



# 75 PODCASTING TIPS

FROM THE EXPERTS

JENNIFER HENCZEL

PODCAST  
ON  
PURPOSE



*hello AND welcome!*

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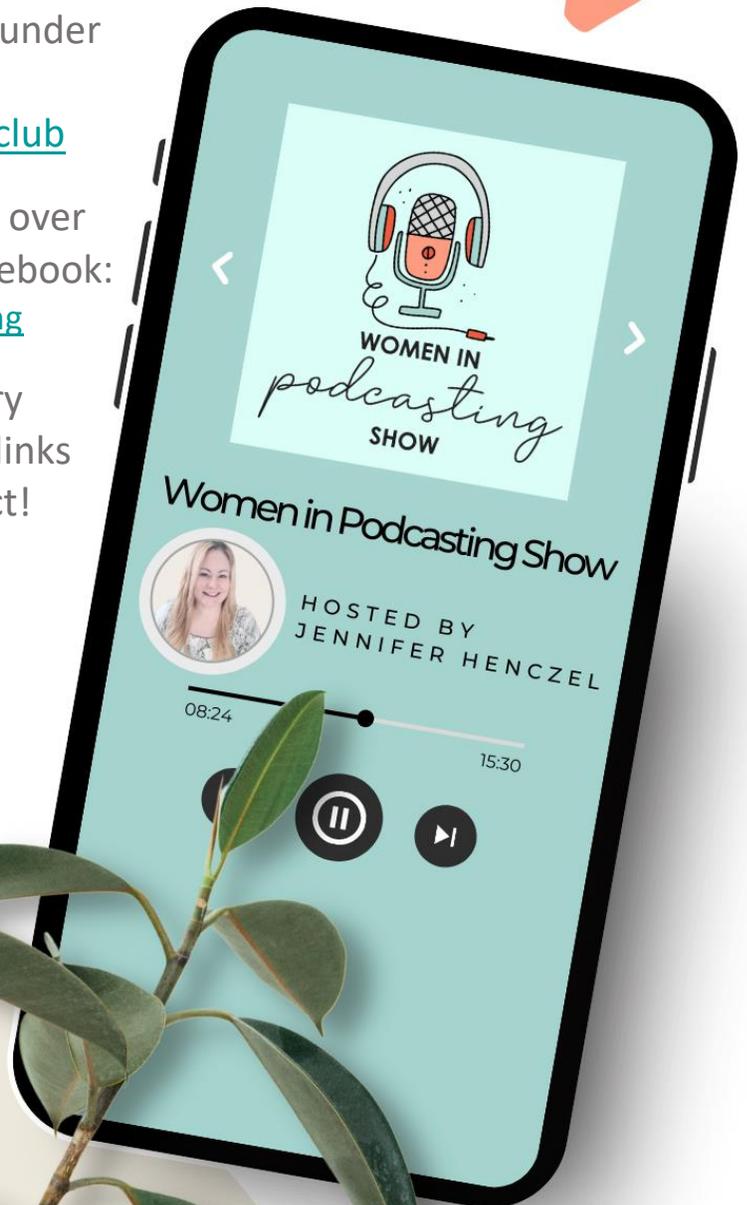


***My name is Jennifer Henczel.***

I'm a best-selling Author, Speaker, and Founder of Inspired Influencers and the Women in Podcasting VIP Club [womeninpodcasting.club](https://www.womeninpodcasting.club)

I'd love to hear about you & your podcast over in my Women in Podcasting group on Facebook: [www.facebook.com/groups/womeninpodcasting](https://www.facebook.com/groups/womeninpodcasting)

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## 75 Podcasting Tips from the Experts

*wise words  
from famous  
podcasters*

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## 75 Podcasting Tips from the Experts

