

MODULE 4

LAUNCH



MASTER THE ART OF PODCASTING PROGRAM

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4.1 Get Ready to Launch!

**Publish/distribute
your podcast**

How and where to

You're Nearly There!

You've recorded, edited, and produced your podcast - what's next?
It's time to launch and distribute your show to the world.

Publishing your podcast is where the magic really starts to happen. It's how you share your message beyond your circle and allow new listeners - your future raving fans - to find you.

Let's walk through where and how to publish your podcast so it's discoverable, accessible, and professional.

What is Podcast Distribution?

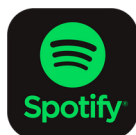
Podcast distribution simply means making your show available on major podcast listening platforms so people can easily tune in.

Think of it like this: if podcasting is your message, distribution is the microphone that amplifies it.

Top distribution platforms include:

- Apple Podcasts
- Spotify
- Amazon Music
- TuneIn
- Stitcher
- Pocket Casts
- iHeartRadio
- Castbox
- YouTube (yes, it's becoming a podcast platform too)

When your podcast is distributed to these platforms, you instantly expand your reach - giving your audience more ways to discover and follow you.



Podcast Popularity by the Numbers

Podcasting isn't just a trend - it's a growing global movement.

Here are a few numbers to inspire you:

- Over 20% of Americans listen to at least one podcast every month.
- Approximately 43% of Australians listened to a podcast at least once in the past month (2023 data)
- Apple Podcasts has over 1 billion global subscribers.
- Podcast platforms like Radio Addict and Podcaster have each recorded over 10 million downloads.
- Spotify is heavily investing in podcasting, making it a go-to destination for new and established shows.

Where Should You Publish?

Here's a list of top podcast distribution platforms you'll want to consider:

1. **Apple Podcasts** – The gold standard for discoverability.
2. **Spotify** – Huge reach, especially with younger listeners.
3. **Amazon Music** – A growing player in the podcasting space.
4. **Stitcher** – Ideal for niche audiences.
5. **bCast** – A smart platform for business-focused shows.
6. **YouTube** – Excellent for video podcasts or audiograms.
7. **Pocket Casts, Castbox, Deezer, Pandora, TuneIn**, and more.

Most of these platforms require you to submit your **RSS feed** - which your podcast host (like Buzzsprout, Captivate, or bCast) will provide.

Should You Join a Podcast Network?

Podcast networks are groups of shows under one umbrella. Some are genre-specific (like true crime or business), while others are built around shared values or audiences.

Joining a network can:

- **Boost your visibility** through cross-promotion
- **Help monetise your show** by giving you access to advertisers
- **Increase credibility** by associating with known brands or voices
- **Connect you with other podcasters** for support and growth

But... be aware of the trade-offs.

Some networks may ask for a share of your ad revenue or limit your creative control. Always read the fine print and ensure the network aligns with your goals.

Benefits of a Podcast Network

Let's break it down:

- ✓ **Exposure** – Your podcast is promoted alongside others in the network.
- ✓ **Monetisation** – Easier access to sponsors and ad revenue.
- ✓ **Credibility** – Association with a respected network builds listener trust.
- ✓ **Community** – You're part of a supportive group of creators.

If you're just starting out, a network isn't essential - but as you grow, it could be a valuable next step.

Benefits of a Podcast Network

These networks have set the bar high:

1. **Earwolf** – Known for comedy, this L.A.-based network has some of the industry's most creative shows.
2. **Gimlet Media** – Now part of Spotify, it specialises in storytelling and audio journalism.
3. **Wondery** – Backed by 20th Century Fox, Wondery hosts 70+ shows across various topics.
4. **PodcastOne** – A major player in the news, entertainment, and lifestyle space.
5. **Midroll Media** – A powerhouse in podcast advertising and distribution, with 300+ shows.



I have no personal affiliation with these networks - this is simply shared for your awareness and consideration.

In Summary...

You've worked hard to bring your podcast to life—now it's time to let it be heard.

Publishing your show isn't just a checkbox; it's a key part of your podcast's growth and visibility strategy. By choosing the right platforms and considering future options like networks, you position your podcast for long-term success.

You don't need fancy tools or paid ads to get started. What you do need is confidence, clarity, and consistency.

Let's get your voice out into the world.



4.2 Establish yourself as an authority

Why is this important?

Why This Matters

In podcasting - and business - being seen as an expert is no longer enough. To truly make an impact, you need to be known as the trusted voice people turn to. It's about influence, credibility, and connection. When you become the go-to person in your niche, opportunities flow your way - clients, speaking gigs, collaborations, and more.

