feature to connect up to 10 people who can record together, from anywhere in the world, on their phones. (Yup, it's free.)

And if you want to find someone new to talk to, just tap a topic in Anchor Cohosts, and Anchor will pair you up with someone else who's ready to talk about the same thing. When the recording's done, each of you can add the conversation to your own podcasts.



Distributing your podcast

With Anchor, if you choose to distribute your podcast everywhere, we'll automatically submit your podcast to other podcast platforms, like Apple Podcasts, Overcast, Pocket Casts, Spotify, and more. That's it! They'll notify you as it becomes available on each platform; this process usually takes between 24-48 hours.

Anchor are adding support for more podcast platforms all the time. For now, if you'd like to make your podcast available on additional platforms that they don't automatically distribute to, you can easily submit your podcast anywhere you want using the RSS feed you can find in your settings.

You'll only need to distribute your podcast once. After it's set up, you'll be able to sync your future episodes to all platforms with just one tap.



Sharing your podcast and growing your audience

As soon as you've set up your new podcast, you'll want to start telling people about it. Start with friends and family, get feedback, and then tell the world about your show!

SHARE YOUR ANCHOR PROFILE

Anyone with an Anchor podcast gets a custom Anchor URL (e.g., [anchor.fm/startapodcast](#)). When you share this link with people, they'll be taken right to your podcast – either in the Anchor mobile app if they have it installed, or your Anchor web profile if they don't.

Your Anchor profile includes links to all the platforms where your podcast is available, so you don't have to worry about which link to share with people. They can listen on Anchor, or in whatever podcast app they prefer!

EMBED YOUR PODCAST ON YOUR BLOG OR WEBSITE

If you already have your own blog or website, you can easily embed your podcast there so people can listen without having to leave your site. Grab the embed code from your Anchor web profile or from your dashboard on the web.

MAKE A TRANSCRIBED VIDEO

A great way to promote your most recent episode (or even an upcoming one) is by sharing a transcribed video to Twitter, Facebook, Instagram, YouTube, etc. This way, even if people don't have their sound on, they can still get a sense for what's in your episode and convert to listeners. Anchor automatically transcribes all short audio (anything under 3 minutes), so if you want to make a video, all you need to do is choose your colours, review the transcription, and share. You can export a video in square, portrait, or landscape formats, so it'll look great on any platform!

SHARE YOUR AUDIO ON SOCIAL MEDIA IN STYLE

Turn your podcast or musical audio into engaging animated videos to share on social media with [Wavve](#)!

How to keep people listening

The best way to keep your audience engaged is to make new episodes consistently, and to interact with the people listening.

Here's how Anchor can help:

KEEP IT CASUAL

Not every episode has to be long or meticulously polished. Try making casual daily content to keep your audience interested in between longer episodes. (You can even keep that extra audio exclusive to Anchor if you want.)

LET YOUR LISTENERS BE A PART OF THE SHOW

One way to turn your listeners into superfans is to give them ways to be involved with your podcast.

TAKE VOICE MESSAGES FROM LISTENERS

Easily preview your messages and add your favourites to your next podcast episode. It's a great way to easily get more audio for your podcast, and get your listeners directly involved with your show!

CHOOSE A LUCKY LISTENER TO RECORD A SEGMENT WITH YOU

You can invite anyone who follows you on Anchor to join your recordings.

Already have a podcast?

- *Switch to Anchor and never pay for hosting again.*
- *Switching to Anchor saves time and money, giving you more resources to put into your podcast.*
- *When you switch to Anchor, your podcast won't experience any downtime or duplicate listings, and you'll keep all of your subscribers in the process.*

Anchor powers more podcasts than any other platform

WHO OWNS THE RIGHTS TO MY CONTENT IF I USE ANCHOR?

You do, 100%.

Anchor creators always have and always will retain complete ownership of their content.



How to grow your podcast audience

GET TO KNOW YOUR AUDIENCE

Before you commit to any particular growth strategy, try to narrow down your intended audience. In case part of you is thinking My podcast is for everyone!, keep in mind that the key to growing your listeners is to find your niche. Instead of casting a wide net and trying to appeal to as many people as possible, pinpoint the unique value your podcast brings to the world and consider the audience who is most likely to listen to your show. The more specific your topic is, the easier it will be to identify and appeal to your audience. If your podcast is devoted to unpacking episodes of your favourite sitcom, go after audiences with similar taste in TV. If your show switches topics, genres, and tones, you may want to narrow your focus in order to attract consistent listeners.

RESEARCH YOUR AUDIENCE

In what part of the world do they live? What are their interests? What other podcasts do they listen to? [Anchor's built-in analytics](#) can help you track down demographic data and trends in your current listeners, but dig as deep as you can to put yourself in the mind of your audience. Most importantly, find out where they tend to exist online. Do they use social media platforms? Do they follow particular hashtags or subreddits? Figuring out where your audience already engages will help you learn where and how to reach them.

