

MODULE 2

PRODUCE



MASTER THE ART OF PODCASTING

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2.1 Be a Great Host

Master the Art of Interviewing for Podcast Success

Welcome from Rose

If you're reading this, you've already taken the exciting leap into the world of podcasting - and now you're ready to step into your power as a podcast host. You don't need to be perfect. You don't need to be a comedian. And you certainly don't need a radio voice. What you do need is the ability to connect, guide, and create a space where real conversations unfold. This guide will help you do just that.



Let's explore what it takes to become a truly memorable host - one your guests love, and your audience keeps coming back to.

Hosting Isn't About Perfection—It's About Presence

The success of your podcast rests largely on you. Your energy. Your preparation. Your ability to draw the gold out of your guest while keeping your listeners engaged. It's not about having slick transitions or fancy equipment—it's about making people feel heard.

Great hosts create safe, welcoming spaces. You don't need to be flashy or overly polished. Be curious. Be present. And above all, be yourself.

10 Hosting Essentials That Set You Apart

1. Know Your Stuff

Don't wing it. If you're not solid on your topic, it will show. Deep knowledge creates structure, confidence, and real value for your audience. Your guest is counting on you to steer the ship.

Tip: Stick to one main theme per episode. Too much ground means lost listeners.

2. Ditch the Data Dump

Your audience isn't here for a lecture. Break up dense info with stories, analogies, and real-life examples. Make it relatable. Help people feel the message, not just hear it.

Remember: People remember how you made them feel more than what you said.

3. Prepare Like a Pro

Treat every guest with care. That means doing your homework—read their bios, scroll their socials, and listen to previous interviews. Get a feel for their voice and values.

Action Step: Send a pre-interview form to collect key details like headshots, preferred links, and talking points.

4. Choose Guest-Centric Topics

Pick subjects your guest is passionate about—areas they can truly shine in. Your job is to showcase their brilliance while drawing insights that serve your audience.

Bonus Tip: Send a list of potential questions in advance. It builds trust and encourages deeper sharing.

5. Create a Pre-Interview Ritual

Even seasoned guests get nervous. Ease them in with a relaxed pre-chat—talk about the weather, swap personal stories, or share a laugh before hitting ‘record.’ That natural energy will carry into the episode.

Optional Touch: A virtual cuppa or a quick mindfulness minute can work wonders.

6. Be Unapologetically You

Authenticity builds loyalty. You don’t need to mimic other podcasters—let your true self shine. Use your natural tone, quirks, and humour. Let people connect with the real you.

Stat to remember: 83% of listeners say their favourite podcast hosts feel like friends.

7. Ask for Feedback (and Listen to It)

Growth comes from reflection. Ask your listeners what’s working—and what isn’t. Feedback helps you refine your approach, improve your sound, and better serve your community.

Quick Tip: Include a link to a feedback form in your show notes and email newsletter.

✗ Common Podcasting Mistakes - Master Your Mic: Avoid These 10 Podcasting Pitfalls and Fix Them Like a Pro

1. No Value Proposition

If you can't explain why people should listen, neither will they. Be crystal clear on what your show offers - and who it's for.

2. Trying to Be Perfect

You'll never love your first few episodes - and that's okay. The magic is in the doing. Each episode is a stepping stone.

3. Overinvesting in Equipment

Start simple. Your laptop mic is fine. Focus on content and connection before chasing studio-level sound.

4. Unrealistic Expectations

You may not go viral. You might not earn money right away. Stay grounded and create because it matters.

5. Copyright Violations

Don't use music or clips you haven't been given explicit permission to use. There's no "30-second rule" - it's a myth.

6. Weak Knowledge of Your Niche

You can't fake authority. Know your niche deeply and speak with confidence. It sets the tone for your entire show.

7. Not Marketing Your Show

Don't just publish and pray. Promote your episodes across socials, email, and guest networks. Use audiograms and teasers to drive engagement.