1. It's hard to be self employed and have a successful podcast. It's also hard to live pay cheque to pay cheque with no financial security or freedom. Which hard are you going to choose? The choice is yours! – John Lee Dumas, [Entrepreneurs on Fire](#)
2. Your purpose is how you serve the world with your passion. Infuse your passion into your message. Your voice is a manifestation of your purpose in the world. – Jennifer Henczel, [Women in Podcasting Show](#)
3. You must internally commit to podcasting, as you must do with anything that is potentially beneficial but takes some time and effort to do. - Pat Flynn of [Smart Passive Income](#).
4. Stop obsessing over your stats and focus on building relationships with the community you already have. - Cliff Ravenscraft from [Podcast Answer Man](#)
5. Approach every interaction with gratefulness, even if it's an anonymous, negative review. - Daniel J. Lewis from [The Audacity to Podcast](#)
6. Don't be afraid to copy a topic for your podcast. But put your own unique twist on it. - John Wilkerson from [The Wired Homeschool](#)



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7. Carry around a small notebook and pen for ideas for show topics, interview questions, notes, and sketching website layouts. -Dan from [Miskatonic University Podcast](#)
8. You need to create value for people listening to your podcast. It doesn't matter if your value is entertainment, helping people fall asleep, or giving detailed how to's to a niche business strategy, but you need to give people a reason to listen to your show. Why should they care? - Travis Vengroff, [The White Vault](#) & [VAST Horizon](#)
9. Put your pets somewhere that they won't disturb your podcasting. - Daniel J. Lewis from [The Audacity to Podcast](#)
10. Don't be afraid to take a break! Use the break to refocus and plan the future of your podcast. -John Wilkerson from [The Wired Homeschool](#)
11. The best gear doesn't mean the best podcast. Focus on episode content and audio quality with what you have. - Max Flight from [Airplane Geeks Podcast](#)
12. At a time when everyone wants to emulate the latest top ten host on iTunes, I make sure that I am being myself - Heather Gray is the host of [Business Mindset Mastery](#).



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13. If you want something from your listeners, ask for it often! Feedback, ratings and reviews, and even donations. - Daniel J. Lewis from [The Audacity to Podcast](#)
14. I launched a podcast hotline where my listeners can call in and leave voicemail that will be featured in a future episode. This is another amazing way for my listeners to feel like they are apart of my community and my podcast. These types of participation features bring in new listeners who are curious about all my offerings. - Melissa, [Mimosa Sisterhood](#)
15. Join a podcast network. This will help you mentor and be mentored. -John Wilkerson from [The Wired Homeschool](#)
16. Any entrepreneur who achieves sustained success has systems and automation in place to ensure stuff gets done. - John Lee Dumas [Entrepreneurs on Fire](#)
17. Make sure a matching domain is available for your podcast title and that it's easy to say and spell. - Dave Jackson from [School of Podcasting](#)



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18. Build a Google Analytics-backed landing page for your library of episodes. This helps you understand where your listeners are coming from, which can help you optimize based on channel. - Jake, [Convoy Radio](#)
19. Don't use copyrighted music as your theme song unless you have written permission. - Daniel J. Lewis from [The Audacity to Podcast](#)
20. I lost my way when I was running low on content ideas. Instead of phoning it in and compromising the integrity of the show with weaker episodes, I stopped, and compromised the consistency of the show instead so I could refocus, reboot, and rebuild without disappointing my listeners accustomed to higher quality content. - Heather Gray is the host of [Business Mindset Mastery](#)
21. Don't be afraid of background noise when it can add a great ambiance to your podcast. - John Wilkerson from [The Wired Homeschool](#)
22. Listen to your own podcast! This can be a quality-check or to find ways to improve. - Max Flight from [Airplane Geeks Podcast](#)