CONNECT WITH YOUR LISTENERS

Once you've identified your audience, it's time to bridge the gap and reach out to them. Start by creating dedicated social media accounts for your podcast. Maintaining a presence on social media platforms makes it easy for people to discover your show and provides a perpetual outlet to promote your content. Some platforms might deserve more attention than others depending on your audience, but don't be shy about where you promote your show.

Here are a few suggestions to help you spread the word far and wide: Create a website for your podcast, Build an email list and send out regular newsletters, Post about every new episode on your personal handles, Use relevant hashtags, Reply to comments, Post in relevant Facebook and Reddit groups and Reach out to another show to cross-promote with them.

CONNECTING WITH YOUR AUDIENCE STARTS WITH GETTING THE WORD OUT BY ANY MEANS NECESSARY

As you're starting to grow your audience, consider all the ways in which you can build a community around your podcast. Start a hashtag for listeners to participate in the conversation around your show. Ask your audience to send you a Voice Message in response to a question.

By creating opportunities for listeners to engage with your podcast and each other, you can foster a sense of community that rewards your audience and builds a following of dedicated listeners.

CREATE ADDITIONAL CONTENT

Creating additional content offers more opportunities to promote your show and makes it easier for people for people to discover your show.

Consider creating a blog for your podcast that features episode transcripts and routine updates about your show. Capture photos of your podcast process and post them on Instagram to give listeners a behind-the-scenes glimpse into your episodes.

Consider making a video of you recording your podcast episodes, or posting transcribed Anchor Videos on social or on your website. Get creative with your topic and approach your show from a new angle with images, video, and other non-audio content.

WELCOME A GUEST

A guest can be a great way to expand your listening audience. Guests can be friends, experts in a field, or someone you've always dreamed of talking to. Encourage your guests to promote the podcast episodes they are on, which will help you tap into their followings. Make it easier for them to promote you by giving them a mini press kit with assets they can easily post, like suggested copy, a link to the episode, your awesome cover art, an interesting quote from the interview, and special photo from the recording session.

Tweet about your guests and tag them. They'll be more likely to retweet and share to their own followers.

Remember to keep tabs on past guests. When something big happens for them, congratulate them publicly, and re-share their episode. Similarly, keep track of holidays, micro-moments, and current events that are relevant to your podcast and post about, making a connection with your show.

Become a relevant, reliable source of information for your listeners.

PUT YOURSELF OUT THERE

Participating in the podcast community and bringing up your podcast in social spaces is a crucial way to expand your audience. In addition to having guests on your show, go ahead and offer yourself up as a guest on other podcasts.

Try to attend events, meet-ups, and conferences related to podcasting, and when you're there, introduce yourself and your show to others. It's important to be your podcast's biggest advocate by promoting your show wherever you can and by building meaningful connections with people in the podcasting world.

Giving a talk somewhere? Mention your podcast. Chatting with coworkers? Find a way to bring up your show. When you go to concerts or festivals, consider bringing along some fliers or wearing your podcast merch, if you have some.

Get permission to post flyers or cards with info about your show on local community boards, coffee shops, and libraries. Spread love in the podcasting community by promoting other people's shows and content. There's always a possibility they'll return the favour. And if you're posting about your podcast on social, make sure to tag Anchor! We're always looking to spread the word about great new shows.

If you're looking for an easy way to share your podcast, your Anchor profile is a great place to start—it's a streamlined home for all of the content related to your show, including links to your social accounts, a designated spot for your podcast trailer, and colorful background that's designed to match your podcast cover art. Customize your profile according to your own creative vision and share it everywhere to showcase all of your podcast content with a single link.

CREATE A TRAILER

Trailers are an easy way to hook new listeners by giving them a sneak preview of what your show is all about. Creating a trailer is also a chance to pinpoint the unique value your podcast and to practice pitching your show under concise constraints. And when you record a trailer with Anchor, we'll automatically send you a transcribed, animated video that brings your words to life. Your trailer video is optimized for sharing on social, so you can post it everywhere to spread the word about your show.

Follow these steps when creating your trailer:

KEEP IT UNDER ONE MINUTE

Your trailer is an elevator pitch. It's a chance to quickly grab your audience's attention and convince them to keep listening. Start by setting your intention within the one-minute time limit and try to capture the message of your show as concisely as possible.

INTRODUCE YOURSELF

What's your background? What's your role in the podcast? What inspired you to make this show in the first place? If you're an expert on a particular topic, let us know. Your trailer is a chance to tell your story and attract new listeners by sharing your passion and personality.

