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# 5 SECRETS

people *don't*  
tell you about  
becoming a  
**successful**  
podcaster

By  
Anthony Perl



# INTRODUCTION

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**You are here** because you have thought about podcasting; you may have even dabbled a little in it.

It can be overwhelming when you begin thinking about how to get started and manage it consistently, committing to an extended period.

But what does success even look like for a podcast?

Most people jump to the conclusion that it is all about the amount of people listening or the number of downloads.

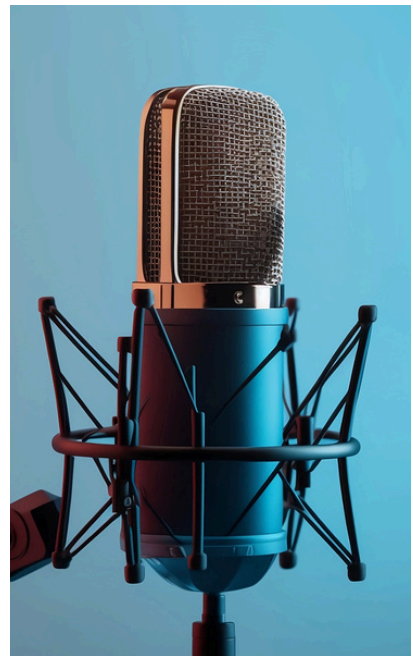
There is a natural instinct these days to focus on the immediate popularity, but ultimately, success for a podcast should be about a much deeper connection because the value is the relationship you build with your audience.

Still, success is not just about the audience. You need to tick off five critical pieces to the puzzle before you can consider your podcast successful.

Remember as you work your way through this guide, you are embarking on this journey of creating your own podcast to build your credibility, become the go-to person in your field of expertise, and be a **Voice of Brilliance**.

Podcast success is about all the pieces that lead you to this point, including ultimately defining success beyond just the basic numbers, as you will see in the guide.

*Then, you are in a position to impact people's mindsets to change the world.*



## ABOUT THE AUTHOR

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Anthony Perl has been building audiences for people/brands his entire career.

Following his degree in Communications, specialising in broadcast journalism, he worked extensively in the media, particularly at 2UE in its heyday, creating the highest rating program on the station.

He then worked in the corporate and not-for-profit sectors before establishing his marketing and communications agency, CommTogether in 2011, working with SMEs and NFPs to grow their impact.

The agency works on everything from branding to traditional marketing and website development.



It is broadcasting where Anthony's heart lies, finding him again.

Over the years, Anthony worked on a few podcasts for people. However, the game-changer was in 2023, when he launched his podcast **Biz Bites**. The show features Thought Leaders worldwide, giving them a platform to share insights that make those little shifts in Professional Services businesses that can ultimately have a huge impact. This led to requests from people to help them with their podcasts.

The requests were not just about the basics but about how to make the actual show work. When Anthony did some research, he saw the flaws in what was being offered, a bit of strategy before, editing and publishing afterwards, but when it came to the show itself, people were being left to go it alone.

Years of experience in radio taught him that the job of a host is not to be the expert; it is to make others shine by leading the conversation, but nobody was offering this service.

So, **Podcasts Done For You** was born.



## SETTING THE SCENE

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Hi, I'm Anthony Perl, for those of you I have not met yet. You will not only gain some valuable insights from this guide, but it will also entice you to build a relationship. Whether you just become a passive listener or a vocal supporter, and whether we ever chat or work together, I know you will find this helpful.

This guide is designed to be simple and make you think differently about how to view success and how to achieve it as a podcaster.

I was lucky enough to work with some of the greats of talkback radio (outside of Australia, that is simply 'talk radio') in Australia. I learned about the importance of entertaining and engaging your audience.

It's about steering the conversation, leaving the experts to have their say. Radio is a cut-throat game where the ratings are critical, but podcasting is more nuanced, particularly in the business world.

It's easy to get fixated on the numbers; I have seen radio announcers do that and fail. The trick is to focus on the product and the specific audience you want to engage. Sometimes, that key audience is only small, so having millions of downloads is an ego trip with no indication of success.

Success is subjective and not a static destination. Indeed, it is not necessarily about the end; it can be about the *journey*.

It's like watching a movie where you know the ending but enjoy the journey. As they say in the classics, "*It's not whether you win or lose; it's about how you play the game.*"

I want you to think differently about how you view success.

So, let's unlock those secrets for you...

# LEARNING THE TECH

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The podcast has to sound great! So, being on top of the tech is the first key to success.

WARNING - don't get overwhelmed...there is a simple solution.

A lot of technology is used to create your podcast, but let's focus here on the most important part: what you need to record the show.

