# State of Business Podcasting

## WHAT THE TOP 100 SHOWS ARE DOING

## One Stone
### creative

---

## BEST PRACTICES CHEAT SHEET

This Cheat Sheet has all of the "best practices" we uncovered during our research into the top 100 shows. We're considering a "Best Practice" anything that at least 70% of the shows do. You'll also find notes about how to apply these practices to a podcast that already exists, and how to plan to include them for a future project.

---

## Best Practice 1: Release Weekly or more

---

82% of the tp business podcasts release once a week or more.

(44% weekly, 22% Twice weekly, 7% 3 Three times a week and 9% daily.)

If it is at all possible within your resources - aim for at least a weekly release.

Producing a full-scale episode one or more times a week can be a challenge, but that extra content is likely part of what makes the top shows the top.

### For an Existing Show

Brainstorm additional types of content you can record at the same time you're creating your current episodes. Maybe a follow-up, bite-sized thought, activity, review, bonus guest question or Q and A, that can be released separately from your current episodes.

### For a Future Show

Often new podcasters start with a bi-weekly, rather than a weekly episode, and base don this research, it may be wise to start with a more aggresive schedule.  Start preparing long enoguh in advance to have a solid runway, and consider using different episode types.

## BEST PRACTICES CHEAT SHEET

## BEST PRACTICE 2: HAVE GUESTS OF SOME KIND

79% of the top shows have guests either as the main body poriton of the episode, in alternate episodes or in segments within the body. While there are show types that aren't appropriate for guests, most business podcasts need to take advantage of the networking and relationship building nature of having guest contributions.

Interviewing is a skill that takes time to develop, but by focusing on areas of "conflict" you can help you guests tell interesting stories that your audience will enjoy listening to, and that will make it easier to learn from. Conflict, in this instance isn't necessarily between you and the guest (although you shouldn't shy away from it if you disagree with them on something!) it can also be between your guest and a situation they were in, or a challenge they had to overcome. Always look for and explore the conflict.

### For an Existing Show

If you currently have guests - you're great! If you dont, consider adding a new show type to your cycle, or even just segments with outside contribtion. Managing guests does add another layer of admin and management to the podcast

### For a Future Show

Design a show that involves guest participation from the get-go, unless you have a specific reason to do a solo-only show, like serious time restrictions, or goals for your podcast that are more important than networking, like developing content for long-term projects.

# State of Business Podcasting

## WHAT THE TOP 100 SHOWS ARE DOING

**ONE STONE creative**

### Best Practice 3: Produced Intros and Outros

84% of shows have a produced (music or music and vocals) intro, and 79% have a produced outro. This is a polished and professional "top and tail" for your podcast.

There is a lot of varietys possible in how you create your intro and outro, but what makes one "produced" is that it's a standard sequenec of music and vocals that begins or ends the show. A produced intro will usually have music and a voice over - either the host or another speaker with the high level podcast description and an introduction to the host. This goes after a hook, if one is being used, but before the host's welcome and introduction to the episode.

Outros can vary even more! Often it will be the same music and voice combination, and may include any of the following:

- Thanks for listening.
- How to share and subscribe (and why you should!)
- Team introductions and thank yous
- Where to get more resources

### For an Existing or Future Show

If you don't currently have a produced intro and outro, talk to your producer about your business goals for the podcast, and what content should be included in the intro and the outro to optimize them for those goals.

# State of Business Podcasting

## WHAT THE TOP 100 SHOWS ARE DOING

## One Stone creative

## Best Practice 4: Unique Episode Art

87% of all shows have a uniue graphic of some kind for each episode of thier pdocast. Most of those (67%) use that unique graphic as a blog post header on the website. These are almost always based ona template that is altered from episode to episode. They often, but don't always, include the title, episode number, and sometimes a guest name or graphic.

The other 20% have unique episode art uploaded to thier host to be displayed in the player for each episode. This takes a little more coordination, and given how it's not the most popular method of identifying each episode, it may not be a worthwile investment of time. I would recommend, however, that if you have two different show "types" having unique art for each of them is a great way to visually differentiate what kind of episode the one someone is listening to is!

### For an Existing or Show

Are you creating unique episode art for your blog? If not, then create a template in Canva, or your image editor of choice. You'll want to follow the same colour and typography palette from your cover art to ensure visual cohesiveness, and you should decide what information you want to include on each image. Adding a guest headshot is awesome, but you need to make sure you have a good, high-resolution picture at the time of recording to make it happen. Slightly easier is to have text information and stock photography, so you can shake things up without having to rely on getting a great pcture from your guests.

# State of Business Podcasting

## WHAT THE TOP 100 SHOWS ARE DOING

## One Stone creative

## Best Practice 5: Unique Episode Posts

78% of shows create a new post on their website for each individual podcast episode. This is a place to store the embed player, the shownotes, any graphics or additional resources you want to share.

The benefit of doing this is that you quickly develop a huge library of blog posts that can provide your readers with information and that can all be optimized for SEO, which over time, can have a big impact on traffic.

Naming each new page brings up a question however - make the URL long and descriptive for the SEO bump, or short and to the point to keep things simple for listeners who may need to remember it to type in later for a resource they want? On balance, I prefer a descriptive URL - you can always use a redirect to create something simpler like the episode number, or a single keyword that you say on the show.

### For an Existing Show

If you have been creating episode posts one way, but want to change them now - that is a potentially huge (but worthwile) project. If you haven't been creating them at all, start now, and replicate your new format for your previous episodes if possible.

### For a Future Show

Create a template for each post that will go along with your episodes. You might want to include guest information, related episodes, other content that will extend the conversation or learning, and any show assets like graphics, notes and resources mentioned.

# State of Business Podcasting

## WHAT THE TOP 100 SHOWS ARE DOING

**One Stone creative**

## Best Practice 6: Social Media Platforms

88 percent of shows (or hosts) have active Youtube Channels, 97% have Twitter accounts, 93% have Instagram and 81% have Facebook pages. 67% are on LinkedIn, which can either indicate less success is had there, OR that it's a less saturated and there is more potential for growth and attention.

It's important to have at least a presence on the main social platforms, if only so that your information is available if people look for you there. In the same spirit of social media "hygeine" for any platforms that you don't want to actively engage on as much as your favorite, make sure that your episodes are available, and any episode promtional materials. It's not as good as full-on engagement, but better than nothing, and it lays the foundation for when you have the bandwidth to give it more attention.

### For an Existing Show

Take a look at your current promotional strategy. Are you on all of the big 4 listed here? (And maybe LinkedIn, too, especially as a business podcaster!) Look at the platforms here you get the most engagement, and ramp up your engagement there, then start improving and optimizing your other channels one at a time.

### For a Future Show

Start growing your social media accounts now! The more audience you have when you launch, the more successful that launch will be and the easier it will be to gain traction. Start where you are already active, and if you have a launch date in mind, start teasing the show and building interest!