

5 Types of Podcast Content That Will Grow Your Business

...and generate more leads.



Introduction

Your business is stagnating. Maybe sales are as high as you'd like. Maybe you can't seem to attract more customers.

Have you had that feeling? that no matter what you do, your sales and mailing list, and income, are flatlining? You know something needs to change, but you don't know what.

I know what that feels like. I've been there. As I prepared to leave my full time job, I had a false sense of security for how much work I thought would come in. Boy was I wrong. I ripped through my small amount of work quickly.

Do what you set out to do

You didn't start a business to struggle or worry about money. if you're like me, you wanted freedom. But when you're struggling in your business, it doesn't feel like freedom. You feel chained to your desk, hoping more work comes in.

It doesn't have to feel like that. And with a podcast, it won't. Launching a podcast will help you establish yourself as an authority in your field, reaching a new audience, and generate more leads...

...with the right content.

5 Types of Podcast Content

1. Interviews

Interviewing experts in your field, as well as people that are relatable to your audience, can help you expand your network, reach new audiences, and establish yourself as an influencer in your field.

2. Round Ups / Lists

Picking a topic and listing tools, tips, and resources gives your audience actionable tasks that they can start implementing the day the episode comes out. Stating your own recommendations can also generate more questions, allowing you to engage with your audience!

Examples:

5 ways to launch your online course

7 tips for building a landing page

9 creative ways to keep kids entertained on a rainy day

3. Tutorial / In-Depth Advice

Pick a topic and go deep on it. Tell listeners every step they need to take to do something, whether it's *how to set up a WordPress site*, or *how to cut your own hair*. Show listeners you know everything there is to know about a topic.

And perhaps most importantly, give them a quick win. You want your listeners to try what you advise and be successful - not be frustrated.

5 Types of Podcast Content

4. Customer / Client Spotlight

Listeners love content they can relate to. If you can pick a customer or client and highlight how they've been able to improve using your product or service, that will be great content for you.

Be sure to make the episode about the client, and the audience, and not about you. And most importantly, let the guest do the talking!

5. Behind the Scenes

People love peaking behind the curtain, so a behind the scenes is great content. Show your listeners how you built a product, service, or process. Be detailed about it! It will prove that you think through your problems to find good solutions.

You can also combine this with number 4 and do a case study. Just be sure to get your client's consent!

Bonus: Flip the Script

My most popular episode of all time is an episode where my friend Jeff Large interviewed me about how I created the podcast, to commemorate 100 episodes of the show.

This combines several different episode types: behind the scenes, interview, and in-depth advice. Listeners really seemed to love that episode and they'll love yours too! You get to flex a little, and since your audience is also invested in your story, it will provide great insights for them.

You Can Do It!

Your business depends on growth. Stagnation means lost revenue and lost opportunities.

The world is constantly changing, and if you don't change with it, you won't be in business for much longer.

Your Podcast is that change.

Luckily, you've already taken steps to make the changes you need to make. With a podcast, you can release unique and captivating content, reach a new audience, help people, and generate leads.

Your podcast can do for you what my podcast has done for me. And I want to help.

About Joe Casabona



I know what it feels like to struggle with my business. And without my podcast, I wouldn't be self-employed.

As I prepared to leave my full time job, I had a false sense of security for how much work I thought would come in. Then I launched my first podcast, and to my surprise, it became a great revenue generator. New work, new contacts, and sponsor money started coming in. My business was saved!

Since then, I've launched a bunch of podcasts, for me and my clients, and I have the process down pat. Now, I want to show you how you can do the same thing.

I'm a college professor, author, course developer, and podcaster.

I started freelancing in 2002, and have been a teacher at the college level for over 10 years. I also create courses for The University of Scranton, LinkedIn Learning, and my own community of business owners.

I want to help you launch your podcast



Grow Your Business - Launch Your Podcast.

The Podcast Liftoff course is everything you need to plan, launch, grow, and monetize your podcast. Enroll today and grow your business,

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