

Podcast Distribution Framework

BY **ICONS OF REAL ESTATE**



HOW TO UPLOAD & PUBLISH
A
REAL ESTATE PODCAST



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Introduction

Podcasts are quickly becoming a powerful tool for branding, lead generation, and community engagement.

But the value of a real estate podcast doesn't end with the recording of the episode. The real magic lies in how you distribute it.

With a systematic framework for publishing and syndicating your podcast episodes, your content could stay aware of the noise, limiting its potential to connect with your target audience.

Have you heard about a distribution framework?

By establishing a clear process for uploading and distributing your episodes, you can ensure that every new installment of your real estate podcast reaches the right listeners on time, every time.

Podcasting is more than just putting your content out there; it's about getting it to the right platforms, in the right format, and consistently. Whether you aim to publish on Spotify, Apple Podcasts, Google Podcasts, or other major platforms, a structured approach ensures that your episodes maintain quality, reach their full audience potential, and contribute to your long-term goals.

But beyond just expanding your reach, having a systematic framework also offers control. With proper syndication processes in place, you can maintain quality control over your episodes.

From ensuring your cover art displays correctly to providing detailed episode descriptions and show notes, each part of the process contributes to how professionally your podcast is perceived.

For real estate agents, this is crucial - your podcast is an extension of your brand.

Consistency in how you publish and distribute each episode is key to keeping your brand image polished, trustworthy, and reliable.

About ICONS of Real Estate

ICONS of Real Estate is a growth-driven platform designed specifically for real estate professionals who want to build their brand, expand their network, and increase their sales.

With a unique approach that combines both content creation and relationship-building, ICONS helps real estate agents establish themselves as trusted experts in their local markets through the power of podcasting.

Our mission is simple but powerful: we aim to empower real estate professionals to leverage podcasts as a tool for meaningful business growth.

Podcasting is a powerful platform where agents can share their expertise, engage with their communities, and build long-lasting relationships with potential referral partners.

Every podcast we help create is uniquely tailored to the agent's brand and business goals, ensuring that it resonates deeply with their target audience. From the moment you contact us, we take you through a comprehensive yet straightforward process, ensuring your podcast journey is smooth and effective.

You won't need complex equipment or a full production team - just your phone, a laptop/PC, a stable internet connection, and a genuine desire to connect with your audience.

We'll guide you through every step, from concept development to recording, to distribution, ensuring your voice is heard across major platforms like Spotify and Apple Podcasts.

But ICONS goes beyond just podcasting. We are committed to helping you build a reputation as the go-to real estate expert in your area.

By combining engaging, high-quality content with a smart distribution framework, we enable you to grow your audience, nurture potential leads, and turn relationships into real business opportunities.

At its core, our framework will guide you through the necessary steps to set up podcast syndication using an RSS feed allowing your episodes to be syndicated (published) across multiple platforms automatically.

For real estate agents, this means more than just increasing listenership; it's about consistently building authority, trust, and relationships with a wider audience.

1. What is an RSS Feed

An RSS feed (Really Simple Syndication) is a powerful tool for distributing content - especially podcasts - across multiple platforms.

Think of it as a digital pipeline that automatically delivers your podcast episodes to listeners on various apps like Spotify, Apple Podcasts, and Google Podcasts without you having to manually upload your content to each platform.

When you create a podcast, your episodes are compiled into a single RSS feed, which is essentially a standardized format that contains all your podcast's metadata, such as episode titles, descriptions, release dates, and audio files.

This feed is then submitted to podcast directories, which use it to update your listeners whenever you release new content.

An RSS feed ensures your message is consistently reaching your audience without extra steps.

Once the feed is set up, each new episode is automatically syndicated, meaning you can focus more on creating engaging content and building relationships, rather than worrying about the technicalities of distribution.

With an RSS feed in place, your podcast is not only accessible to a wider audience but also easily discoverable by new listeners across multiple platforms - giving you more visibility and more opportunities to connect with potential clients.

2. Step-By-Step Guide For Publishing Your Podcast

Distributing your podcast to multiple platforms is essential for growing your audience and ensuring your content reaches as many listeners as possible.

With so many platforms available

- Spotify
- Apple Podcasts
- Google Podcasts
- and more...

Navigating the process of uploading and publishing can seem overwhelming.

However, the reality is that each platform offers a unique opportunity to expand your reach and engage with listeners in new ways.

Let's walk through the process of publishing your podcast on some of the most popular platforms today.

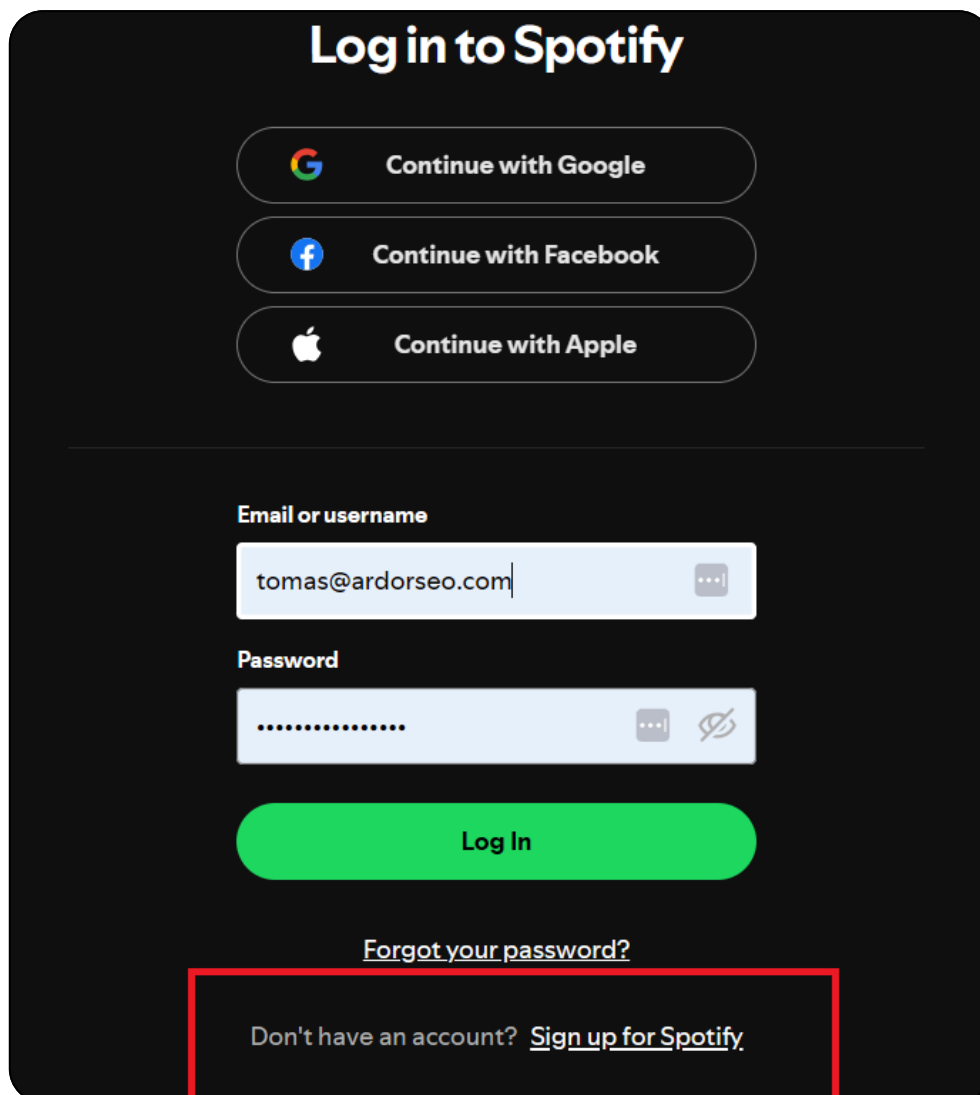
We'll cover the ins and outs of podcast distribution, so you can spend less time worrying about the technical details and more time building relationships and creating content that drives growth in your real estate business.

