# Email List & Social Media Strategies to Build a Podcast Community Podcraft

**Susan:** I was at a bar. I was meeting some people there. They were late. It was in a hotel. So I got a newspaper and I started reading it and there was a couple next to me and they started to chat to me and they said, what do you do? And I said, well, I host a podcast and I write about drinks. And they said, what is it called? I said, lush life. And they said, we're on your newsletter. We know you. You're Susan. We know you. Oh my God. Isn't that crazy? He said, I thought you looked familiar. And so you never know.

**Colin:** Hey folks, and welcome to Podcraft. This is one of the longest running how to podcast series on the planet. I'm Colin Gray from thepodcasthost.com, and in this season, we are talking to some of the best independent podcasters in the business. Last time around, we heard loads of our creators anecdotes and strategies for podcast growth. But let's face it, building an audience around your content is a huge subject and not something we can tackle entirely in just one episode. So now it's time to dive a bit deeper into some of the wider aspects of building a following, and that's going to involve a closer look at social media. Like I said in the last episode, you don't need to use social media at all for your podcast, but a lot of folk do. So it makes total sense that we try to be as smart about it as possible, especially when it comes to what we use and how we use it. We're also going to find out more about running an email list. A few of our podcasters are having brilliant results with email, and this is a great opportunity to get some tips and takeaways for our own email strategies. And finally, many podcasters run interview shows that might be you. This is another big overlap between content creation and podcast growth. On this episode, you'll learn about running an impactful interview podcast, as well as how you can still present yourself as a thought leader on your topic, even though your focus is usually on that expert guest. All right, let's kick things off, though, with the social media aspect of podcasting. What are our creators using? What's working for them, and what have they learned over the years? Here's Andrea of the savvy social podcast.

**Andrea:** I think Instagram has always been a main platform for me. I like Instagram. It's one of my largest social communities, so I do spend a lot of time there. And over the years, what has changed is I used to post a lot of audio only because I used to only do audio for the podcast. Now that I record video as well, I do a lot of video clips from the podcast, and that seems to work really well as well, especially anything that's a hot take, anything that's controversial, that really helps for people to connect with it. And I always think about the person watching it as well. So I find that if you lead with, like, I have this podcast, go listen to it. Unless they're already a fan, they're not interested. And so we're usually leading with something else. Like, these are the latest LinkedIn updates, or here's what's trending in 2024. And then we give them something in, like, a clip from the show that's something that's substantial that they could use maybe today. And then, like, if you want more, go listen to the podcast. So that formula has worked really well for us as far as leveraging social to, like, get people to listen. So Instagram's primary, and then I would say some secondary ones that have worked really well are LinkedIn and TikTok. And so because we have a lot of video content, TikTok has worked well for getting new people aware of us and then LinkedIn as well. So I'm constantly building my network over there. And so people like to see the video clips from the podcast, and they tend to be some of my most engaged posts over there as well.

**Colin:** Rob the Eurotrip

**Rob:** So, in terms of our audience, one thing that we were keen to do when we were looking at kind of a promotion strategy for the podcast was to kind of identify who are they? What is the demographic that they best fit into? And for us, the most popular age range for our listeners are between the ages of 24 and 35. So kind of the same age range that me and James are as hosts. So, thankfully, it kind of helped our job because it was a bit easier because we could say people our age, what are the social media platforms that our age group use? Hence why we ended up on Twitter, Instagram, and then TikTok. Latterly, I think, you know, the audience on TikTok probably is predominantly a bit younger than that demographic, but you see the shareability of the content, and if you are doing video content, and that is something else we've kind of moved further into, because previously, obviously, just being a podcast, we would just record the audio side of things. We wouldn't do video based content. But now, whenever we do an interview with an artist or a guest, or maybe we're an event, we will make sure that we are also filming that as well. It might be as simple as, you know, just using the video

from, from Zoom, which sometimes isn't great, but sometimes can be, you know, can be pretty decent that, you know, that means that we can put that content on a different platform. And again, it helps us reach a new audience as well.

**Colin:** Kathi Wild for Scotland

**Kathi:** So I started.out with Twitter, Facebook and Instagram. When we started the podcast, I used Twitter less and less, although I do participate in threads to promote episodes. And, you know, I use it to retweet if our guests share the episodes on Twitter and things like that. But I don't actually use it that much, on the one hand because I didn't see a lot of results from it, but also because of all the things going on with Twitter or x at the moment. Anyways, I do use Facebook quite a bit for the podcast. I have a big Facebook group through my other business, so kind of doing cross promotion in the Facebook group is really important for me. But the biggest platform for me, and the one that I enjoy most is Instagram. I could probably try TikTok as well, but I think I'm already spending way too much time on my phone as it is. So I'm trying to reduce adding new social media to it. But Instagram is by far my most favorite platform to use to promote the podcast. And because it has that combination of visual and audio with reels and stories, I think for us at the moment, that's the most impactful one as well. A lot of our listeners find us through Instagram, which I know through comments and emails as well. So it definitely does its job, I think. But I think overall, social media is great to reach people who kind of already are within your sphere of influence, who might follow you or who might have friends who follow you, or who are really interested in topics you cover. So it's suggested to them, but to reach really new audiences, completely fresh audiences, I don't know if social media really is the most impactful for that.

