

35

Actionable Ideas to Grow Your Podcast



Hello fellow podcasters!

We are Podsqueeze, an AI tool that allows podcasters to generate transcriptions, show notes, timestamps and other assets for their podcasts with a single click; but **we're also fellow podcasters** who understand the challenges you face.

We know firsthand that podcasting is a rewarding activity, but we also recognize the difficulties in promoting your show and connecting with a larger audience. That's why we've created this ebook – a **collection of 35 actionable ideas** tailored to support podcasters like you in your pursuit of success.

In this ebook you'll find **easy-to-follow tips** on optimizing your podcast's online presence, leveraging the power of social media platforms, using podcast directories, implementing effective partnership strategies, and much more.

We invite you to **[visit our free slack community](#)** for podcasters and visit our site **<http://podsqueeze.com>** for more free resources for your podcast.

Happy podcasting!

Tiago & João

Join a Podcast network





What's a Podcast Network

Podcast networks are organizations that bring together multiple podcasts under a single umbrella company.

A podcast network provides a platform for its podcasters to distribute their show, access production, network with other podcasters, and generate revenue from advertising and sponsorships.

They serve as intermediaries between podcast creators (hosts/producers) and advertisers, providing various resources and support to help podcasts grow their audience and monetize their content.

When a podcaster joins a network, they typically sign a contract outlining the terms and conditions of their collaboration. This agreement often covers revenue sharing, ownership rights, exclusivity, and the duration of the partnership.



How to find a podcast network

You need to find a podcast network that hosts shows that are similar to yours for the best results.

Here's how you can find the podcast network that's the best fit for you:

1. Search on Google for “Podcast network + [your podcast topic/niche] Ex: Podcast network for marketing
2. Try asking on communities on reddit, like [r/podcasts](#) or [/r/podcasting](#), for recommendations.
3. Browse sites like [Chartable](#) for niche podcasts and see the podcast networks they are part of (just above the title).

Checklist to join a podcast network

1. The number of followers on social media. The more it has, the better reach for you.
2. Does the network have any creative restrictions on your content?
3. How many other podcasters are part of the network & their credibility?
4. The ad revenue & sponsorship share between you and the network
5. What is the support provided by the network? Do they offer promotional resources, access to sponsorships, and networking opportunities?

How to join a podcast network

Here are the steps to consider when looking to join a podcast network:

1. Visit the websites of the networks you are interested in and review their submission guidelines and requirements for joining. Some networks may have specific criteria, such as a minimum number of episodes or a certain level of audience engagement.
2. Ensure that your podcast is well-produced and represents your best work. Have a professional podcast cover art, a well-written podcast description, and a few of your best episodes ready for evaluation.
3. Reach out to the podcast network through the appropriate contact channels. Mention your podcast's niche, target audience, any notable achievements or awards, and how you envision collaborating with the network.
4. If a podcast network expresses interest in having your podcast join their roster, review the contract carefully and formalize the partnership once you are comfortable with the terms.



Examples of top podcast networks

- Earwolf
- Radiotopia
- Relay FM
- Wondery
- iHeartRadio
- Parcast Network

Post Highlights on Linkedin & Plug your podcast





Why?

The audience on LinkedIn love reading takeaways and list-style posts.

So try creating short notes or takeaways from your podcast and post them on your LinkedIn profile with a link to your podcast.



Benefits

1. Get noticed by your target audience on LinkedIn
2. Increase the downloads for your podcast



How to create short notes for your Podcast

1. Go to [Podsqueeze](#) website and create an account
2. Paste the url of your rss feed or upload the audio file of podcast you wish to transcribe
3. Get ready to share the short post of your episode on LinkedIn



Examples

https://www.linkedin.com/posts/aashishkrishnakumar_startup-entrepreneurship-gtmstrategy-activity-7067733596869967872-B-rL/?utm_source=share&utm_medium=member_desktop

https://www.linkedin.com/posts/nehakpuri_hiring-podcast-experience-activity-6971695437397286912-UgrQ/?utm_source=share&utm_medium=member_desktop

Start a LinkedIn newsletter



What are LinkedIn Newsletters

LinkedIn newsletters is a new feature from LinkedIn, where readers who like your content can subscribe to the articles you write on LinkedIn and get it delivered to their inbox.