Let's get started!

2.1 Uploading & Publishing On Spotify For Podcasters

Creating a Spotify for Podcasters account

1. Go to <https://podcasters.spotify.com/>
2. Click Sign Up on the homepage
3. Click on “Don't have an account? Sign up for Spotify”

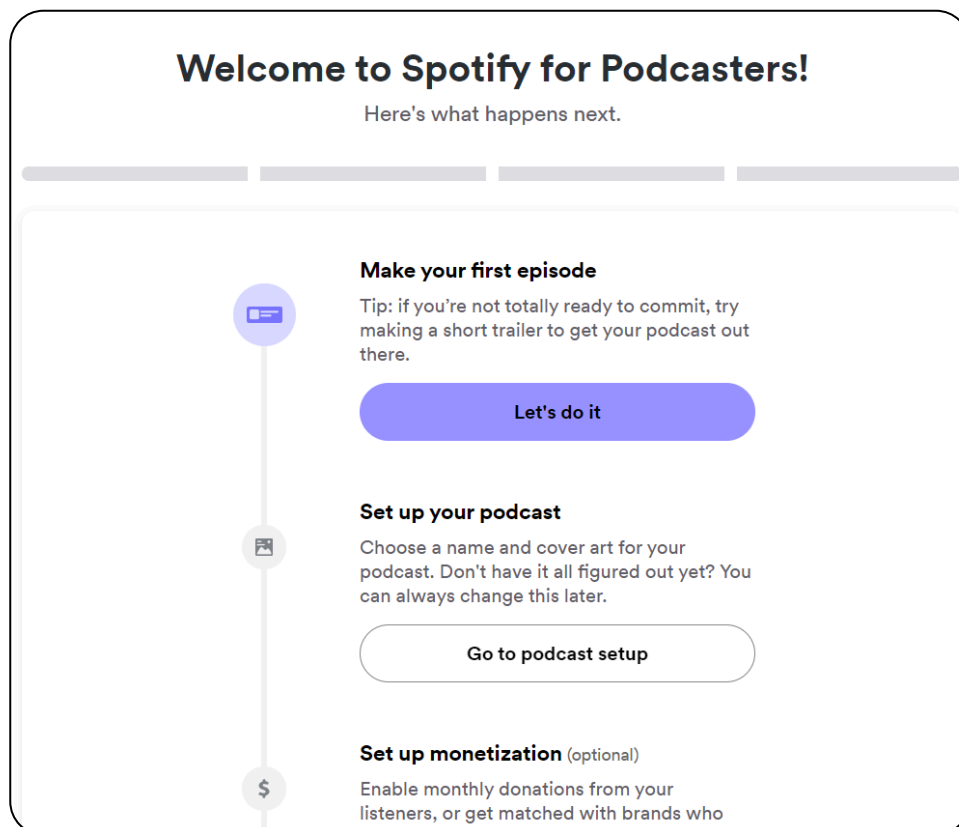


The image shows the Spotify login interface. At the top, it says "Log in to Spotify". Below this are three buttons for social login: "Continue with Google", "Continue with Facebook", and "Continue with Apple". Underneath these is a horizontal line. Then there are two input fields: "Email or username" with the text "tomas@ardorseo.com" and "Password" with masked characters. Below the password field is a green "Log In" button. At the bottom, there is a link "Forgot your password?". A red rectangular box highlights the text "Don't have an account? [Sign up for Spotify.](#)" at the very bottom of the login screen.

4. Select Created Email »
 5. Select Password »
 6. Select Name / Date Birth / Gender »
 7. Agree with Terms and Conditions »
 8. Sign Up
 9. Choose I want to start a “New Podcast”
- Choose the Go to podcast setup option on the next screen

Fill Up the Set Up Your Podcast form

- Podcast Name:
- Podcast description:
- Podcast Category: Business (for real estate podcasts)
- Podcast Language: English (United States)



Set up your podcast

Before we can distribute your podcast to additional listening platforms, you just need to fill in a few things.
(You can always change these later.)

Podcast name

The Real Estate Ninja Podcast

29 / 100

Podcast description

The Real Estate Ninja Podcast description.

42 / 600

Podcast category

Business



Podcast language

English



Update Podcast Cover Art

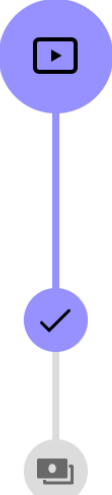
Choose your cover art



Upload an image

Publish the 1st episode or INTRO

Click on Let's Do it



Add your first episode

Upload or record a video or audio episode today.

Let's do it

Your podcast is set up


Set up monetization (optional)

Choose monetization options that work for you. Explore ads, podcast subscriptions, and more.

[Learn more about monetization](#)

(Episode Posting is ahead on this page)

Verify Your Email



Verify your email address

Before we can publish this episode, you'll need to verify your email address. Just click the link in the email we sent you!

Got it, thanks

To finalize posting, Spotify will ask to Verify the email address



Welcome to Spotify for Podcasters!

Once you've verified that reninja@realestatemasterssummit.com is your email address, you'll be able to publish episodes and distribute your podcast.

Confirm your email

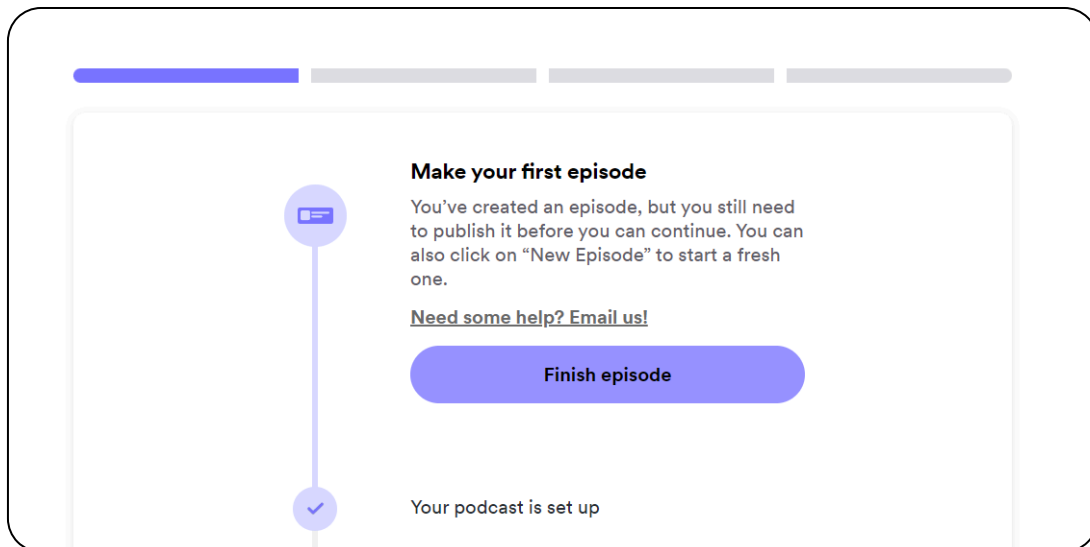


Email verified

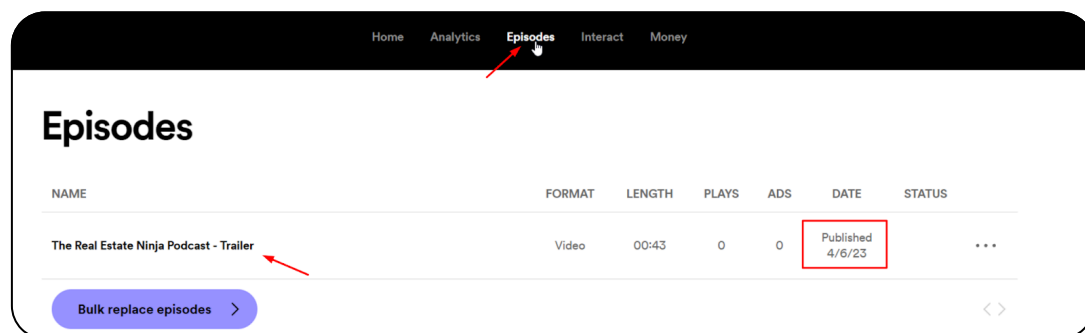
Great! Now you can publish an episode whenever you're ready.