**Colin:** Daren, the 1% better runner

**Daren:** Facebook does not work for me because I basically gave up on Facebook in 2018, and Facebook was just friends and family, and it was for music stuff back in the day. But I never really cracked the Facebook code, and I jumped on Instagram in 2017 for all my fitness and running stuff. Fitness and running is very visual, so it made sense. So that's actually, that's like my core kind of platform for promoting, just because my core audience is there, my biggest audience is there. And then I'd say for my pod paste, the business podcast the content on. It's called content on the go. That LinkedIn is great, obviously, because I'm talking to brands and businesses and companies. So LinkedIn is the best place for it. TikTok is a weird one. I call it the redheaded stepchild. It's a weird one because that algorithm still just serves it to whoever wants to watch it. And you just randomly get one that will just do well and people will like it, and you follow you and you're like, what? So I really. I'm not Gen Z. I'm definitely a very old millennial. I'm a senior millennial. So I haven't cracked the TikTok code. I don't really care about it. But then there's YouTube, which I feel like is like this untapped, amazing place for podcasters and just people that want to make meaningful, long form content. YouTube is great. And YouTube shorts is right now at the time of this recording, 14 February 2024, Valentine's Day. YouTube. It serves out your shorts to so many people. If it's good, and you then get some subscribes and some people might check out your podcast, it's like free promo for now. It's like Facebook back ten years ago. It's LinkedIn five years ago. And that will end soon. It's been like that for probably a good, like, year and a half now, two years. And I'm like, it's gonna end soon. Where they're gonna make you pay to play. So that. That's kind of my stack of platforms, in a way. Oh, and the newsletter is my bread and butter, too. It's. It's this slow burn, and. But it allows me to pivot from the podcast and do what I also love doing, which is writing. And that's another reason why I realized podcasts were a lot of writing, especially when you get into scripted narrative stuff. But even outlining and writing your intros and all that stuff and turning the podcast into a blog post or newsletter. So my blogs end up allowing me to kind of flex that writing muscle and skill that I have, and that keeps the stickiness, because not everyone's gonna listen to that episode. They might just read the blog post about it, or. So that I try to. I guess it's a bit my strategy. I try to meet everyone where they are, because what is it? A third of people read, a third of people watch videos, and a third of people listen. I'm sure that skews differently for different people, but let's just say that might as well meet them all and I have the skills to do all three because put the camera in here, put the mic on. Already got the mic on, put the camera on and then turn it into a blog. I've already written most of it in a way, so it works really well for me.

**Colin:** Social media is Andrea's bread and butter. It isnt just the topic her content has built around. Its literally her entire business. So it makes sense that we could just ask her what the best platforms are

and then get on with the rest of the season, right? Well, sadly, theres rarely ever a one size fits all answer in podcasting. Turns out social is no exception.

**Andrea:** I think facebook's very challenging, especially because there's just so much personal content over there. I think certain styles of podcasts could work well. Like let's say you have a podcast for like teachers or educators. I think that could work well on Facebook or, you know, if you have like a show about crafting or something, you know, more towards consumers instead of business owners, I think it could work. But Facebook, otherwise, we haven't really seen a lot of traction, which is very crowded. And then other platforms that work well for podcasts, hosts, but not necessarily for getting people to listen to the podcast more of like a personality kind of brand kind of thing is x, formerly known as Twitter and threads. So those like short form, text based platforms are great for connecting and kind of like sharing your expertise, your thoughts, your kind of like day to day life. But we don't see a lot of people engaging with podcasts like promotions or even just website traffic from those platforms is very minimal compared to other platforms.