Benefits

1. Directly connect with the listeners of your podcast
2. Share new podcast updates with listeners
3. Get recommended by LinkedIn algorithm
4. LinkedIn newsletters get better reach & grow your following faster

How to create a LinkedIn newsletter for your podcast

1. Click “Create Article” on LinkedIn and select “Create a newsletter”
2. To convert your podcast audio to newsletter, go to [Podsqueeze](#) and sign up for an account
3. Paste the url of your rss feed or upload the podcast you wish to transcribe
4. Get ready to share the newsletter of your podcast on your linkedin newsletter

Examples

https://www.linkedin.com/posts/estermartinez_johariwindow-interpersonalconnections-transformativejourney-activity-7077170794526588929-bsnk/?utm_source=share&utm_medium=member_desktop

Launch on Product Hunt



Product Hunt





What is Product Hunt

[Product Hunt](#) is one of the best platforms to share new products in tech with 100,000+ visitors. So if you run a podcast related to tech, productivity or marketing, a product hunt launch is a must.



Benefits

1. Put your podcast in front of thousands of tech enthusiasts
2. Free Product Hunt coverage for your podcast
3. Get valuable feedback for your podcast from the community



How to launch your podcast on Product Hunt

1. Create an account on Product Hunt and schedule your launch
2. Choose an ideal launch day (Sat/Sun are less competitive)
3. Ask your listeners & followers to upvote you on launch day

Examples

<https://www.producthunt.com/products/technically-true-podcast>

<https://www.producthunt.com/products/lenny-s-podcast>

Create a Facebook group for your podcast



Benefits

1. Stay in touch with your listeners and improve engagement
2. Get new content ideas for your future episodes
3. Make your podcast stand out from the others

How to start a Facebook group for your podcast

1. Go to your Facebook profile and create a Facebook group
2. Give a shoutout to your group within your podcast and give some bonus content for joining the group
3. Keep sharing exclusive content in the group to keep discussions in the group active
4. Engage with members of the group consistently to increase your following and grow your podcast

Examples

<https://www.facebook.com/groups/truehauntings>

Cross Promote with other niche podcast creators





Benefits

1. Open your podcast to an untapped audience of listeners
2. Increase the brand awareness of your podcast
3. Make relationships with other creators and grow together



How to cross-promote with other podcast creators

1. **Shout out Swap:** A shout-out swap is when you call out another podcast in exchange for that podcast creator doing the same for you. Typically they run for at least 30 seconds.
2. **Feed Drop:** A feed drop is when you insert another creator's audio into one of your episodes and vice versa. They can be part of an episode, an ending portion of an episode, or an entire episode by itself. If you decide to swap an entire episode, it's best to set some context for your listeners at the start on why they should listen to it.
3. **Co-hosting:** Co-hosting is when you and another creator decide to collaborate on an episode or a series of episodes and publish it on both of your podcasts. This is a great way to exchange your audience with each other and also have fun while doing it.

How to find and approach podcast creators you can cross-promote with

1. Search for podcasts that are related to your niche or that have a similar audience
2. Drop them a DM on Twitter or an email proposing your idea
3. Finalize the cross-promotion and go live.

Example DM

Hi. I run a podcast called “ _____ ” on community building. And I would love to do a cross promotion with your podcast, since we both share common audience and have an opportunity to grow our following. What do you think?

