



FRAMEWORK SERIES

THE PODCAST PLAYBOOK

FRAMEWORK 05 OF 05 · YOUR REAL ESTATE  
PODCAST, EVERYWHERE

# DISTRIBUTE EVERYWHERE.

Turn one episode into a content factory for your real estate business. The RSS feed, the **7 platforms that matter in 2026**, the weekly publishing routine, the 7-piece repurposing factory, show notes and SEO, and the metrics that decide what you do next week.

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ICONS of Real Estate · The #1 Real Estate Podcast Network

Framework  
**05/05**

## ONE EPISODE IS A CONTENT FACTORY

# MOST REAL ESTATE AGENTS TREAT THE RECORDING AS THE DELIVERABLE.

You hit publish on Monday's episode. You post on Instagram, "Episode 12 is out — give it a listen." Then you go back to running your real estate business. A week later, the clips never got cut. The blog post never got written. The newsletter went out empty. Episode 12 lived on the audio platforms — and nowhere else.

## THE REFRAME

The audio file is just the raw material. **The deliverable is everywhere your audience actually pays attention.** Every recording you make is three things at once:

**One long-form episode** — the audio, plus the YouTube video if you record on camera.

**Around seven pieces of repurposed content** — short-form clips for Reels and Shorts and TikTok, a quote card for LinkedIn, a blog post on your website, a newsletter email, a quote graphic for Instagram.

**Seven platforms it needs to land on** — Spotify, Apple Podcasts, YouTube, Amazon Music, iHeartRadio, Pocket Casts, Overcast.

One 90-minute recording. Roughly **fifteen distinct surfaces** between platforms and repurposed pieces. That's the math.

*Chris: "Once the videos are recorded, they do all the editing for you. They break it into reels. They send it everything out."*

Source: Chris — Icons of Real Estate, YouTube

## WHAT YOU'LL LEARN

**What an RSS feed actually is** — and why one host serves every platform automatically.

**The 7 platforms that matter in 2026** (and which one shut down in 2024 you can stop worrying about).

**The weekly publishing routine** — what publishing day looks like once distribution is set up.

**How to turn one episode into seven pieces of content** for the social and email you're already running.

**Show notes and SEO** that make every episode discoverable on Google long after the audio drops.

**The four distribution-specific metrics** that change what you do next week.

**The listener-feedback loop** that runs the iteration quarter by quarter.

**"Record once. Everything else gets fanned out — to the platforms, to social, to the audience's inbox."**

## THE ONE PIECE OF PLUMBING

# THE RSS FEED — HOW ONE UPLOAD REACHES EVERY PLATFORM.

## WHAT AN RSS FEED ACTUALLY IS

An RSS feed is a single web link that automatically tells every podcast directory when you've published a new episode. The mechanic in three steps:

1. **Upload your audio file to a host** — one place.
2. **Your host generates an RSS feed** — a single URL.
3. **Every directory checks that URL on a schedule.** When you publish a new episode, every directory pulls it automatically.

You upload once. Listeners get the episode wherever they listen. No copy-pasting. No re-uploading. No platform-by-platform publishing.

## HOST VS. DIRECTORY

**A host** is where your audio file actually lives. It's the storage layer. You pick one host. You upload to it. It generates your RSS feed.

**A directory** is where listeners go to find and play your show. Spotify (the app), Apple Podcasts, YouTube, Amazon Music. Directories are free. They pull from your host's RSS feed.

The confusion comes from **Spotify, which does both.** *Spotify for Creators* (the host) is where you upload. *Spotify* (the app) is where listeners hear you. Different products, same company.

## PICKING A HOST

Four hosts most agents pick from:

### SPOTIFY FOR CREATORS

FREE

Lowest-friction starting point. Generates the RSS feed every other directory pulls from.

### BUZZSPROUT

PAID · MONTHLY

Clean analytics, simple uploads. Popular with first-time real estate podcasters.

### LIBSYN

PAID · MONTHLY

Long-standing, no-frills host with broad reach. The veterans' pick.

### PODBEAN

PAID · MONTHLY

Monetization tools and a built-in listener community.

Pick one. Sign up. Get the RSS feed URL. That URL is what you'll paste into every directory in the next section. You can switch hosts later — RSS feed redirects are a one-time setup, not a rebuild.

## WHERE YOUR AUDIENCE ACTUALLY IS

# THE 7 PLATFORMS THAT MATTER — 2026 EDITION.

You've got your host. You've got your RSS feed URL. Now you point that URL at the 7 directories where listeners actually are. For each one — who's on it, how to submit, and what to verify.

