

PODCAST SWIPE FILE

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*ewm* **PODCAST  
NETWORK**

# WHAT YOU WILL BE SWIPING FROM US

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## BEFORE YOU LAUNCH

- Choose Your Style
- What Makes You Unique

## FIRST 3 EPISODES

- Topics
- Hook
- Promotion

## DISTRIBUTION

- What Does eWN Podcast Network Do For You
- What You Should Do

## BEFORE YOU LAUNCH

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### CHOOSE YOUR STYLE

- **Interview Style Podcast** - hosts conduct an interview in each episode.
- **Location-based Podcast** - podcast centers on the location it is recorded in (i.e., coffee shop, on the road, etc).
- **Storytelling Podcast** - the first episode starts the story and each successive one adds to it.
- **Teaching Podcast** - each episode instructs listeners on a topic.

## BEFORE YOU LAUNCH

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### WHAT MAKES YOU UNIQUE?

- Why would someone listen each week?
- Why should they care?
- What is your business culture? Will it be reflected in the podcast?
- How will you entertain while providing valuable content?

## FIRST 3 EPISODES

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### TOPICS

- Come up with 3 popular topics to your niche
- Record each one before launching
- What is your business culture? Will it be reflected in the podcast?
- Launch all 3 at once and use them for "anchor" episodes to refer to as well as giving your first time listener more to listen to.

## FIRST 3 EPISODES

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### HOOK

- Link to your other podcasts in your show notes page
- Reference your show notes during your podcast
- Reference an anchor podcast instead of using the same material in another podcast
- Make sure you promote your first 3 to anyone and everyone to listen on iTunes. Your first week is the most important to iTunes. They give new shows a lot of preference in search for a week.

## FIRST 3 EPISODES

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### PROMOTION

- **Have a contest.** In order to rank in iTunes, you want people to go to your podcast, download the first 3 episodes, subscribe and leave a review.
- **Use a prize that is specific to your market.** Give away a prize that is relevant to your prospective listeners.
- **Call on your community and market to help you launch this podcast.** Ask friends, local media or partner with people in your market already that have an audience.
- **Email to your list 2 days before the next podcast upload.**

## **DISTRIBUTION**

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### **WHAT DOES eWN PODCAST NETWORK DO FOR YOU?**

- We boost each episode for 24 hours to a niche audience built for your podcast on Facebook.
- We post to our 7500 LinkedIn followers.
- We post to our 33k+ Twitter followers.
- Your podcast is on [eWNPodcastNetwork.com](http://eWNPodcastNetwork.com)
- Our monthly web page views average 23,105 and 8,142 clicks from Facebook ads.



# DISTRIBUTION

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## WHAT YOU SHOULD DO

- Post to your own social followers and run your own Facebook ads.
- Tweet new episodes 3-5 times a day using a specific hashtag as well as the hashtag #podcast
- Tweet past episodes as well for those who may not have been on board yet.
- Email your list about a new episode and ask them to share it. It never hurts to ask.
- Ask any guest you may interview to post their episode on their social platforms.

FOR MORE INFORMATION, CONTACT  
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