

**Thought Leaders**  
BUSINESS LAB

**EPISODE 300**

# Podcast Growth Strategies

**WITH ADAM SCHAEUBLE**

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Podcasting gives us the opportunity to create a huge impact and with the craziness of the world right now, it's now more important than ever to create a positive impact.

Congratulations, you've started your podcast! But have you thought about how to grow your podcast? What strategies can you implement to build your audience?

In this episode, I'm joined by Adam Schaeuble. He helps podcasters love their show like a hobby but build it like a business.

## Adam shares his story

Adam is a full-time podcaster, a self-proclaimed podcast addict, and has three shows. He started his first show in 2016. It's a weight-loss show called, The Million Pound Mission. Back in 2009, Adam weighed 327 pounds.

He was on a personal journey to lose one hundred pounds. He started a business in his hometown in Bloomington, Indiana where he was able to help his local community lose thirty five thousand pounds in a span of five years. That's how The Million Pound Mission started to make a big impact.

After realizing the impact he was making, his passion for podcasting grew. In 2019, he sold his gym and began two other shows - Podcasting Business School and Let's Talk About Your Podcast. His motto is, "I help podcasters love their show like a hobby but build it like a business."

## Don't focus solely on downloads

Podcasters and podcast coaches often say the downloads don't matter. Adam says they do matter, but you don't focus on the downloads. The focus needs to be on the people on the other end of the download. Don't make your sole mission chasing download numbers.

Instead, maximize your exposure to the ideal listener and look for as many of those people as possible. With these terms, downloads are everything. If you're trying to build a business around your show, never chase download numbers but focus on people who engage with you and listen to your episodes.

Speaking about downloads, think of them as people who are standing with you in your kitchen and interacting with you face to face. You have to think of each download as a person. They're listening for a reason and you're speaking to them.

Did you know if your show episode has 125 downloads after thirty days of release, you're in the top fifty percent of all podcasts that exist?

Having higher downloads makes it easier to monetize effectively. If you only have fifty downloads per episode, it'll be hard to sell your \$29 membership. You will have people to sign up but it's not enough to sustain your expenses.



With that said, if you have 500 to 1000 downloads that's a sweet spot for nice monetization options. And you hit a 1000 downloads per episode, it puts you into the top 20% of all podcasters.

However, if you have a small niche, your show may have lower downloads. These lower download numbers could actually mean more highly targeted listeners compared to if you have a broader topic where you have higher download numbers.

## Begin with the end in mind

If you know you need to rebrand your podcast and you're unsure what direction to head, start by thinking about the product or program you would like to lead your listeners toward. This means you know who your ideal client avatar is for the product or service you are wanting to sell.

Then reverse engineer the type of content that your ideal client avatar is looking for. What type of podcast episode would that person be most responsive to? Would they like to listen to solo episodes, guest episodes, coaching-style episodes, or community-based episodes? Curate your content accordingly.

You have to learn how to build backwards instead of trying to sell your ideas to everyone.

On the other hand, action is better than inaction. If you haven't started reverse engineering yet, or you have started your show but you're not seeing results, don't give up. You can fix it.

Rebranding is very exciting if you're trying to build a business around your show. So, don't shy away from it.

## Adam's Community Engagement Lead Magnet

You can build a community based around your show and have them create a buzz for you. Podcasting is like creating a movement. That's why Adam created what he calls, a Community Engagement Lead Magnet.

This is what he uses to build relationships. The whole purpose of this lead magnet is to pull his audience out of their seats and into the field. Adam even has a Podcaster's Speed Dating. This gives everyone a chance to network with each other and get their shows promoted.

It's a great lead magnet. When people go into Adam's PodPal Zoom parties, they get a star. These people want to get to the next level so he makes sure they have a special in his email list. From there, he offers them some podcast audits with one-on-one coaching tips for podcast engagement and podcast monetization.

He's bringing them into the centre of his world starting with the know, like, and trust, and then adds value. As a result, when prospects are ready to buy, he's top of mind.



## How to create community engagement

One of the things that's working really well for podcast engagement is Instagram.

Take a look at your most recent followers on Instagram and send them a voice message thanking them for following him. He mentions their name, the date, and a podcast recommendation. It's always well-received every time he sends out a voice message. He spends approximately an hour a week engaging with his followers in this way.