## 01 · DIRECTORY

## SPOTIFY

**Largest free podcast app in the US — the default for non-Apple listeners.**

Paste your RSS feed at [creators.spotify.com](https://creators.spotify.com). Verify via email. Usually approved same-day. If your host is Spotify for Creators, you're already live.

## 02 · DIRECTORY

## APPLE PODCASTS

**Default app on every iPhone. Other apps pull metadata from Apple, so quality here ripples.**

Submit via **Apple Podcasts Connect**. Cover art must be **3000×3000px**. Review takes 1 day to 1 week.

## 03 · DIRECTORY

## YOUTUBE

**Fastest-growing podcast surface in 2026. Where video episodes live.**

Upload episodes as videos via **YouTube Studio**. Designate the channel as a podcast. Audio-only shows can use RSS import to auto-publish as YouTube videos + YouTube Music entries.

## 04 · DIRECTORY

## AMAZON MUSIC

**Bundled with Prime — audience is already there. Also surfaces through Audible.**

Paste RSS at [podcasters.amazon.com](https://podcasters.amazon.com). Verify ownership via email. Review is typically 24–48 hours.

## 05 · DIRECTORY

## IHEARTRADIO

**Strong with listeners from traditional radio — especially commuters and older demographics.**

Submit at [podcasters.iheart.com](https://podcasters.iheart.com). Approval typically takes a few business days.

## 06 · DIRECTORY

## POCKET CASTS

**Power-listener favorite — smaller audience, high engagement.**

Paste RSS at [pocketcasts.com/submit](https://pocketcasts.com/submit). No account required. One of the fastest indexing flows.

## 07 · DIRECTORY

## OVERCAST

**iOS-only power-listener favorite. No separate submission needed.**

Automatically pulls every show live on Apple Podcasts. **If you're on Apple, you're on Overcast.**

## NOTE

## GOOGLE PODCASTS → SHUT DOWN

**Google Podcasts shut down in April 2024** and migrated all listeners to YouTube Music. The YouTube step above covers your YouTube Music presence. If you see a guide that still lists Google Podcasts — it's pre-2024 content. Skip it.

**DONE-FOR-YOU** › Seven portals. Seven sign-up flows. Seven verification emails. ICONS handles multi-platform submission as one operation — same week, one handoff, all seven directories submitted and verified. **Book a 20-min call.**



SAME FOUR MOVES, EVERY WEEK

# THE WEEKLY PUBLISHING ROUTINE.

Distribution's set up. RSS feed live. Seven platforms approved. Now the weekly rhythm. Once it's a routine, it takes maybe 30 minutes.

## 01 UPLOAD TO YOUR HOST

Audio file goes into your host. Fill in the episode title, description, episode number, and show notes. Hit save.

## 02 CONFIRM METADATA

Open your host's preview. Check the title, description, cover art, and episode number sequence. **Most metadata mistakes get caught here** — before the feed goes out.

## 03 CHECK PROPAGATION

Within a few hours, your RSS feed pushes the new episode out. Spot-check **3–4 directories** — Spotify, Apple Podcasts, YouTube, plus one smaller one. If it's clean on those, it's clean everywhere.

## 04 SET THE SCHEDULE

Either set the next episode to auto-publish at the same day and time, or block the calendar slot to record by mid-week so the upload window holds.

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### PICK A DAY AND HOLD IT

The single most common reason new podcasts lose listeners isn't bad audio or weak guests. It's **inconsistent publishing**. Tuesday morning means Tuesday morning every week. Once listeners stop checking, they stop listening.

**“Consistency is going to be the number one thing. Have your logo, have your color... bring your authentic self to everything you're putting out.”**

**JOE KILLINGER** — THE FIRST 90 DAYS BLUEPRINT

## STRATEGIC PLACEMENT, NOT VOLUME

# ONE EPISODE → 7+ PIECES OF CONTENT.

Coach Chris, from the Broadcast Effect Master Class: *“The loudest agents aren’t winning. The busiest feeds aren’t closing deals.”* Repurposing isn’t about being loud. It’s about putting the strongest pieces of every recording in front of audiences who’d never find your audio directly.

01

## FULL-LENGTH YOUTUBE VIDEO

The long-form anchor. YouTube is the only platform where 60-minute video actually performs. This is your discoverable archive.

