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6 Reasons to Start Your Own Podcast

Brand + Design Scoop ep. 026

Podcast Transcript

Welcome to Brand + Design Scoop, where I share practical, relatable tips on branding, design, and building a business. I'm Kelly, a marketing strategist and Squarespace website designer and founder of the Women Podcasters Academy.

Today's episode is brought to you by the Women Podcasters Academy. The academy features a full course and supportive community to help you start and grow your own podcast. You can find more information at womenpodcastersacademy.com.

Welcome to episode 26! Today I'm discussing 6 reasons why you should start your own podcast.

In addition to this podcast, I also co-host the Geek Girl Soup podcast. We've been running that one since 2011. We talk about movies and tv shows that we're watching, picking a different theme every week. Last week we "celebrated" Easter with "Midnight Mass." And this week we're talking about heists with "The Magicians" and "Leverage." Yes, the obvious choice would have been "Money Heist"/"La Casa de Papel." But we already covered that show extensively, so we needed something different!

So, you can see that I *love* podcasting!

But let me say first that if writing is your thing, do a blog! If video is your thing, do a video blog! You do *not* have to do a podcast. In fact, the reasons I'm going to share here can apply to video, as well.

So, why keep blogging, if podcasts and video are so popular? Blogging is not dead. A shit-ton of people love reading content. Creating content that is easy to scan is a great way to keep people on your website. And blogging is awesome for search engine optimization since blogging gives you lots of opportunities to use keywords. I've still got a blog. Though I just started making my weekly blog post a short podcast

instead. That's what this one is. But my other posts still get found by Google. And I'll keep adding to the blog when I have a tutorial to share.

So, if writing is your thing, please keep blogging!

But, if speaking is your thing, and you're considering starting a podcast, let's dive into the 6 reasons why you should start a podcast!

1. Establish Yourself as an Authority in Your Field

The first reason to podcast is that podcasting helps to establish you as an authority in your field. Podcasting gives you the opportunity to show off your stuff in a unique way from blogging. In a podcast, you are truly and literally using your voice. Your listeners can hear the confidence and authority in your voice while you are sharing your knowledge.

Of course, you want to make sure that you don't sound arrogant. But this usually isn't a problem! In fact, if you're worried about sounding arrogant, I can almost guarantee that you won't. Of all the clients I've worked with who have worried about coming across as arrogant, not a single one of them ever did. They worried about it because they were humble and conscientious.

To establish yourself as an authority, you don't need to diss anyone else or exaggerate your own accomplishments. Simply share what you know. Share it confidently and in a valuable way. Work on eliminating filler words and phrases that make you sound less confident, such as "um," "just," "like," and "in my opinion." I mean, that's just, like, my opinion. You know.

Of course, it's your opinion! Your opinion is never "just"—as in, don't minimize it. And I definitely say "like" way too much. I'm Gen X after all!

In the end, don't overthink it. Be natural. And state things like you mean it!

2. Expand Your Audience

The second reason to start a podcast is that podcasting helps you expand your audience. It does this in two main ways.

First, you get to engage people who prefer listening over reading. These people might not take the time to read a blog, but they'll pop on your podcast while they're driving or making dinner.

Second, you can increase your audience through search engine optimization. This happens by having your podcast on your podcasting service provider site, such as Libsyn; by having your podcast appear on Apple Podcasts, Spotify, Google Podcasts, and all the other podcasting services; and by sharing a transcript of your podcast on your own website.

Imagine this. With a blog post, you've got one page for Google to find. With a podcast, you've got your episode on your website, Libsyn, Apple Podcasts, Spotify, Google Podcasts, and Amazon Podcasts. That right there is six places for Google to find your episode. Now, if you put a transcript on a separate page on your website like I do, that's a seventh place for Google to find you.

By the way, I record my podcasts as video, as well. So, putting that on YouTube gives me yet another place for Google to find me.