Back to Home

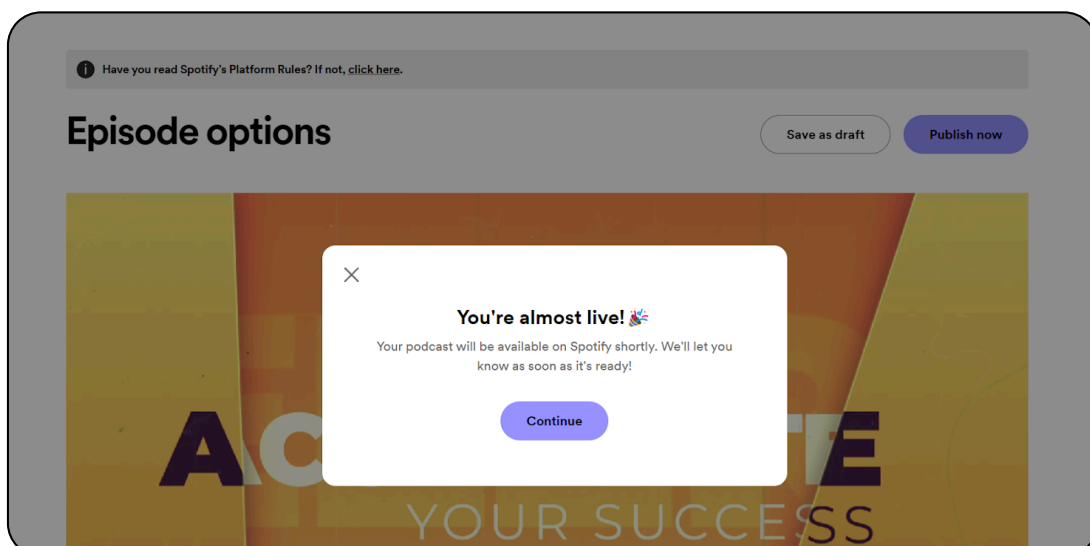
Click Finish episode. You will be taken to the episode page.



Make sure your episode was published. You can check it by going to the Episodes menu:

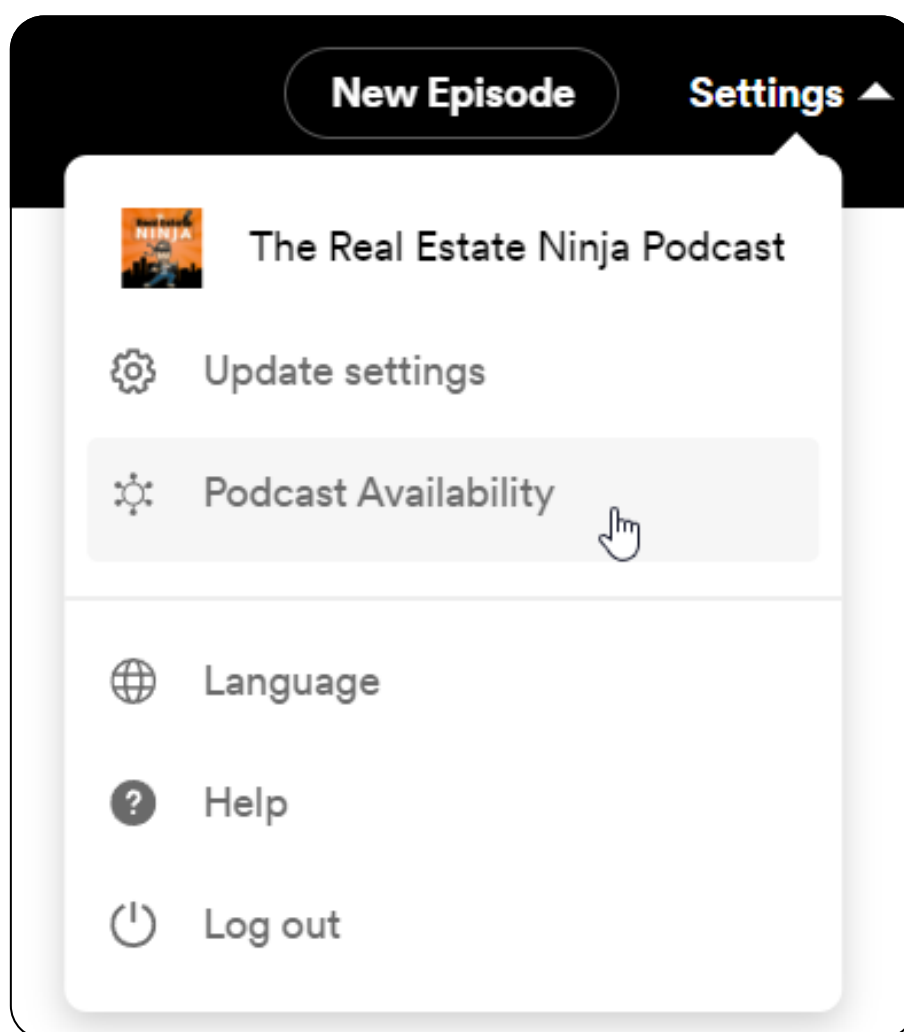


In some cases, you might need to log out from the account and log in again for the episode menu to be updated.



Enable an RSS Feed

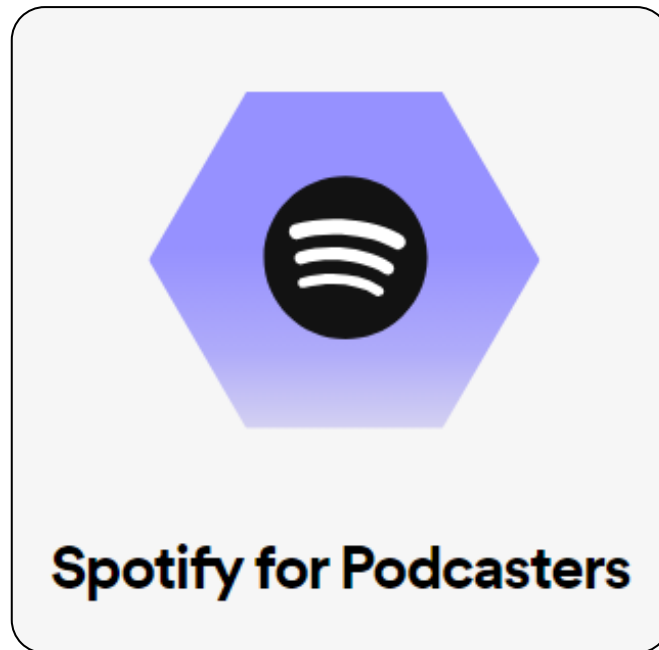
Go to Settings/Podcast Availability



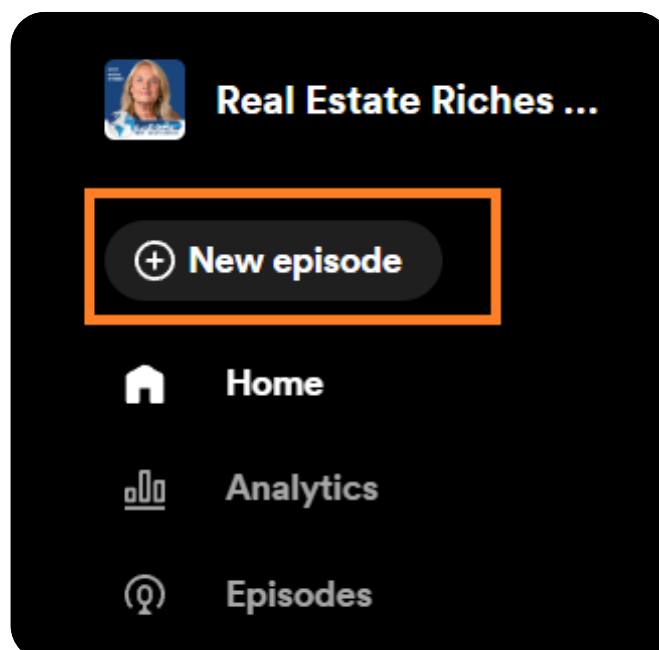
Enable the **RSS** feed and add your email to the **RSS** feed.
If you don't see the Enable **RSS** option, set up a podcast custom URL