02–03

## 2–3 SHORT-FORM CLIPS

30-to-90-second punchy moments for Reels, YouTube Shorts, and TikTok. Vertical, captioned, branded. Where most non-listeners first encounter your show.

04

## QUOTE CARDS

Graphic templates featuring the strongest line of the episode. For LinkedIn, Instagram, and Facebook. Easy to scroll, save, and share.

05

## THE AUDIOGRAM

Animated audio waveform + strongest 30-second voice clip, captioned. Works well on LinkedIn and X for sampling the show’s vibe.

06

## BLOG POST VERSION

Episode transcribed, lightly edited, posted on your website. Makes the episode searchable on Google. Lives forever as evergreen content.

07

## NEWSLETTER EMAIL

One email per episode to your existing list. Featured episode, strongest moment teaser, direct play button, what’s coming next week.

08

## THE LINKEDIN POST

Strongest takeaway written as a standalone post in your voice, with a link to the full episode. LinkedIn rewards native text content — a *“here’s what I learned from this week’s guest”* post does the work that a generic *“new episode out”* announcement can’t.

### 7 DOORS, NOT 1

Some people only watch YouTube. Some only scroll Reels. Some only open your newsletter. Some only see LinkedIn. A single audio episode is **one door**. Seven repurposed pieces are **seven doors** — leading the same recording to people who’d never find the audio version.

**DONE-FOR-YOU** > ICONS runs the full repurposing pipeline. One recording goes in. Seven finished pieces come out — formatted, written, designed, scheduled, tracked. **Book a 20-min call.**

Source: Coach Chris — Broadcast Effect Master Class, [ICONS of Real Estate](#)

## YOUR PODCAST MEETS PEOPLE WHO WEREN'T LOOKING FOR A PODCAST

# SHOW NOTES + SEO — MAKING EPISODES DISCOVERABLE.

## 6 ELEMENTS, EVERY EPISODE

- 1 Short Summary**  
2–3 sentences. Who the guest is, what it's about, what the listener gets. Doubles as the directory description.
- 2 Timestamps**  
Major topic shifts. Helps listeners jump ahead. Helps search engines understand coverage.
- 3 Key Takeaways**  
3–5 skim-readable bullets. A Google visitor decides in 30 seconds whether to press play.
- 4 Links**  
Guest's website, their social, anything mentioned. Outbound links signal well-sourced content to Google.
- 5 Guest Bio**  
One paragraph. Background, why they're worth listening to. Reusable across episode page, YouTube description, social.
- 6 Subscribe / Review / Connect CTAs**  
Same simple ask every episode. Subscribe, leave a review, follow.

## THE BLOG POST IS WHERE SEO WORKS

Show notes inside your host help directory listings. The bigger win is the **blog post version living on your own website.**

Episode transcribed, lightly edited. Proper structure — H1 title, H2s for topic shifts, embedded media, keywords woven naturally. Each episode is another page Google can return for searches in your niche.

After a year of weekly publishing, that's **50+ indexed pages.** After four years, that's **200+ pages** — a searchable archive other agents in your market simply don't have.

The [ICONS Podcasting and SEO guide](#) walks the mechanics in detail — transcription, keyword optimization, internal linking, and podcast site structure.

Omar Andreas — Mr. Deed — on getting show notes right: *“They even get show notes ready for me as well. So if it's something that maybe I don't know how to direct... they kind of give me a little bit of pointers.”*

**DONE-FOR-YOU ›** ICONS handles transcription, keyword research, formatted show notes, and the SEO blog post — with internal linking across your back catalog. **Book a 20-min call.**

## WHICH PLATFORM DESERVES YOUR NEXT HOUR?

# THE 4 METRICS THAT MOVE DECISIONS.

Not “*is the show working?*” — that’s the strategic view from Framework 04. This is the tactical one: **which platform deserves more of your next hour?** The data lives in your host’s analytics, each directory’s dashboard, and each social channel’s native analytics. You don’t need a third-party tool.

## 01

### AUDIENCE CONCENTRATION BY PLATFORM

What percentage of your listeners are on Spotify vs. Apple vs. YouTube vs. everything else? **The platform with the biggest share is where your marginal hour earns the most.** A quote card optimized for the platform 60% of your listeners use does more than the same effort spread evenly across all seven.

## 02

### REPURPOSED-FORMAT PERFORMANCE

Of the seven content pieces, which one is actually driving new subscribers? Native analytics on Reels, Shorts, TikTok, LinkedIn, and your newsletter will tell you. **Usually one format is doing most of the work.** Double down on it.

