



FRAMEWORK 04 OF 05 · GET THE SHOW LIVE

LAUNCH YOUR SHOW.

Get the show live, get the first episodes noticed, and don't go live to crickets. The 3-episode launch rule, the teaser campaign, launch-day execution, and the **long-game patience that gets you to the 1%.**

Tomás Fonseca

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

Framework
04/05

GOING LIVE TO CRICKETS

WHAT THE AGENTS WHO **AVOIDED IT** DID DIFFERENTLY.

Most agents who launch a podcast go live to crickets. Not because they didn't start — because they started wrong. One episode drops. No teaser. No follow-up for ten days. Three friends listen.

ROB STEIN



[Rob Stein](#), host of *The Impossible to Fail Podcast*, says it cleanly: “Most people don't start, and as a result, things never take off. You just have to start.” He's right about the first part. But most agents who *do* launch still go live to crickets — because they started without a plan.

OMAR ANDREASEN



Launching well is hard. [Omar Andreasen](#) — Mr. Deed — tried it twice before he made it stick. The friction: an ongoing business, a podcast on top of it, the organization, the editing, getting guests scheduled. His verdict: “It's a lot.”

CHRIS JANSEN



Here's what a real launch looks like. [Chris Jansen](#), host of *The Cash Flow Authority*: “The first few episodes that we launched, we've had quite a few views and increased my subscriber base on YouTube quite a bit just the first week.” Episodes ready. Promo running. Network activated.

RAMON DOMINGUEZ



[Ramon Dominguez](#), a retired thoroughbred jockey, walked in with no podcasting background: “I started from zero. It was really out of my comfort zone to say the least.” Starting is hard — a good launch needs more than just hitting record.

WHAT YOU'LL LEARN

The five answers to lock before you build anything.

The brand asset stack to have ready before launch day — and which ones agents underspend on.

The 3-episode launch rule — why one episode on day one is the surest way to go quiet.

The teaser campaign that gets people listening before you go live.

BEFORE YOU BUILD ANYTHING

THE FOUNDATION, IN FIVE ANSWERS.

1

Who are you for?

Pick a specific listener. Not “real estate people” — a specific kind. First-time buyers in your city? Seasoned investors? Other agents? Start with demographics, then layer interests. The clearer your picture of one person, the easier every other answer gets.

2

What’s it about?

Your angle — the vision nobody else brings. “*Real estate*” is not a podcast topic. “*How first-time buyers in your city actually get into their first home*” is. Use the SMART framework: Specific, Measurable, Achievable, Relevant, Time-bound. The ICONS topic library is a good place to scan what’s working.

3

What’s the format?

Pick one and run with it. Most shows that take off committed to one format from launch. The ICONS podcast script guide covers the structural templates for each.

INTERVIEWS

SOLO

PANEL

Q&A

4

What’s it called?

Hint at the topic, be easy to remember, keep it short (2–5 words), and make sure it’s available — across podcast directories, social handles, and domains. A real estate keyword helps with search. If you’re hyper-local, put your city in the title.

5

How often do you publish?

Weekly is the cadence that builds momentum. Pick a day and stick with it — Tuesday morning means Tuesday morning every week. Have at least **10**

ASSET PREP IS ITS OWN PHASE

BUILD THE BRAND ASSETS YOU NEED BEFORE LAUNCH DAY.

Most agents underspend on assets — they focus on the recording and treat cover art, logos, and templates as “figure it out later.” Then launch day arrives and the show looks amateur. Dee, launching *Make Yourself at Home*: “I’ve been working with them for several months now.” That’s the honest timeline.

L

LOGO

Lives everywhere the cover art doesn’t — website, email signature, social profile pics, virtual backgrounds. Should pair cleanly with your cover art: same palette, same type family.

C

COVER ART

The first impression in every directory, on every share, on every lock screen. Bold colors, clear imagery, uncluttered. Name readable at thumbnail size. The ICONS cover-art guide has a deeper checklist.

A

INTRO & OUTRO

15–30 seconds each. Intro: hook, podcast name, host intro, one-line description, music bed. Outro: recap, CTA (subscribe, review, follow), thank-you, matching music bed.