8. Poor Hosting Choices

Never host podcast files on your own server. Use a proper podcast hosting platform like Buzzsprout, Captivate, or Libsyn.

9. Terrible Audio

Bad audio is the fastest way to lose listeners. Invest in basic soundproofing and test your mic regularly.

10. Inconsistency

You don't need to post weekly—but you do need to stick to your chosen rhythm. If it's fortnightly, show up every fortnight.

Final Thoughts

Being a great host doesn't happen overnight. It's something you grow into - with each interview, each blooper, and each breakthrough. Your voice matters. Your perspective matters. And by showing up authentically and consistently, you'll create a space that people trust and return to.

Remember, the most powerful hosts aren't the loudest. They're the ones who listen deeply, ask boldly, and speak with intention.

You've got this.

Rose



Bonus Resources (Available to Download)

- ✓ [Common Podcasting Mistakes](#)
- ✓ [CARE Formula©](#)



2.2 Building Your Confidence on Camera

Look, Sound, and Feel Your Best on Screen

Let's Be Honest: Cameras Can Be Intimidating

I'll be the first to admit it - being in front of a camera used to make me feel physically sick. The idea of recording myself, knowing it could be watched (and judged) by others? Cue the dry mouth, jittery hands, and knot in my stomach.

And guess what? I've learned that's completely normal.

Most people aren't born loving the spotlight - especially when that spotlight is a cold, unblinking camera lens. If that's you, you're in good company. Confidence on camera is a skill you build, not a personality trait you're born with.

Why Our Brains Rebel in Front of a Lens

As humans, we're wired to care about how we're perceived. We want to make a good impression, be liked, be respected. So, when we hit "record" and suddenly feel exposed? That's biology kicking in.

When your brain senses a potential threat—like being judged—it sends your body into fight-or-flight mode. This triggers a hormone chain reaction:

- Your adrenal glands flood your system with adrenaline.
- Your blood pressure rises.
- Digestion slows, giving you that "butterflies" feeling.
- Your muscles tense.
- Your voice may pitch higher.
- And yes—your brain struggles to think clearly.

You're not overreacting. You're having a completely natural biological response.

What Stage Fright Looks Like

Maybe you recognise these signs:

- Shaky hands or knees
- A racing heart
- A dry mouth or nausea
- Going completely blank mid-sentence
- Feeling like you can't breathe properly

These aren't flaws. They're signs that your brain is trying to protect you. But here's the good news—just as your body learned this response, it can unlearn it too.

Let's Train Your Brain for Confidence

Here are some simple, powerful techniques that work (I use them myself!):

1. Expect Mistakes - They're Normal

You're human. Mistakes happen. Prepare for them and keep rolling. A flubbed word isn't a disaster—it's authentic.

2. Breathe Into Your Belly

Deep, diaphragmatic breathing calms your nervous system and grounds your voice. Place a hand on your belly, inhale slowly, and feel it rise. This is the fastest way to reset your nerves.

3. Find a Focus Point

Look just above the camera lens or directly into it like you're talking to a friend. A steady gaze helps you appear grounded—even if you're shaking inside.

4. Keep It Simple

Don't try to memorise everything. Use bullet points or cue cards just out of frame. Simplicity breeds confidence.

5. Dress with Intention

Wear what makes you feel comfortable and confident. Dark, solid colours are flattering and camera-friendly. Avoid busy patterns, noisy jewellery, and fussy collars.

Confidence Checklist: Before You Hit Record

1. ✓ Take a deep breath and relax.
2. ✓ Be yourself. You are more than enough.
3. ✓ Look into the camera—like it's someone you care about.
4. ✓ Keep hair, makeup, and jewellery minimal and tidy.
5. ✓ Use your hands, gestures, and facial expressions—be animated.
6. ✓ Stick to dark, solid colours—they flatter on screen.
7. ✓ Sit or stand tall—it helps your voice carry.
8. ✓ Assume the mic is always on (just in case).
9. ✓ Check your nails—yes, really!
10. ✓ And don't forget to smile—genuinely.