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23. Make an agreement with your co-hosts about your podcast responsibilities, finances, expectations, and more. - Dave Jackson from [School of Podcasting](#)
24. Know your audience like they're a friend. Know their struggles, wishes, fears, and basically be in their mind. This will make your content essential and binge-worthy to your audience, who will then share it with like-minded people.” - Kim, [Teachers Need Teachers](#)
25. Write short, compelling episode titles that convey some of what the episode is about. - Daniel J. Lewis from [The Audacity to Podcast](#)
26. Get your listeners to send in opening bumpers, like “Hi, this is John Smith and you’re listening to [ podcast name ].” - Steve Stewart from [MoneyPlan SOS](#)
27. Don’t let any programs auto-download updates. You know they’ll start when you’re recording. Boot up in advance in case any programs do try to auto-update. - Max Flight from [Airplane Geeks Podcast](#)
28. Niche down as much as possible so listeners know exactly what kind of value you offer them and why they should keep coming back every week. - Krystal, [The Proffitt Podcast](#)



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29. When you are producing an interview-based podcast, make sure to always set your interviewees expectations on the following 3 items: the content to be discussed, the time they need to set aside for the interview, and the general makeup of the audience they are speaking to. - John Dumas from [Entrepreneur on Fire](#)
30. Don't sweat the small stuff! Fix the big issues you can spot when you're starting out. - John Wilkerson from [The Wired Homeschool](#)
31. Start off strong with your launch. Create a really big buzz through social media and in person with networks of friends. - Stacie, [Man Shopping with Stacie](#)
32. Consider a "soundboard" app for your computer, or especially on a tablet or even mobile phone. - Max Flight from [Airplane Geeks Podcast](#)
33. Be unique as quickly as possible in your podcast opening. Don't make your opening any longer than 30 seconds. - Daniel J. Lewis from [The Audacity to Podcast](#)
34. Transcriptions, making my show as accessible as possible for listeners with impaired hearing. It's really helped grow a section of the audience I'd be missing out on. – Danny Brown [Podcaster Stories](#)



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35. Record to an uncompressed file format. Convert to a compressed format (like MP3, MP4, etc.) only at the end. - Max Flight from [Airplane Geeks Podcast](#)
36. Avoid free hosting! You'll eventually want to move, and it can be a pain. - Dave Jackson from [Logical Weight-Loss Podcast](#)
37. Promote what's coming in your episode from the beginning, and tease what's coming in future episodes, so listeners come back for more. - Mike Russell from [Music Radio Creative](#)
38. Stick to a regular schedule if you've set one. Listeners will start to rely on this. - Max Flight from [Airplane Geeks Podcast](#)
39. Make your show notes contain every link, image, quotation, product, or video that you mention in your podcast. - Daniel J. Lewis from [The Audacity to Podcast](#)
40. Researching keywords that people are searching for in related to my niche on platforms like Keysearch and Semrush. - Lerato, [Unpack Property Investment Podcast](#)
41. Team up with other podcasters in your field and cross-promote. - John Wilkerson from [The Wired Homeschool](#)



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42. State your name and name of your podcast at the beginning of your episodes. - Ileana from [Ms. Ileana Speaks podcast](#)
43. Share your show notes with your interviewee by sending them a PDF, which can be read by anyone in the world. - Carl Valeri from [Aviation Careers Podcast](#)
44. Notify your listeners far in advance for time-sensitive items approaching (like the Podcast Awards). - Daniel J. Lewis from [The Audacity to Podcast](#)
45. Editing is so important to becoming a successful podcast because if you can hear mistakes so can everyone else. Be a perfectionist and make sure everything sounds right before releasing it to the world. - Brian, [Let's Talk About Chef](#)
46. Podcasting under a blanket, especially if at a hotel, can reduce or remove the background noise. - John Wilkerson from [The Wired Homeschool](#)
47. Use music and jingles to brand your podcast and give it a unique feel. - Mike Russell from [Music Radio Creative](#)
48. Don't be shy about attending relevant local events as a member of the press because of your podcast. - Max Flight [Airplane Geeks](#)



