



*how to*  
**GET YOUR  
PODCAST LISTED ON**

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**ITUNES**

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# HOW TO GET YOUR PODCAST LISTED IN ITUNES

You have something to say.  
You want your voice to be heard.  
Well my friend,  
YOU need to start a podcast!

LOOK FOR THE  ICON FOR  
PODCAST PROMOTION TIPS

You probably already know what a podcast is, maybe you even subscribe to a few of them. According to the latest research from Edison, in their report called [The Infinite Dial](#), monthly audio podcast consumption grew from approximately 39 million monthly users in 2014 to approximately 46 million in 2015.

***“The medium of podcasting and the personal nature of it, the relationship you build with your listeners and the relationship they have with you- they could be just sitting there, chuckling and listening... there’s nothing like that.”***

***~Marc Maron***

## BUT WHY PODCASTING?

If you already have a blog, YouTube channel, Periscope, or even a Blab, here is how starting a podcast can benefit you!

This comes from [Dave Jackson](#) of the School of Podcasting, he [said](#):

***“It’s helped me be seen as an expert. I’ve been asked to speak at conferences. It’s boosted the sale of my book “More Podcast Money.” It’s help me network with like minded people. I’ve made some phenomenal friendships... Find out the biggest pains in your industry, then explain how to fix them. You will be seen as an expert, and loved for removing the thorn out of your customer’s wound.”***

The power of podcasting as a medium to present your content is one that’s very unique. People can consume your content while they are multitasking and going about their daily tasks.

# HOW TO GET YOUR PODCAST LISTED IN ITUNES

## LET'S GET STARTED PODCASTING

You should start with your audio. Video podcasting is another option but either way you need to start with creating good sounding audio for your show. Invest in a good mic ([find affordable recommendations here](#) and [here](#)) and find a quiet area to record your show. In terms of recording software [I'm currently using Blab to record the audio for my podcast these days](#). But I also use the free software from [Audacity](#) to add the intro and outro to each episode.

Here are a few audio recording resources:

- Adobe Audition
- Garage Band
- Auphonic
- Smart Phone apps ([BossJock Junior](#), [Spreaker](#), [Rode Rec](#), [Audioboom](#))

### PODCAST PROMOTION TIP



Use a Call-to-Action towards the end of each episode asking your fans to:

- **Subscribe to your show**
- **Leave your show a rating**
- **Sign up for your email list**

When it comes to Smart Phone apps for recording audio, there are loads of them out there so find one you like and start recording.

Think outside the box and convert the video recordings from your Periscope or your other live stream broadcasts into an audio file. Try this [Free Online Video Converter](#) to create an .mp3 or .wav file.

If you have a .wav file you can reduce the size of the file without reducing the quality by converting the file to .mp3. You'll also need to add something called ID3 tags to your file. I know that sounds techie, so here is a video I recorded showing how to [Convert Audio Files and add Your ID3 Tags for iTunes](#).



# HOW TO GET YOUR PODCAST LISTED IN ITUNES

## PODCAST ARTWORK

Your podcast needs to have cover art in order to be approved for the iTunes store. The image dimensions should be around 1400 x 1400 pixels. You can make a graphic yourself using Canva, PicMonkey, Photoshop or hire a graphic artist.

I use Lidyr Creative for most of my graphics. Contact Lidyr [here](#).



Think of your cover art as more than just a requirement for iTunes, it's also part of your branding. The art used will help your fans and listeners identify your show whenever and wherever they see it. It can be the same fonts and colors that you use on your blog, your social media profiles and any place your listeners come in contact with you.

## AUDIO HOSTING AND YOUR RSS FEED

One of the most important decisions you will make as a podcaster, is where will you host the audio files for your show. Unfortunately, you can not use the same host for your audio, that you use for your website.

Take my advice and don't try to cut corners. Audio hosting is also affordable when you use a service like [Libsyn](#) (which is the one I use) or [Blubrry](#).

SoundCloud, Spreaker, MixCloud are optional services that you can use to get additional exposure for your blog. I use them all too!

### PODCAST PROMOTION TIP



**Add the Libsyn Podcast Player Widget to your Blog header or sidebar**

But when it comes to iTunes, the RSS feed that I submit, comes from Libsyn!