Final Thought

You don't have to feel 100% confident to show up on camera. You just have to be willing to start. Every time you practice, you're rewiring your brain. Confidence grows through action - not perfection.

Remember: your message matters more than your nerves. The more you show up, the more natural it becomes. And soon? You'll be coaching others on how to do the same.

A professional silver microphone with a black foam windscreen is positioned diagonally across the frame. In the background, a red 'ON AIR' sign is visible against a dark, textured backdrop.

2.3 Find the Perfect Guests

Build Your Podcast with Purposeful Connections

Finding the right guests for your podcast isn't just about filling a schedule—it's about creating conversations that matter. The guests you invite reflect your brand, your values, and the transformation you want to offer your audience.

Whether you're just starting or looking to expand your guest list, this guide will help you connect with aligned voices who bring depth, insight, and impact to your show.

Where to Start: Relationship-Driven Guest Sourcing

One of the easiest ways to start is with your existing networks. Think of social media as a living, breathing podcast guest directory. It's not just for sharing your episodes—it's a powerful tool to attract and connect with potential guests.

Here are ten proven ways to find aligned guests:

1. **Authors & Creators** – Invite people with new books, products, or launches.
2. **Collab with Peers** – Cross-promote with other content creators or podcasters.
3. **Meet IRL** – Attend events, workshops, or networking functions to find potential guests.
4. **Join Online Communities** – Facebook groups, forums, and online memberships are goldmines.
5. **Reach Out Directly** – A thoughtful DM or email goes a long way.
6. **Ask for Referrals** – Your current guests can introduce you to others.
7. **Create a Guest Request Form** – Allow people to apply to be on your show.
8. **Use a Matchmaking Platform** – Try tools like [Matchmaker.fm](https://matchmaker.fm) or [PodMatch](https://podmatch.fm).
9. **Poll Your Audience** – Ask your listeners who they'd love to hear from.
10. **Look Offline** – Experts don't always have an online presence—reach out to those in your community too.



Matchmaker.fm



PodMatch

Click on the image above to access platform

Professionalism Matters: Your Guest Booking Form

A guest form is more than admin - it's the foundation of a smooth, respectful, and professional podcasting process.

When someone fills out your guest form, you're setting the tone. You're saying, "I value your time and want you to feel prepared."

You'll often hear:

- "Thanks for making everything so clear!"
- "I love how organised your process is."
- "Wow—this feels like a real production!"

That's what we're aiming for.

You can create your guest form using:

- Google Forms or Docs
- JotForm
- Pipeline Pro

Feel free to adapt it to suit your needs. I've included examples you can download and tweak to fit your workflow.

Example Podcast Guest Booking Form

Thank you for your interest in being a guest on our podcast. Please complete the form below so we can get to know you better and prepare for your episode.

Full Name:	
Preferred Pronouns:	
Business/Organisation Name:	
Email Address:	
Phone Number:	
Website URL:	
Social Media Links:	
Short Bio (100 words):	
Topic(s) You'd Like to Discuss:	
Why Do You Want to Be on the Podcast?	
Headshot or Photo URL:	
Additional Notes or Requirements:	

By submitting this form, you agree to our podcast terms and conditions and grant permission for your episode to be recorded, edited, and distributed across our platforms.



Download Form

Example

Podcast Guest Release and Consent Form

Podcast Name: _____

Episode Title/Topic: _____

Recording Date: _____

1. Consent to Record

I, the undersigned guest, consent to be recorded (audio and/or video) for the purposes of creating a podcast episode to be distributed by **[Your Name / Business Name]**.

2. Rights Granted

I grant **[Your Name / Business Name]**, its representatives, and licensees the right to:

- Record, edit, and produce my interview.
- Use my name, likeness, voice, biography, and statements in connection with the podcast and its promotion.
- Distribute the podcast episode in any format (audio, video, transcript) on any platform, now or in the future.