**Colin:** Here's Paul now from the Joy of Cruising podcast.

**Paul T:** I have a Facebook page. Really, I started that, you know, for my books. And then once I started the podcasts, which obviously are related to the books, I have a Facebook group and that group has grown like crazy. So now, I don't know if there's any correlation, but all I can tell you is I have been quite successful in terms of downloads. So is there any correlation? You know, I can't put my fingers on it, but I'm sure there's some, you know, there's some, you know, it has something to do with the growth of my podcast. So I'm very active on Facebook. I'm very active on Instagram. I'm learning the power or not? Well, yeah, the power of reels. So I do some reels myself, but I'm fortunate that I have a, you know, a millennial daughter who will do some reels for me. And I just found out about this, like, really, like in the last, I don't know, couple of months. So. So let's say I have a guest on, and that guest has huge following on Instagram. What I can do is do a post on Instagram talking about my upcoming episode with this guest. Well, if the guest is agreeable, what I do is I reach out to them, you know, on email or something like that, and ask them would they be willing? And then I. And sometimes I have to explain what a collaboration is. If they're willing, what I can do is select them as a collaborator. So what that means is, in addition to the post going out to my followers, which is not huge, it'll go out to their followers, and sometimes their followers, that number will be huge. So it's sort of like, it looks like the two of you put out the post together. It says, you know, a post from the joy of Cruising podcast and from Matthew. So all of Matthew's followers, all of your followers will get it, as well as all of my followers. So it. The word I use is, it supercharges your reach of your post. But, you know, some. Some people don't agree to be a collaborator because, I don't know, they don't understand it or they, you know, they don't. I don't know. So not everyone chooses to be a collaborator, but when I get someone with a huge following to be a collaborator, it really does supercharge the Instagram post.

**Colin:** Gabe, board game design lab.

**Gabe:** I feel like most social media is not exactly healthy or good as humans to be there. In general, I feel like social media can be really, really good for these specific purposes. You know, to the point where I don't remember the last time I posted anything other than inside my game design community. Like, that's the only place I post anything. My profile pictures are years and years old because I just don't. I don't change anything. I don't post anything. I don't post, oh, look what I had for lunch. Or, hey, strangers on the Internet, look at my kids. Like, I don't know. It's weird to me. I. Everybody has their own feelings about it. You do what you want to do. That's how I feel. I would rather just live my life in the moment and not really worry about posting my life online. But from a business standpoint and a community standpoint, Facebook's really good. Like, we talked about Discord. I've seen a lot of companies use Discord really, really well. I'm thinking. I'm trying to figure out how, how to do that again, that's a whole other thing to figure out. And so maybe, maybe don't do all the new things at the same time. Maybe we'll kind of stair step some things. But, um, so Twitter some back in the day, but not really anymore. That's really it. Email and Facebook, I mean, I just feel like those are the, have been the best ways to interact with my community and to get good responses and it's easy to find stuff. I don't know, I just feel like those two. And maybe now with Discord, we'll see.

**Colin:** As Gabe mentioned, he runs his own popular Facebook community, but in his show's infancy, he also made the effort to become a positive and active member of a few other board game design specific groups that was on Facebook and beyond.

**Gabe:** Yeah, so the Facebook groups I was already a part of, right. Just making posts in there and it wasn't like, oh, who was this random dude? Like, I was already active, I was already commenting and trying to help people and asking questions and trying to get them to help me on different games and projects and things I was working on. So I was already a known person. Not very well known, but known enough where people are like, oh, this is not just some, some completely random dude. And then in the board game space, we have a kind of the main hub website. It's called board game Geek. It's boardgamegeek.com. and it's like the mecca for games, especially in my side of the industry. You know, with games, there's kind of multiple areas. There's like the mass market, which is your monopolies and scrabbles and checkers and stuff like that that you find in every big box store and all that. And then my side of the market is the hobby side. And that's where the games are nicer quality, a little more expensive, a little more complicated and complex. And so, you know, there's a certain little area of the Internet where everybody is just because it's not, it's not as big of a market as some other things. And it's not like movies, it's not like tv or video games that are just these massive behemoths when it comes to stuff coming out. And people working in those industries, board game space is much, much smaller, especially the hobby side. And so it was actually kind of easier to find the people because there's only a handful of places that they are. And so as long as you're in some of those spaces and you're known, then you get a little more credibility and it's a little easier to define your folks.

**Colin:** And on the subject of Facebook groups, here's Vicki from bring your product idea to life, talking about our own community.

**Vicki:** I just have a Facebook group. It's a free group, and it's for anyone who is creating and selling products. As I said, I have lots of listeners in there. I have lots of podcasts, guests in there. It's pretty informal. I'm not, when I say I'm not doing a lot of it, obviously I promote podcast episodes in there and I have discussions and people ask me questions, but it's nothing. It's nothing fancy, but it's. I just wanted another way of people to be able to support each other. So what I quite like is quite often people will post in there and say, I need help with this. And perhaps before I even see the post, someone else has come and answered their question. And I really, really like that. I really like being able to put these people together.

**Colin:** Let's hear from Kathi now about how she integrates her podcast publishing workflow with social media promotion.

