

By following these steps, financial advisors can ensure they are well-prepared to launch their podcasts with ease.

Planning Your Podcast

The tips below will help you plan your podcast strategy before recording your first episode.

1. Define Your Content Topics

Identify who you're trying to reach with your podcast, and choose topics that will entertain and inform them. It could be an interview, current events, or financial topics, to name a few. Here are some ideas to get you started:

- Who are you, and what is your origin story?
- What do you do, and what services do you provide?
- Who do you work best with, and why do you specialize in that niche?
- What are the top 10 questions prospective clients ask you?
- What are the top 10 questions your clients always ask you?
- What are the top 10 questions your COI always ask you?
- What do you do for clients in the accumulation phase?
- What do you do for clients before they retire?
- What do you do for clients after they retire?
- Interview an Estate Planning Attorney about what they do for your clients.
- Interview a CPA about what they do for your clients.
- Interview another COI about what they do for your clients.

2. Identify Your Ideal Audience

Who are you going to be speaking to? Identify a persona that would fit your ideal audience and choose topics based on what they would like. Figure out their concerns, what interests them, and how you can provide value for them. Keep them in your mind's eye when you are recording.

3. Determine Your Primary Call-to-Action

Ask yourself what you want your audience to do after they finish listening. Make it easy for them to find you on social media, offer a resource (like a white paper) and make it simple for them to connect with you.

4. Determine Your Episode Length

Experiment with different times, but eventually find a consistent, comfortable length. Research shows that the ideal podcast length is 27 min.

Producing Your Podcast

Getting started does not have to be expensive, and of course, there are ways to improve the quality of your podcast. But for starters, you can simply use a smartphone.

But, if you would like to ramp up the quality, this checklist can get you started.

Microphone

We recommend a USB microphone for starters.

Headphones

This helps you to monitor your volume and any external distractions.

Recording/Editing Software

Start with something user-friendly like Audacity rather than more complicated programs like ProTools or Adobe Audition.

Recording the conversation

Find a quiet space to record the podcast.

Maintaining compliance

Your podcast should serve as an educational source rather than giving advice.

Distributing Your Podcast

1. Hosting

Research the platforms to see where you want to host your podcast. There are many different hosts, but [Spotify](#) is the leading app.


2. Spread the Word


Start with your existing audience and share your podcast with them. When you do a podcast, create a blog for each episode, which you can share on social media, email, and put on your website.

3. Measure Your Progress

Set measurable goals and analyze your metrics to find what works and what needs some tweaking.

Questions or Looking for Additional Support?

 [Click here](#) or visit www.fmgsuite.com to learn more about FMG's marketing solutions, including content to leverage in your podcasting efforts.

 [Click here](#) to book a Discovery Meeting with Proudmouth for expert coaching and resources for your podcast execution.