Publishing

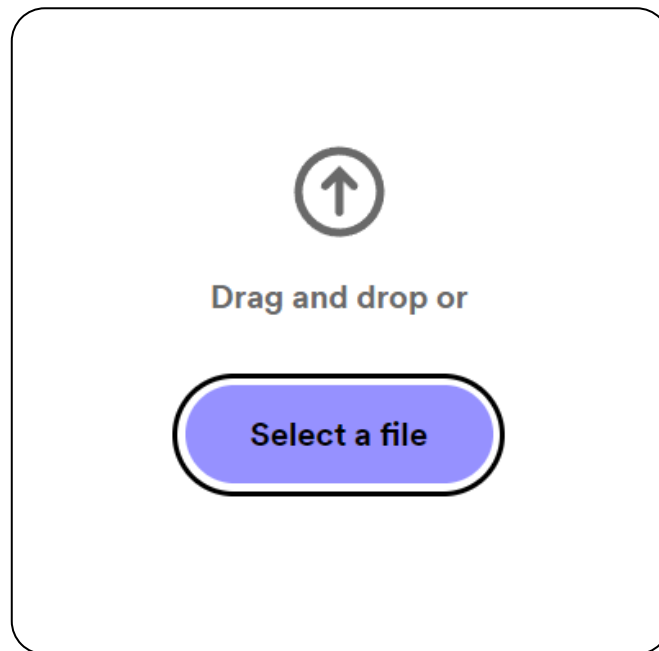
- Log in to the designated Spotify for Podcasters account:
<https://podcasters.spotify.com/getstarted>
- Click on Spotify for Podcasters



- Navigate to the dashboard and select "New Episode."



- Upload the podcast episode audio file



- Fill in the details:

1. **Title:** Use the podcast episode title.
2. **Description:** Include a summary of the episode, guest information (if applicable), and relevant links.
3. **Episode Type:** Select "Full Episode" or "Trailer" as appropriate.
4. **Release Date:** Set the release date and time as per the publishing schedule.
5. Finally, fill these two

Explicit content * (?)

Does your episode contain explicit content?

☐ Yes

☒ No

Promotional content * (?)

Does your episode contain promotional content such as ads, product placement, sponsorship, or endorsement read by the host or a third party?

☐ Yes

☒ No


- Click on “Additional Details”

Additional details (optional)
Episode type, season, and cover art.

Episode type
☒ Full
☐ Trailer
☐ Bonus

Season number

Episode number

Episode cover art


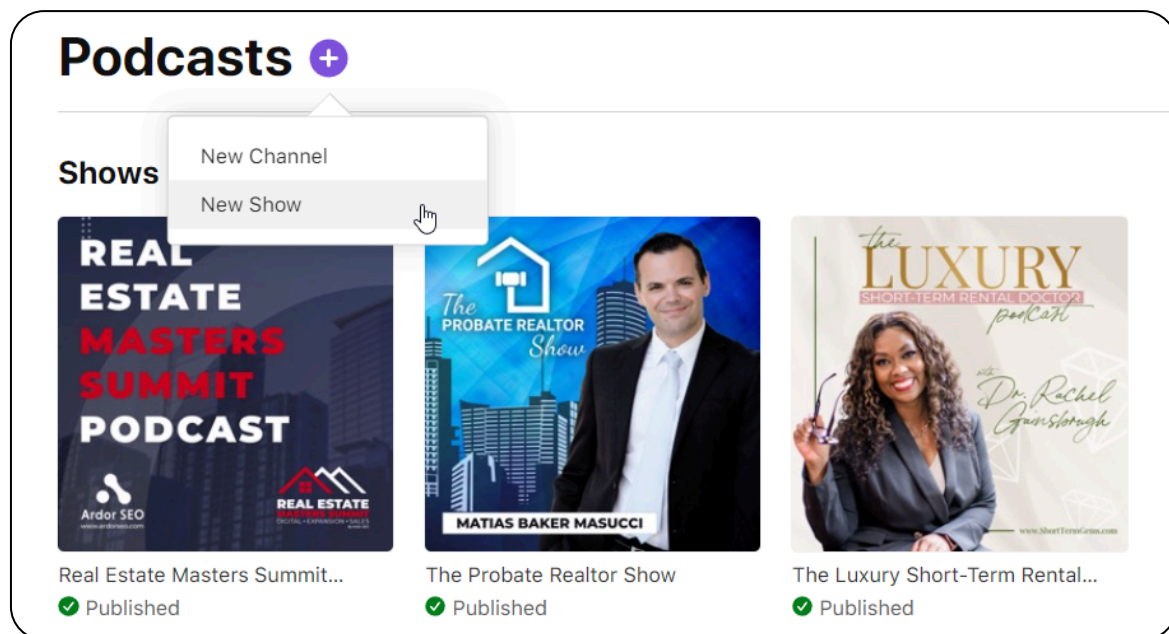
- Add the Spotify Thumbnail to the Drive
- Add any relevant tags or categories.
- Review settings and publish the episode.

2.2 Uploading & Publishing on Apple Podcasts

Signing In

[Access Apple Podcasts](#) using your Apple Account

Click a Plus sign to add a New Show



Add a new show with the RSS Feed from Spotify

Choose a Show Type

You can publish a show on Apple Podcasts with or without an RSS feed, so the first step is to pick the type of show you want to distribute. Note that you'll be able to add paid subscriber audio to either kind of show.

- ☒ **Add a show with an RSS feed**
Your show will be available on Apple Podcasts or anywhere you distribute your RSS feed. This is the best option if you want to manage episodes through your podcast hosting provider.
- ☐ **Add a show without an RSS feed**
Your show will only be available on Apple Podcasts. This is the best option if you want to manage episodes in Apple Podcasts Connect and offer a subscription.

CancelNext

Add an RSS Feed

Copy your show's RSS feed from your hosting provider, paste it here, then click Add.

RSS Feed URL

https://anchor.fm/s/de608018/podcast/rss

Back

Cancel

Add

Check **This show does not contain a third-party content** checkbox and enter your name/email and contact number

Content Rights

Shows that contain third-party content must have all the necessary rights to that content or be otherwise permitted to use it under the laws of each country or region in which they're available. [Learn more about content rights.](#)

- ☒ This show does not contain third-party content
☐ This show has rights to its third-party content

Show Contact Optional

Provide a contact name, email, and phone number so we know how to reach you if there's an issue with this show.

Name

Tomas Fonseca

Email

tomas@iconsofrealestate.com

Phone Number

+1 530 554 2330

Click the save Button on the top right

Click the Publish button on the top right.

(If it doesn't available check back later in 30-60 minutes).

It might take a while for Apple to check your episode details and pull the data, so you can check back later to verify if it was added.

