

# DOES MY TARGET AUDIENCE LISTEN TO PODCASTS?

Use this 4 step system to conclusively discover if your audience listens to podcasts and will be receptive to one from YOU.



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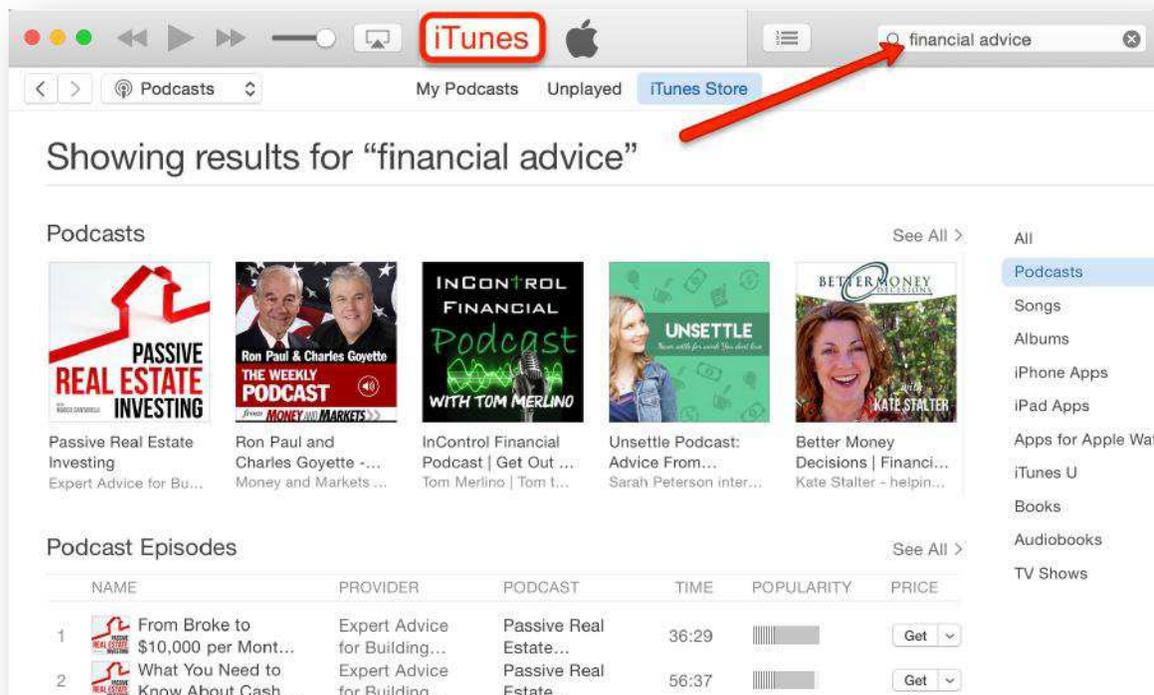
- The Podcast Educator

Dear Friend,

When people listen to podcasts, they tend to listen to multiple podcasts on their topic of interest (not just one). In this way, podcasting isn't competitive, but is viewed more as a valuable resource to be shared.

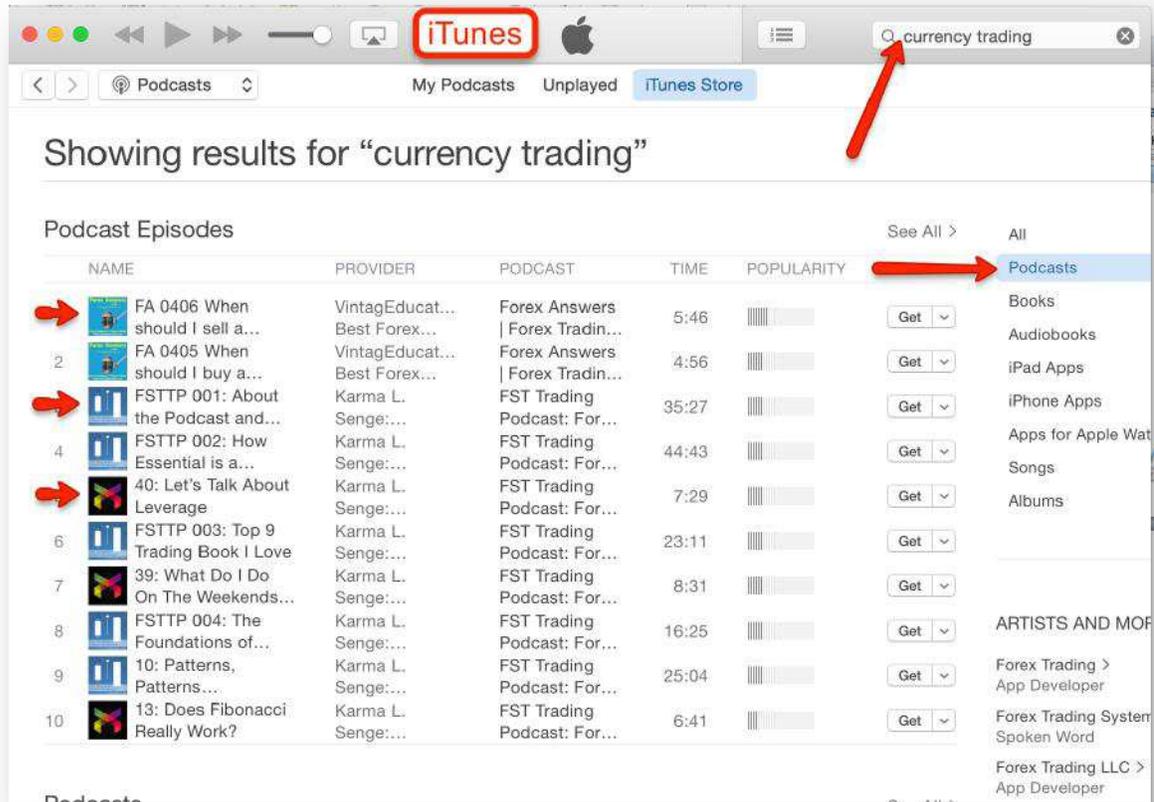
With that, if you find podcasts that are actively releasing content to your target audience, it proves that your audience DOES listen to podcasts and would be receptive to one from you. There are 3 ways to use iTunes to find podcasts that your target audience might listen to.