Let's explore how you can step confidently into your role as an industry authority and make your message matter.



**Five Ways to Get
More Five-Star
Reviews**



Download E-book



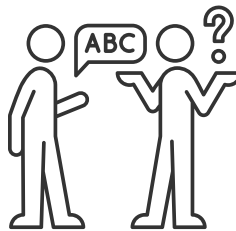
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Practical Ways to Establish Authority

1. Give Away Your Best Insights

Don't hoard your knowledge. The quickest way to build trust is by giving value upfront - real, actionable content that helps your audience right now. Share your wins, your lessons, and your methods in ways that leave your listeners thinking, *"If the free stuff is this good, I can only imagine the paid!"*

Whether it's in a podcast episode, a social post, or a short video - show up to serve, not to sell. Authority is built when people get results from what you've shared for free.



2. Speak Their Language

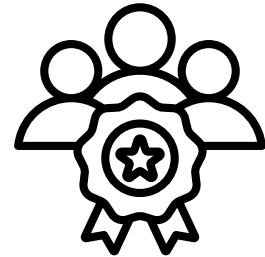
The most powerful content feels like a conversation - not a pitch. Understand exactly who you serve and how they speak about their problems. When your message mirrors their thoughts, you create an instant connection.

Skip the jargon. Tap into their pain points, desires, and struggles. Use stories, questions, and practical tips that make your audience feel seen, heard, and understood.

3. Offer Something Unique

Everyone's shouting online. If you want to stand out, don't join the noise - change the tune. Look at what others in your space are doing... then offer a fresh perspective.

Maybe it's your unique process. Maybe it's your tone, your format, or the niche you serve. Whatever it is, lean into what makes you different. That's what makes you memorable.



4. Align Yourself with Other Experts

You don't need to compete - collaborate. One of the fastest ways to elevate your status is to connect with people who already have authority.

Follow them. Engage with their content. Support their work without expecting anything in return. If you're learning from someone who challenges and inspires you, share it with your audience.

This positions you not just as a thought leader, but as someone who's well-connected and values growth - two traits that build authority.



5. Create Value Beyond the Sale

Being an authority isn't about being the loudest. It's about being the most valuable. Show up consistently with insight, encouragement, and helpful content - even when there's nothing to sell.

When people know they can count on you for practical advice, clarity, and inspiration, they start to see you as their go-to expert. That's influence.

6. Keep Your Promises

This one's simple but powerful. Do what you say you're going to do. Every time.

Delivering on your word builds integrity. And integrity builds authority. Your reputation is your greatest asset - treat it like gold.

Laying the Foundation: Behind-the-Scenes Steps to Authority



While the above actions help shape your outward presence, true authority is built from the inside out. Here's how to build the scaffolding behind your brand.

1. Define Clear Goals

Clarity creates direction. Write down what you want to achieve, how you want to be known, and the impact you want to make. Set goals that inspire action - not overwhelm.

2. Break Down the Steps

Big goals are reached through small, clear actions. Create a step-by-step roadmap so you know exactly what needs to be done - and what can wait.

3. Equip Yourself with the Right Tools

From editing software to marketing platforms, having the right tools can make or break your momentum. Don't try to wing it - invest time in learning the systems that support your goals.

Need help? Ask. Google. Watch tutorials. Learn from those ahead of you.

4. Set a Realistic Timeline

Becoming an authority doesn't happen overnight. Give yourself milestones and space to grow. Use tools like Google Calendar to block time for content creation, networking, learning, and rest.

5. Create a Budget

Every goal has a cost - time, money, or energy. Know what it will take to build your podcasting presence and plan accordingly. This will help you avoid burnout and stay focused.