The podcast link will be available in the bottom right corner:


RSS Feed

URL
<https://anchor.fm/s/de608018/podcast/rss> [Edit](#)

Last Update
Friday, April 7, 2023 6:38 AM [Refresh](#)

Show Details

Art



Name

The Real Estate Ninja Podcast

Artist

Mark Raumaker

Description

The Real Estate Ninja Podcast. The show helps real estate professionals take their businesses to the next level. Tune in every week, with your host Mark Raumaker, and listen to top real estate experts' experiences and insights so you can learn from their successes and apply them to your businesses. We are not here to waste your time. Every episode is packed with actionable insights that you can implement right away. We are here to help achieve your goals and we take that responsibility, seriously.

Apple Podcasts Show ID

1681043665

Channel

None

Type ?

Episodic

Update Frequency ?

Weekly

Category

Business

Explicit Content ?

☐ This show contains explicit content

Language

English

Show Website (Optional)

<https://orlandohomesquad.com/>

Copyright

Mark Raumaker

Apple Podcasts URL

<https://podcasts.apple.com/us/podcast/the-real-estate-ninja-podcast/id1681043665> [Copy](#)

Publishing

Prepare Your Podcast

Before uploading to Apple Podcasts, ensure you have the following:

- **Podcast hosting service:** Apple Podcasts doesn't host your podcast but distributes it via an RSS feed. Use hosting platforms like Anchor, Libsyn, or Podbean to generate the RSS feed.
- **Podcast RSS Feed URL:** This is the link Apple Podcasts uses to pull your episodes. Ensure your podcast is hosted and you have the RSS feed.
- **Podcast Details:** Make sure your podcast title, description, cover art (3000x3000 pixels in JPEG or PNG format), and episodes are ready.

Sign in to Apple Podcasts Connect

Go to [Apple Podcasts Connect](#) and sign in using your **Apple ID**.

If you don't have an Apple ID, you'll need to create one before proceeding.

Validate Your RSS Feed

Once logged in, you'll see the **Dashboard**. Click the + icon in the top left corner to add a new show.

- Enter your **RSS feed URL** into the field provided.
- Click **Validate**. Apple will pull the information from your feed and check if everything is in order. This process checks for issues like missing artwork or metadata errors.

Review Podcast Information

Apple will display the details it pulled from your RSS feed, including:

- Podcast title
- Description
- Cover art
- Episode list

Check to ensure everything looks correct. If not, you'll need to update the information in your podcast hosting service, as Apple pulls data directly from your RSS feed.

Submit Your Podcast

Once your podcast information is correct and validated, click **Submit**. Apple will review your podcast, which may take a few days to a week. Be patient during this process, as it depends on Apple's review timeline.

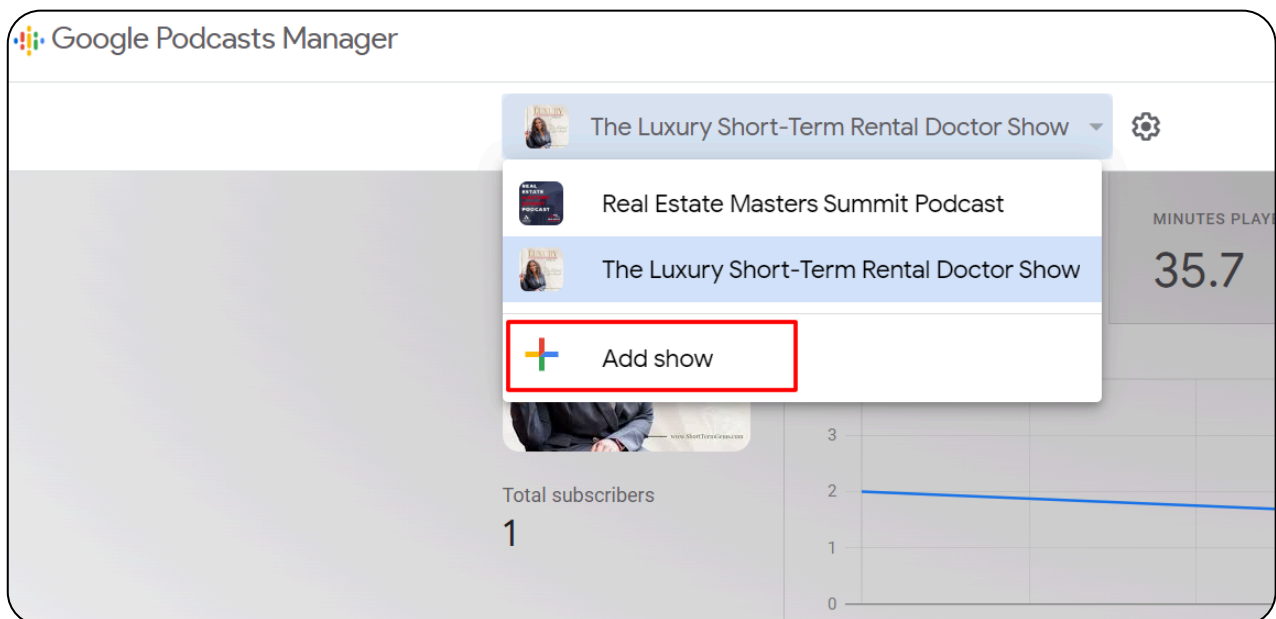
Wait for Approval

Apple Podcasts will send you an email once your podcast has been approved. If there are any issues, Apple will notify you via email, and you can make the necessary adjustments in your podcast hosting platform before resubmitting.

2.3 Uploading & Publishing on Google Podcasts

Log in to your account

Add Show



Paste the RSS Feed (From Spotify)

1

Enter podcast RSS feed

2

Confirm your selection

3

Send verification code

4

Verify ownership

Enter a podcast RSS feed

To get insights about a podcast, you must have access to the email associated with it.

Enter RSS feed URL

Confirm selection:

Confirm your selection

Check to make sure you've chosen the right feed.



TITLE

The Real Estate Ninja Podcast

DESCRIPTION

The Real Estate Ninja Podcast. The show that help real estate professionals take their business to the next level. Are you ready to learn the proven MONEY-MAKING SECRETS from top-producing, ICON agents? We are not here to waste

Most recent episodes

EPISODE NAME

RELEASE DATE

The Real Estate Ninja Podcast - Trailer

Apr 6, 2023

1 episode in the feed

Cancel

Next step

Send and receive a verification code.



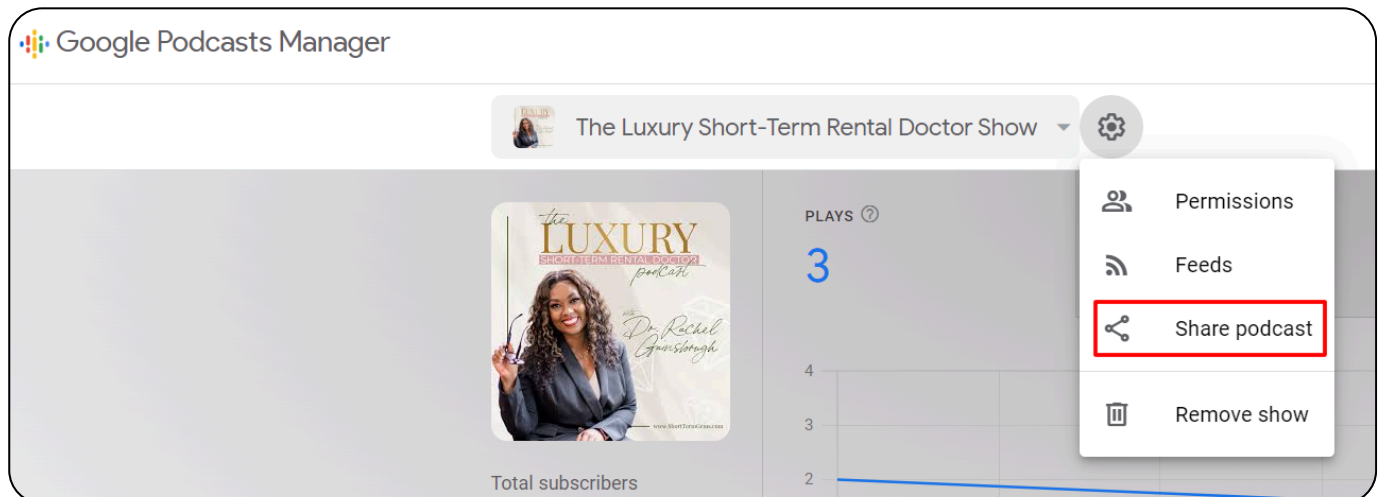
The Real Estate Ninja Podcast

Ownership verified

We've submitted your show to Google's podcast index. [Learn more.](#)

Get started

The Google Podcast link will be available after the verification process (might take a few days)



Wait For It...

