

THE GUIDE TO

LAUNCHING

**YOUR
PODCAST**

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THE GUIDE TO **LAUNCHING** YOUR PODCAST

Podcasting is one of the least saturated platforms. As of 2023, there's close to 4 Million podcasts online and only half those are actually active.

To give you some context, today there are more than 37 Million active youtube accounts. That compared to the billions of users on other platforms, it's a lot more likely you'll stand out with a podcast.

IMPORTANT FACTS:

- **Over 177 Million** people listen in the US alone. That number has close to doubled since 2019.
- **Over half** that group are college educated, with 6-figure income.
- **US, UK, AUS, CA** listeners consume more podcasts than video streaming.



A PODCASTING GUIDE BY IKE FONTAINE

Ike has spent the past 10 years in podcasting. Launched dozens of podcasts, accumulating over 80 million downloads under his vision, and his strategies have guided many shows to top 10 and top 100 rankings on Apple Podcasts.

Step

1

IS IT FOR YOU?

YES – If you have an area of skill, knowledge or experience, and a desire to share it and educate others.

If you want to grow your brand, authority, and business. and you'd like to get in at the right time before podcasting completely saturates. AND you will commit to a consistent release schedule.

NO – If you want to do it since you see everyone else doing it or just to try and make another quick sale with out giving value first, or if you just start things to stop easily. Its best if we're honest.

Now that you're still here...



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Step

2

WHAT DO YOU NEED?

All you need is a microphone, your computer, and a good internet connection. Yup, thats it.

Grab a simple Blue Yeti mic, a pair of headphones you have laying around, and your trusty computer. Take it a step forward and signup for Riverside, and all of a sudden you have a modern podcast studio you can interview anyone in the world with, and you don't even need to put pants on or walk out your door. Plus it all fits into your workbag.

A big common misconception is that you need to be a techy type person to get into podcasting. Its absolutely NOT true, with the innovations over the last few years, its now easier than ever to easily and consistently create podcast content without the overwhelm.



Step

3

WHAT SHOULD MY PODCAST BE ABOUT?

The largest opportunity I see is for leaders and business owners to focus exactly on what they know and love.

Start with a concentrated niche; a specific knowledge area that you have clear results and experience in. For example; instead of "making family relationships flourish" I'd focus on the specific problem or root, which could be "unlearning negative communication". Another example; instead of "helping businesses grow with PR" I'd focus on "improving ones ability to tell powerful stories". Make it about the people you can help the most. There are 100's of Millions of podcast consumers and very fewer podcasts. This market is very underserved.

Don't focus on what else is out there, there is a lot of room for you and your expertise. The "1000 true fan theory" is a great place to wrap your mind around. Work toward getting 1000 true raving followers and fans, and get a good handle on consistent creation and engagement first. What would 1000 true loyal followers ("prospects") do for you and your business?

WHAT FORMAT SHOULD I CREATE?

There's no real gold standard, I've found that if you focus on what your best at and whats easiest, thats the best place to start.

All the podcasts I've produced and the podcasts that have launched through my program Podcast Accelerator vary from 15min all the way to 1.5hrs. The most common is episodes around the 30-40min mark, this is also because the human focused attention span is right around 28mins. Whats best is starting with a format and length that works best for how you can be most consistent.

Some people gravitate straight to an interview format since they find it so easy to just talk with other collaborators and experts. Some will do more solo style where they can discuss more FAQ, experience, and learnings because thats whats easiest for them. In the longer term, you'll start to branch out and add another format. Start where you are strongest.

Step

5

HOW AND WHEN TO LAUNCH?

Getting your podcast out into the world is simple, you'll need a distribution platform (I use [RedCircle](#)).

You'll need to prepare for launching your show. After doing this for over 10 years, I've got specific checklist that I run new shows through before launch.

You need well designed artwork, a punchy name, a show description, a show trailer, and around 3-6 episodes that are finished. All these elements are important to a successful show launch. Your artwork needs to be clean and impactful. Your name should resonate with your ideal listeners and prospects, description should speak directly to the problems you solve, your trailer should hook listeners in the first 10 seconds and set the show up as the only place that can help them with what they want to learn or improve on, and your first few episodes should bring listeners on a little journey to help increase binge listening.

Ideally when you set a launch date it should be when you aren't announcing or launching anything else. Give yourself around 2 weeks of teasing that your show is coming; drop your artwork, then a couple micro pieces of content (from the episodes), on release day you should drop your trailer and around 2-3 episodes this will help with better engagement and up-ranking your show on the first week.

After launch, you will have a few episodes already in the bank, so you can focus on creating a consistent recording schedule to always be ahead.

HOW TO GROW AND REACH LISTENERS?

Be really consistent. The fact is the majority of everyone has a hard time putting themselves out there. Consistency out paces any trend, fad, or "ticks".