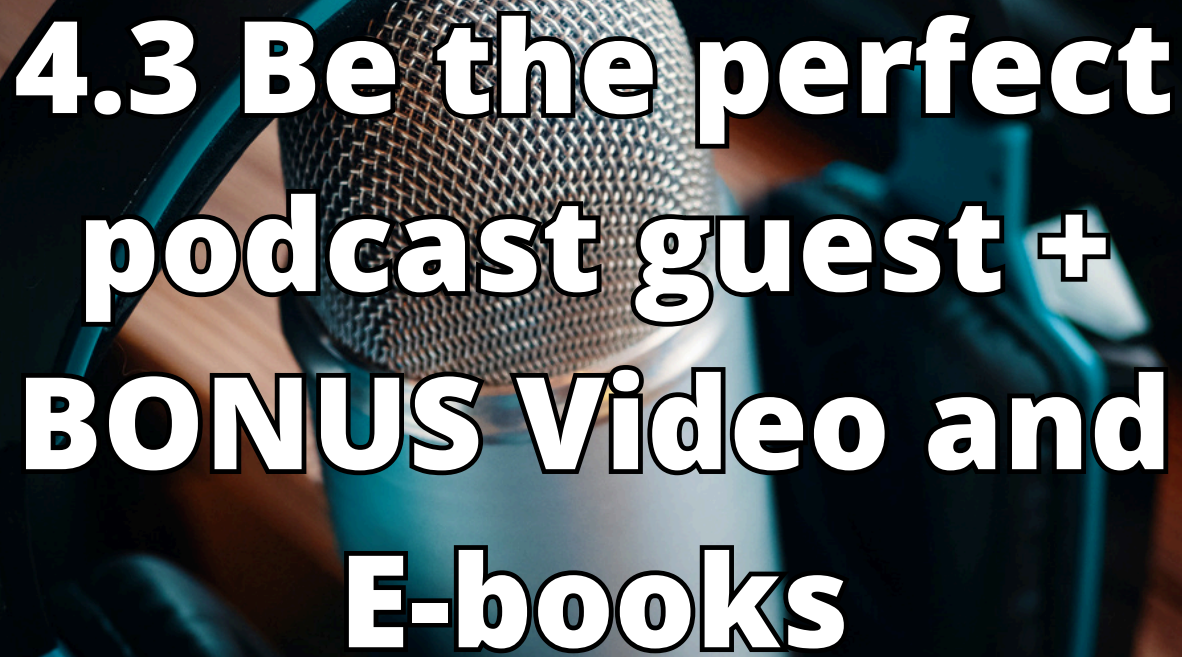
6. Build a Network That Elevates You

Your network is your net worth. Join communities, mastermind groups, or online spaces where your peers gather. Ask questions. Share value. Be seen.

The right connections will open doors you didn't know existed.

Final Thought

Authority isn't about ego. It's about service. The more people trust you, the more impact you can make. Step forward with confidence - your audience is waiting.



4.3 Be the perfect podcast guest + BONUS Video and E-books

It's just as important to be the perfect guest as it is to be a great podcast host

Guest interviews aren't just filler content - they're a powerful platform for building credibility, growing your audience, and expanding your influence. But let's be honest - if you're not memorable, you're forgettable. And forgettable doesn't help your message reach the people who need it.

As someone who's interviewed hundreds of guests, I can tell you this: the best guests come prepared, speak with heart, and make it easy for the host and listeners to say, "Wow, I want to hear more from them."

Here's how you can become *that* guest.

1. Do Your Homework

Even if you're familiar with the podcast, take time to re-listen before your interview. Choose 2 or 3 episodes and note:

- The host's tone - relaxed? Energetic?
- Interview style - structured or conversational?
- Episode format - are there recurring segments or a clear call-to-action at the end?



When you understand the host's rhythm, you'll show up more aligned—and more confident.

2. Prepare, But Don't Over-Plan

Know the key points you want to share. Think about stories that illustrate your message - because stories *stick*. They help your audience connect emotionally and remember you long after the episode ends.

Tip: Practice saying your answers out loud. You don't need a script - but you do need clarity.

3. Keep It Snappy

Answer the question and stay on track. Tangents are fine *if* they add value, but don't drift too far off course. It's okay to ask for clarification if you're unsure of what the host means - that's better than guessing.

And keep an eye on time. If you've been talking non-stop for 10 minutes, it's time to pause.

4. Sound Like a Pro (Even from Your Living Room)

Your voice is your instrument. If your audio is poor, listeners will tune out - no matter how brilliant your message is.

At minimum, use a USB mic. Some of my favourites:

- **Blue Yeti**
- **Samson Q2U**
- **Rode NT-USB Mini**



Avoid recording in echoey or noisy rooms. Carpeted bedrooms work better than tiled offices. And **always, always** test your audio first.

5. Master Your Mic Technique

A good mic is only as effective as the way you use it:

- Stay about a hand's width away.
- Speak directly into the mic, not across it.
- Use a stand or stack of books to keep it level with your mouth.

Check your settings - each mic is different. A quick YouTube tutorial can work wonders.