**Kathi:** So my podcast is hosted on Buzzsprout, so I can actually create audiograms, sound bites straight through the buzzsprout platform, the website, and use canva to create a visual to go along with it, which is quite cool. So it's very easy. It's a short step in the process of uploading my episodes. I immediately create a soundbite or a visual soundbite audiogram to use on social media. And then for my email list, I use Mailerlite, which is good for me because I have multiple newsletters that go out to different parts of my audience for the blog and the podcast. So I'm actually on a paid subscription with them. But it's very good value for money, very straightforward, easy to use, and a good visual editor of emails as well. I've tried a few different systems and that's the one I've been with the longest now, and I've really enjoyed it as well. So yeah, that's called Mailerlite.

**Colin:** Kathy brings us nicely to our next topic now, which is all around running an email list. Here's Andrea.

**Andrea:** So funny enough, my email list is my largest community. So I have more people on my email list than any of my social channels combined. And so my email list is a huge part of my marketing. It serves as a reminder for when new episodes come out. So it's really for people who've opted in to that. I have a weekly newsletter that I send out every Tuesday. I usually share some things that I'm thinking about, some strategies, some tips, and then I always have a little call out for the podcast in those emails. So it really serves as a great reminder to folks. I also occasionally will do certain things around particular episodes. So my 300th episode is coming up. I will probably do an email just for that episode. But my email list, these are like my core community members, so I definitely talk about the podcast there as well.

**Colin:** Back at the start, we heard that really cool anecdote from Susan of a lush life about meeting a couple in a bar who were avid fans of her emails and her podcast. So what tips does Susan have for running and growing her own email list?

**Susan:** I think just speaking in your own voice is really important. And also, I think it's important you're not always asking your email list to do stuff, like buy stuff and do stuff. And also, I prefer to keep mine free. Again, that's more content I would have to create, not dissing anyone who has a paid one. Great, go for it. But from my own list, I feel that I know some of them personally as well, that it's nice to give all your information. I don't mind giving all my information for free because I love that they're on my email list.

**Colin:** Here's Gabe from the boardgame design lab talking about how his email list helped him to grow an early core audience around his podcast.

**Gabe:** And that's one thing that I, again, unintentionally did at the beginning that turned out to be just incredibly smart. And I can look back on and go, oh, I was a genius, but it was an accident. But I started the email list. Even before I started the podcast, I started trying to build subscribers that then I could, you know, put emails out to and say, hey, the new episode is up because podcasting is hard, because there's not like an algorithm, especially back then, there wasn't an algorithm suggesting things, you know, it's not like, oh, you put a video on YouTube and people are going to magically find it because the algorithm is going to put it right there in front of them, you know, onto their phone. It's like, no, you have to find ways to build up listeners in other, other ways. And so before the show started, I started posting in different Facebook groups and forums saying, hey, this is coming soon. I did a big giveaway where I bought games from the five designers that were the first five interviews. I bought a game from each of them, and then I made that a giveaway, right? And so it's like, hey, subscribe to the email list. This podcast is coming soon. You know, there's gonna be a winner that gets all these five games from these five designers that I'm interviewing for the first five episodes. And so that turned out to be really smart, again, unintentionally, but it worked out really well. And so, you know, I was able to ask the community through the email list, hey, all right, I'm gonna start a social media community where how, like, what do y'all want? And then I'll build that. And so Facebook was the majority, and that worked out for me. Facebook was, at the time, the main thing I was using anyway. It definitely made the most sense. Although now I think Discord might be a better platform to go with, especially as Discord has evolved and really has so many cool, amazing tools that you can use. I would definitely look at Discord maybe over Facebook now, just depending on somebody's needs. But, um, yeah, it's worked out.

**Colin:** Vicki, bring your product idea to life.

**Vicki:** Email works really well, as I say, over the years, I've grown my list and my open rate, click through rate are all really, really high. So I can see a lot of people are coming. You know, they're waiting for that email. Also, by looking at my downloads, I think I'm getting quite a lot of people subscribing to the show, so that obviously it's dropping into their feed automatically. So I guess they. But they're existing listeners, aren't they? So they're not people. I'm targeting so much with the marketing, but then Instagram is probably, in terms of channels, the biggest. And the reason for that is I'm obviously speaking on most episodes with a small business owner, and a lot of small businesses, I think, are very good at being active on Instagram and maybe have a built their following on Instagram. So I feel like that's a good fit, if that makes sense.

**Colin:** Let's find out a little more now about what goes into Vicki's email strategy.

**Vicki:** So I tend to just write a little bit about, you know, this week on the podcast. This is who I have. This is a bit about what we talked about. I might pull out something that struck me from the conversation, or I might sort of do a teaser and, you know, have you ever wondered this? You know, you can find out in this episode, it. It's very much episodes led, but I always write a, you know, just a couple of paragraphs introducing the episodes, which varies depending on who I'm talking to. And then obviously, the links to the episode blog posts, if that's applicable. I've recently, in the last, I want to say six months, also started including picture if I have them. I always ask guests for pictures of what they're selling so I can include those in the email as well because I think that's actually just also quite nice. I've always linked to the website, but if I can actually put a visual in, I think that might

encourage more people to click through if they can get a sense of what products look like. Because I guess my goal with those emails isn't just for people to listen to the episode. Obviously I want them to listen to the episode, but I also really want them to go and take a look at who I've spoken to and find out more about the business.