I understand these rights are granted worldwide and in perpetuity.

3. Waiver of Claims

I waive any right to inspect or approve the finished product or its use.

I also waive any right to royalties or other compensation arising from the use of my appearance, voice, or content in the podcast.

4. Moral Rights

To the extent permitted by law, I waive any moral rights in the recording and its content.

5. No Obligation to Use

I understand that **[Your Name / Business Name]** is under no obligation to publish or use my interview.

6. Accuracy of Statements

I am responsible for the accuracy of the information I provide and confirm that my statements do not infringe on any third-party rights.

7. Acknowledgement

I confirm I am over 18 years old and legally entitled to enter into this agreement. I have read and understood this release form and sign it voluntarily.

Guest Name: _____

Signature (electronic): _____

Date: _____

Email Address: _____

Phone (include country code): _____

Host/Producer Name: _____

Signature (electronic): _____

Date: _____



Download Form

Why You Need a Podcast Guest Release Form

Let's talk about protection. The moment a podcast is recorded, it becomes a piece of intellectual property. If you're solo, the rights are yours. But if someone else contributes - like a guest - it becomes a shared space, and that can get legally murky.

A podcast guest release form gives you:

- Permission to edit the content how you see fit.
- The right to use your guest's image, voice, and words in any format.
- Control over where, how, and when the content is used (e.g., YouTube, socials, etc.).

This isn't about being cold or legalistic—it's about clarity, mutual respect, and safeguarding your platform.

And yes, even if it's rare for a guest to complain, having a release form means you won't be caught off guard. It's one of those "better to have it and not need it" tools.

What To Include in Your Release Form

Keep it simple. You're not drafting a legal thesis—just cover the basics:

- The host (you) has full editing and publishing rights.
- The guest grants permission to use their likeness and voice.
- You may distribute the content across any platform, now or in the future.

If you're part of a podcast network or have sponsors, add their requirements too. And when in doubt, run it past a legal advisor.



Bonus Resources (Available to Download)

- ✓ [Guest Booking Form](#) (example only)
- ✓ [Podcast Guest Release and Consent Form](#)
- ✓ [Follow-up Email](#) (example only)

Final Thoughts

Great guests elevate your message, energise your audience, and build your brand. Take the time to be intentional. Be thoughtful. Be clear. The more you invest in your guest experience, the easier it is to grow a podcast that not only sounds good—but feels good to be part of.

Homework (Your Next Steps)

- ✓ Sign up for Matchmaker.fm or PodMatch
- ✓ Create your Guest Form & Download the Release Template
- ✓ Set up your guest application process
- ✓ Start connecting with aligned voices who share your mission



2.4 Engage Your Audience

Why Engagement Matters

Podcasts are a unique medium. They're intimate, versatile, and unlike video or blogs, your audience doesn't need to give you their full attention. They can listen while walking the dog, commuting, or cooking dinner. That's your opportunity - and your challenge.

You don't just want listeners. You want loyal fans - people who tune in regularly, share your show, and become part of your community. And to do that, you've got to truly engage them.

13 Ways to Create Compelling Podcast Content



Creating content your audience genuinely looks forward to isn't luck. It's intention, consistency, and heart. Here's how you can craft that kind of connection.

1. Make It Easy to Connect

If you feel like no one's giving you feedback, you're not alone. It's common to see download numbers but hear... crickets.

Here's how to open the lines of communication:

- Make sure your website contact page is easy to find—with options like email, contact form, or social DM links.
- Use tools like SpeakPipe, where listeners can leave voice messages.
- Ask for opinions in social media polls.
- Join and participate in online communities where your audience hangs out.
- And always, always thank your listeners. Be specific. Be genuine.

Show you care, and you'll start to hear back.

2. Talk About What You Love

Sounds simple, but it's foundational. If you're not passionate about your topic, it'll show—and your audience will drift.