You need a great microphone because sound is the most crucial aspect to get right outside of the contents/what you speak about. If you sound great, then you are already ahead of the competition.

If you are considering using video, you need a decent camera and a lighting setup. You don't need to use video. If you think about it, most podcasts are listened to, and platforms like Spotify and Apple are not video-based. Even YouTube Podcasts do not require you to have video. That does not mean you can't do it, but I would argue that success is not pinned to you having a video.

If you are going to use video, even your phone can be a great camera, and a simple LED light can help make you look great.

You are also going to need the software to record the show. There are a variety of platforms, and in part, it depends on whether you are on a PC or Mac, but mostly it depends on the show itself. Will it be just you or will you have guests?

Don't go down the path of thinking you need a studio. That is complete overkill and a waste of money when you can do it from the comfort of your office (even a home office); after all that is where you do your business meetings from anyway.



**Tip**

**You can record the video, use it only for your social media reels, and publish the audio only for the podcast. It saves a lot of time in editing.**

To be a successful podcaster, you need to access all this, but the question is, do you have to do it yourself? No.

**Success in the tech space for podcasters is not being responsible for it.** All you need is a microphone and a computer. Let someone else take care of the rest because if you have to learn the tech, then you are not spending time on what you do best.

*\* Take us up on our free consultation offer (see the back cover), and we will gift you our comprehensive recommendation sheet.*

# PULLING IT TOGETHER

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Never lose sight of how you pull your podcast together so the final output makes you stand out; it is critical. The product needs to be of a quality that aligns with where you pitch your brand.

## There is much to think about here:

- Episode topics
- Episode headlines that resonate/what people are searching for
- Is there a call to action or lead magnet to reference
- Theme music
- Professional intro and outro
- Ad for your business
- Editing\*
- Transcripts
- Show summaries
- Chapters to show
- Excerpts for social media



To be a successful podcaster, you need to be consistent. The moment it all becomes onerous is the moment you stop and find yourself amongst the 99% who never make it past episode 20.

\*Editing is so important, and there is much to think about. First and foremost, when you record, do your best to ensure there is as little editing as possible because you don't want to record for an hour and have to cut it down to 35 minutes. You only want to edit out coughs, mistakes, ums and ahs, talking over one another and empty spaces.

## Tip

**Make notes during the show so life is easier for your editor.**

There are so many moving parts to pull it all together. If you look at TV or radio, there are hosts, producers and production people, so why would you think you could do it all yourself? You definitely should not; attempting it is a false economy and a massive waste of time.

**Success in pulling it all together is to have someone helping you with implementing the show's vision and taking care of everything.** The ideal is you just show up as the expert, and let the rest be taken care of without you even needing to make a note.

# ENGAGING - GUESTS OR NO GUESTS?

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When designing your podcast, a crucial element is who will appear on the show.

The answer to this question could make all the difference to the success of your podcast.

Start thinking about the base model; who will be the regulars?

If there is more than just you, the challenge is working out who plays what role in the show and how you make sure their air time is divided evenly and with purpose. By purpose, I am talking about the reason you are establishing the show in the first place. It is to build the credibility of the people who own the show. You have to find a way to build rapport and respect with a clear understanding of who is the expert in what area.

I have heard of many podcasts that ended because, on reflection, one person was dominating.

Going it alone?

How you engage with the audience is even more critical because you have to have a conversation with them. This is not a webinar or lecture. People listen because they feel like you are talking to them.

You and a guest?

Here is where most podcasts fail. If you are the expert because you are establishing the show to build credibility, then you must carefully position yourself, particularly concerning guests.

## The most common errors are:

1. **You could be a better interviewer** - this is a specialised skill, and indeed, you should be seen as managing a conversation, not just asking a series of questions. Many podcasts suffer because the host, while an expert in their area, does an average job with the guest.
2. **You forget about the guest.** Many complain about shows they appeared on because they hardly got a word in.
3. **You become just a supporter or, worse, a fan of the guest.** It's easy to make the podcast all about the guest, but if you do that, then your credibility (the reason you have the show) is lost.



**Tip**

**Think about having a professional co-host who ensures the conversation flows, so that you are also referred to as the expert along with any guest.**

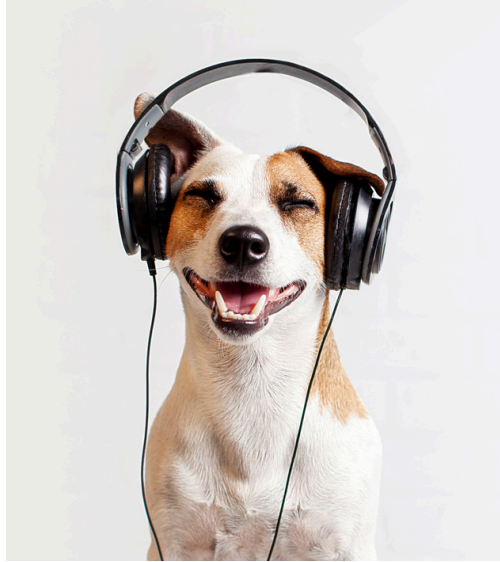
## Engagement is everything when it comes to the success of your podcast.