## Step #1: Using iTunes Keyword Search Bar



1. Use the keyword search bar to search for other podcasts on your specific topic. Use relatively broad search terms.
2. Scan through the search results. Are there podcasts on your topic? Have they published new content in the last month?
3. Yes = GOOD. Your audience listens to podcasts.
4. No = Try 3 - 4 different keywords around your podcast topic in a new search, one at a time. (ex. Financial advice, personal finance, saving for retirement, financial planning, etc)
5. Repeat step 2. If you still don't find any active podcasts, proceed to Step #2.

## Step #2: Finding Your Audience Through Other Topics



The objective here is to determine if your target audience already listens to podcasts (even if there are no podcasts about your topic). If podcasts for those topics are succeeding, my topic will too because I know my target audience already listens to podcasts, just not podcasts about my topic yet.

SO, for your target audience, what OTHER podcast topics might they be interested in? Try 3 – 5 topics.

1. Use the keyword search bar to search for other podcasts on these topics. Use relatively broad search terms.
  - a. Ex. If MY topic is Currency Trading, but I don't find any active podcasts about currency trading, I'll then search for other topics I know that my Target Audience would be interested in. I'll search using keywords like: International Investing, Foreign Investing,
2. Scan through the search results. Are there podcasts on your topic? Have they published new content in the last month?
3. Yes = GOOD. Your audience listens to podcasts.
4. No = Try 3 - 4 different topics your target audience would be interested in
5. Repeat step 2. If you still don't find any active podcasts, proceed to Step #3.

## Step #3: Find “Communities” of Your Target Audience Online



Two key factors I've found of how receptive audiences will be to podcasts are:

1. Are they tech savvy enough to know how to listen to a podcast? And...
2. Do they desire information, community and improvement around your particular topic.

Thankfully, there's a SUPER easy way to figure these out if there aren't any podcasts about your topic or for your Target Audience already.

IF your target audience is tech savvy enough to join and be active in online communities around your topic, this proves BOTH of these key factors to be true and that your audience & topic is RIFE for a podcast that your audience will devour.

## Searching for Active Online Communities: Facebook

1. Start by searching Facebook for groups focused on your topic here: <https://www.facebook.com/groups>
2. Scan through the search results. Are there Facebook Groups on your topic? Are they active with new content, comments and discussions within the last week? Do they have at least 500 or more members?
3. Yes = GOOD. Your audience will be receptive (and savvy enough to) listen to a podcast from you.
4. No = Try 3 - 4 different keywords for your topic, and a few other keywords for topics your target audience would be interested in
5. Repeat step 2. If you still don't find any active groups, proceed.

### Didn't find any active communities?

Try searching these social platforms using the same criteria above:

- LinkedIn: <https://www.linkedin.com/groups/>
- Google Plus: <https://plus.google.com/communities>
- Forums: <http://www.google.com>

If you still don't find any active groups, proceed to Step #4.

## Step #4: The “Pre-Guarantee Test”



If we can't find active podcasts our audience already listens to, and we can't find active communities our audience contributes and connects with, then we'll use a definitive TEST by sending a podcast episode to our current audience and asking for their opinion (and seeing if they engage with it).

This is DIRECT feedback from your audience. I've also created email templates below you can literally copy, tweak and paste to use for yourself so you can **have an answer in 3 days or less.**

This will guarantee your audience is receptive to a podcast (or is NOT) before putting in all the work to create one.