Adam hates interacting with bots and automation. He strongly suggests people interacting and building human relationships. There's a place for automation in business but it's not in building relationships.

People don't like interacting with bots. In fact, you lose some fan points if you use bots to create engagement.

He's also using Instagram reels. The Instagram reel's algorithm is crazy right now. Have fun and put yourself out there.

## Release schedules

We work so hard to get a new listener, that once we get that engagement, we have to treat them like gold.

When someone is trained to listen to your show on the same day and time each week and all of a sudden you don't release an episode for two weeks, they will look for another show to fill that gap. That becomes their new pattern. You'll have to work twice as hard to entice that listener back, and they may not return at all.

Be consistent.

One of the exercises you can do is to map out 52 weeks of content before you launch your show. Not full scripts, but just ideas or dot points of what you could talk about.

Commit to one episode a week for an entire year - don't allow yourself to quit. Think about the message and the people that you could potentially make an impact on, and the potential business results you could achieve.

Another idea is to release an episode every week, but alternate each week between solo and guest episodes. Then you need to come up with 26 topics to talk about solo, and find 26 people to interview.

Adam suggests a two-week buffer is also a good thing to have organised in case you get sick or you're going on vacation.

Commit to your audience and to your show. Put in the reps consistently for at least a year and be willing to adjust, learn, and grow along the way.



## Different strategies for podcast growth

Adam currently likes Instagram and Clubhouse as platforms to grow your podcast.

He hosts Instagram follow up interviews with his podcast guests.

And because Clubhouse is getting popular, he has started to invite his guests to co-moderate rooms with him.

As a result of him giving his guests extra promotion, his guests are more likely to share his show to their audience on socials, send emails to their audience for him, or put a link to their episode on their website.

Utilize solo episodes to show off your skills, talk about your products and services, and share case studies.

His coaching methods and strategies feel quite repetitious, but they're the most downloaded episodes. One of the biggest reasons is because people often have the same question. It's about creating synergy.

## Mentioning past episodes

This strategy is very powerful because podcast episodes are evergreen. For example, Adam often mentions [Episode 181](#) of Podcasting Business School, where Cris Kimitos talks about Spotify ads.

When you post on Facebook, Instagram, or Twitter, your posts disappear quite quickly. But once a podcast episode is released, you get downloads forever. Personally, I see downloads of every episode, every week, and this is episode 300.

Don't leave things to chance. Ensure you mention past episodes when you're having conversations on other platforms. This is very important because this is how you build new fans and subscribers.

Always number your episodes so you can use this strategy. Searching for an episode title on Apple Podcast will just bring you to the show and people will need to search for a specific episode manually, rather than scanning quickly for an episode number.

When Adam is attending Zoom events he adds value to participants by sending links to episodes that correspond with the discussion, via the chat box. When someone asks a question, he would direct message that person and tell them about an episode of his podcast that's relevant to their question. One of the added benefits of this strategy is that often, people would share his podcast in the main chat off their own back.

If a new listener subscribes to your show, they usually start diving back into the catalogue and listen to past episodes. As a result, you have yourself a superfan.



## Podcast Promo Intro Swaps

Podcast promo intro swaps are a great way to have access to a new audience. If you want to try this method, Adam suggests, try to find a show that has a tangential relationship audience-wise, but doesn't cover the exact same topic as you do.

Record a 10-second intro for your show, and swap it with another podcast host. Your voice will be the first thing their audience hears which is a good pattern interrupt.

Adam shared the story of one of his clients who did this type of swap with ten people, and her downloads quadrupled that week. She planted all those seeds in that ten-second intro with the right people.

## The Implementation Alarm Challenge

Here's Adam's challenge for you...

Take one idea from today's show, whether it's an Instagram strategy, podcast consistency, or podcast marketing stuff, set the alarm on your phone for 24 hours from now and take action based on that one big idea. You have to complete your mission whatever it is and knock over the first domino. This will have a chain reaction in the next 24 hours.

## In Conclusion

Podcasting is a powerful medium to create impact, and having a podcast growth strategy will mean you can create an even bigger impact. Start implementing your growth strategy just one step at a time, and watch your audience and downloads grow.

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