



Day 4 – What Podcasts are Best for Me?

Today's homework is mostly about taking time to do some research on popular podcasts in your niche. Take some notes on what you find.

Go to iTunes (or some other podcast directory) and investigate.

Ask these questions:

- Are they active? (current episodes)
- How frequent are the shows?
- Can you tell if they have an audience (popularity)
- What kind of audience (noted in the show description)
- Check out the host's website
- Look for a submission form or contact information
- Search online for the name of the host and/or show and see what you can find, are they on other podcast directories?

Take some time to listen to a few shows to learn more about the podcast format and interview style

- Do they do interviews, just solo or a mix?
- What is the interview style like?
- How long are the shows?
- Can you tell who this show is for? (often this is done in the first episode or is in the show description)

List at least 2-3 podcast hosts you would like to contact to be a featured guest. You may want to make two lists, podcasts to start with and podcast you can approach once you have done more interviews and feel more comfortable.