**Colin:** Samra and Alana, she well read.

**Andrea:** We dabbled in email marketing a few times. It's definitely something I'm interested in us getting more into because I think that does also open a whole other world as far as it goes for ad streams and just, you know, another source of revenue being able to sell. That sounds so terrible. I was going to say sell that audience, but like, that's what it is. Like saying like, oh, we have this many, you know, newsletter or like email subscribers or whatever. I just think it's, again, it's a timing thing. It's like, it's not something that necessarily comes natural to either of us. So we, so I feel like a lot of the things that we've invested in is stuff that comes natural to us. And email marketing just has not been one of them, but it is one that we would like to, you know, check out and see, maybe revisit again. I don't know, it's something we'd have to play with, but I think it's very, it's got potential to like, help people. Just, just another little ping of like, hey, you know, because we're just all busy. Like, you know, you're scrolling, you're moving quick, you're like, okay, gotta drop my phone, go do something else. Like, I think the more times you can just be on someone's mind, I think that's good. That's what marketing is. You know, we're trying to stay relevant.

**Colin:** I hope you're loving the series so far and it's fueling your desire to create or grow your own podcast. As we know full well by now, two of the biggest barriers standing between podcasters and their own success stories are, of course, editing and time. And if you have that in your mind, please do check out Alitu. Alitu is our podcast maker app. It includes call recordings, solo recording, includes automated audio cleanup. It has a full editing platform in there, really simple and built just for podcasters, including text based editing and audio so that you can refine the details. It also includes now magic filters which take out filler words automatically. That's your ums, your aZ, really cleaning up your whole audio recording in just seconds. And then finally it's got hosting in it too, so you can publish all in one platform. If you go over to Alitu.com comma, that's Alitu.com and you can get a seven day free trial to see if it works for you. And throw in the coupon code. Podcraft 50 that's Podcraft 50 to get 50% off your first month. And now back to the episode where we're going to switch gears a bit and talk about podcast interviews. It's true that not every podcast is an interview show, but almost every podcaster has at least done a couple of interviews in their time. Interview podcasts are often naively seen as the easy option. After all, you just grab an expert, let them talk for 45 minutes, and then you've got a value packed episode ready to upload, right? Well, not quite. Running an interview podcast brings its own set of unique challenges. Here's Mur from I should be writing.

**Mur:** I've had terrible interviews before. I've had. I interviewed some comedians who thought that making fun of me was their way, that they should be interviewed on my show and that that wasn't a lot of fun. I've had people ask to be on my show and give me. It's almost as if they tried to do the shortest answers possible. And I've had people critique my interview process as I'm interviewing them. So yeah, there are ways that things can spiral out of control, or you can, you have to come up with cleverer ways to ask a question so you don't get monosyllabic answers. But because I can edit, I've never fully felt like I lost control.

**Colin:** Podcast interviews are tricky because they really shine that light of authority solely on your guest. I mean, that's really good because you want your guests to bring value to your audience, but you also want to build your own reputation as a thought leader in your space. And it's also a good idea to bring your own insights and opinions to the table throughout the episode. Of course, I mean, you want to ask the questions that your audience has, but you also want to participate in answering those exact same questions. So it can be a bit of a tightrope. But as Gabe explains here, you can definitely find a way to walk the line.

**Gabe:** It's actually been a little bit of a challenge over the last several years because there are times where I interview someone that I am actually more of an expert even on that specific topic than they are. Right. Maybe I'm not quite as close to it. Maybe it's something that they're really, really focused on where it's something that I've done, you know, but at the same time, maybe I have more experience and I've done more and done differently. And so those conversations are always interesting and a lot of fun because it's a lot of back and forth. It's a lot of like, oh, I did this. It's like,

oh, yeah, I tried that. And when I did it, it happened. It didn't work out for me. It's working out for you because you're doing this, that or the other. But when I did it, I made this mistake over here. And so those conversations, excuse me, those interviews are very much conversations. Right. And sometimes people get annoyed by that. Like, Gabe, you're talking too much. It's like, yeah, sometimes. Sometimes I do. And I realize that and I have to kind of reign that in, in the moment. Like, okay, I have shared, you know, maybe one example is enough. Maybe I don't need three. Right. So you kind of have to regulate that as you go. But, um, yeah, it is, it is a challenge. As you become more of an authority, more of an expert, it's harder to find guests that are kind of bigger and especially on certain things. But it's also, it's a welcome challenge. Right. That's a, that's a good problem to have. Like, if we're going to sit down and rank problems, I'll take, I'll take that one over some of the others. But, yeah, you just have to. I think intentionality is the thing. Be intentional. Be intentional with the conversation, with the interviews with the guests, with topics, all these things. Make sure you're doing these things on purpose. Now for a long time, for a whole bunch of episodes, I was just flying by the seat of my pants. And we're going to figure it out and hope for the best. But now, looking back, if I could have been more intentional than I would have, and now that I kind of understand things a lot better, I try to be more intentional now, I think.