B

B-ROLL VIDEO

Short visual loops for intros and outros on YouTube. Property footage, neighborhood scenes, city landscapes. Outro b-roll features your branded end screen. Essential if YouTube and Reels are part of your distribution stack.

P

PROMO TEMPLATE SET

Six templates you’ll use every single week to promote episodes across all channels.

QUOTE CARDS

CAROUSELS

THUMBNAILS

REEL FRAMES

VIRTUAL BG

YOUTUBE FRAMES

“The professional piece of their editing, all of the collateral they develop is **amazing.**”

ICONS MULTI-HOST TESTIMONIAL REEL

DONE-FOR-YOU › ICONS designs the full asset kit in-house — cover art, logo, intro/outro audio with optional voice-over, b-roll, and the complete promo template set. One team. One brand system. Done before launch day.

Book a 20-min call.

THE SINGLE BIGGEST MISTAKE

THE 3-EPISODE LAUNCH RULE.

Launching with one episode and crossing your fingers is the single biggest mistake new hosts make. The rule: **release at least three episodes on day one.**

WHY THREE?

When listeners enjoy your first episode, they want to dive deeper. **Multiple episodes let them binge-listen**, building a stronger connection and increasing the odds they stick around. One episode forces a wait — by the time episode two drops, the listener has moved on.

There’s also a directory angle. **Apple Podcasts and other platforms favor new shows** that pick up early engagement — downloads, subscriptions, reviews — in the first weeks. More episodes means more shots at that engagement on day one.

DIVERSE ENOUGH TO SAMPLE YOUR RANGE

Episode 01

TOP AGENT INTERVIEW

Relationship-building format — your signature

Episode 02

INDUSTRY DEEP-DIVE

Market trends, data, expert analysis

Episode 03

ACTIONABLE TIPS

Investor tactics, buyer strategies, how-tos

THE 10-EPISODE PIPELINE

Three on launch day is the floor. The deeper rule: **have at least 10 episodes ready by launch date.**

Here’s why the pipeline matters more than the launch itself.

90%

never make it past their third episode

90%

of survivors never reach 20 episodes

1%

of all podcasts ever reach episode 21

Source: ICONS Podcast Production

Three drop on day one. The other seven keep the show alive at a weekly cadence while you build the next batch. A loaded pipeline buys you the right to have a brutal week without your podcast disappearing.

PIPELINE › Chris : *“They have their whole network of guests... they’ll fill up your schedule and keep you booked so you’ve got a nice backlog.”*

START 2–4 WEEKS BEFORE

BUILD THE TEASER CAMPAIGN BEFORE YOU GO LIVE.

If the answer to “who knows you’re launching?” is “nobody yet,” your show is going live to crickets. A single post the day before isn’t a teaser campaign. A campaign is a sequence — running across every channel where your audience already pays attention.

THE PODCAST TRAILER

The most important piece of teaser content. **30–60 seconds** — a sneak peek to hook potential listeners. Include: who you are, what the show is about, who it’s for, what listeners get, and the launch date. Post across LinkedIn, Instagram, Facebook, YouTube, TikTok, email signature, and your website landing page.

COUNTDOWN & BUILD-UP

A countdown turns the launch from “someday” into “this Tuesday.” Layer a build-up sequence — one small reveal at a time. A guest announcement. An episode title. A quote card. A photo from the recording setup. **Weekly at 4 weeks out → twice weekly → daily in the final stretch.**

BEHIND-THE-SCENES

Three angles that work: **clips of upcoming episodes**, interviews with your first guests, and snippets of your intro. A photo of you laughing mid-recording hits harder than an announcement post.

CROSS-CHANNEL GRAPHICS

Draw from the promo template set (page 4). Publish across **Instagram, Facebook, LinkedIn, YouTube, and TikTok**. Brand-consistent — same colors, same fonts, same vibe. A mismatched campaign reads as amateur.

EMAIL-LIST PREVIEW

Your newsletter list and client sphere are your warmest audience. **Two emails** — one two weeks out (here’s what’s coming), one a few days before (trailer, launch date, how to subscribe). Offer early access or a giveaway for subscribers who listen and leave a review.