Prepare Your Podcast

Before you can upload your podcast to Google Podcasts, you need the following:

- **An RSS Feed:** Your podcast must already be hosted on a platform that generates an RSS feed, such as Libsyn, Podbean, Anchor, etc. Google Podcasts does not host podcasts but indexes them from your RSS feed.
- **Podcast Details:** Ensure your podcast is fully set up with title, description, cover art (1400x1400px minimum), and episodes ready to go.

Visit Google Podcasts Manager

To begin the process, go to [Google Podcasts Manager](#).

This is where you'll manage the indexing and availability of your podcast on Google Podcasts.

Sign in with Your Google Account

Log in to the Google Podcasts Manager using your Google account. If you don't have one, you'll need to create a Google account to proceed.

Add Your Podcast

Once you're logged in, click on the **Add a Podcast** button.

- Enter your podcast's **RSS feed URL** in the field provided.
- Click **Next** to continue.

Verify Ownership

Google will verify the podcast ownership by sending an email to the address linked to your RSS feed.

- Check your inbox for an email from Google.
- Click the link in the email to confirm ownership.

Review Podcast Details

After verifying ownership, Google Podcasts Manager will automatically pull the details from your RSS feed. This includes the podcast's:

- Title
- Cover image
- Description
- Episode list
-

Take a moment to ensure that all the details are correct and up to date.

Submit and Wait for Indexing

After confirming the details, submit your podcast. Google will start indexing your podcast. While Google doesn't have a set timeline, indexing usually takes a few days. Your podcast will appear on Google Podcasts once it's indexed.

Track Podcast Performance

After your podcast is indexed and live, you can track its performance using Google Podcasts Manager. The platform provides insights into how listeners are interacting with your episodes, including:

- Total listens
- Listening duration
- Top episodes
- Devices used

2.4 Uploading & Publishing on Overcast

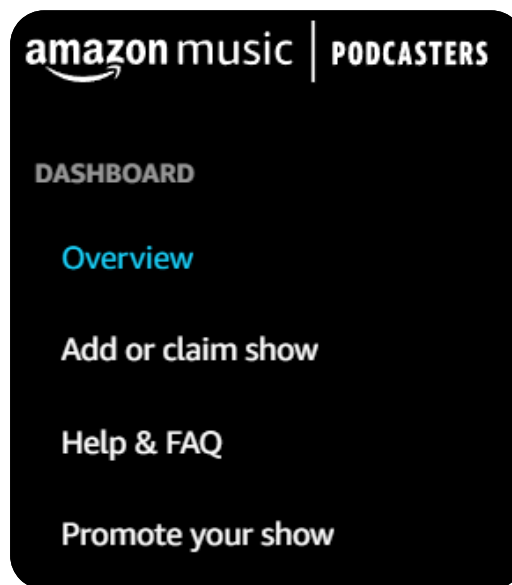
Submit your podcast to Apple Podcasts as shown in 2.2. Your podcast episode will be automatically included in Overcast's directory.



2.5 Uploading & Publishing on Amazon Music

Signing In

Log in to the [Amazon Portal Music](#) and Sign / Log in
Click add or claim your show



Enter RSS feed and podcast country

Enter RSS feed > Confirm your podcast > Receive confirmation email > Confirm ownership

ADD YOUR PODCAST

To get started, add your RSS feed URL below. Once ownership is confirmed, you can use Amazon Music for Podcasters to get show performance and audience growth stats.

<https://anchor.fm/s/de608018/podcast/rss>

Optional: To promote your podcast to the most relevant audience, which country is your podcast primarily for? Note: podcasts are not yet available in all locations, but adding this information will help us once they are.

🌐 UNITED STATES OF AMERICA ▾

Submit


Confirm and receive a confirmation email:



Enter RSS feed > Confirm your podcast > Receive confirmation email > Confirm ownership

IS THIS YOUR PODCAST?

We will send a confirmation to the email address associated with the RSS feed, shown below. Once your podcast is on Amazon Music, new episodes will automatically become available to listeners.



The Real Estate Ninja Podcast
reninja@realestatemaste...

Confirm Email

will take some time for Amazon to verify the podcast. They will send you an email with the podcast URL.

Copy the podcast URL you received via email and add it to the Distribution Platform list

Prepare Your Podcast

Before you can upload your podcast to Amazon Music, make sure you have the following:

- **An RSS Feed:** Your podcast must already be hosted on a platform that generates an RSS feed (such as Libsyn, Podbean, or Anchor). The RSS feed is required to syndicate your podcast to Amazon Music.
- **Metadata:** Ensure your podcast's title, description, and artwork (minimum of 1400x1400 pixels) are ready. Make sure your content is clear, polished, and ready for a larger audience.

Visit Amazon Music for Podcasters

Go to the [Amazon Music for Podcasters portal](#) to begin the upload process.

Sign In or Create an Amazon Account

- If you already have an Amazon account, sign in using your credentials.
- If you don't have an Amazon account, click on **Create Amazon Account** and follow the prompts to register.

Submit Your Podcast's RSS Feed

Once you are logged in, click on **Get Started** or **Submit Podcast**

- Enter your podcast's RSS feed URL in the provided field.
- Amazon will automatically pull information such as episode titles, descriptions, and artwork from your RSS feed.

Verify Podcast Ownership

Amazon will ask you to verify that you are the owner of the podcast. A verification email will be sent to the email address associated with the RSS feed.

- Go to your email inbox, find the verification email, and click on the confirmation link.
- Once verified, you will be redirected back to Amazon Music's portal.

Review Your Podcast Details

After verification, review the podcast details that Amazon has pulled from the RSS feed. Ensure that all the information is accurate and complete, including:

- Podcast title
- Description
- Cover art
- Episodes

Agree to Amazon's Terms

Before publishing, you'll need to agree to Amazon's terms and conditions. Review them carefully, then click **Agree**.

Submit and Wait for Approval

After submitting your podcast, Amazon will review it. The review process typically takes 24 to 48 hours. Once your podcast is approved, it will appear on Amazon Music and Audible, making it available to millions of listeners.

Share and Promote

Once your podcast is live, you'll receive an email confirmation. You can then promote your Amazon Music podcast by sharing the URL Amazon provides across your social media, website, and marketing channels.

2.6 Uploading & Publishing on Pocket Casts

Go to <https://pocketcasts.com/submit/>.

Paste RSS URL

Enter your podcast feed URL

<https://anchor.fm/s/de608018/podcast/rss>

☒ **Public** The podcast may appear in podcast searches and human/machine curated lists.

☐ **Private** This podcast is just for you. It won't ever appear in search or our discover area. You should tick this for member only feeds like ones from Patreon, etc.

Submit



Note: It can take up to 12 hours for your podcast to be indexed by our search engine.

Copy the podcast URL you received via email and add it to the [Distribution Platform list](#)

Happy? Off you go, tell the world!

