



In the sidebar there's a link for how to become a patron it sure appreciates your support The Guy R Cook Report episode today is going to be about focusing on 16 tips for promoting your current podcast now that doesn't mean you have to do all 16 today okay I appreciate you taking the time out of your day but I don't

expect you to have time to do all 16 tips today but at least become aware of them and to do that we're gonna go take a look right now at that post on the pulse at LinkedIn Sixteen tips for promoting your podcasts is put together by Donna PappAcosta and if you want to follow Donna their link is there in this episode so you can get that going right now she's saying that after you hit publish and you've got your episode of the podcast up that's just the start that's the tip of the iceberg there's a lot of support things that you need to get done and here's sixteen of them for you to consider start with an effective catchy name the Guy R Cook Report came about originally Fraser Ramsay wanted to call it the cook report we did some SEO cook report existed as a British political show years ago and then it's in the States there's a cook report that's on politics and so we're trying to stay away from that and devote more to tech so the trying to be more to the point guy cook to the point might become the name so be sure your cover arts memorable we did some work with canva recently and got a new cover art and I hope that that's gonna take us into the future if we change the name of course where I got to redoing the art submit your podcast to directories now this is submit your podcast to Apple podcast Google podcast stitcher etcetera all the usual suspects I use pod bean as the host for my podcast as some of you are aware if you go to The Guy R Cook Report dot podbean dot com whoop there we are and yet automagically submits us to Apple podcast and then I've done the work to get stitcher and tune in to speaker and all the rest of them so consider Podbean.com if you are the podcast network to join a podcast network she says you need to have at least 10,000 downloads of an episode and as much as you like and comment and share this episode we're not gonna hit 10,000

okay but it's coming we're working on it publish the show notes if you go to the guyrcook report dot podbean dot com there's a link there for the shownotes there's a link there for the youtube video presentation and there's also a link to the PDF conversation the captions that are taken out of youtube convert into text and then export it as a PDF file that you can download so you can read it you can listen to it you can watch it it's your choice think about adding a transcript well we just talked about the transcript the SEO juice that it gives you is huge so you want to consider that ok tell the world share your podcast link if I've already said it enough times if I go to the guyrcook report dot podbean dot com many more times you're gonna quit listening and we're only halfway through don't hide your podcast on your website not doing that we've got that hosted on podbean and then it goes out from there. Create a promo episode or episode zero we did a podcast episode zero on YouTube there's the thing that discusses The Guy R Cook Report channel on YouTube and I'm a transcript that to an audio I'm not sure the votes are still in or still out I should say speaking of voting I hope you have the podcast comments that's gonna work if your show notes are in a wordpress powered blog like ours are then you can have comments connect with other podcasters I'm using LinkedIn to do that that's where this came from is LinkedIn ask for reviews well I did it and you should to use social media wisely one of the things I did recently was I did a podcast episode a while back about one of the best social channels there's gosh dozen social channels that I go listen on but which ones are the best what's once gives you the most I think I said bang for the buck well you want to fish where the fish are if you have a lot of listeners like on Pinterest my monthly viewership is up over a hundred thousand so I've been putting a lot of energy into Pinterest lately okay consider an email list you get started on that with MailChimp they'll give you two thousand subscribers last time I looked for free that'll get you started okay seek out patrons I think we talked about that a minute ago when I said Podbean the Podbean interface has also got how to be a patron built right into it so there you go think about paid promotion okay there we thought about it pay to play I don't know if we're gonna tell you go spend money on promoting because there's so many free ways to do it you make a decision based on your research okay I hope you've enjoyed this episode of The Guy R Cook Report I'll see you tomorrow

It's a wrap