If your current theme feels like a chore, give yourself permission to pivot. There's no shame in starting fresh with something you love. It's better to change course than burn out.

3. Focus on One Ideal Listener

You can't please everyone, and you shouldn't try. Get clear on who your podcast is for.

Ask:

- Who would find this most helpful?
- What do they struggle with?
- What would make them feel seen, heard, or empowered?

Listen to your audience—on social media, in reviews, via email. Their comments are full of ideas for future episodes.

4. Create Actionable Episodes

Telling someone what to do is good. Showing them how is better.

Think of your podcast as a bridge. Help your listeners take one clear step forward:

- Give instructions
- Share personal strategies
- Invite guests with real-world know-how

If you're talking about how hard it is for indie musicians to break through, don't just discuss the problem—share tangible ways to be discovered.

5. Feature Guests with Fresh Stories

There's nothing wrong with well-known experts—but often, their stories feel recycled.

Instead, spotlight those who aren't on every podcast. Seek out people with lived experience, inspiring transformations, or unique points of view.

Do your homework before hitting record. Ask thoughtful, unexpected questions that bring out their best.

6. Be Fully Present

Don't just read questions and move on. Engage.

Listen deeply. Respond naturally. Let the conversation breathe.

Some of your best moments will come when you follow the spark of something unscripted—that's what keeps listeners hooked.

7. Prioritise Sound Quality

Poor audio is one of the fastest ways to lose a listener. No matter how great your content is, bad sound creates a barrier.

Invest in good equipment. Record in a quiet space. Learn basic editing. Clean, professional sound shows respect for your audience—and makes you stand out.

8. Be Authentically You

Don't try to mimic someone else's style. Your audience wants you.

Whether you're introverted, high-energy, reflective, or playful, lean into it. Authenticity builds trust—and trust builds connection.

9. Add Episode Transcripts

Transcripts aren't just great for accessibility—they're also a powerful SEO tool.

Publishing them on your website helps new listeners find your content when they're searching for topics you cover. It also makes your podcast more inclusive.

10. Refresh Your Call to Action

"Subscribe, rate, and review" is everywhere. It's become background noise.

Instead, make your CTA memorable. For example, Jim Kwik uses FAST—Facebook, Apply, Subscribe, Teach. It's sticky, unique, and easy to remember.

You could invite your listeners to:

- Share the episode with a friend
- DM you their takeaway
- Answer a specific question you asked

Make it clear, actionable, and connected to the episode's value.

11. Keep the Doors Open

If you want your listeners to engage, meet them halfway.

Use tools like embedded players with custom CTA buttons. Ask for feedback. Celebrate those who engage. Post their reviews. Respond to messages. Let them know their voice matters.

Not everyone will reach out. And that's okay. Silent listeners are still listening - and many are just waiting for the right moment to connect.

12. Ask Better Questions

Instead of "Let us know what you think," try:

- "What's your biggest takeaway?"
- "Have you faced a similar challenge?"
- "What would you have done?"

Specificity invites participation.

13. Acknowledge Every Interaction

When someone takes the time to message you, leave a review, or tag you - acknowledge it. Say thank you. Share it (with permission). Show that you care.

And if you get a nasty comment? Don't let it derail you. You're here to serve your audience—not please everyone. Keep creating. Keep showing up.

Final Thoughts

Engagement isn't just about asking your audience to do something—it's about inviting them into something.

It's about showing up with heart, listening as much as you talk, and creating content that resonates long after the episode ends.

When you do that, you're not just building a podcast. You're building a community.

And that's the magic.



2.5 Co-Promote Your Podcast

Co-Promotion: A Collaborative Win

One of the best ways to grow your podcast audience organically is by involving your guests in the promotional process. After all, they've just shared their expertise and energy with you - and they're usually excited to share the episode with their own network too. But here's the thing: **you need to make it easy for them.**

That's where smart follow-up comes in.