You can now share this podcast with your listeners using this link:

<https://pca.st/n3xu2s6o>

2.7 Uploading & Publishing on YouTube

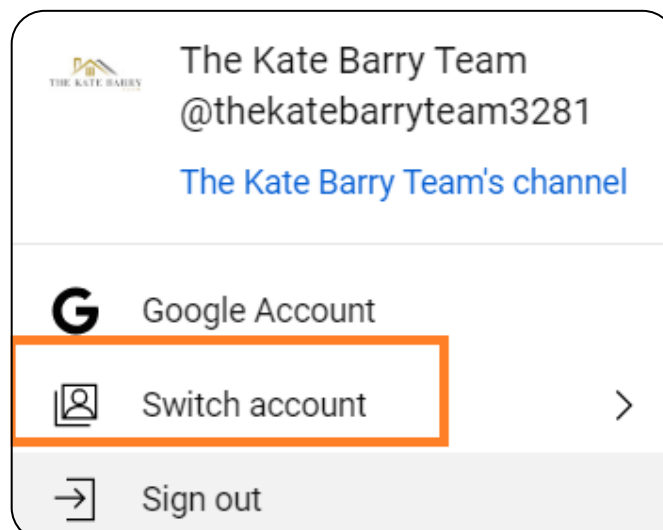
Prepare Your Podcast Video File

Before you upload your podcast episode to YouTube, make sure your video file is ready. If you're recording a video podcast (or if your audio podcast has been converted into video format with visuals or an image overlay), ensure that:

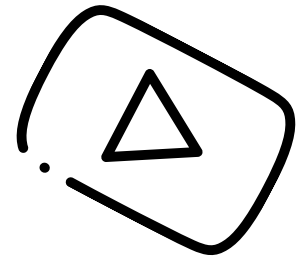
- The file format is supported by YouTube (common formats include MP4, MOV, and AVI).
- The resolution and quality are appropriate. Aim for at least 720p (HD) for a professional look, though 1080p (Full HD) is ideal.
- The file is compressed without losing too much quality, as large files can take longer to upload.

Log In to Your YouTube Account

- Go to [YouTube](#) and log in to your account. If you don't have a YouTube account, you'll need to create one.
- Once logged in, click on your profile icon in the top-right corner and select **YouTube Studio**.



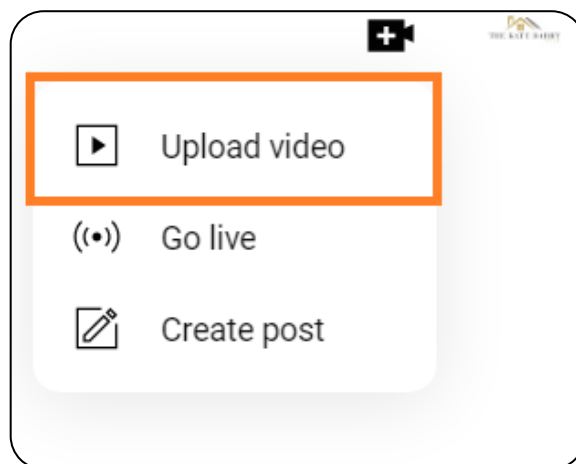
Upload Your Podcast Video



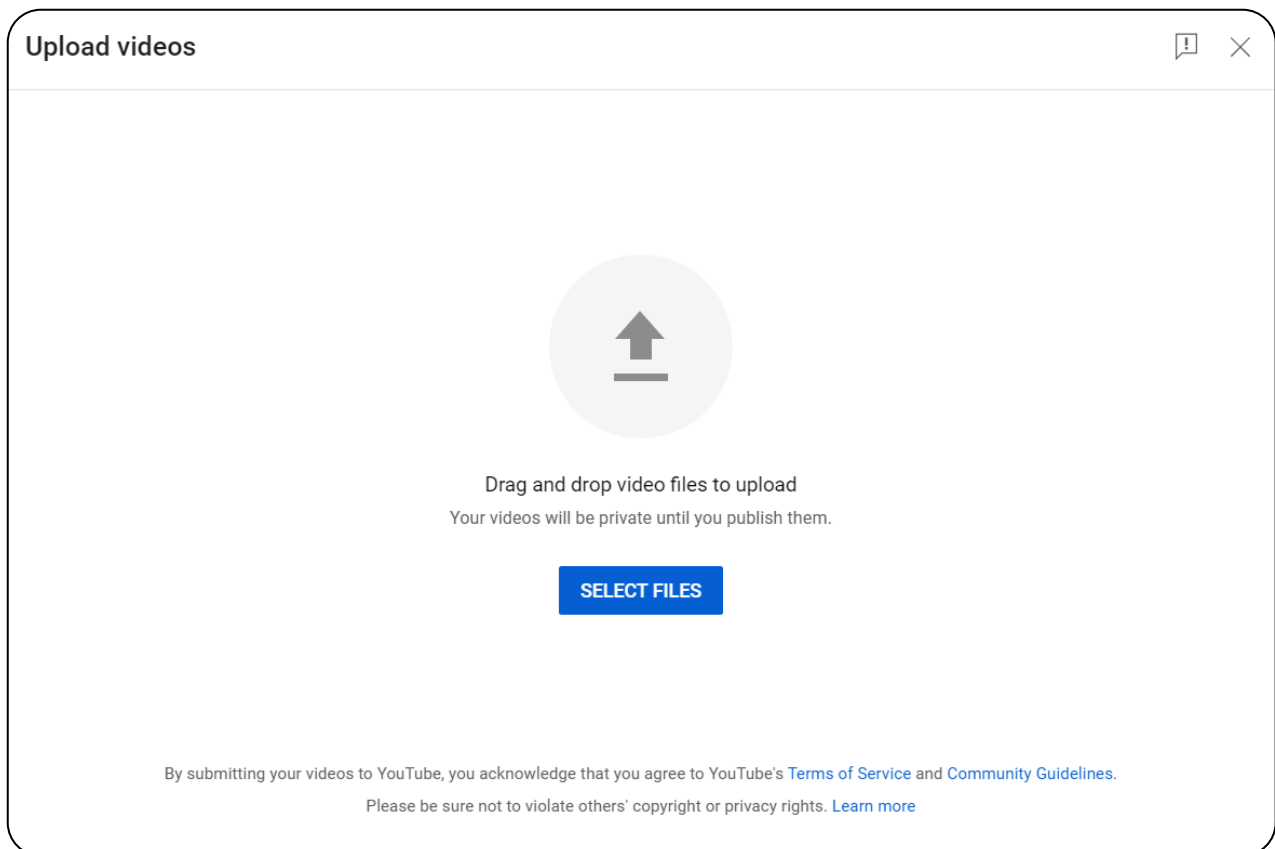
- In YouTube Studio, click the **Create** button (a camera icon with a plus sign) in the top-right corner.



- Select **Upload Video** from the drop-down menu.



- You'll be prompted to choose your video file from your computer. Navigate to the folder where your podcast video is saved, select it, and click **Open** to start the upload process.



Add Video Details

While your video is uploading, YouTube will ask you to provide details about your podcast episode:

- **Title:** Give your podcast episode a clear and engaging title. This will be what users see first.
- **Description:** Write a detailed description of the episode, including key points, guest information, and any relevant links (e.g., links to your website, social media profiles, or affiliate offers).
- **Thumbnails:** Upload a custom thumbnail to make your video stand out. A visually appealing thumbnail with your podcast branding or guest images will attract more viewers.
- **Playlists:** If you have a dedicated playlist for your podcast series, add your video to the appropriate playlist. This will help organize your content and improve discoverability for viewers.

Set Visibility and Audience Settings

- **Audience:** YouTube will ask you if the video is made for kids.

Select **No, it's not made for kids** unless your podcast is explicitly targeted toward children.

- **Visibility:** Choose how you want your video to be visible:
 - **Public:** Everyone can view the video.
 - **Unlisted:** Only people with the link can view the video.
 - **Private:** Only you and the people you invite can view the video.
 - **Schedule:** You can also choose to schedule the video to go live at a later time.