***"Increasingly, business people (especially marketers) are using podcasts to stay on top of trends because it's the most time-efficient way to get educated. You can multi-task your podcast listening in ways you simply cannot with other forms of content."***

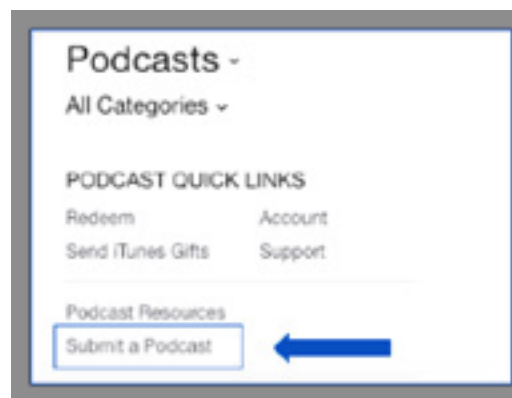
***~Jay Baer***

# HOW TO GET YOUR PODCAST LISTED IN ITUNES

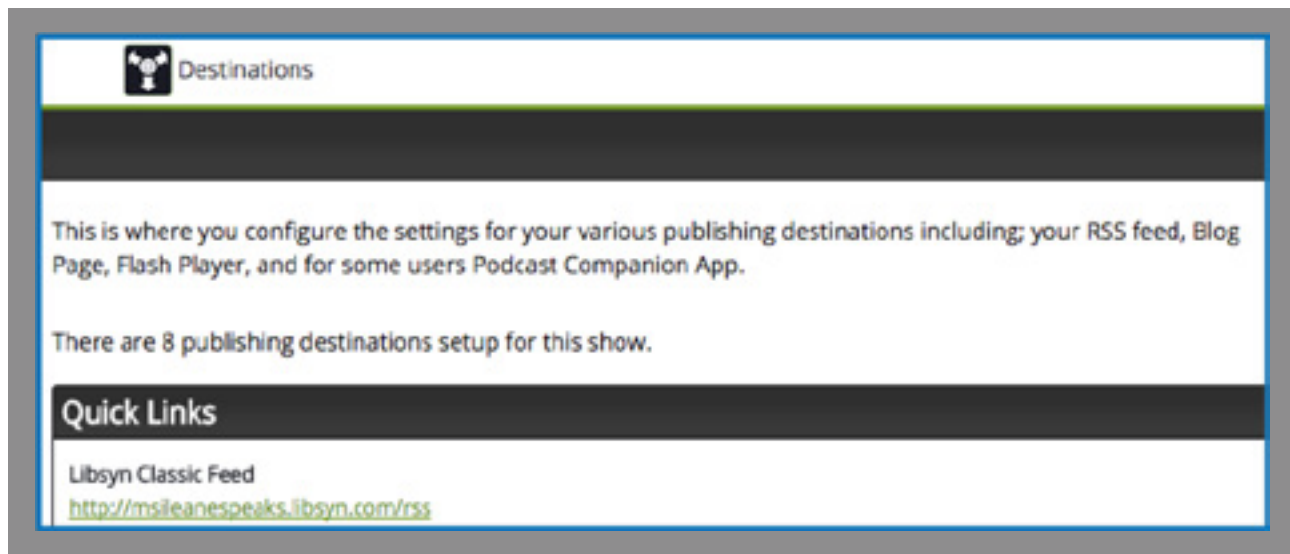
## SUBMIT YOUR SHOW TO ITUNES

- Topic ✓
- Content ✓
- Artwork ✓
- Hosting ✓

You're ready to submit your show to be listed in the iTunes directory. Open up the desktop application of iTunes (PC or Mac) and look for the link that says Submit a Podcast.