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49. Prepare show notes well in advance and forward to cohosts, but never talk about show content until you're podcasting - Mark from the [Recovered Podcast](#)
50. Make a professional sounding email address like "feedback@MyAwesomePodcast.com" instead of a Gmail or worse address, even if it just forwards to your personal email account.  
- Daniel J. Lewis from [The Audacity to Podcast](#)
51. Have the best audio possible within your budget. Content is great but if the listener struggles to understand then they will move on." - Rob, [Major League Eventing Podcast](#)
52. Use lip balm to moisturize your lips before podcasting, and you'll reduce the lip smacking noises. - John Wilkerson from [The Wired Homeschool](#)
53. Acknowledge your mess-ups, but don't dwell on them, then move on. - Max Flight from [Airplane Geeks Podcast](#)
54. Podcast your passion! You'll be amazed at how easy it is to produce episodes if you simply podcast something you're passionate about. From sports teams, to video games. Podcast something that excites you! - Nick from [Who-Dey Weekly](#)



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55. Have a backup recording, even if not the highest quality, especially when you have important interviews. - Max Flight from [Airplane Geeks Podcast](#)
56. Don't be afraid to experiment, but also don't make too many changes at the same time. - John Wilkerson from [The Wired Homeschool](#)
57. You have to make great content from day one. One way to do this is to follow your own taste in podcasts, and then investigate how those podcasts are made. - David, [You Are Not So Smart](#)
58. Tweet about your podcast episodes several times in a week, but write a different message and post it at different times and on different days. - Daniel J. Lewis from [The Audacity to Podcast](#)
59. Make a sign to say "Recording in progress, please leave packages at the door" and hang it on your front door. - Segovia Smith from [Audio Speed Learning](#)
60. Your voice is as valid as everyone else's. Don't let inner negative voices keep you from starting. - Erik Fisher from [Beyond the To Do List](#)
61. Create templates to speed up your workflow: show notes, opening



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- and closing audio, and anything repetitive. - Max Flight from [Airplane Geeks Podcast](#)
62. Position your video camera or second monitor so your picture-in-picture (PIP) screencasts will look like you're looking at same screen as your viewers. - Steve Stewart from [MoneyPlan SOS](#)
63. Have your guest on Skype or the phone record their end if they can. This double-ender will give you higher quality. - Max Flight from [Airplane Geeks Podcast](#)
64. Do NOT get discouraged by feedback, whether it's a lack of feedback or bad feedback. Just because people aren't emailing you, doesn't mean they don't enjoy your show. - Nick from [Who-Dey Weekly](#)
65. Don't use BlogTalkRadio if you want more people to listen. - Wayne Henderson from [Media VoiceOvers](#)
66. Be yourself! Don't try to be someone different because you're behind a microphone. - Ben Avery from [Strangers and Aliens podcast](#)
67. Work on your shownotes regularly before your episode. It will make big outlines simple. - Daniel J. Lewis from [The Audacity to Podcast](#)



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68. Apple Podcasts (formerly iTunes) is definitely a search engine – don't forget that. - Pat Flynn from [Smart Passive Income](#).
69. Your artwork is your podcast's first impression, and it's also what competes for attention with every other single podcast that's out there. - Pat Flynn from [Smart Passive Income](#).
70. File hosts such as [Libsyn](#) and [Blubrry](#) will host your MP3 files and deliver statistics on how often they are played. - Brian Massey from Content Marketing Institute.
71. Make sure to learn how to pronounce your guests name correctly. - Cliff Ravenscraft from [Podcast Answer Man](#)
72. Start a Facebook group on your subject matter right now and start building a following before you ever start the podcast. - Cynthia [True Hauntings & Scary Stories](#)
73. Your copy should be engaging and descriptive, but also include several keywords that you'd like to target in iTunes as well. - Pat Flynn from [Smart Passive Income](#).
74. If you're going to launch a podcast where you bring on expert guests, DON'T bring on the usual suspects. – Derek Halpern from [Social Triggers Insider](#)





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75. START! You can plan and think, but make sure you just START! -  
Dave Jackson from [School of Podcasting](#)

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how you can start, grow and  
monetize your podcast?

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### Facebook Groups:

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