There's two things I suggest people do who are looking to amplify all potential opportunities to grow their show. 1-record your podcasts video first. 2-collaborate with other leaders and podcasters.

Recording video will give you the best opportunity to leverage every minute you spend podcasting . You can turn a 40min conversation into an endless supply of social media content, articles, and blogs. When done right, that 40mins can feed your entire social ecosystem with dozens of pieces of micro authority content. Now thats leverage!

You don't need an audience already to start podcasting successfully. Just collaborate with other podcasters, leaders, and experts who have audiences. Bring them on your show, go on theirs and put your self in front already built audiences that want what you do in the world.

Step

7

HOW DO I MONETISE?

With a little patience. Focus on becoming the go-to resource, then start asking for something. But there's also another way:

Let me talk about an elephant in the room. The question that everyone seems to be asking these days; should I be monetizing? How do I get advertisers? Will my ROI be immediate?

If you're looking at doing a podcast because you want a "quick hit" then this isn't for you. If YOU're someone who wants to build their own platform and leverage other audiences to grow their authority, connections, opportunities, and audience - podcasting is definitely your place to be.

Good things take time yes, but podcasting offers big opportunities in the short and long run, you just have to be patient and keep your eye on the prize. My number 1 answer to this question is ALWAYS; sell your own products and services. You will make 10X what any advertising would and in a lot less time. Don't sell other people's stuff, sell yours.

Podcasting collaborations can give you an opportunity to immediately get in front of other established audiences and build that know/like/trust factor. Do that consistently and I guarantee you you'll have parties interested in what you're doing, it's just statistically factual. Add on top of that your podcast content that acts as a real backbone to existing people engaging with you on a deeper level, moving them closer to whatever offer they will be interested in. It's also evergreen content that doesn't disappear and can rank you higher and higher in searches.

Create problem solving content + getting on other shows = growing your authority, influence, and business.



READY TO START?

I hope this guide has been helpful, giving you a kick start on launching your own show!

Launching a podcast can be a lot when you have to do it on your own. Especially, when you've never done it before.

Developing a strategy, creating the artwork, formats, collaboration opportunities, recording, producing content, and getting it out in the world consistently can seem like a high benchmark. I get that, but it doesn't have to be that way. It's actually easy, once you have the awareness. That's why I've created the only "done with you" program that will walk you through my own podcast process to create desirable, highly ranking, authority and business driving shows.

It's called Podcast Accelerator.

An 8 week group program, that will help you develop, launch, and grow your own podcast. You'll have the frameworks and step by step support in an environment that was built for busy leaders and business owners.

You'll leave the accelerator with your show fully created, a viral trailer, a full season of episodes, collaboration strategy with 100 ideal podcasters, and all the skill you need to consistently grow your own podcast community.

But don't just take my word for it, hear it from members of the Podcast Accelerator Community...

PODCAST
ACCELERATOR



Caroline Strawson
August 30 at 12:15 PM · 🌐

I won't lie but when I started my podcast, I had no idea of the potential impact and reach it would have

I knew I was passionate about educating people about narcissism because it's so misunderstood and diminished from those who have suffered and I wanted to change that and give people HOPE and understanding in a knowledgeable and compassionate way merging trauma informed neuroscience with pidotuvd psychology and HUMOUR

So just over 18 months ago, the Narcissistic Trauma Recovery Podcast was born!!! It charted at #1 on iTunes on the day of launch and has consistent charted in over 45 countries worldwide!!

And now it's had over 2.5 million downloads!!!

Eeerrrr pinch me now!!!! I mean, 2.5 million!!!! What the actual 🤔🤔🤔

Thank you so so much to all the listeners and sharers and I'm so committed to keeping my weekly Tuesday episodes coming including a new today!!!

Ike Fontaine you have been the biggest kart of my growth helping me with strategy and ideas so that this podcast gets heard by those who need to hear it!!!

If you haven't done his Podcast Accelerator programme, you need to as podcasting is not just getting one out there, it's so much more than that and Ike is the best in the business for strategy that I know!!!

So here's to another year and let's see if we can hit 3 million by Christmas!!! ❤️

This podcast is for all those survivors of narcissistic abuse because I believe you and it's not your fault 🙏

NEW YEAR NEW PODCAST 🎧

Thanks so much for your time Ike, really excited and looking forward to working with you.

It was such an easy, feel good YES, probably the first in my professional life.

Carla x

Jennifer Archambeault
Yesterday at 9:07 AM · 🌐

I am super excited to announce my podcast, Urban Connect is FINALLY live.

The podcast molds together two things I am passionate about: education and real estate. The intended audience is Texas buyers, sellers and homeowners and even those who will be relocating to Texas.

The trailer and first episode are now available and new episodes will drop bi-weekly. If you find this show helpful, please hit the follow or subscribe button or leave a rating or review. It does wonders for the show, so more people can find the Urban Connect podcast organically.