Add Tags, Language, and Subtitles (Optional)

- **Tags:** Use relevant tags to help YouTube understand the content of your video and improve search visibility. Include keywords like “real estate podcast,” “podcast episode,” and other specific tags related to your niche.
- **Language and Subtitles:** If applicable, choose the language of your podcast. You can also upload subtitles to make your content accessible to a wider audience.

Monetization (If Applicable)

If you're part of the YouTube Partner Program, you'll have the option to monetize your video by allowing ads to run. Choose your monetization preferences based on your goals for the podcast.

3. Content Review & Improvement

Once your podcast episode is published, the work doesn't end there. In fact, one of the most critical steps to ensure ongoing success is a continuous cycle of content review and improvement.

By assessing your podcast's performance and refining your approach over time, you can significantly boost its impact and better engage your audience.

Why Regular Review is Essential

As with any form of communication, your podcast needs to evolve based on listener feedback, trends in the industry, and your own growth as a host.

By regularly reviewing your episodes, you'll be able to pinpoint areas where you can enhance both the quality of your content and your delivery.

Think of your podcast as a living, breathing entity. Each episode gives you insights into what resonates with your listeners and what falls flat.

Maybe certain topics spark more engagement, or perhaps a particular guest's episode outperformed others.

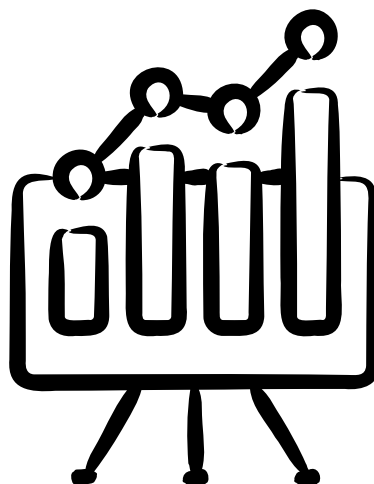
When you're actively reviewing your content, you can double down on these successful elements and move away from less effective aspects.

Key Metrics for Podcast Improvement

When reviewing your podcast, it's important to focus on measurable results. These metrics will give you clear feedback on the health and reach of your show. Some key metrics include:

- **Listener engagement:** Track comments, reviews, and social media mentions. These are goldmines for understanding how your audience feels about your episodes.
- **Episode downloads:** Are some episodes being downloaded more than others? This could indicate what topics or guests are more popular with your audience.
- **Retention rates:** Measure how long listeners are staying with your episode. If people are dropping off halfway through, it could mean your content isn't holding their attention.
- **Audience growth:** How are your overall listener numbers evolving? Are they growing, stagnating, or declining? Monitoring your audience growth will help you gauge how well you're attracting new listeners and keeping current ones engaged.

Analyzing these metrics regularly will provide you with the data needed to make informed decisions about future episodes.



Gathering and Implementing Listener Feedback

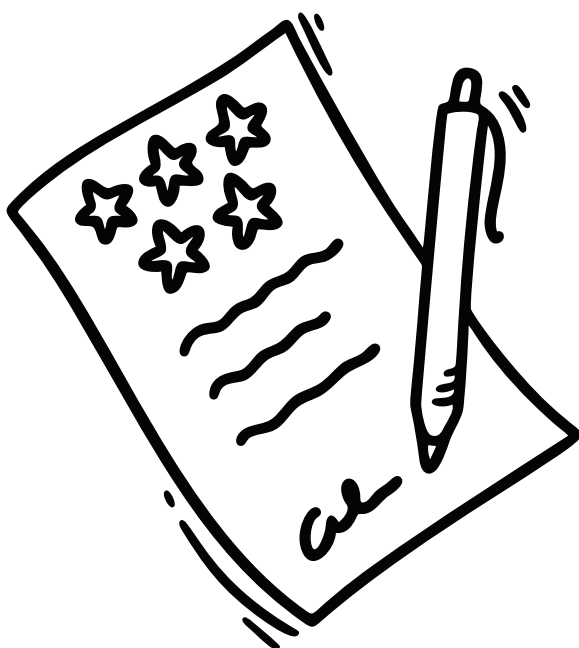
Direct feedback from your audience is another invaluable resource. Encourage your listeners to leave reviews on platforms like Apple Podcasts, and be sure to read through any comments they make.

Social media is also a great way to engage your audience, so ask them directly for feedback on your podcast topics, guests, or delivery.

This could take the form of polls, questions in your Instagram stories, or even a quick survey sent to your email list.

Once you've gathered feedback, it's essential to act on it. Listeners appreciate when their input is taken seriously, and incorporating their suggestions can lead to stronger loyalty and more word-of-mouth recommendations.

Whether it's improving audio quality, addressing specific topics they want to hear more about, or changing your episode structure, listening to your audience is crucial to long-term success.



Continual Improvement

No matter how well your podcast is doing, there's always room for improvement. One of the most effective strategies for growth is to continuously refine your process. Review the following areas regularly to ensure you're always putting your best foot forward:

- **Audio Quality:** Even subtle improvements to your sound can make a big difference. Investing in better equipment or learning new editing techniques could enhance the listening experience.
- **Content Delivery:** Are you confident and engaging in your delivery? As a podcast host, your voice and energy set the tone. Listening back to your episodes critically will help you spot areas where you can improve your pacing, tone, or engagement.
- **Guest Selection:** If you feature guests, ensure that they're adding real value to your episodes. Not only should they have expertise, but they should also be engaging speakers who can connect with your audience.
- **Content Focus:** After a few episodes, revisit your original goals. Are you sticking to your core topics and objectives? Sometimes podcasts can veer off track, which may confuse or disengage your audience.

The beauty of podcasting lies in its flexibility. You can always refine your content strategy and adapt to what's working for your audience.

Unlike traditional media, where you're locked into a rigid format, podcasts give you the freedom to test new ideas and innovate.

Iteration is essential. By frequently reviewing and improving your podcast, you'll not only retain your audience but also attract new listeners who appreciate the fresh, dynamic content you're putting out.

Over time, these small improvements compound, making your podcast stronger and more impactful with every episode.

4. To Summarize

As a real estate professional, you already know how important it is to position yourself as an authority in your local market.

Podcasting offers a unique opportunity to achieve just that, while simultaneously building relationships, growing your network, and expanding your reach to potential clients.

Through podcasting, you can leverage both your knowledge and your personality to create an authentic connection with your audience. But let's be real for a moment - content creation alone isn't enough. The success of your podcast depends on more than just great conversations or informative episodes.

It's about distribution, ensuring your podcast reaches as many ears as possible and is available across all major platforms.

ICONS of Real Estate has perfected the art of creating, publishing, and marketing podcasts.

This framework was created to help you get the most out of the podcasting experience.

You can have the best content in the world, but without a streamlined system for syndication, your efforts won't yield the results you're after.

We designed the framework to give you a step-by-step guide to ensure your podcast gets out there efficiently, consistently, and with the highest quality. With platforms like Spotify, Apple Podcasts, Google Podcasts, and more, each episode you create should reach your target audience seamlessly. However, let's not sugarcoat it: the technical process of uploading, formatting, and distributing can feel daunting, especially to beginners.

Here's the good news, though; the ICONS of Real Estate team will handle the entire publishing process from start to finish.

You'll focus on what you do best - sharing your real estate expertise - and we'll take care of the technical details, ensuring your podcast is live and accessible to your audience.

Podcasting is a relationship builder, and relationships, as you know, are at the core of selling homes.

With the right framework in place, you'll be able to expand your influence, reach more potential clients, and do it all in a way that feels organic and authentic.

Would you like to know more about real estate podcasting?

Let's have a chat.

Shoot me an email at tomas@iconsofrealestate.com
or book a call at the Framework page.

ICONS Podcast Guru,

Tomas

ICONS
OF
REAL ESTATE