THE COMPETITIVE BAR IS LOW

If you search your city for a real estate podcast and there isn’t one — just by having a podcast, **you’ll have the number one real estate podcast in your city**. The job in the pre-launch weeks is to make sure the people who’d love your show know it’s coming.

Source: [Here’s Why Top Agents Are Starting Podcasts — ICONS of Real Estate](#)

DONE-FOR-YOU › ICONS writes and designs the full pre-launch teaser sequence — countdown posts, behind-the-scenes clips, the podcast trailer, email previews — across every channel. You approve. We publish.

Book a 20-min call.

LAUNCH DAY

MULTI-EPISODE DROP + NETWORK LEVERAGE.

Patrick Merrill: *“I told her what I wanted to do and next thing I know within a few weeks we’re launching my channel. Things are going good. I’m getting great feedback.”*

01 DROP ALL THREE SIMULTANEOUSLY

Every episode goes live on **every directory at the same time** — Apple Podcasts, Spotify, YouTube, Amazon Music, iHeartRadio, Pocket Casts, Overcast. Queue them in your podcast host, set the release time, hit publish once.

02 YOUR OWN DAY-ONE PUSH

One personal post on every channel — LinkedIn, Instagram, Facebook, YouTube community tab. **One email to your list** — past clients, sphere, newsletter subscribers. **Stories, Reels, Shorts** — walk listeners through each of the three episodes in short-form video.

03 TAP YOUR REAL ESTATE NETWORK

Engage with real estate groups — share your launch in LinkedIn groups, Facebook groups, forums. Provide a compelling reason. **Personal invitations to key players** — a personalized DM to someone you respect is worth more than 50 generic posts. **Brokerage internal channels** — Slack, internal groups, all-agent emails.

04 ACTIVATE YOUR FIRST THREE GUESTS

Each guest has their own audience. Send them on launch day: a personal thank-you, the direct episode link, and **2–3 ready-to-post graphics** — a quote card, a short video clip, a thumbnail — pre-cropped for LinkedIn, Instagram, and Facebook. The easier you make sharing, the more often it happens.

05 LEVERAGE A LARGER NETWORK

If you’re plugged into a podcast network, day one is when you tap it. Other hosts can mention your show, share your launch, or invite you on as a guest. ICONS runs around 80 podcasts and growing — that’s the kind of cross-promo surface that turns a solo launch into a multi-show launch.

THE MOST IMPORTANT SEVEN DAYS

THE FIRST-WEEK AMPLIFICATION PUSH.

Coach Chris from the Broadcast Effect Master Class: *“The loudest agents aren’t winning. The busiest feeds aren’t closing deals.”* Volume isn’t what makes a launch land. Strategic placement is. The right moves over 7 days beat 80 random posts.

01 · REVIEWS

MAKE THE ASK EVERYWHERE

Tell listeners exactly what to do next. Clear instructions at the end of each episode, every social post, your email signature. *“Hit subscribe and leave a quick review — it takes 30 seconds and tells Apple to recommend the show to more people.”* A simple incentive helps — consultation, e-book, exclusive episode.

03 · APPEARANCES

GUEST ON ADJACENT SHOWS

Aim for **2–3 guest spots on adjacent podcasts** in launch week. Pitch: who you are, your show name, a topic you’d guest on, why their audience would care. Two accepted invitations is meaningful reach.

05 · NEWSLETTERS

PITCH FOR INCLUSIONS

Pitch 1–2 real estate newsletters, industry publications, or local trade groups to feature your launch. One placement in a well-read newsletter often **outperforms three weeks of solo social posts**.

02 · DISTRIBUTION

CROSS-PLATFORM CHECK

Verify the show is live on every major directory: **Apple Podcasts, Spotify, YouTube, Amazon Music, iHeartRadio, Pocket Casts, Overcast**. Search for your show on each one. Five minutes of checking saves weeks of wondering why downloads are flat.

