

PATRICIA RASKIN

PODCAST

POINTERS

WAYS TO ENHANCE YOUR  
PODCAST VOLUME III



<http://patriciaraskin.com/>

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# WHERE TO BEGIN?

Find your inspiration



I ask my clients to find podcasts on their topic and to listen to several. I encourage them to take notes of the ones that held their interest and the ones that did not; We discuss that in our session. Doing this helps them to focus and create interesting content.

# VISUAL ELEMENTS

Podcasts are limitless. Recently, creators have been uploading videos of their podcasts.

With the visual element, people can read your body language which makes your show more personal.

The audience might be more engaged this way. Just remember:

You can often listen when you can't watch.

# UNDERSTANDING YOUR AUDIENCE

Getting a grasp on your target audience is the key to a successful show. Listeners come back to you because they like something about your presence as well as your content. Your tone and topic should align with the age groups and interests of those you are trying to reach.



# SELF-CHECK-IN: FINDING AND MAINTAINING SUCCESS

## SOME QUESTIONS TO REFLECT ON:

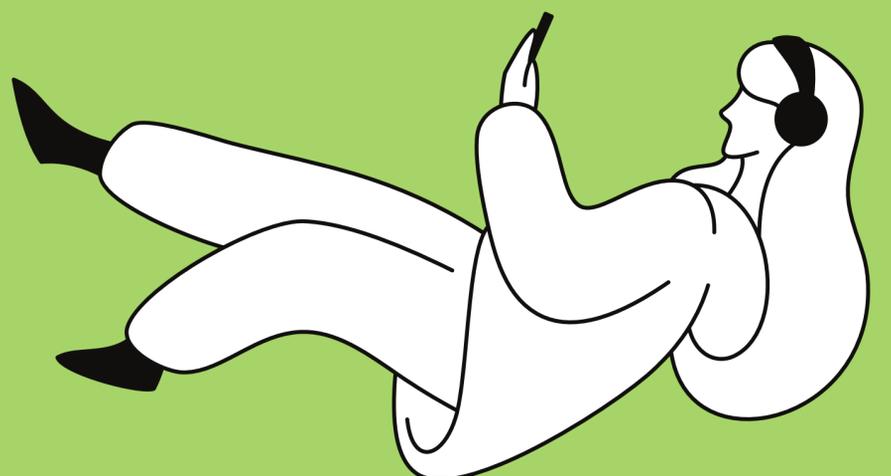
Ask yourself: Why am I creating a podcast? Do I really want to create this podcast? Am I passionate about the content or does the podcast only serve as another marketing tool? What is relevant to my listener right now?



# STAYING CONSISTENT

Listeners need you to be reliable. You don't have to post once a week, but you should have a steady stream of content to keep your audience coming back.

If you say you're going to post every Tuesday, stick to that!



# TAKING ADVANTAGE OF COMMONALITIES

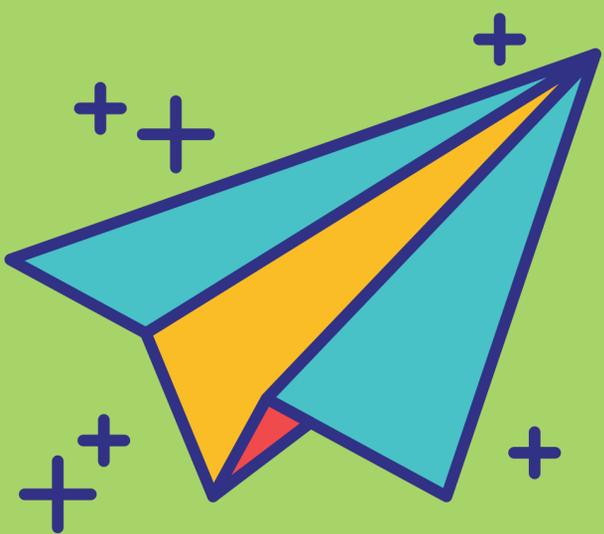
The human experience is a shared experience. Basic common needs and wants are safety, connection, and hope.



For example, all of us have been affected by COVID-19 in some way. In your podcast address the underlying causes and feelings that the listeners have been dealing with (in any current situation). Address the elephant in the room.

# ENGAGING YOUR AUDIENCE

Get your listeners excited for the next episode. One way you can do this is by having listeners write to you. Read some of the submissions during your next episode and shout out a few of your listeners.



# THE WRONG KIND OF PERFECTION

Listeners want to relate. Don't try to be a perfect host. Sharing stories about times you failed can be more compelling than those times you didn't.



# GUESTS ON MY PODCAST?

The short answer: YES!



With video conferencing, having guests, from local to global, has never been easier. Guests can add a new perspective and dimension to your podcast as well as gain access to a larger audience!



# ABOUT PATRICIA



Patricia Raskin. M.Ed., has a master's degree in counseling and is a certified coach (CPC). She has worked in the communications, coaching, media, and training fields for over 3 decades.

As a trailblazer for positive messaging, she facilitates this work as a trainer, inspiring public speaker, author, entrepreneur producer, and talk show host. She is an award-winning radio producer, leader, and business owner, and had interviewed over 5000 people during her career.

# WHAT I CAN DO FOR YOU

I work with my clients by the hour in packages, you pick the number of hours that work for you.

In that time I help you with the following:

- podcast title, format, topics, content, stories, and presentation style

In addition, I can

- listen to your podcast
- critique it
- help you find expert guests

I work with a team who will:

- Record and upload your podcast
- Market and promote your podcat



#### **Complimentary Consultation**

Patricia Raskin, podcast coach and consultant, uses her four decades of experience to help you design, develop, deliver or improve your on-demand podcast series.

 Raskin Resources Productions / praskin

# TESTIMONIALS

"I've known Patricia for several years now and my company, The Wilson Organization for Diversity Training, continues to benefit from her extraordinary media-savvy – particularly when it comes to podcast development. Raskin Resources' leadership in innovative program development and cutting edge content are second to none. Give Patricia a call and experience for yourself how she delivers that big New York and L.A. agency feel at a reasonable price."

**Lawrence E. Wilson** Managing

**Director** The Wilson Organization, LLC

# TESTIMONIALS

"Chances are you might have a few ideas on what you'd like to share with your future podcast audience.

However, as a newbie, it is so helpful to have Patricia's well-experienced help to hone those ideas and to outline sessions that will engage your audience, inspiring them to return to hear more. Save yourself time and effort you might waste on your own, and get Patricia's help to increase your chances for success."

**Anaezi Modu Founder &  
CEOREBRAND™ Transform to Thrive™**

# CONNECT WITH ME

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