

A PODCAST JEDI IN YOUR POCKET

A BADASS GUIDE TO CREATING
& GROWING A PODCAST

BY LEAH JACKSON
PUKA PUKA CREATIVE

USE THE
FORCE
PODCASTERS!



- **INTRODUCTION** PAGE 3
- **CREATING VALUE** PAGE 6
- **VISIBILITY** PAGE 39
- **MAKE THE ASK** PAGE 68
- **METRICS** PAGE 71
- **PARTNERSHIPS** PAGE 76
- **PLACEMENTS** PAGE 80
- **WRAP-UP** PAGE 83
- **OUR TEAM** PAGE 85
- **CREDITS** PAGE 86





INTRODUCTION

I'd love to tell you that this playbook will turn you into an overnight podcasting success because that would be awesome and help me sell more playbooks! But that's not how podcasting works and I want you to know that upfront, because guess who didn't? Me.

Finding your audience takes time. Growing it takes work. I wish someone had told me these things when I was just getting started.

There's a podcast rule-of-thumb that says you should spend 50% of your time creating content and 50% marketing your podcast. And this playbook is going to help you keep that balance.

Creating a growth plan will keep one (or all) of these three things from happening to you:

- Getting frustrated because you're not connecting with your audience
- Catching podfade
- Giving up on your podcast hopes and dreams

Nobody wants any of this to happen (myself included — hello, I wrote a playbook about it). So, the purpose of this playbook is to make your podcast journey easier. For you to have a guide (or a podcast Jedi) to help you achieve success with your podcast.

WHAT MAKES THIS PLAYBOOK SO BADASS?

This playbook is badass because it's going to teach you the most impactful ways to achieve podcast growth. All that time you were going to spend researching how to grow your podcast can now be spent creating more valuable content for your audience to binge. Now that's badass!

This is what you're going to learn:

- How to develop and create valuable content
- How to maximize your podcast's visibility
- The importance of social proof + how to ask for it
- Understanding metrics -- and how to use them
- Steps for building your podcast network
- How to get placements in directories that matter

These are **zero cost** ways to grow your show without spending cold hard cash on ads. FYI, if you're looking for ways to set up paid advertising, sorry, you won't get it here. This is a play-by-play guide for growing your podcast using just your time and creativity.

YOU: That's bullsh*t Leah!

ME: It's not! I swear. Here's why...

At the risk of sounding lame — I know these strategies work because I've seen them work. I've used them on the podcasts I've marketed. And because I'm a nerd, I've also collected ideas from other podcasters, growth sessions, and courses (folks will be credited of course). This is a podcast growth bible, but it's not THE BIBLE -- I want you to feel encouraged to try other ideas too.

If you take away one thing from this playbook it's this –

Podcasting is a long-term game and consistency is key.

Set a realistic timeline (minimum 6-months) to build trust and authority with your audience, experiment with new approaches to get your content seen and heard.

Enough of the blah-blah. You ready? I'm ready. Let's do it!

CREATING VALUE

So you want to launch a podcast? Fab.

But first, I want you to ask yourself two questions. One: Who is your podcast for? And, two — actually wait, this is an interactive playbook. Why don't you take a run at guessing what the second question is.

YOU: Does it offer the listener value?



<A ding, ding, ding sound effect goes off>

Pat Sajak: You're correct! What does our lucky contestant get today?



*Jim (Wheel Of Fortune announcer):
The answer is **MORE LISTENERS**, Pat!*



So that's it, that's the playbook. I'm kidding! There's much more to growth than this BUT if you're **not filling a need and providing value** to your audience then let's get real, folks probably aren't going to listen.

I want you to walk away from this section understanding who your audience is and how, through your podcast, you can give them valuable content that they actually want to listen to. Because this, my friends, will always be your north star. You're going to learn about:

- The 6Ws
- Achieving podcast market-fit
- Creating a content blueprint
- Designing your podcast approach
- Choosing the right format and cadence
- The universal truths of content creation
- How to set up a podcast adviser group

MAY THE FORCE BE WITH YOUR PODCAST!

This is just a taste of what my badass podcast growth playbook is all about.

If you need help developing, creating,
or marketing your podcast.

Book time and I'll get my Jedi cape on.

BOOK A CALL

OUR TEAM

GREAT TEAMWORK



LEAH JACKSON

FOUNDER & CEO
PASSIONATELY HELPING BRANDS
CRAFT THEIR AUDIO STORY
FAVORITE DRINK: MATCHA

ABOUT LEAH



PUKALANI

MASCOT
BEHIND THE SCENES
POWER NAPPER
FAVORITE TOY: CHUCK-IT BALL

ABOUT PUKALANI