



She Podcasts
MEMBERSHIP

*35 Ways to
Incorporate Podcasting
into Your Business*

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1. **Share Information About New Products** – If you're not sure what to talk about on the show, you can share new products and services that will be of interest to your customers, or you can share based on what people in your industry want to know. Doesn't have to be YOUR products - any new products would be great.
2. **Provide Company Information to Stakeholders** – Generate a media kit that provides information about your show and your overall business to anyone who may want to invest in, promote, be on, or sponsor your show.
3. **Provide Specific Information to Your Audience** – Remember who is reading and investing in the information you create. Ensure that you provide the specific information and items your audience craves, needs, and cares about.
4. **Provide Generalized Industry Information to Colleagues** – One way you can make your show popular is to turn the audience around. Instead of creating a show generated for your customers, create one for your industry.
5. **Build an Amazing Community of Listeners** – Remember that the most valuable part of your podcast is the community you'll build of like-minded listeners. Provide them a place to discuss between shows so that you can get more from the community you build and they can get more from each other, too.
6. **A Place to Repurpose Content You've Already Published** – If you're stuck with content ideas, remember that the content you've already published that was popular is a great show idea waiting to be made.

7. **Build Authority** – Your podcast will make you an immediate authority. Some people call in the “Oprah Effect.” When a person with no little expertise interviews experts about a topic and becomes the go-to expert on those topics, this is the Oprah Effect.
8. **Network with Others** – You can use your show as a reason and jumping-off point to networking with others too. When people know you have a show dedicated to a particular audience, they will be interested in you.
9. **Generate Traffic to Your Offers** – Your podcast is a great traffic generator for the rest of your online real estate too. You can send traffic from the show to your products and services anytime you want to.
10. **Build a New Revenue Stream** – Because lots of podcasters set up sponsorships and make money from affiliate marketing, it is a great way to generate a new revenue stream.
11. **Build and Develop Relationships with Listeners** – Your listeners will become your greatest fans. Once someone is a fan, you can build and develop the relationship even more profoundly if you listen to them too.
12. **Interview Top Selling Affiliates** – Get your all your affiliates excited by showing your thanks and sharing the “spotlight” with your top selling affiliates on a show or a series of shows. Ask each Top Affiliate to share their top-5 tips for achieving their success. This will help new affiliates and increase your sales.
13. **Interview Influencers in your Niche/Industry** – As you network, note the people you’d like to interview on your podcast. These movers and shakers will help boost your podcast views and increase your authority standing, among other things.

14. **Co-host with a Business Owner Who Covers Complementary Topics** – This will add some variety to your audience and possibly theirs, too. Plus, it's always nice to have colleagues for support.
15. **Interview Team Members** – Discuss what a team member does and needs from you and/or the customers/listeners to do their jobs efficiently and effectively.
16. **Team Member Experts' Tips** – Each team member has special talents and skills, as well as jobs within the business. Introduce team members that customers/listeners interact with the most and ask them to provide tips and solutions for the most common problems customers/listeners have.
17. **What's Next After Buying a PLR Product or Service** (PLR - Branding, Selling, Opt-ins, etc.)
18. **Turn FAQs into Podcast Sessions** – Depending on how tech-savvy your target market is, they may need a little extra help to navigate the site or member area. Consider turning your FAQs into a series of podcasts that answers their questions or walks them through the processes.
19. **How I became...** – Describe how you made changes and became something new or different. This could include becoming calmer, more knowledgeable, or becoming the CEO of your business.
20. **How I started...** – Share how you got started in the business or started doing something differently and how that "something" changed you.
21. **How I did...** – Explain how you did something that helped you in your business or life.

22. **How I turned...** – Tell how and why you turned something around in your life to meet your needs or goals.
23. **How to Use Trends to Step-up Your Marketing Game** – Share why and how to use current niche-related trends to make more sales and increase your traffic.
24. **Myth Busting Common Beliefs** – Myths, misconceptions, and partial-truths tend to confuse people. Host a show that sets the record straight, once and for all. You may want to ask listeners to send in questions or suggestions as you plan this episode or series.
25. **Address/Explain a Popular Question or Problem** – What's the top question or problem on your listeners' minds regarding your niche or related topic? This can be a monologue of your thoughts and ideas or you can get a co-host to help you present different or opposing perspectives.
26. **Reviews/Unboxing** – In this monolog you personally try out new products or services and comment as you go from unpacking the item or getting started to using the item or service.
27. **Latest Industry News** – While listeners are interested in the latest industry news, the chances are slim that they keep track of what's going on as much or as well as you do. In fact, you may be their go-to person for the most important information. Depending on your niche, you may want to do a short segment at the beginning of the show to mention the most important highlights. This works best when the show is based on that news.
28. **New Industry Innovations/Changes** – Innovations are great and changes can be difficult. So, keep your listeners in-the-know, especially about the good advancements and scary changes that they may encounter. Consider expressing your own feelings and

concerns, along with hope, positive thoughts, and affirmations that it all will work out.

29. **Exploring Taboos or Stigmas** – In “polite” society there are some things you don’t discuss with people, who aren’t very close to you. However, it’s important to know what these topics are and how to address them and bring them to light in a sensitive, compassionate way. These topics often trigger negative emotions, anger, and shame.
30. **Relax and Focus on Yourself** – Self-care is very important for your health, sanity, and your relationships. Encourage your listeners to relax and find a peaceful state. Teach them how to use soothing sounds, nature sounds, scripture, meditation instructions, affirmations, etc., to find the balance and peace they need.
31. **Discuss Related News Topics and Their Effects on Your Audience and Industry** – Address recent news topics that are affecting your listeners and industry. Brainstorm and share possible solutions and action plans to alleviate worries and highlight the positives.
32. **Co-Host with Team/Department Members** – Co-hosting with members of your team helps listeners get to know and trust these people who they may interact with behind the scenes and get a good feel for their personalities as well as their talents/skills, which raises the listeners’ trust.

33. **Seasonal Niche-Related Prepper's Podcast** – Based on your niche, help prepare readers and listeners for seasonal emergencies or issues they may encounter in their lives or businesses. This could be an interview with a topic expert or use the panel podcast format, which makes the listener feel like they are listening to a group of friends talking and sharing their thoughts.
34. **Create a Remote Show Schedule** – A great way to excite listeners is to broadcast from relevant places, such as outdoors to talk about relaxing with nature sounds.
35. **Relate To a Problem/Issue Your Listeners Have** – For instance, record your experiences, feelings, and thoughts as you sit in a 30-minute traffic jam in rush hour. Then, discuss strategies to help you all regain control of your emotions such as fear, anger, worry, etc.

Feeling overwhelmed?

Not to worry! We have checklists in this bundle as well - go and see! And if you'd like a bit of support when you start, check out our monthly membership! Membership includes 1:1 coaching, a private FB mind hive, and TONS of digital education for every question you could have, including which mic to choose, how to get amazing guests, pitching your first sponsor and more.

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