

Podcast to Profits

The Ultimate 16-Step Checklist to Harness Podcasting for Lead Generation and Sales Growth

Are you a podcast host or a frequent guest on podcasts?

If you're not leveraging these powerful strategies, you might be missing out on a goldmine of *high-quality* leads and potential sales.



Create A Dream 100 List: Create a list of your "dream" guests and podcasts you'd like to guest on. You can use a simple Google Sheet for this. List out the top 100 of each and share this sheet everywhere. Pro tip: Link the sheet to your email signature and it can look like an attachment for Gmail users, so you get more people seeing it and referring you to people. [See this example](#).



Go On Other Podcasts: If you aren't already, start guesting on podcasts that have similar audiences that you would like to be in front of. Small or large podcasts work great. Remember that you will be getting in front of their most engaged audience. You can leverage booking agents or websites like [PodMatch](#) to find opportunities.



Guest Swap: Consider swapping guest appearances with other podcast hosts. This can help you reach a new audience and also provide fresh content for your listeners.



Save 5-10 Minutes During Recording: The power of podcasting is networking at scale. Make sure to budget in time after your conversation/interview to chat about how you can collaborate with them in the future. This is the best time since you've gotten to know each other. It's the perfect time to set up JV deals and get referrals to other guests and guesting opportunities.



Post-Interview Thank You: Send a quick email or personalized Loom video to your guest or host of the podcast you guested on. Keep the conversation going that you had and remind them of any next steps you planned. This can lead to further collaborations, JV partnerships, referrals to other guests and guesting opportunities, increasing chances the guest will share the episode with their audience and more.



Calls to Actions In Episodes: Use calls to action and ad-reads directing listeners to your lead magnet, such as a free checklist, ebook, or special offer to listeners. Give them the best next step to take as they are listening to you. If you have a podcast, insert ad-read around 5 minutes into the episode. If you are a guest on someone else's podcast, prepare a relevant lead magnet and call it out. This is your most engaged audience!



Create an Episode Series on a Theme: This is a great way to highlight topics within a theme where you can bring on relevant guest experts or create solo episodes for yourself. This gives you opportunities to create focused call-to-actions to your offers and/or insert sponsored ads or affiliate offers.



SEO-Rich Podcast Show Notes Page: Create a blog post on your website for your podcast episode. You can create a post on your site for episodes where you are a guest. Optimize for the guest name and/or their brand to capture relevant traffic. Make sure to link to related internal and external pages.



Publish Video Podcast to YouTube: YouTube is the second largest search engine, so it's a natural place people will search for you and your brand. YouTube is making making podcasts more visible, so it's a great opportunity to capture a new audience where there is high search intent, meaning more quality people.



Send Email to Your List: Always let your email subscribers know when a new episode is published. Remember that most people don't follow your podcast feed, so it's your job to let them know when new content is live. Link to your show notes page, encourage people to subscribe on their favorite podcast platform, and give CTAs to next steps, like a webinar, consultation, or paid product or service.



Create Video Reels & Stories: Expand your reach on social media by creating 60-90 second vertical videos that talk about a main takeaway from your episode. Post on Instagram, Facebook, TikTok, and LinkedIn. Use subtitles to increase engagement. Use built in captions or tools like [SubMagic](#) or [Captions](#).



Create "threads" on Twitter and Threads: Repurpose your episodes into a series of messages on these social platforms to get more visibility. Leverage AI tools like [CastMagic](#) to do this at scale. Always make sure to customize it with your own writing!



Affiliate Marketing: Refer products and services of guests and other relevant offers that provide value to your audience. Great way to generate revenue without having to create the product and you can get paid to be the connector. Can be mentioned naturally in episodes or inserted as ads.



Offer Exclusive Content: Consider offering exclusive content to your listeners, such as behind-the-scenes footage, bonus episodes, or early access to new episodes. This can incentivize people to subscribe or join your email list.



Create A Social Media Group & Engage: Just like with an email list, direct people to a free online group like a Facebook group, Instagram broadcast channel, Discord, or a free community/forum you've made on your website. This can be specific to your show and be a perfect place for your audience to interact with each other.



Let Guest Know When Episode Is Live: Send your guest an email when the episode gets published. Provide them with sharable assets, like social media images and videos that highlight them as the star. Make it easy for them to share and a benefit to their brand for doing so.



Cature Data From Listeners: Create episodes specific to engage listeners to give you feedback via surveys (within a social media group or survey software). Gather data of what topics your audience wants to learn more about, what products/services they need, guests they'd like to see you have on, etc.

The key is to put this into a system where you can do these in a predictable way that saves you and your team time while maximizing your reach and conversions.

Want To Work Directly With Joe To Amplify Your Podcasting Efforts?

If you're already leveraging podcasting as a marketing channel and you're eager to attract more qualified leads, boost your sales, and scale your brand visibility to new heights, **click the button below to email Joe.**

EMAIL JOE