Cost

Free if you both have equal audience, but can be paid if you're reaching out to a creator who has a bigger following than you

Ask guests to share with their audience





Benefits

1. Expand the listener circle for your podcast & get more downloads
2. Increase the social proof & authority of your podcast



Ways you can ask guests to share your podcast

1. Post a short video of your podcast on the guest's social media (Linkedin, Instagram/ Twitter) with a podcast link
2. Request them to do an email blast with short notes of your podcast episode to their email newsletter subscribers
3. Convert your podcast into a blog with [Podsqueeze](#) and publish the podcast on the guest website

Setup a website for your podcast





Benefits

1. Transcribe your podcast and publish it on your website to make your podcast searchable on Google & get new listeners every day
2. Host your podcast audio on your website & have full control over your podcast
3. Ask users to subscribe to your email newsletter for the latest podcast updates & build your own email list that can be monetized



How to setup a website

1. Create a website for your podcast with [Wix](#) or [WordPress](#)
2. Transcribe your podcast episodes into text by uploading them to [Podsqueeze](#)
3. Create a blog post for each of your episodes, add the podcast link, transcription and then hit publish.



Example

<https://software-engineering-unlocked.com/>

Submit your podcast to directories





What is a podcast directory

A podcast directory is the platform where people will find and listen to your podcasts. You need to submit your podcast to as many as directories as possible to reach maximum audience.



Benefits

1. Get new listeners to your podcast
2. Grow your brand on podcast platforms
3. Land new guests for your podcast who're interested to be on your show



List of Podcast Direcories

- Spotify podcasts
- Apple podcasts
- Spotify
- Sticher
- Podchaser
- Tuneln
- iHeartRadio
- Pandora
- Overcast
- Downcast
- RadioPublic
- Pocket Casts
- Castbox
- Listen Notes

- Castro
- Deezer
- Anypod
- Podcast Addict
- PlayerFM
- Learning Out Loud
- iPodder
- Laughable
- Acast
- Podcast Gang
- Listen App
- YouTube
- Podcast index
- Amazon music



Bonus: Read more on [how to use your RSS feed link](#) to automatically add new podcast episodes in all directories

Create social media cards for your podcast

(only if you host your podcast on your website)





What is a social media card

Whenever you share your podcast links on LinkedIn or Twitter, a social media card will appear which includes a thumbnail of your podcast, a heading and a short description of your episode. It's the first thing people will see about your podcast.



Benefits

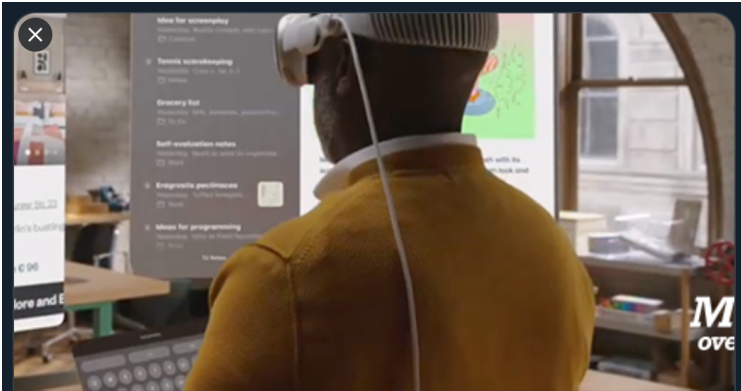
1. Makes it easier to share your podcast
2. Catch the attention of the people on social media
3. Get more clicks for your podcast episodes



How to create social media cards for your podcast

1. Go to metatags.io website and enter your episode's website link
2. Add a catchy thumbnail, title and description for your episode
3. Now click get code and follow the instructions to add it to your website