6. Watch Those Crutch (Filler) Words

We all have them - “um,” “you know,” “like.” Start listening to yourself. The more aware you are, the easier it is to break the habit. Mine are “so”, “now”, and “um”. What are yours?

Speak slower if you need to. Pauses are powerful. They give your words weight.

7. Be Tactful With Self-Promotion

You're on the podcast to serve first, promote second. Mention your offer or product *when it fits naturally* into the conversation. Don't wedge it in awkwardly.

And when the host asks, “Where can people find you?” - that's your moment. Share your website, a freebie, or your podcast, and make it count.

8. Share the Episode Proudly

Once the episode goes live, promote it like a pro:

- Share it across your socials.
- Tag the host.
- Use any graphics or audiograms they've sent you.
- Add the episode to your media or press page.

remember

Visibility builds trust, and consistency builds credibility.



TAKE ACTION: Be the Guest Hosts Remember

Here's how to start building a guest strategy that works:

Step 1: Get Clear on Your Story

Reflect and write down:

- Why do I do what I do?
- Why do I care about this audience?
- What do I want them to walk away with?

Step 2: Know Your Listener's Problem

- What keeps them up at night?
- What do I promise to help them with?
- What's the single most valuable takeaway from my interview?

Step 3: Scout the Right Podcasts

- Pick 2–6 podcasts in your niche on Spotify or Apple.
- Note what engages or annoys you as a listener.
- What could you bring that elevates the experience?

Step 4: Research the Host

- Follow them on socials.
- Read their blogs or books.
- Find out what drives them—understand their "why".
- Keep notes in a spreadsheet or digital notebook.

Step 5: Set Up Your Space

- Eliminate background noise.
- Use apps like **Krisp** to reduce static or hum.
- Consider investing in soundproofing, even if it's just a rug and curtains.

Step 6: Know Your Value

Write down:

- Lifetime achievements
- Client testimonials
- What people say when they thank you

This isn't about ego - it's about anchoring your self-belief before you step behind the mic.

Step 7: Craft a Killer Pitch

- List 3–5 podcast topic ideas.
- Create a 3-line pitch that speaks directly to the host's audience.
- Include a quote or catchphrase you'd love to be remembered for.

Sites like matchmaker.fm or [PodMatch](https://podmatch.com) can help you connect with hosts who are actively looking for guests.

Final Thought

Being a great podcast guest is about *serving the audience with heart, delivering value with clarity, and sharing your story with intention*. You don't need to be perfect - just prepared, passionate, and present.

Your voice matters. And when you show up fully, listeners will feel it.



**12 Steps to Get
Featured on Hot
Podcasts**

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Get Known Get Paid

00:27:23

04 August 2021

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Get Known Get Paid mentor Nancy Juetten transforms speakers, experts and authors into sought-after podcast guests who speak their way to 6-figures and beyond.

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4.4 Monetise your podcast

Creating pre-roll and mid-roll ads, Ad placement - This is where the monetisation of your podcast begins!

You've done the hard work - your podcast is live, episodes are flowing, and you've built an engaged audience. Now comes the exciting part: making money from your podcast. And no, you don't need to be famous to get started.

In this guide, I'll walk you through real-world strategies to monetise your show without selling out. You'll learn how to attract sponsors, offer premium content, and build a sustainable income stream around your podcast.

Let's dive in!

Understanding Podcast Ads: Pre-roll, Mid-roll, and Post-roll



Ad placement is where monetisation begins.

There are three key spots where ads are placed in a podcast:

- **Pre-roll:** At the very start of an episode - great for visibility.
- **Mid-roll:** Dropped midway through an episode - ideal for engagement.
- **Post-roll:** At the very end - these are often skipped but can still work for budget-conscious sponsors.

Industry rates as a guide:

- AdvertiseCast / Descript (2023) – Average podcast ad rates are around \$18 CPM for 30-second ads and \$25 CPM for 60-second ads.

Source: [Descript – The Podcast Advertising Rates Guide for 2023](#)

- AdCPMRates (2020) – Specific breakdown lists \$18 CPM for a 15-second pre-roll and \$25 CPM for a 60-second mid-roll.

Source: [AdCPMRates – Podcast CPM Rates 2020 Edition](#)

- Influencer Marketing Hub (2024) – Confirms \$18 CPM for a 30-second ad and \$25 CPM for a 60-second ad as industry benchmarks.

Source: [Influencer Marketing Hub – Podcast Ad Revenue Calculator](#)

These rates are for podcasts with around 5,000+ downloads per episode. If you're not there yet, don't worry - keep reading. There are plenty of ways to earn even with a smaller audience.