04 · REPURPOSE

ONE EPISODE = SEVEN PIECES

Each episode is at least seven pieces of content. Each repurposed piece is a new entry point for listeners who’d never find the original.

FULL YOUTUBE

2–3 REELS/SHORTS

QUOTE CARD

BLOG POST

NEWSLETTER

06 · SEO

SHOW NOTES & TRANSCRIPTS

Show notes and transcriptions make episodes discoverable in search. The ICONS Podcasting & SEO guide walks through keyword optimization, Google indexing, and repurposing into blog content. Omar: *“They even get show notes ready for me as well.”*

DONE-FOR-YOU › ICONS runs the amplification end-to-end. Distribution check, review-ask cadence, clip cuts and scheduling, guest-podcast outreach, newsletter pitches, SEO show notes. You stay on the relationships. We handle the cadence.

Book a 20-min call.

BEYOND LAUNCH WEEK

THE LONG GAME — WHAT SEPARATES THE 1%.

Month 2 is when most new podcasts quietly die. The question for the next eleven months is whether you'll be in the 1% that reach episode 21 — or one of the 99% that drift away. The difference isn't talent. It's what happens in the gap between launch and traction.

WHAT MONTH 1, 3, 6 & 12 ACTUALLY LOOK LIKE

MONTH 1

Small audience. First reviews trickle in. Growth comes from your own network. Downloads look underwhelming. **This is exactly the shape every podcast you admire had at this stage.**

MONTH 3

A listener base forms independently of your direct network. Episodes accumulate as searchable content. **Guest pipeline matters more than ever** — the back catalog is starting to work for you.

MONTH 6

Real listener loyalty shows up. People share episodes without being asked. **Inbound guest requests start arriving.** The relationship-building flywheel from Framework 1 starts producing.

MONTH 12

You're in the 1%. Authority builds. Past guests refer new guests. Referral conversations start showing up because your show became the thing people associate with you.

CELEBRATE THE MILESTONES

First 100 downloads. First review. 10th episode. First 1,000 downloads. First inbound guest request. Share them publicly — “We just hit 100 downloads — thank you.” It reinforces the community and signals growth.

THE #1 THING THAT KILLS NEW PODCASTS

INCONSISTENCY.

Not bad content. Not low audio quality. Not a slow start. **Inconsistent publishing.** Pick a day and treat it like a hard commitment. Tuesday morning means Tuesday morning every week.

Joe Killinger: “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.”

WHAT SEPARATES THE 1%

Patience. I ran Matias Baker's podcast for [a full year](#) before treating the framework as proven: “We ran that podcast for a full year because we wanted to try different things... not just something enriching someone's vanity, but actually helping their business grow.”

[Kathy Byrnes](#) is the proof. Many dozens of episodes into *Real Estate Riches Podcast* — well past episode 21. The **\$100M-tier lending connection** from one interview didn't happen in week one. It happened because she was still publishing months later when the right guest appeared.

“You don't need a viral moment. You need to keep the show going long enough for the right conversations to find you.”

WHERE YOU GO FROM HERE

YOU'VE GOT THE PLAYBOOK FOR LAUNCHING WITHOUT CRICKETS.

The five answers. The asset stack. The 3-episode rule. The teaser campaign. The launch-day push. The amplification week. The long-game patience. That's how you stay in the 1%.

PATH 01 / DIY

DO IT YOURSELF.

Use this framework. The four other frameworks in this set cover what happens before and after:

- **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
- **Distribution** — every platform, every clip, every email

iconsofrealstate.com/podcast-framework-download

PATH 02 / DONE-FOR-YOU

HAVE US RUN IT.

Brand assets, production, distribution, teaser campaign, amplification, the 13-touchpoint follow-up cadence, direct coaching from me, and access to **80+ network shows** for cross-promo. Most clients are **live in 2–3 weeks**.

Ramon: "All I have to do is record. That's it. They take care of everything else."

iconsofrealstate.com/podcastproduction

YOUR NEXT BIG BREAK CAN BE A PODCAST EPISODE AWAY.

— TOMÁS
FONSECA

ICONS of Real Estate
tomas@iconsofrealstate.com