When you think about any podcast you have loved, it falls into one of two categories - you felt like they were talking in a relatable way to you, or you felt like a fly on the wall on a fantastic conversation.

Either way, a business podcast is about helping shift mindsets so your audience feels valued.

# COMMITMENT

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One of the biggest keys to podcast success is consistency with the output. If you want to grow an audience, they need to get into the habit of listening, which means you must put out shows of similar length and quality at a given time.

You should strategically consider how often you bring out your podcast and how long each episode will be. Once you decide, commit.

So many podcasts fail because people have so much enthusiasm to start them, but then the realities hit of what is involved in the pre and post-production. While it is common to outsource these things, the real pain point comes in recording the show itself.

Scheduling the time to record is one thing, but taking care of things to make the quality of the recordings happen and the conversation flow (with and without guests) can become tiring if it all comes down to you. There is also the content you need from each episode to promote it.

**The key is making it as easy as possible.**  
**Think about:**

1. The right software to suit your podcast recording, minimising production time.
2. Work out what is achievable for you long-term when you decide on the length and frequency of episodes.
3. Scheduling it into your diary, and always ensure you are a few episodes ahead in your recording because things happen, so you need episodes in the bank!

A graphic element consisting of a dashed blue rectangular border. Inside the border, at the top left, is a small orange paperclip icon. At the top right is a yellow lightbulb icon. Below these icons, the word "Tip" is written in a bold, black, sans-serif font. Underneath "Tip" is a light blue rectangular box with rounded corners containing the following text in a bold, blue, sans-serif font:

**Use your recording time efficiently to maximise the amount of content you can create from each session.**

**Success in your commitment is as much about regularly publishing the episodes as it is about using excerpts on your social media to promote them.** So much content can be produced from each episode in multiple formats.

You don't need to just speak about the latest episode either; you can always go back to past ones that do not lose relevancy.

## BONUS TIP:

***Take us up on our free consultation offer (see the back cover), and we will gift you a recommendation sheet to access everything you need easily.***



## MEASURING SUCCESS

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The numbers are not everything, even if you have mastered the other four steps outlined in the guide.

From the outset, it should not be about direct sales. Yes, you build a relationship with your audience, which will contribute to sales, but it should never be a straight selling tool. It should be about making you a desirable, sort-after go-to expert.

Often, people will ask, how many downloads do you get of your podcast or how big is your audience?

They are two different questions because downloads are figures you will get from an analysis tool, but how real they are can be debatable. For example, plenty of people will approach you about making sure you get 10k downloads in the next month. They can never prove to you that they are all real people and, indeed, that they are your ideal audience. Downloads do not mean they have listened, so it is mostly a meaningless number and just a dopamine hit.

When they ask how big your audience is, it is a better question but still challenging to measure accurately. Hopefully, people will be seeing/hearing about the show in multiple places, so you cannot know if they are being counted more than once. For example, your audience that hears about your podcast includes when you send an email or post on various social media. It includes the fact that if you get shared by others (like a guest), you are into the unknown of how big your audience might be.

### Does size matter?

I argue here that quality is everything.

You want to make sure you are reaching the right people. Building your database by connecting with the right people and finding relevant associations or groups to promote the podcast can be extremely valuable in raising awareness about your brand.

Podcasts can open up doors that typically have gatekeepers in the way. For example, you can write to someone as an expert and ask their opinion on an episode, starting a conversation. If your show does have guests, you can invite them on. In both cases, you are not selling; instead, you are appealing to their ego.



### Tip

**Don't forget about the value of your existing clients. The podcast can provide them with:**

1. Extra value between direct contact with you,
2. Point them to offers/capabilities they were not aware you had
3. Make it much easier for them to share with their networks and therefore generate referral opportunities

**Success is about your perception and how you are seen.** Other

opportunities can come from having your own podcast, like being invited to speak, appearing on other people's shows to extend your reach, and having an easy ask at a networking event (ask people to subscribe rather than sell to them) for people to start building a relationship with you.

We can make achieving all these steps to success *easy*.

## Become a ***Voice*** of Brilliance

You will be in the top 1% of business podcasts, the star expert on your branded show, starting from just one two-hour recording session a quarter.

Book a free appointment today to discuss making your podcast happen.

[podcastsdoneforyou.com.au/booking](https://podcastsdoneforyou.com.au/booking)