INTRODUCE YOUR SHOW

Now's your chance to give a quick overview of your podcast so that listeners know what they can expect from full-length episodes. Is your podcast a weekly interview show? A true crime series? Maybe the first half of your podcast is dedicated to reading astrology forecasts, and the second half is where you'll answer listener-submitted questions. No matter your format, categorizing your show upfront provides helpful context to listeners and podcast platforms, who may decide to feature your show in their apps, emails, social accounts, and marketing materials. And oh yeah, don't forget to let people know the name of your show.

IT'S YOUR PODCAST, BUT SHORTER

Try to incorporate everything you would normally include in a full-length episode of your podcast, but pare it down to a single minute. If your podcast uses the same opening theme in every episode, include it in your trailer. If you're always bantering with a co-host, bring them along and try to capture that dynamic in your trailer recording. Maybe you're just starting out and haven't decided on background music, or production elements, or the exact tone of your show. That's okay. Your trailer is an opportunity to explore and consider the sounds and elements you might want to maintain in future episodes.

SELL YOUR STRENGTHS

Go ahead and make your case. What makes your podcast special? What can people expect to gain by listening to your show? Why should people listen to your podcast over others? Answering these questions for yourself is a helpful way to focus the content of your trailer and lean into the most appealing aspects of your podcast.

INCLUDE A CALL-TO-ACTION.

The ultimate purpose of your trailer is to promote your podcast, so be sure to give listeners clear instructions on what to do next: listen to your show! If you've got a starting point in mind, direct them to a particular episode. Encourage people to follow you on Spotify, or subscribe everywhere your show is available. Whatever action you want people to take after they listen to your trailer, make sure to call it out.

TRACK YOUR STATS

Take some time to consider what podcast success means to you and measure it accordingly. What metrics are important to you? They could be quantitative, like your subscriber count or your number of total episode plays. Or maybe they're qualitative, like a high rating on podcast platforms or an engaged listenership.

Determine your baseline of success and grow your audience with that intention in mind. If your idea of success is generating Sponsorships revenue, you might grow your audience toward a particular CPM.

If you're especially interested in hearing how your show has impacted your listeners, growing your audience might entail a strategy of outreach and engagement. Anchor's built-in analytics dashboard makes it easy to measure and visualize your podcast performance, and if your show is on Spotify, you can find additional insights about those listeners using the Spotify for Podcasters analytics dashboard.

No matter how you measure success, remember that sustained audience growth requires time and effort. It might be a while before your podcast takes off, and that's okay. With a positive attitude and consistent promotion, you can begin to gather new listeners. And when in doubt, remember why you got started in the first place. Your podcast is something to be proud of whether you have one or one million listeners.





Improve your storytelling with songs from Spotify

If you're thinking of becoming a mixed media creator or simply exploring ways to drive engagement for your existing brand, here are some reasons to consider creating a show combining music and talk with Anchor.

SHARE YOUR NARRATIVE

How many times have you tried to remember the name of that ONE song to then share a memory about it? You remember where you were, who you were with and how you felt. You can share the nostalgic sides of your story now by adding full songs into the mix for context. Your narrative is not always just what you say, it's how you say it—so say it with music now!

GO BEHIND THE SCENES

If you're a musician or songwriter, you can use music and talk to create verbal liner notes and bring dimension to your creation process and collaborators—expanding beyond words on album art or dedications on social media posts. DJ's—you can now add song commentary to your best playlists, connecting on a more personal level with fans worldwide.

MAKE REAL CONNECTIONS

Building and creating stronger bonds has never been more important during this time and now you can engage safely and digitally with your audience while adding value through personalized content. Whether you're supporting or leading a community of millions, or you just want to communicate with your family on a regular basis without giving a tech tutorial to your uncle, sharing music with talk segments can make for deeper connection points and conversation starters.



COLLABORATE WITH OTHER CREATORS

Feed off of each other's creative energy by sharing music memories or making some new ones. For example, you could connect with that one friend you FaceTime every week and start an east coast vs. west coast hip hop battle, bringing in perspective based on your locations. Maybe you want to make a mixtape for that special someone and instead of writing on the CD in Sharpie, you could curate a thoughtful playlist with little love notes in between each song to share and update seasonally. Use Anchor's technology to collaborate with people remotely. It's easy to slide into a DM and make a new friend these days—take it step further and invite fellow artists to the show. Try sketching out ideas by sending Voice Messages back and forth, or Record With Friends with Anchor to create audio segments for your talk show and seamlessly combine them with music.

SHOW YOUR PROCESS

The creative process is complicated, time consuming and nonlinear. Try using this new mixed-media tool as a way to dissect your creative process, get feedback from the community, or explore new ways of working. Dig into your back catalog or the archives of an artist you love to resurface key music moments, or show the evolution of a sound.