Example



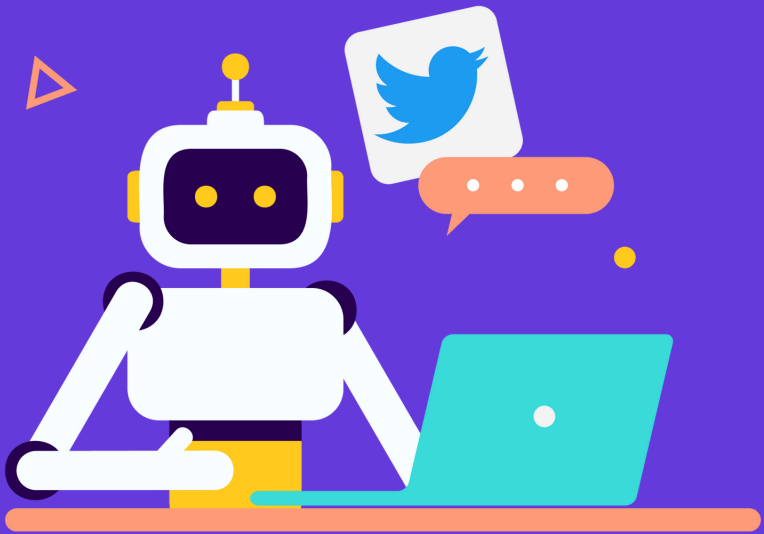
marketingovercoffee.com

Can You Spare \$3,500? - Marketing Over Coffee

Learn about all the new technology we're watching in the Apple Vision Pro, AI developments, and more in this Marketing Over Coffee

Build a Twitter Bot

(For advanced users only)





What is a Automatic Twitter bot

Build a Twitter bot around your niche that retweets all tweets of other users that contain a certain keyword or a hashtag.

EX: Tweets with the keyword “growthhacking” or containing the hashtag “#contentwritngtips”



Benefits

1. Build a Twitter following on autopilot
2. You can add a link to your podcast in the twitter bio
3. Attract your target audience to listen to your podcast



Example

https://twitter.com/news_nocode

Start an email newsletter for your podcast



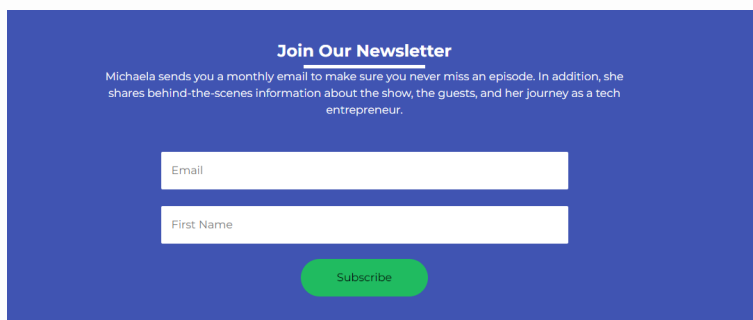
😍 Benefits

1. Be in direct contact with your listeners.
2. Send them emails whenever there is a new episode.
3. You can sell your products or affiliate with others.

? How to grow an email newsletter for your podcast

1. Add a subscription form to all your podcast episodes on your website
2. Add the subscription form page link in all podcast show notes
3. Offer a free ebook or any resources in exchange for the email address

✅ Example



Join Our Newsletter

Michaela sends you a monthly email to make sure you never miss an episode. In addition, she shares behind-the-scenes information about the show, the guests, and her journey as a tech entrepreneur.

Email

First Name

[Subscribe](#)



Bonus: Read more on [how to set up a Newsletter](#) for your podcast.

Share your advice and
plug your podcast in
communities



What

Communities are a place where members post their problems and ask questions. You can reply to those questions and plug your podcast organically.

Benefits

1. As people are looking for a solution, they will listen to your podcast straightaway
2. Since they are your target audience, they will most likely subscribe to your podcast too

How to find communities and plug?

1. Research communities that talk about your niche. For example: if your podcast is about marketing, search “marketing” in Reddit to find relevant subreddits & on Facebook to find relevant Facebook groups
2. You can use [Hive Index](#) to find communities faster
3. Read the rules for self-promotion in the communities
4. Answer people’s questions and plug your podcast if they allow self-promotion.

Add highlights of every podcast episode to your website





Benefits

1. Improves keyword density which will help to rank higher on search engines like Google
2. Your website visitors will know what's in the podcast, which will increase their interest to listen to the podcast.



How

1. Go to [Podsqueeze](#) website and upload the audio file of your podcast or select the episode from your RSS feed
2. Podsqueeze will generate a list of keywords that you can use on your website for search engine ranking
3. Write highlights around those keywords and add them to the episode page



Example

Top 4 growth hacks we learned from Maya...