Also, if you're too busy to do this yourself, there's no excuse. Hand this document to your Assistant and have them do it for you. You'll finally KNOW with certainty and

can move on confidently with a podcast or scratch it off your to-do list and work on more high-impact projects for you.

## Here's the "Pre-Guarantee Test":

1. The objective is to promote a podcast episode to our current audience and request their feedback on whether they would like to hear a podcast from YOU.
2. Pick a specific podcast episode to promote to your audience from the options below:

**Option A:** A Podcast or Radio Interview You Have Done In The Past On Someone Else's Show

**Option B:** Someone Else's Podcast Episode You Particularly Like, And That Is Valuable To Your Audience

3. Promote this episode to your audience using the templates and scripts below on whatever platforms you have a following. (Don't worry if you don't have followings on all the platforms listed. Just skip those.)
4. Give people 2 – 3 days to reply and let you know their opinions.
5. If you get multiple replies with positive feedback saying that a podcast would be valuable and helpful for them, you KNOW your audience WILL be receptive to a podcast on your topic!

6. If you get very little or no response, or you get a lackluster response of people saying they would be “okay” or “it would be kinda nice” to have a podcast from you, then you KNOW your audience isn’t right for a podcast from you. Look into other channels for spreading your message! Oh, and go ahead and unsubscribe from my email list so I don’t bother you with podcasting stuff ;)

## Templates to Promote Your Episode!

### Template #1: Send this Email Template To Your Email List TODAY.

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**Subject:** Sharing this with you (and asking your opinion!)

**Body:**

Hi,

I’m excited to share a podcast episode (aka. An online radio show) with you because it has an incredibly valuable topic.

It’s this episode here:

[Insert iTunes link to this episode here]

In this audio, you’ll learn about:



- [Thing they'll learn about #1]
- [Thing they'll learn about #2]
- [Thing they'll learn about #3]

Listen to the full audio here (on your computer OR your smart phone):

[Insert iTunes link to this episode here]

Now MY QUESTION:

I've been considering starting a podcast to discuss, educate and inform my audience about [insert your topic here].

My idea is to have episodes that [describe your episodes in 2-3 sentences] and are highly valuable to you as a listener!

I would REALLY appreciate if you *click to reply to this email*, and let me know your honest thoughts:

- + Would you love to hear a podcast on this topic from me?
- + What suggestions do you have of specific topics or things you'd like to hear in this podcast?
- + Do you think a podcast like this would be helpful for you?

Thanks and I look forward to hearing your opinion!

Talk soon,

[Your Signature]

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## Template #2: Send this Email Template To Your Email List 2 DAYS LATER.

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Subject: Requesting your opinion!

Body:

Hi,

Earlier this week I shared a podcast episode (aka. An online radio show) with you because it includes an incredibly valuable topic for you.

It's this episode here:

[Insert iTunes link to this episode here]

In this audio, you'll learn about:

- [Thing they'll learn about #1]
- [Thing they'll learn about #2]
- [Thing they'll learn about #3]

Listen to the full audio here (on your computer OR your smart phone):

[Insert iTunes link to this episode here]

Now MY REQUEST FOR YOU:

I've been considering starting a podcast to discuss, educate and inform my audience about [insert your topic here].

My idea is to have episodes that [describe your episodes



in 2-3 sentences] and are highly valuable to you as a listener!

I would REALLY appreciate if you *click to reply to this email*, and let me know your honest thoughts:

- + Would you love to hear a podcast on this topic from me?
- + What suggestions do you have of specific topics or things you'd like to hear in this podcast?
- + Do you think a podcast like this would be helpful for you?

Thanks and I look forward to hearing your opinion!

Talk soon,  
[Your Signature]

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## Social Post Templates

Send these social posts to your Facebook, Twitter & LinkedIn profiles (and post to any Groups you may be a part of that contain your Target Audience) on the same day you send the first email to your list:

## Short Post Templates:

**Twitter Post 1:** Sharing this with YOU: [Episode Link]

**Twitter Post 2:** Your Opinion Needed: Would you love a podcast about [Topic]? pls Reply!

## Longer Post Template (Facebook, Groups & LinkedIn):

I'm excited to share a podcast episode (aka. An online radio show) with you because it has an incredibly valuable topic on [insert topic here]

Listen to the episode here [Episode Link]

Now MY QUESTION FOR YOU:

I've been considering starting a podcast to discuss, educate and inform my audience about [insert your topic here].

My idea is to have episodes that [describe your episodes in 2-3 sentences] and are highly valuable to you as a listener!

- + Would you love to hear a podcast on this topic from me?
- + What suggestions do you have of specific topics or things you'd like to hear in this podcast?
- + Do you think a podcast like this would be helpful for you?

Thanks and I look forward to hearing your opinion!