GROW YOUR AUDIENCE

With the new normal leaving us mostly inside—building and engaging with community can be challenging. A way to reframe this challenge is by thinking of it as an opportunity to connect more deeply and grow your audience. New formats like mixed-media can also uncover a layer of discoverability—putting this type of content on Spotify and in front of potentially new audiences. Track your growth with audience analytics on Anchor to better understand who's listening.

Finding new ways to tell your story or share someone else's is valuable and necessary. With music as one of the most powerful connectors, the ability to insert it into a story can add context, dimension, truth, and impact. Seamless, dimensional storytelling combining voice and music opens up a new format to explore. Helping you reach more people, showcase your personality, create transparency, and most importantly—tell better stories—mixing up your format can help unlock new streams of creativity.



A beginners guide to pitching your podcast to press

Earned media can be incredibly impactful for introducing your podcast to new audiences. A recommendation from a trusted reporter or publication goes a long way in getting people interested in listening to a new show, and an increasing number of news outlets are covering podcasts. But pitching your show to reporters and editors can be tricky to get right, and requires a little knowledge of how media operates. To set yourself up for success, here are some steps and best practices for pitching your podcast to media.

THE BIG PICTURE

It's helpful to think about earned media simply as information-sharing. Your goal is to introduce new information — i.e. your podcast — to reporters and editors who could find it relevant to share with their audience. When you're reaching out to a media contact, keep in mind that they're thinking about what their audience is interested in, so by extension, that's what you should be thinking about too.

To that end, it's extremely important to be thoughtful in your outreach. Always research the person and the publication you're reaching out to first, with a close eye on what stories they write and how they structure them. Your level of care will show when you send that pitch.

BE REALLY, REALLY SPECIFIC

When deciding which publications to pitch, think about what your goals are and who your audience is — and get as specific as possible. Is your podcast about ballet? Awesome, there are tons of magazines, blogs and news sources covering the ballet world that are engaged with audiences who are likely already interested in what you're talking about.

Relevance will always be the most impactful element not only in getting a reporter's attention but also for reaching new, engaged listeners. A good rule of thumb is to first consider the publications you turn to when you're researching topics for your show.

For publications that cover broader subject areas, look for a reporter who consistently covers the most relevant topics to your podcast. Seriously, the more detailed you can get, the better.

TELL THEM WHAT MAKES YOUR SHOW UNIQUE.

In order to get the attention of a reporter or editor, it's important to identify what really makes your show stand out, both in the context of the topics they cover and in relation to other podcasts. Maybe you're sharing a fresh take on a topic they write about, or your show has a format you've never heard before, or you're engaging a previously underserved audience, or you're telling a local story. You can also tell a story about your listeners: for example, highlighting the community your podcast has built, or calling out a spike in listenership after a particularly interesting episode.

Writing a pitch is an exercise in storytelling, and it's helpful to remember that often, the media contact you're reaching out to has to sell the story themselves to their editors or team. Put yourself in their shoes! And always, always, always remember you're writing to a real person with unique thoughts and perspective. If you're reaching out to multiple contacts, treat each note individually — never send the same pitch to more than one person.

TIMING IS EVERYTHING

News runs on timeliness. If you send a pitch about your show that launched today, you have a much greater chance at grabbing someone's attention than if you're telling them about something that happened last week. Even for seemingly evergreen roundups and listicles of top podcasts, you'll often find that they focus on new shows or recently-published episodes. Think about your show's points of interest, like season or episode launches, and use them to your advantage by pitching in a timely manner.

HAVE A PRESS KIT ON HAND

Be prepared to share everything there is to know about your show and then some. A rundown of relevant links (like your Anchor profile, transcribed videos, and social media information), plus high-resolution copies of your podcast cover art or headshots of the hosts and guests, can go a long way in quickly providing a publication with everything they might need.

There are endless ways to tell the story of your podcast. And as more and more publications are now covering podcasts, the opportunities to connect with reporters and editors who might be interested in your show are growing constantly. These best practices are just a jumping-off point — we'll leave the storytelling to you!

podcast name

insert your website here

YOUR CALL TO ACTION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Overall reach

12,000
Total number of monthly visitors with frequency

10,000
Total number of unique monthly visitors

3,500
Average number of new monthly followers

Statistics

Facebook	20,000
Twitter	10,000
Youtube	10,000
Linkedin	12,000
Tumblr	24,000
Pinterest	67,000
Google+	12,000

about the podcast

The media kit is a promotional public relations tool that can serve several functions, including promoting the launch of a new company, promoting the launch of a new product or service by an existing company, giving a company a way to present itself as it would like to be seen, and saving time by eliminating the need for a company's employees to repeatedly answer the same questions.

about the host

A media kit can be as simple as a page on a company's website or as complex as a package of information and product samples sent to selected members of the media that the company hopes will promote them.

CANVA PODCAST MEDIA KIT TEMPLATE