- Invite guest co-hosts to help create content, and increase exposure for that episode by reaching your co-host's followers.
- Pitch media outlets based on special events, news, or holidays that line up with your specific podcast topic.
- Build personal relationships with journalists directly. Keep following up. Keep pitching them ideas. Your persistence will eventually pay off.
- Apply to be featured on the major podcast directories
 - [Apple](#)
 - [Spotify](#)
 - [Stitcher](#)

Write catchy titles for your podcast episodes





Benefits

1. A catchy title captures the attention of listeners and gets more clicks
2. Be easily searchable on podcast platforms



How

1. Go to the [Podsqueeze](#) website and upload your podcast's audio file
2. Now, Podsqueeze will generate a list of catchy titles you can use for your episode
3. Pick the one that fits the best and add it to your episode



5 Tips for having a catchy title for your podcast

1. Ask questions in your titles (ex: What's the secret behind the success of the world's top podcasters?)
2. Add numbers in your title (ex: 5 steps to fix any problems at work)
3. Keep your titles between 80 to 95 characters for maximum engagement
4. Avoid spam words such as "trick", "secret", "amazing", etc.

[Read more](#) tips on how to write catchy titles for your podcast.

Post a thread/long post on twitter





Benefits

1. Twitter loves long-form content these days and if your thread/long post gets good retweets, you will reach a wider audience on Twitter
2. Sharing highlights on Twitter makes people know what's in the podcast and why they should listen to the podcast.



How

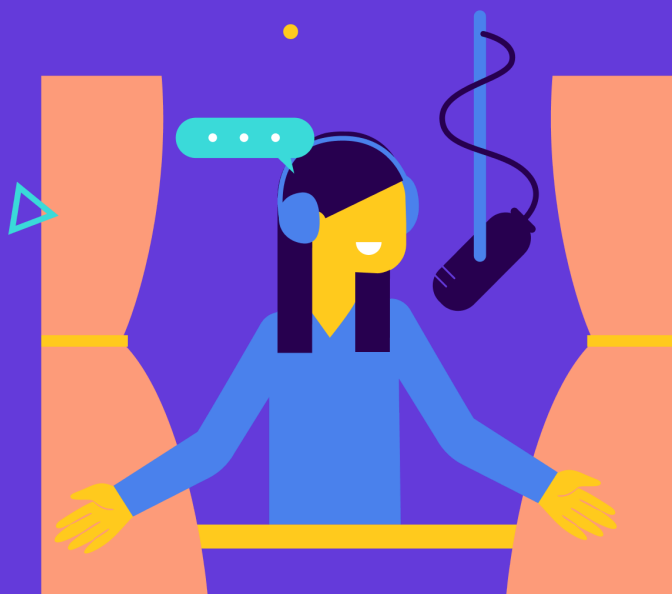
1. Use tools like [Hypefury](#) or [Tweet Hunter](#) and convert your podcast highlights into a thread
2. Add your podcast's link in the last tweet and ask them to check out the podcast



Example

<https://twitter.com/FoundersPodcast/status/1675716641047592961>

Share behind the scenes of your podcast



What

Record a 5-sec video or take photos while you are working on the podcast and share it on social media.

Benefits

1. Your followers love to see how you produce your podcast
2. It increases curiosity in your audience about your upcoming episode and gets more downloads when you publish.

How

1. You can share your behind the scenes footage with your audience through Instagram reels and tiktok.
2. If you want to get creative and make your behind-the-scenes more attractive, you can use free tools like Clipchamp and Canva to edit your content before publishing.

Do an AMA for your listeners





What is an AMA

AMA (i.e.) Ask Me Anything, is a live session you host for your listeners, where they can ask any questions about your podcast, or journey, and you can answer them directly.



Benefits

1. Your audience will get more personal with you which improves the word of mouth of your podcast
2. You can get genuine feedback from your followers and
3. You can also get episode suggestions and ideas



Steps to nail your AMA

1. Inform your audience about an AMA coming up at least a couple of days before
2. Set the theme of the AMA - It can be about a particular topic, or trend or about your podcast in general
3. Choose the platform where you are going to conduct your AMA - the best ways to do that is through Instagram Live or Twitter spaces
4. Promote your AMA on social media and keep reminding your audience for maximum viewership to your AMA



Ways to do an AMA

1. Instagram live
2. Add a question on Instagram stories
3. Host a Twitter space
4. Post an AMA Tweet On Twitter
5. Start a Clubhouse session

Mention brands on social media

(The ones you used in the podcast)





What is it?

