

A GUIDE TO PODCASTING WITH IMPACT

How to create an influential podcast

Create content that will inspire your listeners
to take action

resonate

BEHIND EVERY GREAT PODCAST IS A MESSAGE THAT RESONATES.

YOUR PODCAST HAS THE POWER TO CREATE CHANGE.

At Resonate, we only work with passionate individuals who are serious about taking their podcast to the next level. Like our name suggests, our goal is to produce podcasts that will inspire, empower, and ultimately resonate with listeners.

If you're looking to create a revolutionary podcast that will inspire your listeners, learn more and contact us at resonaterecordings.com.

Read on to learn more about how to make an influential podcast, as well as how to inspire your listeners to take action.



**MEET YOUR PERSONAL
PODCAST PRODUCTION TEAM.**

[Resonaterecordings.com](https://resonaterecordings.com)

TABLE OF CONTENTS

How podcasts can impact society	04
What makes a podcast influential	05
Creating community	06
Outsource what you can (including production)!	08
Pass the mic	09
Use your podcast to create change	10
The easiest way to make a chart-topping podcast	12



HOW PODCASTS CAN IMPACT SOCIETY

504.9 million.

That's the estimated number of podcast listeners there will be in the world by 2024.* With any audience among those millions, podcasts have the power to educate and incite change across the globe.



Podcasts are convenient and have the ability to make content more digestible. By exploring complex issues through a simplistic medium, podcasts are more approachable for people that wouldn't regularly explore sensitive topics or new ideas that are foreign to them.

The same people that lose or trash informational brochures can now download that same info in seconds. Not only can an episode discuss far more content than what can fit onto a page, but it's also presented in a way that can be shared easily with others.

So yes—when done right, podcasts can make a huge impact. But how?

*Source: Statista.com, podcast-listeners-worldwide 2022



WHAT MAKES A PODCAST INFLUENTIAL

Identify the key components of influence and how you want to incorporate them into your message.

There are three key components that contribute to your influence:

- **Message**
- **Maintenance**, and
- **Medium**

It goes without saying that the **message** you are trying to convey is the most important element of your podcast. Your message needs to be related to your niche and have a proper call-to-action. For example, if your niche is marketing, your message could be "Learn how to reach your audience," or "Don't make these marketing mistakes." Offer your audience something they can only achieve by listening to your podcast.

As for **maintenance**, this is more about relationship management. You need to maintain the following you have no matter how small it may seem by being consistent with your audience. You can't ignore their questions and expect them to stick around. Being influential means being able to be present enough to provide meaningful impact.

If you're reading this, your **medium** is or will be podcasting. It's important that your audience has access to the platform you choose to spread your message, and that you make the most of the medium.



CREATING COMMUNITY

Create, cultivate, and connect your podcast community with one another. Don't just maintain your relationship with them—encourage them to build their own.

Pictured: The Resonate Recordings team

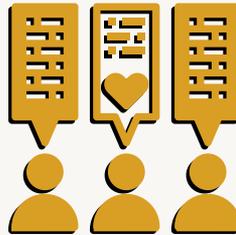


resonate

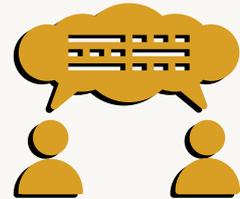
Your podcast starts as a common interest among like-minded people. From there, it can become the tipping point for people wanting to support one another and take action on the issues you've discussed on the show. They can continue the conversation long after your episode ends and connect with others through your podcast's social media, blog, and other online presence.



Step 1
Inform them of
the issue



Step 2
Invite them to share
their thoughts



Step 3
Encourage discussion
and support

Create events where this can take place. The importance of an online safe space is paramount for members of your podcast community.

You can host engaging webinars, manage and pitch discussion forums, or even create support threads in the comments section of your podcast's social media. Your influence can make all the difference in connecting others in your community. The podcast you've created could even be a sub-sect of a larger community, allowing you to cast a wider net for audience reach and support.



OUTSOURCE WHAT YOU CAN (INCLUDING PRODUCTION)!

Let somebody else handle the editing.

It's easy to get in front of a microphone, hit record, upload it, then call it a podcast. But if you want actual results from your show and want to take it to a professional level, you're going to need professional help.

There's no sugarcoating here: podcasts need a lot of time and attention to succeed. There's audio editing, script writing, podcast marketing so that people can actually find your podcast, and more. There's only so much you can automate online. Don't waste precious time trying to do it all by yourself. You don't want to burn out trying to do everything only to produce mediocre results.