Pre-roll vs Mid-roll: Which Works Best?

Let's bust a myth.

Although many advertisers aim for mid-roll placements, recent data shows pre-rolls are actually **47% more effective**. They also cost less, which makes them a smart choice for podcasters looking to stretch every advertising dollar.

So, if a mid-roll costs \$5 to acquire a listener, a pre-roll might only cost \$2.50 and deliver better results. It's all about being strategic with your placements.

Baked-In vs Dynamic Ads

There are two ways to include ads in your podcast:

- **Baked-in ads** are manually inserted into the episode and stay there forever.
- **Dynamic ad insertion** allows you to swap ads in and out, even after the episode has been published.

If you're just starting out, baked-in ads are simpler. As you grow, dynamic ads offer more flexibility and long-term earning potential.

8

Proven Ways to Monetise Your Podcast

Now, let's explore how you can turn your podcast into a sustainable income stream - without compromising your values or overwhelming your audience.



1. Sponsorship Deals

The most well-known way to monetise a podcast is through sponsorships.

You don't need a huge following—just a focused audience and a message that aligns with a brand's values. Sponsorship can come in the form of:

- Pre-roll shout-outs
- Mid-roll conversations
- Post-roll credits

Start by reaching out to brands your audience already loves. Pitch how your show can help them connect with the right listeners.

2. Affiliate Partnerships

Affiliate marketing allows you to earn commission by recommending products or services you trust. When your listeners buy through your special link, you get paid.



Only promote what you personally believe in. Your integrity builds loyalty - and loyalty builds sales.

Great affiliate platforms include:

- Amazon Associates
- Skillshare
- Buzzsprout Affiliate Marketplace

3. Premium Content

Give your most loyal listeners something extra with a premium content model.

That might include:

- Bonus episodes
- Ad-free listening
- Exclusive interviews
- Behind-the-scenes content
- Video versions of your episodes



Platforms like [Patreon](#) or [Supercast](#) make it easy to offer memberships or paid feeds.

4. Donations

Sometimes the simplest strategies are the most effective.

If your listeners find value in your work, they'll often want to support you. You can use platforms like:

- PayPal
- Buy Me a Coffee
- GoFundMe
- Stripe

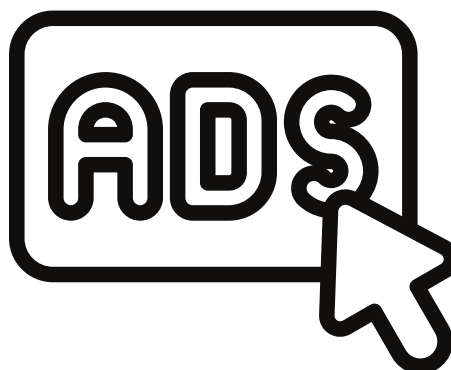


Ask clearly, share how the donations help, and always express gratitude.

5. Podcast Advertising Networks

If you'd rather not do the outreach yourself, join a podcast ad network. Some popular options:

- Podcorn
- AdvertiseCast
- PodGrid
- Midroll



These networks connect you with advertisers and handle the logistics for you. Just remember - they take a cut, so read the fine print.

6. Merchandise

Got a loyal fan base? Give them something they can wear, carry, or use with pride.

Think:

- Branded mugs
- Catchphrase T-shirts
- Keychains or stickers



Use print-on-demand platforms like [Printful](#) or [TeeSpring](#) to handle everything behind the scenes. Promote your merch through your podcast, website, and social media.

7. Courses and Coaching

If your podcast educates, why not take it further?

Package your expertise into an online course or coaching program. You can use:

- Teachable
- Thinkific
- Your own website (for more control and profit)

This is a great way to deepen your connection with listeners and turn them into long-term clients or students.

8. Live Events

When your audience loves what you do, they'll want to connect with you in person.

You can host:

- Live podcast recordings
- Panel discussions
- Workshops
- Retreats or networking events



Even with a small turnout, ticketed events can generate significant income and brand loyalty. It's also a fabulous way to foster community.

Final Thoughts

There's no one-size-fits-all way to monetise a podcast. Some strategies will suit your show better than others, depending on your content, audience, and goals.

The key is to diversify. Don't rely on just one method - combine a few that feel natural to you. Most importantly, always put your audience first. When you lead with value and integrity, the income follows.

You've built a platform. Now it's time to let it support you.