A growth hack to get more audience for your podcast is by mentioning brands/tools in your podcast that you use to get your work done or by mentioning people whom you get inspired from.

Ex: I used Canva pro to remove the background from my social media post images.



Benefits

1. Tag the big brands & influencers mentioned in your podcast on social media to get retweets and mentions for your posts
2. Introduce your podcast to 1000's new audience
3. Opens up an opportunity to establish relationships with brands in your niche with whom you can collaborate or partner in the future



How to find all the brands you've mentioned in your podcast

1. Go to [Podsqueeze](#) and create an account
2. Upload the audio file of your podcast or select the episode from your RSS feed
3. Get the list of all the brands and tools that you've mentioned in your podcast

Example

https://www.linkedin.com/posts/10q-interview_podcast-growth-hack-mentioning-brands-for-activity-7065355439655276544-tnS5/?utm_source=share&utm_medium=member_desktop

Participate in Twitter spaces





Benefits

1. Establish a connection with your target audience and build social proof
2. Helps you Network and find guests for your next podcast



How

1. Go the spaces tab on your Twitter mobile app
2. Join a Twitter space that is relevant to your podcast topic
3. Listen to the discussion going on and share your opinion with the listeners

Run a contest on social media



What is it

Ask your followers to share your podcast or post about your podcast on social media in exchange for a chance to do win some goodies or merch.

Benefits

1. Improve the brand awareness of your podcast
2. Get more listeners for your podcast through word of mouth
3. Establish a relationship with your podcast listeners

How run a contest

1. **Select the platform to run the contest:** You can choose Instagram or Twitter based on your audience
2. **Contest rules:** Let your participants know how to take part in the contest. Ex: You can ask them to post why they like your podcast with a hashtag #podcastbyrobert
3. **Choose a gift:** Pick a gift that's relevant to your audience.
4. **Promote the contest:** Now set a deadline and start promoting the contest.

Share podcast reviews



Benefits

1. Build trust and show off your podcast on social media
2. Use it as social proof while inviting guests to your show
3. Add it to your website and get more clicks for your podcast

How to collect Reviews

1. Ask listeners to review your podcast at the end of your episode
2. Add a link to review your podcast in the show notes (you can use any form tools like Google forms or Typeforms to collect reviews)
3. Give a shoutout to a few meaningful reviews you received in your next episode and try to improve your podcast based on the reviews.

List Your podcast on IMDB Platform





Benefits

1. Make your podcast discoverable on the largest platform for movies and shows
2. Get new listeners for your podcast organically
3. Land opportunities for collaboration



How to list on IMDB

1. Create an imdb account (or sign in if you already have one)
2. Visit the contribute page of IMDB
<https://contribute.imdb.com/updates/edit?update=title>
3. Add your podcast title, select “podcast series” in the category
4. Submit your podcast for approval

Create an alert for your podcast on Google alerts





What is it

By creating a Google alert for your podcast, you will be notified whenever someone mentions your podcast name on the internet



Benefits

1. See the public reception of your podcast in real-time
2. Reply and share the feedback about your podcast



How to create a Google alert

1. Go to [Google Alerts](#)
2. Enter your podcast name in the search box
3. Choose how often you want to be notified
4. Finally, click “Create alert”

Celebrate your
milestone with a
special episode





What is it

When your podcast hits a big milestone (ex: 1000 downloads), you can put together a special episode for your listeners to celebrate the event.



Benefits

1. Establish a relationship with your listeners
2. Make your listeners feel part of your journey
3. Increase your podcast downloads



Ideas for special episode

1. Share the highlights and best moments from the previous episodes you've done
2. Bring all creators in your niche together and have a roundtable discussion
3. Share your learnings and journey of being a podcast creator
4. Answer common questions of your listeners

Appear as a guest on other shows



Benefits

1. Introduce yourself to a new set of target audience
2. Build credibility and awareness about you and your podcast

How to appear as guest on other shows

1. Make a list of podcasts that you would love to be a guest on
2. Reach out to the creators on Twitter or email and express your interest
3. Finalize the topic of the podcast, work out the details and produce the podcast together.