**Vicki:** Because while I definitely have my own, you know, I have a lot of knowledge in certain areas. And there are definitely things I'm an expert in. I'm not an expert in everything. And also my experience of starting my own business will be very different to somebody else's. And I really want to speak to as many people as possible, get different experiences, people from different backgrounds. You know, you'll find people approach things differently. How they structure their businesses are different. And I just. One is that I genuinely, as a person, am really fascinated by people, by why they do what they do, how they did it. I think that, for me, is really interesting. Hopefully that's interesting to guests as well. And also because I feel the more people I feature, the more likely it is that people will find they'll hear an episode that resonates with them. Whether it's because the person is also a single mother, or they're of a certain age or ethnicity or whatever it is, or they've gone from one background to another, or even if it's just hearing that this person had never ran a business before and now they're doing it. I think the more people I speak to, I just want to give as many people a voice as possible and hope that it means that my audience have a better chance of connecting with people. But, yeah. And also appreciating that. I'm not an expert and I've got my. My views and my experiences, but somebody else's experience, even if someone else running another business selling baby products on Amazon, their experience could be so different to mine. And how I balance that is I'm always genuinely interested in asking questions and see what my guests have to say, if I feel I can add anything. So if they perhaps present a problem they've had and they don't know the solution, and I feel like I can add something, I will. But often with those episodes, if I do interject, if anything, it'll be more to back up what they're saying, because I really want the guests to be, like the star of those episodes, if that makes sense.

**Andrea:** So I've come up with a flow for the interview over the years that allows for me to still be in that quote, unquote expert spot. And it's why I hesitate to interview other marketers, because they tend to be the most combative about, like, what they think social media should be. And so I usually frame those questions from, you know, like, here's what I know to be true, but here's what I also observe you doing. Can you talk about why that works for you or why that doesn't? And then I'll usually follow up with, you know, if it's something I wasn't expecting, I'll say, oh, interesting. Because in my experience, blah, blah, blah. Or if it's something I was expecting, I was like, I will say things like, that's exactly what I was expecting you to say. I'm glad you highlighted that because, you know, insert my thoughts here. And it's honestly, I have the same questions for every guest. We don't always, we never answer all of them, but they always touch on the topics that I want to talk about. Things like social media content creation, social media boundaries, how are you measuring results on social media analytics, and then how are you applying trends and current events and things like that? So because I have questions around those kind of buckets, I know how to guide the conversation so that I'm still in that seat of like, this is my show, this is my, I'm still in the expert seat.

**Colin:** For podcast interviews to work, we really need to think about the big picture stuff, the overall aim of the podcast, and how that podcast fits in with the rest of your content and your business as a whole. But there's also a whole load of small moving parts. Now, this stuff isn't quite as glamorous, but it's every bit as important. You know, it's all around organizing and executing brilliant conversations with interesting guests, and all on a regular basis. So here's Andrea on how she manages potential guest inquiries and pitches.

**Andrea:** So I do have a form on our website where guests can pitch their ideas. So if I need to, I'll use that form, but I'll, even if someone, if I have an idea for someone, I'll put them kind of in that form as well. Most of the time, though, if I see something interesting on social media, especially if it's not a marketer. So like anyone but a marketer, because I feel like marketers, we have our own ideas about how things are supposed to go. I want to hear how actual, like, business owners are using social media. So if I see something interesting, I'll reach out to that person, say, hey, I saw you posted this interesting thing, or I noticed you're doing this interesting strategy. Can you come on the podcast and talk about it? Usually it's people I know. I will say, I do use that form heavily when I am about to have a baby, which I am currently about to have a baby. And so we use the form a to kind of batch record some interviews to get me ahead of schedule. The thing about the forum is we ask people for interesting social media stories. So if they can't give us like three to five sentences of why we should have them on the podcast for interesting story, and it sounds like they're just trying to pitch their thing, then we won't have them on. Because the whole point of the podcast is to really highlight social media and not just what we think success on social media should look like.