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Navigating complex real estate transactions can be a major decision for anyone. On the Ur...

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Most relevant

Kristen Short WOOT! Congrats, Jennifer! Like Reply 1d

Jennifer Archambeault replied · 1 Reply

Ike Fontaine Congrats!! Onward and Upward! Like Reply 23h

Jennifer Archambeault Ike thanks! My mentor is seriously one of the best. Like Reply 19h

Write a reply...

View 3 more comments

Write a comment...

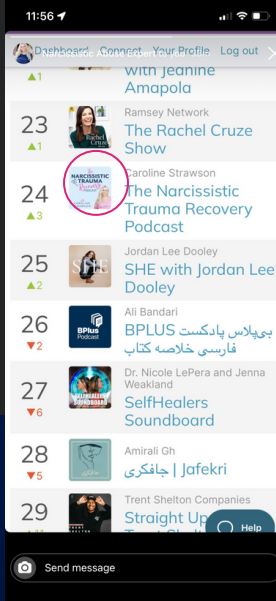
Misha Patél

I took up this scholarship and I'm so grateful to you Caroline Strawson. Without Ike and this programme I definitely would never have even considered a podcast. There is so much to it and the podcast accelerator breaks it all down so well. I'm about to... See more

Love Reply 18h

Ike Fontaine replied · 1 Reply 13m

PODCAST ACCELERATOR



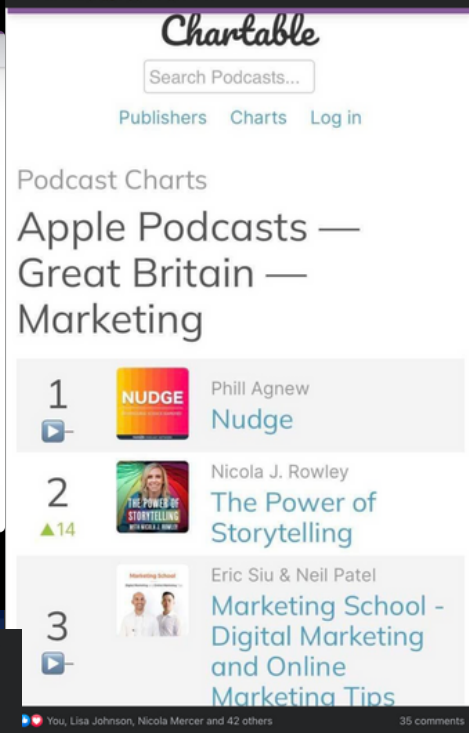
Nicola Rowley
Yesterday at 12:11 PM · 🌐

Thank you so so much 🙏 to all of you who have rated, listened to and reviewed the podcast! The Power of Storytelling is now number 2 in the UK charts for marketing ahead of Amy Porterfield and Brendan Burchard.

And not an underhand or sleazy marketing tactic in sight.

If you haven't listened to, rated or reviewed it yet - let's see if we can get it to the top spot x

Link is here: <https://go.npr.com/podcast>



Hey @Ike just had to tell you that we jumped 45,000 downloads in March to nearly 180,000!!! This is JUST from changing titles and my approach!!! Very excited and now to hit 200,000 each month!!! Just thought a good testimonial for you that I will share on Facebook as a lot of entrepreneurial friends so I've friend requested you and once you've accepted, I can then tag you in 🙏

Ike Fontaine
Congratulations 🎉🎉🎉 Smart work pays off - can't wait to see your journey continue! Big things ahead 🙌

2m Like Reply 1

Author Caroline Strawson
Ike Fontaine you are so knowledgeable and the best investment!!!! 🙌🙌🙌

Just now Care Reply 1

Dr. Erin Podcast is on Chartable's Top 200!

Hi there,

Congratulations! Dr. Erin Podcast is ranking on Chartable's Top 200!

Every week, we use Chartable's IAB V2-certified measurement of audience size to create the Top 200 and Trending charts. New charts drop every Wednesday morning.

Check out your chart positions here:

#188	Dr. Erin Podcast	Global - Religion & Spirituality - Reach	Share
#189	Dr. Erin Podcast	USA - Religion & Spirituality - Reach	Share

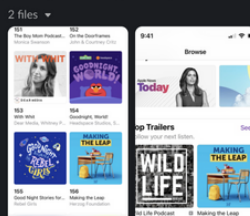
Go to your dashboard

You're receiving this email because you signed up for Chartable. Unsubscribe from these notifications

Sent by Chartable - Podcast Analytics & Attribution
Chartable Media, Inc. 100 Park Ave, 10th Fl, New York, NY 10017



eroberts 7:52 AM
Thanks, Ike! Making these updates now. We're in the Top 200 in the Kids & Family category on Apple & Top Trailers.





ENROLLMENT IS OPEN

Submit an application and book a discovery call to see if Podcast Accelerator is right for you!

www.applytopodcastaccelerator.com



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