The good news is that there are production companies like Resonate that exist in order to meet your podcast's needs.

Clear, quality audio is everything in podcasting. You can't afford to DIY it and risk losing your listeners due to poor quality. Put 100% of your focus into creating content for your podcast and let the trained audio engineers, producers, and marketers at Resonate do the rest.

PASS THE MIC

Empower others to speak through your platform about their experiences and worldview. It provides your audience with a layer of value and perspective they don't usually receive.

If you're spotlighting a cause that is relevant to you, it would make sense that you would be the best person to speak on it.

But if you're looking to draw attention to an issue that doesn't directly affect you as much as it does others, allowing those affected to speak from their personal experience will provide a more powerful impact than if you described the issue from a third-person point of view.

That's because it's raw, authentic, and real.

Diversify your podcast and empower others so that their voices can be heard. Being silenced is a form of oppression that you as a podcaster can directly combat through an audio-based platform.

Invite relevant guests to your show to provide a firsthand perspective for your listeners. Not only will it be better received by listeners—it will be better portrayed by those who lived through it.



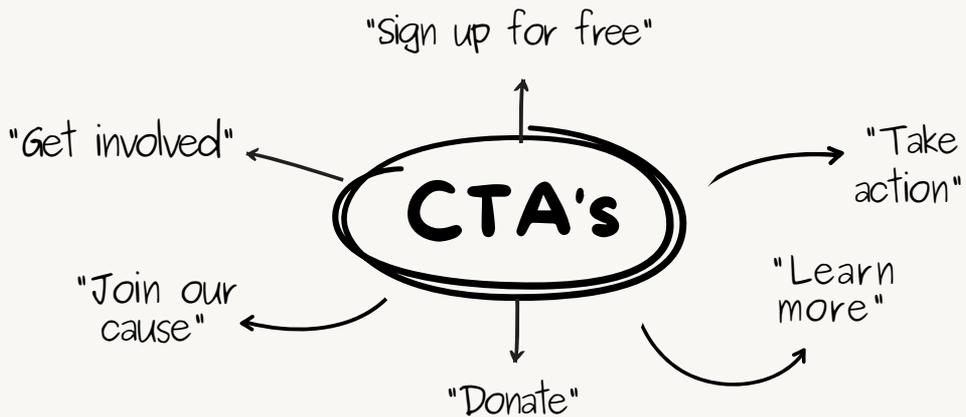
USE YOUR PODCAST TO CREATE CHANGE

Who said podcasting is just a hobby? Make it more than that by using it to make a difference. Let your podcast create the change you want to see in the world.

resonate

Sometimes the impact you create through your podcast is a byproduct of your podcast itself. Perhaps you've heard nonviolent activist Mahatma Gandhi's famous quote, "Be the change you wish to see in the world." Believe it or not, that quote also applies to podcasting.

As a podcaster, you are a part of a community and platform in which you and your content hold influence. You have the power to inform, teach, and inspire your audience to make a change. But how do you wield it?

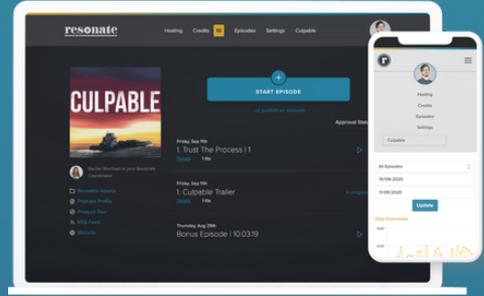


Use compelling and persuasive call-to-action (CTA) statements in your podcast content and set an example for your listeners to follow. In other words, don't just tell them about the problem and what you'd like them to do about it; show them directly how they can help.

If you're looking to take the next step, you can even find some way to relate that issue to your podcast content and create new avenues to help using your own network and resources.



THE EASIEST WAY TO MAKE A CHART-TOPPING PODCAST.



YOUR PODCAST DESERVES QUALITY PRODUCTION.

If you're going to take your podcast to a professional level, you're going to need to work with the best-trained audio engineers and industry professionals. That's why Resonate provides podcasters with everything they could possibly need at a fair price, including:

- Audio Enhancement
- Audio & Video Production
- Podcast Marketing Services
- Producer Services
- Free Educational Content
- Podcast Hosting & More

Get started →

Resonaterecordings.com

resonate