**Colin:** I mean, it's got to be a great position to be in when you've got potential guests approaching you all the time, especially if you've got a system in place like Andrea's, which helps you filter them and reduce that overhead. But if you're new to podcasting, you might be at a place where you need to be the one doing the reaching out. So here are some tips from Vicki.

**Vicki:** I think being very, very clear about what your podcast is, who it's for, and what the aim of it is is really helpful because I think that helps potential guests see for themselves if they're a good fit and let them know what's expected as well. So I was really clear in all my original sort of, and I still am today. You know, when I approached someone about the podcast, I would always be really clear, but this is what the show is, this is who it's for, and this is what I'm be looking for you. This is the kind of things I'll be looking for you to share. I think that honesty and transparency is probably the best way to go. I mean, obviously, if you've got anything else that you've done, if you've published a few episodes, I think sharing those could be useful. If you have a blog or a website, I think providing places people can find out a bit more about you is good. I do know that, you know, for example, if someone contacts me now to ask me to go on a podcast, I will look them up on LinkedIn, I'll look at their website, try and find a little bit more about them, because I think that's what we all do. So I would just make it really easy for people to find out a bit more, more about you and decide whether they think it's a good fit.

**Colin:** Here's more from Andrea on our systems and our workflows to prevent email overload when she's trying to schedule a regular flow of podcast guests.

**Andrea:** Yeah, I use calendly so the form is in airtable for like potential people, and then I use calendly for anyone who is a confirmed guest so they can book through there. And then we have an automation for another form for them to fill out if we need more information like their photos, their social links, that sort of thing. And then my podcast producer will actually also manually follow up with them too, because we find that there's maybe other things that we need and we keep them in the loop too, for prepping them for the show. So we give them like a whole prep sheet and all of that, all of that sort of thing. So it's part automated and part manual.

**Colin:** What about publishing podcast interviews then? Here's Vicki and how she titles our episodes to help signpost them for subscribers and would be listeners.

**Vicki:** So I can tell you, so I've just opened the document that's got my podcast titles in, and I can tell you that initially the title of the podcast would be name of person, name of their business. As you can imagine, not that engaging. So email titles I can't think off my head, but podcast episodes, definitely. Whereas where I had podcast episodes with titles like how to write a product specification. So that's one I've done recently. Or should you be selling your products on Amazon or how to prepare, prepare for Christmas in July, things like that. So how to do this, how to do that I found have done better. I don't know where. I think partly because it tells you more about what the episode is, what it's about. These are all solo episodes, by the way. So I'll come on in a minute to what I'm now doing when I speak to guests, but I think it tells people more about what it is. I also try and think when I'm writing that sort of title, what people might be searching to Google, like, for example, how to write a product specification, that's something someone might Google. So I figure if that's the name of the podcast episode that might come up there, or it might come up if people search in, you know, their podcast

player, and then equally when I speak to guests now, rather than just saying name and business. So some of the episodes that I'm going to release shortly are how to use spreadsheets to help you run your products business. And then I put with and the name of the guest, how to start a business as an expat, how to run a subscription business. So I try and think about the conversation we've had and pull something out that would hopefully draw in the listener about that conversation, if that makes, if that makes any sense. And I think that that's, I feel like that's definitely a better approach than what I was doing. Whether that's still perfect, I don't know. But I do think it makes it more interesting. I think people can see from the title of the episode then, okay, they're definitely going to talk about running a business as an expat, or they're definitely going to talk about excel or whatever the thing is. And I think that hopefully will give new listeners a bit of an idea about whether that episode is for them or not.

**Colin:** And here's Mur now with some tips on drawing out the value from her guests.

**Mur:** I try to think about what the people haven't been asked before, which is hard, because if they are promoting a book, which they usually are, if they're on my show, they're gonna want to talk about the book. But since I'm trying to encourage new writers with, with my show, I like to talk about their process and what problems they come up against while writing to let the listeners know that there are people having the same problems they are, but they manage to get published, so you might be able to as well. But also, one big thing I've learned is letting people talk. And I've had wonderful interviews where when we're done, the guest will be like, oh, my gosh, I talk so much. I'm like, yes. And it was awesome because that's what you're here for, and you told a lot of stories, and that was great. So I don't go prepared with a ton of questions because usually I have some seed questions, and we can usually keep the conversation rolling after that. But letting people talk, knowing that usually people like to talk about themselves, that was the biggest thing for me. I thought, I'm a nobody using podcasting, which is a technology no one had heard of at the time, and I didn't think anybody would want to talk to me. And no matter who I was, authors like to talk about themselves, and promotion is something our editors encourage. So it's like, okay, they're. They're on board. So didn't have a lot of trouble getting people to be on the show. And as long as I just asked a couple of questions and let them talk, it was turned out pretty good.