Example message

Hey, I run the _____ podcast and I would love to be a guest on your {podcast name}. Here are 3 reasons why I would be a good fit for your listeners.

- reason 1
- reason 2
- reason 3

What do you think?

Build a content honey trap





What is it?

Just having listeners for your podcast is useless, if you're building a podcast to grow your offline or online business.

Instead, You need to have a content honey trap that takes the audience on a journey right from discovering your podcast to becoming your paying customers.



Benefits

1. Monetize your podcast
2. Grow your email list on auto-pilot



How to build a content honey trap

1. Share a cliffhanger of your podcast audio on social media and ask them to click the link in bio to check out the full episode.
2. Add a link to your website in the show notes of each episode, where the audience can enter their email and get useful resources or bonuses.
3. Now use email newsletters and automation to sell your products.

Pitch it to the listicles



What is it?

Listicles are a list of podcast recommendations that are shared on a website's blog.

Ex: 10 podcasts that every single mom should listen to

Benefits

1. If the list becomes popular, you will get hundreds of new downloads for your podcast.
2. Your podcast will reach a wide range of audience
3. Will make your podcast a go-to podcast in your niche

How to pitch your podcast and get it added to listicles

1. Search on Google for “best podcasts for ____ (your topic) Ex: Best podcast for self-improvement
2. Make a list of websites that you want to reach out to
3. Get their email address from the contacts page
4. Email them requesting to add your podcast to their listicle, with a link to the podcast and why you feel it's a good fit for their listicle.



Example

<https://www.listennotes.com/curated-podcasts/>

Run Facebook ads for your podcast





Benefits

1. Facebook ads are the fastest way to put the word out and let people know about your podcast
2. You can target your ads and show them to only the people who are most likely to listen
3. You can run Facebook ads for as little as \$10/ day



How to run Facebook ads for your podcast

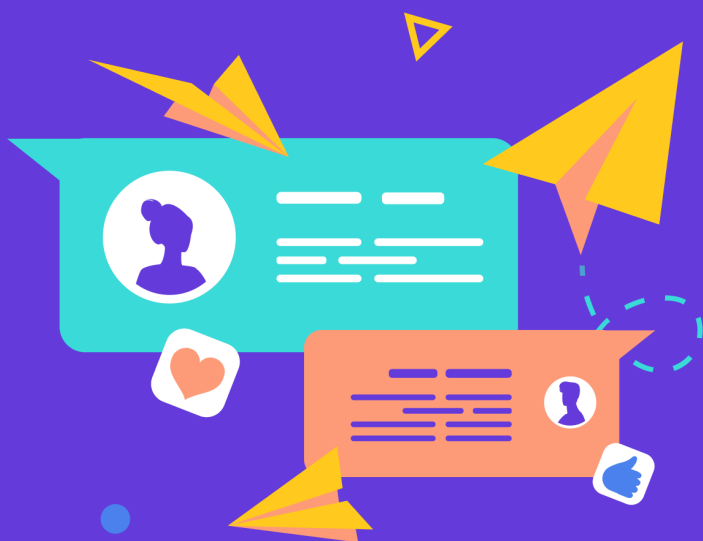
1. Start running Facebook ads for your Facebook and Instagram page at an ad budget of \$5 to \$10 per day, or \$150 – \$300 per month on your first paid ads.
2. At around \$3 CPA (cost per acquisition), you'll get 50 to 100 new listeners every month.
3. Keep growing your podcast at the same rate, and decrease the chance of burning out.



Example

https://www.facebook.com/ads/library/?active_status=all&ad_type=political_and_issue_ads&country=IN&id=597857468998189&view_all_page_id=361178757825463&search_type=page&media_type=all

DM those who like
or comment on
your post





What is it

When a new person likes or comments on your posts on social media, it means that they're interested in your content. So, DM them an audio message introducing yourself and why they should check out your podcast.