Why Follow-Up Matters

Once your podcast episode is edited and uploaded, don't let the momentum fade. A thoughtful, timely follow-up does more than show professionalism. It:

- ✓ Gives your guest the tools to help promote the show
- ✓ Encourages them to leave a testimonial or review
- ✓ Builds long-term relationships for future collaboration

Think of it as extending the red carpet after the interview ends.

Step 1: Immediate Thank You Email

Set up an automatic email to send one hour after the interview wraps. Keep it simple, warm, and appreciative. Here's what to include:

- A genuine thank you for their time and insights
- A reminder that their episode is being edited
- A link to a form where they can leave a review or testimonial

This step reinforces that their presence mattered and sets the tone for what's next.

Step 2: Promo Package Email

Once the episode is edited and live, it's time to send a second email. This is where you empower them to promote with ease.

Include:

- Direct links to listen/watch the episode (Spotify, YouTube, your website etc.)
- A branded graphic or audiogram (Canva is perfect for this!)
- Suggested social media captions and hashtags
- A link to your podcast page or review section

Make everything **copy-paste friendly** - your guest will be much more likely to share if it's quick and easy.

Bonus Resource:

Need a little help crafting your follow-up emails? I've included a swipe file you can personalise. **See next page.**

FOLLOW-UP EMAIL AFTER EDITING OF THE INTERVIEW EPISODE



Hi [Guest First Name]

Thank you so much for being a guest on [your podcast name] and for generously sharing your insights with our audience.

I've attached the document with all the links for you to share, and I'm happy to let you know that they're now live on the relevant platforms.

To make it super easy to share, I've included:

- A ready-to-post graphic featuring you
- A short video clip with one of your standout moments
- A copy-and-paste caption (below)

Suggested caption 1 (LinkedIn/Facebook):

I had a wonderful conversation with [host's name] on [podcast name] where I shared [insight]. If you'd like to know more about [topic], you can watch/listen here: [link]

Suggested caption 2 (Instagram):

So excited to share my interview with [host's name] on [podcast name]! 🌟 We talked about [topic] and how it helps [audience]. Watch/listen here: [link]

Your voice adds so much value, and I'm thrilled more people will get to hear your expertise.

I'm committed to growing the success of this podcast, and I would really appreciate your support.

If you haven't done so already, and if you enjoyed our conversation, I would be so grateful if you could leave a testimonial or send me a video review via email. If you're able to do that, it would be great if you could answer the following three questions:

1. How did you first hear about the podcast?
2. What was the highlight of your experience?
3. What, if anything, would you change about the experience?

Thank you again for being a part of the show!

FOLLOW-UP EMAIL AFTER EDITING OF THE INTERVIEW EPISODE



Let your guest know where to subscribe to:

SUBSCRIBE to YouTube:

[Your YouTube channel URL]

FOLLOW on [whichever podcast hosting service you are using]:

Buy me a Coffee:

[Highly recommend you register - [BuyMeACoffee](#)]

Become a patron:

[Register with [Patreon](#) to get sponsorship of your podcast]

Leave a Google review:

[Highly recommend you have a Google My Business page]

Leave a review on iTunes:

[iTunes is one of the most popular podcast channels. Highly recommend applying to have your podcast listed there]

You can add any other URL where you want them to leave feedback.

page one

page two



Download Here

Final Tip:

Always approach guest communication with the same care and intention you bring to your interviews. You're not just creating content - you're building a network of advocates for your brand and message.

A close-up photograph of a person's hands pointing at a bar chart displayed on a laptop screen. The chart shows data for months from May to June. The text '2.6 Know Your Numbers: Grow Your Podcast with Confidence' is overlaid in large, bold, white letters with a black outline.

2.6 Know Your Numbers: Grow Your Podcast with Confidence

Let's Talk Numbers (Without the Panic)

Analytics can sound intimidating—pie charts, graphs, percentages—but stick with me. You don't need to be a data nerd to understand how your podcast is performing. You just need to know what matters, where to find it, and how to use it to your advantage.