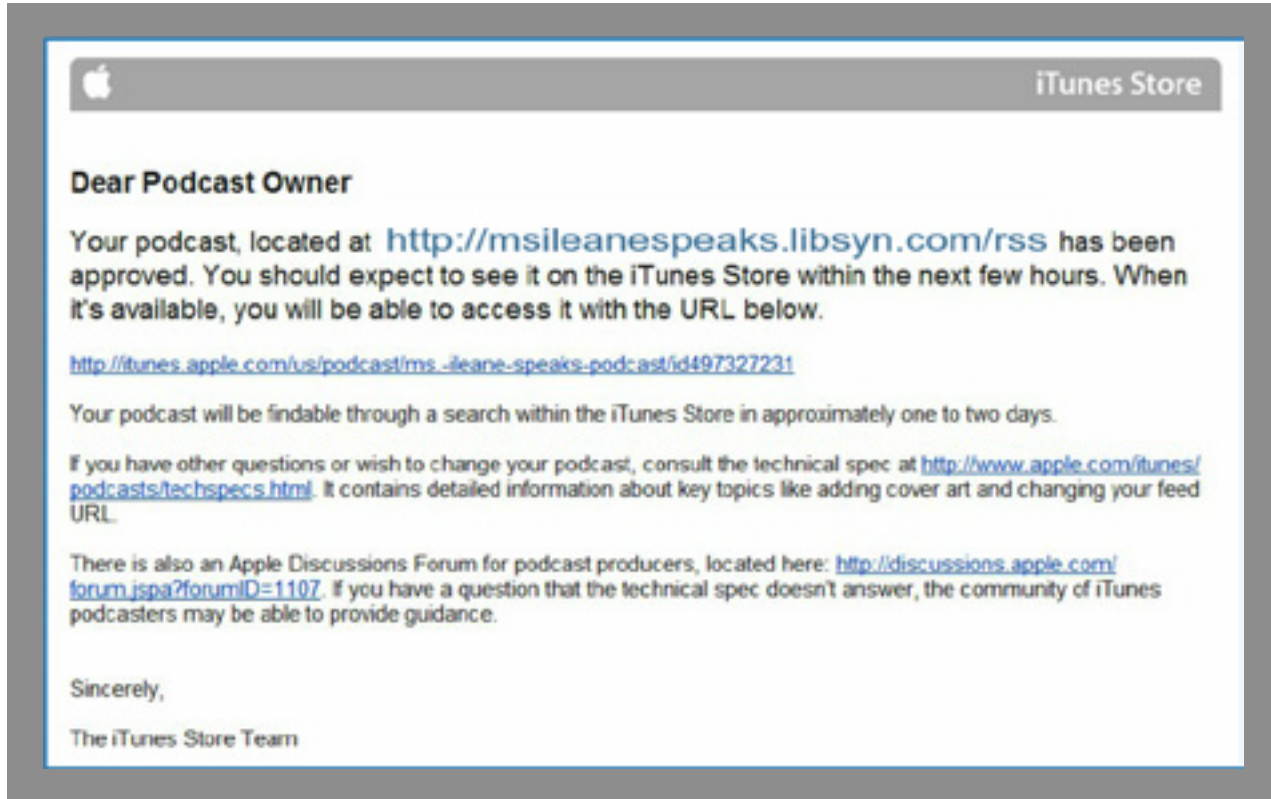
You will need to get the RSS feed address from your Libsyn account. Don't worry, if you need to change this later, Libsyn makes it easy for you to move your RSS feed to another host. Head over to your dashboard and click on "Destinations". You'll see this:



**Grab the link for Libsyn Classic Feed and enter it back over on iTunes. That's it!**

# HOW TO GET YOUR PODCAST LISTED IN ITUNES

In a few days, you'll get an email from iTunes letting you know that your show has been accepted to the iTunes directory.



**Congrats! You are officially a podcaster. Now the work begins...**

## PODCASTING RESOURCES

- [Podcasting Training Blitz](#) YouTube playlist I curated with the best tutorials from Pat Flynn, Cliff Ravenscraft, Dave Jackson and more!
- [Google Embraces Podcasting](#)
- [Marketing Podcasts](#)
- [The Feed](#)
- [She Podcasts](#)
- [The Naked Truth About Your Podcasting Stats](#)
- [Unique Strategies to Promote Your Podcast](#)
- [Podcasting Good to Great](#)

## PODCAST PROMOTION TIP



**Create a dedicated Landing Page for your show that includes a player and a big ole subscribe button.**