



How to Get More Ears on the Great Stuff You're Making

Side A

Multitude (<http://multitude productions>)

Name: _____

On a scale of **one to ten**, rate how well you think your show is doing in these five categories

Discoverability: How easy is it to find your show online and on a podcast app?

1				5					10
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Social Media: How well do you think you're connecting to people on Twitter and Instagram?

1				5					10
---	--	--	--	---	--	--	--	--	----

Mobilizing Existing Audience: How well does your audience respond when you tell them to go to a link or buy something?

1				5					10
---	--	--	--	---	--	--	--	--	----

Partnerships: How effective are you at getting guests on your show?

1				5					10
---	--	--	--	---	--	--	--	--	----

Collaboration: How well-defined are the responsibilities of your creative team?

1				5					10
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Now, tell us a little bit about yourself.

In one sentence (with, at most, two commas!) summarize your podcast.

NOTE: you cannot use the words "podcast" or "show."

What do your listeners like about your show?

➤ _____

➤ _____

➤ _____

What's one question do you want to have answered today?

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What **hashtags** are people in your community using on Instagram?

1. _____
2. _____
3. _____
4. _____
5. _____

What **Twitter accounts** should you follow from your podcast?

1. _____
2. _____
3. _____

Which **friends/colleagues** can you ask to help spread the word about your podcast?

1. _____
2. _____
3. _____

What **websites or publications** could you pitch an article to?

1. _____
2. _____
3. _____

How are you paying it forward? (EX: Recommending in your space, helping people below you, donating time/money)

1. _____
2. _____
3. _____

What are some podcasts that you love that are in your field?

Why do you love them? How would you pitch yourself to be on them?

1. _____

2. _____

3. _____

What are some podcasts that you love that are NOT in your field?

Why do you love them? How would you pitch yourself to be on them?

1. _____

2. _____

3. _____

How can your audience help you?

(EX: direct support, social media, send in something [physical or digital])

1. _____

2. _____

3. _____
