

# PODCASTING

RESOURCES TO RUN THE SHOW



## PODCAST IDEA GUIDE

IDEA ROADMAP

Improve



Podcast

# Picking a Good, Profitable Niche For a New Podcast

## Step 1. General Idea Validation



**Check offline businesses** - analyze if there is enough client demand to support a revenue-generating business ecosystem around the topic of your show. The market is good for you if they are:

- publications supported by advertising,
- boutique shops,
- outdoor display ads.



**Check search volume** - validate if there are search engine results to support your idea. Search for:

- relevant ads on the first page of Google search engine results,
- If there is enough beginner level volume than it validates the idea,
- if there are decent results for “best... “ and “how to...” queries relevant for your podcast.



**Check YouTube channels and clips** - if YouTube channels or clips exist relevant to your topic.

## Step 2. Idea Selection and Development



**Analyze Google Trends** - make sure you are in the rising category:

- check trends for the longest possible period to see if there is an overall growing trend. You want to be in a growing market.
- check the last 12-24 months to look for seasonality. Most topics have some seasonality, but some are only popular during a short period of 2-3 months per year. This may impact your listeners' numbers and release schedule.



**Review top blogs** - are there established blogs in your space. Search for “best blogs about...”. If there are good blogs about your topic and their owners don't have established podcasts, there is an opportunity to be taken.



**Review Chartable** - go to Chartable and see the category you want to be listed on and check with whom you will be competing and how you can stand out.

## Step 3. Existing Experts and Competition

- Find a unique angle for your show** - there are most likely people more experienced than you in your niche, and you need to find an interesting angle for your content.
- Do you need to differentiate yourself from professionals and veterans?** - [unless you are a veteran](#) with "20 years of practice," you need to find a way to build your credentials and reputation.
- Do you need to apply a point of view?** - be careful talking about topics that generally require years of education, certifications, and experience (like health, investments). Don't pretend you are someone you are not. But it is ok to talk about personal experiences, struggles, hardships, and situations you have overcome.
- Start small and grow in time** - with your first show and with your first episodes, don't try to analyze the entire industry you are podcasting about. You may face issues with credibility when you start. Find a smaller topic that is underreported and build a reputation around it.

## Step 4. Assess Your Skills and Interests

- What do you know right now?** - is it enough to start a show today, or do you need to educate, research, and postpone a launch?
- What do you want to know?** - is your podcast's topic something that interests you, and are you willing to spend, e.g., 2-3 years to work on it as you develop your show?
- What will you know?** - if the topic of a podcast you want to start is not fully explored by you right now, will you, in fact, have time to learn everything that is required? Remember that show production and marketing takes time, and even 1 hour of podcasting content can take 10 hours to produce, publish, and do minimum marketing.
- Pick your path** - do you want to work solely on content and research, or do you plan to develop your show end-to-end



[Audacity](#)



[Reaper](#)



[Hindenburg](#)



[Adobe Audition](#)

## Step 5. Verify Niche Profitability



**Consider adjusting your concept for monetization** - analyze how you can adjust your podcast to [be more appealing to sponsors and advertisers](#) in the long term.



**Analyze niches that require investments** - anything that requires a few hundred dollars even to start is a good niche (photography, golfing, quads, drones, etc.).

- Can you adjust your show to include content promoting products' purchases?



**Analyze niches that require skills or years of experience** - skills are crucial if you don't want to make mistakes (like building your home theater with surround sound in a soundproofed room - mistakes can be costly and time-consuming to fix), the experience is often needed in areas where mistakes have high, irreversible impact (like health, investing, home buying).

- Can you adjust your show to include content promoting skills development?

## Step 6. Draft Your Monetization Opportunities



**How stories on your show can be turned into monetization opportunities** - [there are many ways to monetize a podcast](#), and your final way how will you monetize will differ from where you will start but have at least 3 ideas in mind when you are starting.

- who would be a perfect advertiser for your audience,
- what kind of products can you use in your stories to tell about and recommend,
- what info-product could your audience be interested in.



**How soon you want to start monetizing** - consider if you need a podcast hosting platform with build-in support and features, making monetization possible very early on. Those platforms have the best monetization capabilities:



get bonus:  
\$20 Amazon gift card



castos

get bonus:  
14 days free trial



get bonus:  
14 days free trial



get bonus:  
7 days free trial

## Step 7. Future Proof Your Show



**Avoid making strong attachment to one brand** - big trends are often started by one company or one brand (IBM, Apple, Bitcoin, Tesla, Facebook, etc.), but as time goes by and competition catches up, the initial leaders are no longer the only game in town. Make sure your show doesn't bet too heavily on one brand.




**Make room for expanding your scope in the future** - [make your show easy to grow](#) and add new content types in the future without the necessity of starting a new show.

## Step 8. Final Considerations




**Will you rely on Google search traffic?** - if you are planning [a website for your show](#), think if Google's YMYL algorithm will impact you.


- YMYL stands for "**your money or your life**," and this is how Google's refers to web pages and content that could have a negative impact on the quality of people's lives and/or their finances



[try Bluehost](#)  
get your website up in 15 mins



[try Divi](#)  
fast and easy to use theme



[try SendinBlue](#)  
start collecting mails



**Is podcasting the best medium?** - think if a podcast is the best option for your content, or are there aspects of your content where videos would work better.



**Don't focus on products but general topics & problems** - monetization is easier once you have an established and growing show. Don't focus on products too heavily from the beginning but rather on bigger problems your audience faces.

Learn more at

[ImprovePodcast.com](https://www.improvepodcast.com)