Think of this as your *friendly guide* to making sense of the numbers so you can make smart, simple decisions to grow your podcast.

What Are Podcast Analytics?

Podcast analytics are insights—plain and simple. They give you data about how your show is performing. Things like:

- How many people are pressing play?
- How many are sticking around to the end?
- Who's subscribing?
- What platforms are they using?

This isn't about vanity metrics. This is about understanding your audience so you can serve them better.

Key Terms You Should Know

Let's clear up the jargon:



- **Download:** Someone has downloaded your episode to their device. That's it.



- **Listen / Play:** A real human hit play. More valuable than a download.



- **Stream:** This term doesn't really apply in podcasting the way it does in music. *Avoid using it.*

And here's the kicker: You can't know your total audience size just by looking at download numbers.

So, let's dig deeper.

Which Stats Actually Matter?

All stats aren't created equal. These are the ones to focus on:

1. Plays (or "Starts")

This tells you how many people hit play. Helpful? Yes. But it doesn't tell you if they stayed. That's where...

2. Listening Duration

This one is gold. It shows how long people are actually listening. Are they dropping off halfway through? Listening all the way to your CTA? Use this to improve episode structure and pacing.

3. Downloads

Not as useful as you think. Many apps auto-download episodes—even if no one listens. Still, they give you a general sense of growth over time.

4. Subscriptions / Follows

This tells you who wants to stick around for more. More followers = more potential reach. Also impacts chart rankings on platforms like Apple Podcasts.

Understanding Apple Podcast Charts

Apple Podcasts is still a major player in podcasting, especially for rankings. But how do their charts work?

- Apple uses a mix of new follows, playback activity, and completion rate to rank podcasts.
- Ratings and reviews don't count in the algorithm (though they can influence potential listeners).
- Focus on encouraging new follows, especially during launch or promo days.
- Charts are country-specific, and you can track them with tools like [Podgagement](#)

Pro Tip: Plays from an embedded Apple player on your website won't count toward these rankings.



Apple Podcast Analytics – What You Get

Apple's dashboard ([Apple Podcasts Connect](#)) gives you insights like:

- How many people press play
- How long they listen
- Which episodes perform best

But it's a sample, not the full picture. It also doesn't include download data. Think of it as one puzzle piece - not the whole puzzle.

What About Spotify?

Spotify is growing fast in podcasting - and their charts work differently.

- **Top Podcasts:** Based on followers + unique recent listeners
- **Top Episodes:** Based solely on unique listeners for a specific day

Since users must log in to listen, Spotify's listener data is very accurate - but it only reflects Spotify activity.



Spotify for Podcasters offers:

- Listening data (plays, starts)
- Demographics (age, gender, location)
- Listener behaviour (music preferences, devices)

They track **starts** (when someone presses play) and **streams** (if they kept listening). No downloads here either.

Why Comparing Platforms is Tricky

Each podcast app tracks things differently.

- Some (like Apple) automatically download episodes.
- Others (like Spotify) only track plays when a user hits play.
- This means **download numbers are inflated** on some platforms and may not reflect real engagement.

For example, Overcast might keep downloading your episodes forever, even if no one's listening anymore. It makes the numbers look good, but they're not real.

The Bottom Line

Don't get lost in the numbers. Focus on what actually helps you grow:

- Look for patterns in listener drop-off.
- Focus on growing subscriptions and play time.
- Don't obsess over downloads alone.
- Use tools like [Apple Podcasts Connect](#), [Spotify for Podcasters](#), and [Podgagement](#) to get a broader picture.

The more you know, the more empowered you are to tweak, test, and talk to your audience in ways that matter.

Remember - you're not chasing numbers. You're building connection.

Let's keep producing with purpose.

A handwritten signature in a cursive script that reads "Rose".