Benefits

1. Build a rapport with people and increase your social media following
2. As you will plug your podcast in the audio message, you can grow your podcast plays and followers

Post an image quote on social media

(Shared by one of your guests)





Benefits

1. Quotes get good reach on social media. If your followers relate to the quote, they will share them in stories or retweet them. So your podcast will get more reach.
2. Tagging a guest whose quote you posted, will give you a repost or retweet from the guest which will boost your podcast plays.



How to create an image quote

1. Go to [Podsqueeze](#) and create an account
2. Upload the audio file of your podcast or select the episode from your RSS feed
3. Now Podsqueeze will generate an image quote for you, which you can edit according to your audience and post on social media



Example

<https://www.instagram.com/p/CtJls2zMlle/>

Add timestamps





Benefits

1. Timestamps are like a table of contents for your podcast, which will help you keep your podcast organised and easy to access
2. Timestamps let your listeners skip to the section they want
3. Since your listeners will know what's coming next, there will be lesser chances of dropping from the podcast midway.
4. Also, in future, if they want to relisten your podcast on some particular topic, timestamps help them to go straight away to that topic.



How to generate timestamps

1. Go to [Podsqueeze](#) and create an account
2. Upload the audio file of your podcast or select the episode from your RSS feed
3. Copy the automatically generated timestamps for your podcast



Bonus: Read more on how to [easily set up timestamps](#) for your podcast on Spotify.

Do a Podcast Press Release





What is it

Write a podcast press release and send it to publications when something newsworthy happens on your show.

Ex: You interviewed a prominent guest, or a network picked up your podcast



Benefits

1. Establish credibility for your podcast
2. Stand out among other podcasts
3. A press release creates a snowball effect resulting in more coverage and listeners for your podcast

? How to do a podcast Press Release

1. Shortlist publications & blogs that would be interested to pick up your story. Ex: If you discuss podcasting in your podcast, you can try reaching out to Podnews, Discover Pods, etc.
2. Email them with a clear subject line that conveys why they should publish your press release. Ex: The Techsky podcast recently interviewed the design head at Apple about the upcoming launch of the iPhone 15
3. Share a round-up of the content discussed in your podcast and key takeaways in the email content
4. Include your contact email, a link to your podcast and a short description of your podcast at the end of the email.
5. Start emailing the publishers and wait for their reply.

PS: Don't spam by sending too many emails.

Optimize the show notes of your podcast





What is it

Show notes are the first section that the audience check before deciding to listen to your podcast. It tells them what the episode is about and what they can take away by listening to the podcast.



Benefits

1. Better SEO for your podcast making it easily discoverable
2. Introduce your listeners to your website and social media
3. Monetize your podcast by adding links to your paid products and resources



How to generate show notes for your podcast

1. Go to [Podsqueeze](#) website and create an account
2. Upload the audio file of your podcast or select the episode from your RSS feed
3. Automatically generate show notes for your podcast



Bonus: Read more about the benefits of [podcast show notes optimization](#)

Print a business
card with a QR code
of your podcast





Benefits

1. Make it easier for people to check it out
2. Improves the authority of your podcast
3. You can keep track of how many people that have your business card visited your podcast



How to print a business card with QR code

1. Go to [Canva QR generator](#)
2. Design your business card and add your podcast link to the QR Code
3. Send it for print and start distributing your business cards

Wrapping things up

Once you've implemented the advice in this ebook, don't stop there. Continue to look at your podcast analytics, find what's working and keep growing your podcast.

At Podsqueeze, we've built a tool for podcast creators like you that will save you hours of time spent on creating the content of your podcast.

Just upload your podcast to Podsqueeze and let our AI generate:

- **Show notes** - Summarize the main topics covered in your episode and make it more searchable
- **Timestamps** - Direct listeners to particular segments of the episode
- **Newsletter** - Keep your listeners up to date with new episodes
- **Tweets** - Generate 5 tweets about your episode's key points
- **Blog/Social post** - Post about your episode everywhere and get new listeners
- **Titles** - Generate catchy titles that convert

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