## 03

### PLATFORM-LEVEL GROWTH RATE

Which platform is growing fastest month-over-month? The biggest audience isn’t always the fastest-growing one. **If YouTube is doubling every 90 days while Spotify holds flat, YouTube is the smart bet** — even if Spotify has more listeners today.

## 04

### REVIEWS & SUBSCRIBES PER PLATFORM

Downloads alone are a lagging signal. Reviews and subscribes tell you who’s sticking around. **If Apple gets 80% of your reviews but 20% of downloads, Apple listeners are more engaged** — worth investigating why.

#### WHAT TO IGNORE

**Raw social impressions** — big number, no signal about what a viewer did.

**Total downloads since launch** — vanity stat. Useless for this-week decisions.

**Apple Podcasts chart rankings** — volatile, niche-dependent, outside your control.

**YouTube watch hours in aggregate** — helpful for monetization, not for distribution decisions.

**The test:** “*Would this number change what I do next week?*” If no, skip it.

#### WEEKLY REVIEW CADENCE

A **15-minute review** once a week is enough. Pull the four metrics. Note what changed. **Make one decision differently for next week** — a new format to try, a platform to invest more in, a channel to scale back. One decision a week is the cadence.

## THE DATA THE METRICS CAN'T SHOW YOU

# LISTENER FEEDBACK → ITERATION → THE LONG ARC.

## WHERE THE FEEDBACK COMES FROM

**Reviews on Apple, Spotify & Amazon**

Lower volume but high-signal — someone logged in and typed it out.

**YouTube & Clip Comments**

Watch for unexpected reactions — someone responds to a moment you didn't think was the takeaway. That's the show teaching you what it's actually about.

**DMs on LinkedIn, Instagram & X**

Highest-signal. One LinkedIn DM about a specific episode is worth ten generic five-star reviews.

**Newsletter Replies**

Your warmest audience. Often the most useful read of the week — they'll tell you exactly what they want to hear next.

**Real-World Conversations**

*"I heard you talk to so-and-so on your show."* Brokerage events, association meetings, open houses. Proof the episode landed offline.

## THE INPUT LOOP

**TOPICS**

Three listeners ask about the same thing? That's your next episode. A topic gets crickets? Drop it.

**EPISODE LENGTH**

Listeners drop off at minute 35 of 60? Running long. They're listening to 90% of a 25-minute one? Room to extend.

**GUEST MIX**

Some guest types drive reach, others drive engagement. Clip analytics + DMs will tell you which is which.

**FORMAT**

Solo vs. interview vs. panel. If your audience responds way more to one, lean in. You're allowed to evolve.

The input loop runs **quarterly**. Adjust one thing per quarter. Over a year that's four real adjustments, all grounded in what your audience actually said.

**WHY THIS BUILDS YOUR MARKET**

After enough episodes, **you** become the person people think of when something podcast-relevant comes up. The agent who knows every broker, every attorney, every investor. [Kathy Byrnes](#) is the proof — the **\$100M-tier lending connection** didn't happen in week one. It happened because she was still publishing months later when the right guest landed.

## WHERE YOU GO FROM HERE

# YOU'VE NOW SEEN THE ENTIRE ICONS PODCAST FRAMEWORK SET.

The why. The right guests. The recording itself. The launch. And now the distribution that keeps the show running for years. Two paths from here.

## PATH 01 / DIY

## DO IT YOURSELF.

Use this framework. The four other frameworks in this set cover everything before distribution:

- **Overview** — the math: ~40 referral partners over 5 years
- **Inviting Guests** — finding the right guest, writing the invite
- **Hosting** — the 25-min recording + 13 follow-up moves
- **Launching** — the 3-episode rule + teaser campaign

[iconsofrealstate.com/podcast-framework-download](https://iconsofrealstate.com/podcast-framework-download)

## PATH 02 / DONE-FOR-YOU

## HAVE US RUN IT.

I've told the story of Matias Baker, who was doing **\$20M in volume for three years** running. First year after starting his podcast with ICONS, he closed **\$25M** — driven by relationships built through guest recordings and the distribution that kept those recordings reaching people every week.

RSS setup, all 7 platforms, weekly publishing, the repurposing pipeline, SEO show notes, metrics monitoring, direct coaching, access to **80+ network shows**. Most clients are **live in 2-3 weeks**.

[iconsofrealstate.com/podcastproduction](https://iconsofrealstate.com/podcastproduction)

## YOUR NEXT BIG BREAK CAN BE A PODCAST EPISODE AWAY.

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