3. Increase the Ways Your Audience can Interact with You

The third reason to start a podcast is that you'll be giving your audience an additional way to interact with you. So much of the content that we share is text-heavy. Even if you're sharing a bunch of Instagram Reels, you're most likely putting text on the Reels and in the description. Plus, people tend to scroll through Instagram with their sound off. So, they really need those descriptions.

In spite of people's short attention spans, podcasts are wildly popular and growing every year. Many people love the idea of stepping away from the scroll and listening to one thing. Yes, usually while they're doing something else, like cooking, cleaning, or driving.

But, hey, if they're gonna put on a podcast, why not make it yours?!

4. Strengthen Your Relationship with Your Audience

The fourth reason to start a podcast is that podcasting helps you strengthen your relationship with your audience. In a podcast, your personality comes through in a way that's more difficult to do in writing.

In a podcast, people hear your literal voice. They hear your inflections. They know for sure what words you're emphasizing, without having to put certain words in italics or bold. They can hear when you're being sarcastic. They can hear you laugh and be silly. Or they can hear you be serious or sad.

Bottom line: Whatever emotion you want to convey is much easier to get out there through podcasting.

On a more practical note, when people listen to your podcast on your website, you have the chance to get them on your email list. This means that you'll get to build an even stronger relationship with them through your weekly emails. You'll also send listeners to your website at the end of your podcast and in your show notes. You'll have a call-to-action at the end of you podcast so that people listening on Apple Podcasts or somewhere else will have a reason to go to your website and get on your list.

5. Promote Your Services

The fifth reason to start a podcast is that it's an easy way to promote your services. Now, you do *not* want to overdo it! Your podcast should *not* be an infomercial! But it's totally cool to promote a service or your business in general at the beginning and end of your podcast. I mean, you're not doing a podcast for the hell of it! Yes, it's super-fun. But it's a marketing tool for your business. You're allowed to mention your own services in your own podcast.

6. Build Relationships with Other Influencers

And finally, the sixth reason to start a podcast is that it helps you build relationships with other experts and influencers.

So, first, the podcasting community is really collaborative. Since podcasting at Geek Girl Soup for more than 10 years, it's been really awesome to collaborate with other podcasters. We share tips with each other. We have each other on our shows. We promote each other on our shows and on social media. And, when I say "each other," I'm talking other pop-culture podcasts. We all cover some of the same films and TV shows. We've all got our own niches. But there's overlap. And we still support each other.

As you know, here on Brand + Design Scoop, I have guests on regularly. I interview them about their areas of expertise. So far, I've chosen people in complementary

fields from mine. But I imagine I'll invite on another website designer one day. Why would I invite on someone who is supposedly quote "competition"? Because they'll have things to say that I haven't said yet. Because it's valuable for you to hear their voice as well as mine. Because our voices can be more powerful together than separate. And because there are plenty of clients to go around!

When you have guests on, you build relationships that can lead to future collaborations. You might develop a course or program together. Or maybe you'll become an affiliate of each other's programs.

With some of the guests that I've had on this show, we've promoted each other, and I'm planning collaborations with a couple of them.

You'll certainly expand your network, meet more people through them, and develop greater authority by association with the quality of the guests you have on your show. Cool that this brings us full circle from *establishing* yourself as an authority in your field to *increasing* your authority in your field!

Awesome!

So, are you ready to start *your* own podcast?

You can download a step-by-step guide to starting a podcast right on my homepage. Go to angelakellysmith.com and click on "How to Start a Podcast" in the middle of the page. Or, click on "Start a Podcast" in the top right of the main navigation menu.

And, if you want a course and support on your podcasting journey, please join me in the Women Podcasters Academy. Go to womenpodcastersacademy.com for more information.

That's it for today! I'll be back Friday with a guest interview.

Thanks for being here! See you next time on Brand + Design Scoop!

[Link to this episode](#)



Angela Kelly Smith is a marketing strategist, Squarespace website designer, and the founder of the Women Podcasters Academy. Her mission is to help women entrepreneurs create the successful business of their dreams through strategic marketing that establishes them as authorities in their field and helps them attract more of their ideal clients.