**Colin:** A podcast host can really have the best list of questions in the world, but if they're not actually listening to their guest's answers, it'll really become obvious to the audience. Here's Gabe on how he's honed his conversational skills over the years.

**Gabe:** Yeah, so this was a. You might call it an unfair advantage that I had in that. Before I started my show, I had spent years talking to people experiencing homelessness, people in really rough situations. And I continued to do that. That was kind of a, I would, I would spend the school year in Honduras and then I would spend the summer in Atlanta. You know, in Honduras, I was either working with orphans or then I started teaching English at a school kind of up in the mountains. And then in Atlanta, I led mission trips to help people on the street, right. And figure out what they needed and find ways to get them help, get them into rehab or into housing or programs or just sit down and talk. And that's one thing I found, is that the majority of people living on the street for all the needs that they had. The number one need was connection. It was conversation. It was just somebody to talk to that would actually listen, that wasn't trying to take advantage, that wasn't trying to use them or abuse them in any kind of way, that was just there to chat. And so I spent years doing that. And when you're talking to someone on the street who is maybe high, maybe drunk, maybe going through with the worst six months, six years of their life, maybe they got some mental health things going on, maybe there's some, some PTSD and leftovers from whatever military engagement they have. Like, you have to be very active in your listening. You have to really like, hone in. You know, you can't be on your phone, you can't be wandering, you know, wondering about what you're going to do for lunch or pondering life's great mysteries. Like, you have to be in the moment because if you're not, one, they're going to know, one, they're very, they're in tune with that. But two, you're going to miss things. You're not going to actually be able to engage properly and you're potentially not going to be able to help somebody, right? Because you're not going to hear the need. Because maybe they say, oh, I need this, that or the other. But you read between the lines, you go, oh, no, no, no, there's a deeper thing going on here. And so you have to be very active. And so I had done that for years and continued to do that for years, you know, during the podcast. So that was a huge help that when I was listening to someone, you know, I kind of had that training and all that experience. But also, like I said before, I was hyper curious. I was super interested in the topic. You know, I wasn't ever bored

because I was always like thinking through, oh, that's, oh, that's cool, that's interesting. Oh, yeah, that reminds me of this idea, oh, I didn't even have this question written down. But you saying that makes me think, oh, let's chat about this over here for ten minutes. And so it partly came naturally because of all the training, but also, again, the advantage of when you chat about things you're really interested in, right? When you're excited to chat with that person about that topic, it just makes interviewing so much easier. But then, I don't know, somewhere around episode, it was the Rob Davio episode, and he's one of the just best designers in the industry. And something about that episode kind of unlocked an idea in my mind, kind of a new way of doing things where I wasn't as hesitant to share my own side of things. A lot of the earlier interviews were very conversational, but it was a lot of like, ask a question, maybe do a little quick follow up thing, and then on to the next question. Still organic, still conversational in nature. You know, you couldn't go back and listen to those and think, oh, Gabe's just being a robot. Ask a question, ask another. Don't acknowledge anything that was said. You know, it wasn't like that. But something about this one episode kind of gave me permission to share my own stories, my own examples, my own life, things that had happened and things I had noticed and seen and felt and all that. And I don't know if it was Rob. I don't know. He's, he's been on the show a bunch. You know, I've talked to him in real life. He's a great guy. Maybe. Maybe it's just something about him. I don't know, maybe something I ate for lunch that day. But it kind of opened up the realization, like, oh, I can share my side of the story, too. And I have to be careful. You know, people aren't listening for me, especially in the early days. They're listening for Rob. They're listening for these, you know, experts. So I don't want to overtake the conversation. I don't want to talk too much, but I can also share my side. And so that was super helpful as well.

**Colin:** You've been listening to Podcraft, brought to you by thepodcasthost.com. we've covered a lot of ground on this one, so it's worth taking a bit of time to think about it, to really digest what we've gone through. Might even be worth getting the notepad out, taking some notes, or feel free to grab the episode transcript, read back through it by heading over to podcraft.net. on the next episode, we're going to work to capitalize on this newfound growth by talking podcast monetization. Even if you're just at an early stage with your show, there are a few strategies you can put in place to get those small income streams trickling in. Covering your hosting costs is a great early goal, and you can build up from there. And as ever, our indie pod legends are going to give us real world examples of all the stuff that's worked for them, as well as what hasn't and everything they've learned along the way. Remember, if you're still pre launch, you've not got that show out there into the world yet, but these stories have. Course, I've got you chomping at the bit to get started. Grab a copy of our finally start your podcast book. It'll take you through the whole thing, breaking everything down step by step. We break it down into a whole set of micro lessons, just 15 minutes at a time, steps laid out exactly for you so you can get it done day by day. Go over to thepodcasthost.com finally, that's thepodcasthost.com/finally to grab that book. Thanks again for listening, and we'll see you next time.