

Develop Your G.P.S. to Navigate a Successful Sports Podcast

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Setting Your Sights: Podcast Goals

- **Specific:** Target a particular sport, team, or aspect of sports.
- **Measurable:** Set goals for downloads, social media engagement, or revenue.
- **Achievable:** Start with realistic goals and gradually increase them as you grow.
- **Relevant:** Align your goals with your interests and your target audience.
- **Time-bound:** Set deadlines for your goals to stay motivated and on track.



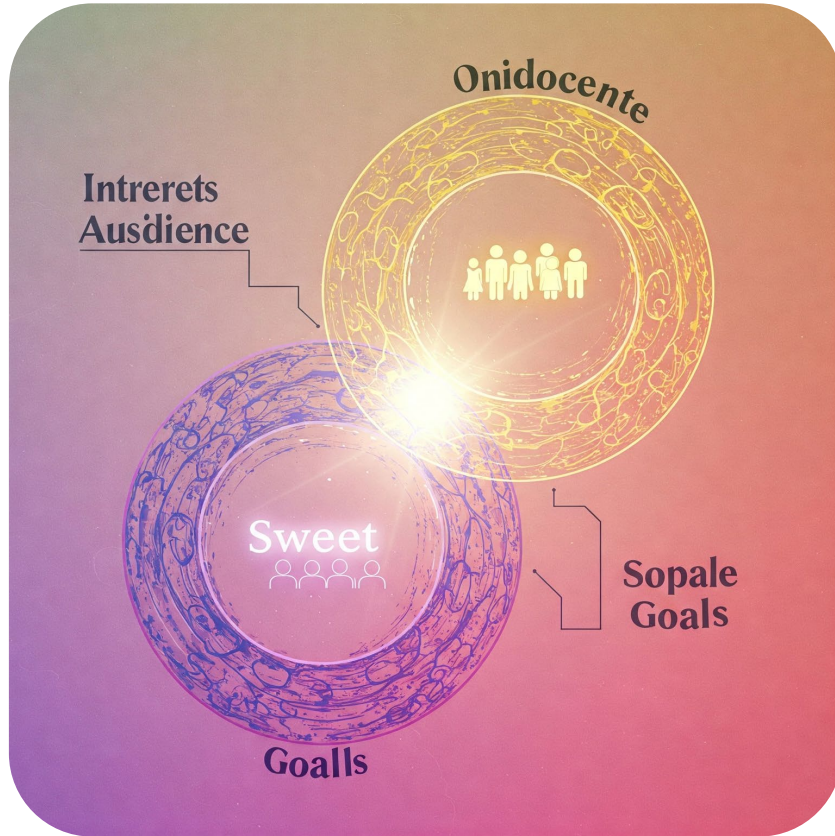
Measurable Podcast Goals

- Downloads per episode/month/year
- Social media followers/comments/shares
- Website traffic/page views
- Subscribers/Reviews
- Revenue (if applicable)
- Listener demographics
- Number of listens per episode
- In the first month, a sports podcast episode typically averages around 141 downloads, with a top 25% podcast receiving 93 downloads in the first week and the average episode getting 141 downloads in the first 30 days.



Achievable Podcast Goals

- Gaining 75 listeners in the first month
- Reaching 750 downloads in the first 6 months
- Increasing downloads by 10% each month
- Posting on social media 3 times per week
- Getting 5 reviews in the first month



Finding Your Sweet Spot

- Goals should align with your interests and target audience.
- Find the sweet spot where all three intersect.
- This ensures your podcast is something you're passionate about and that resonates with listeners.
- Misalignment in any area can lead to a lack of engagement or burnout.

Time-Bound Goals

- Deadlines keep you on track and motivated.
 - Set realistic deadlines.
 - Short-term and long-term goals should have deadlines.
 - Deadlines help you to evaluate progress.
 - Update deadlines when needed.
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Time Management



What's the purpose of this Podcast?



- Why are you starting this podcast?
- What value will your podcast bring to listeners?
- Is your podcast for you or your audience?
- What is your podcast's unique selling point?

Sports Podcast Potential

- Sports podcasts are gaining popularity as a means for fans to engage with their favorite sports, teams, and athletes.
- The sports industry is a multi-billion dollar industry with a global audience.
- Sports fans are highly engaged and passionate about their teams and sports.
- Podcasting offers a low barrier to entry, making it accessible to a wide range of creators.
- There are opportunities for monetization through advertising, sponsorships, and merchandise.



Sports Podcasting: Best Practices

- Choose a specific niche or focus area.
- Invite guests with expertise and engaging personalities.
- High-quality audio is essential for a successful podcast.
- Promote your podcast via social media and sports communities.
- Consistency is key - stick to a regular release schedule.



Find Your Niche

- Examples: Statistics, specific team, specific sport, hot topics, fantasy sports, etc.
- The more specific, the better chance you have to stand out.
- Allows for better targeted promotion and growth.
- Easier to book relevant, knowledgeable guests.



Inviting the Right Guests

- Look for guests with a strong knowledge base and passion for their subject.
 - Ensure they can clearly articulate their thoughts and opinions.
 - Seek out individuals with unique perspectives or experiences.
 - Aim for a mix of personalities and backgrounds for diverse discussions.
 - Don't hesitate to reach out to well-known figures in the sports world.
 - Consider those with a strong social media following to help promote your podcast.
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Storytelling for Sports Success

- Creates drama and evokes emotion - listeners become invested
- Humanizes athletes and teams - builds personal connection with fans
- Provides historical context - listeners gain deeper understanding
- Goes beyond scores and stats - adds depth and personality to sports
- Creates a sense of community - shared experiences bind listeners together



High-Quality Audio

- Invest in a good microphone; don't rely on your computer's built-in one.
- Choose a quiet recording space free from background noise and echo.
- Use editing software to eliminate unwanted sounds or adjust audio levels.
- Consider using a pop filter to reduce plosive sounds from "p" and "b" letters.
- If recording remotely, ensure your guests also have decent audio setups.

Promote Your Podcast

- Share clips or teasers on social media platforms.
 - Engage with listeners and other sports podcasters online.
 - Run contests or giveaways related to your podcast's theme.
 - Collaborate with other sports content creators or communities.
 - Post updates and behind-the-scenes content.
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Consistent Schedule

- Maintains audience engagement and loyalty.
- Creates anticipation for new episodes.
- Improves your search rankings.
- Helps to build a loyal following and community.
- Creates a reliable source for listeners.



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If you would like a copy of this PowerPoint, email me at sherrodb@bu.edu.

