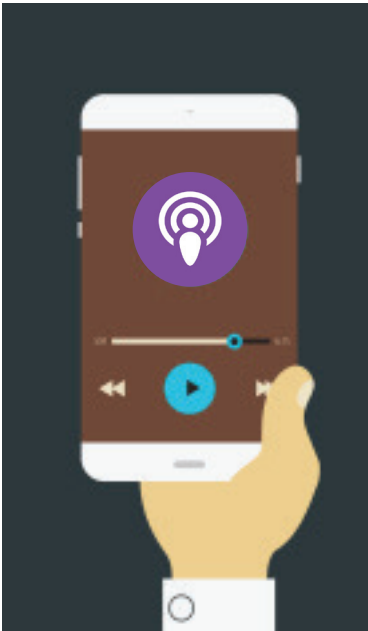


# How to get my Podcast on iTunes or: All the questions I am afraid to ask about Podcasting



Congratulations! You've decided to take the plunge and start your own Podcast.

You've figured out your podcast's topic and the format of your show. You've even figured out how you want to go about recording the podcast, what type of equipment to use, and you have produced your first episode.

*So, now what do I do?*

Creating a podcast and producing it into an audio file is challenging for many people—most don't even (want to) consider the next steps to get that great content out to their target audience. I'm here to help by providing answers to many questions I've received about the Post-Production aspect of Podcasting.

## How do I get my Podcast on the internet?

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Once your Podcast has been saved as an audio file it needs to be uploaded and hosted on the internet. Here are a few free options for this:

- [SoundCloud.com](https://soundcloud.com) - Pros: Sleek and mobile friendly. Cons: Limited amount of free space
- [Archive.org](https://archive.org) - Pros: Accepts many different audio file types and is a world-recognized platform. Cons: Not a very sexy user interface or show page (some people care about this)
- [Podomatic.com](https://podomatic.com) - Pros: Super-easy user interface, lots of storage, and you can record directly on-site. Cons: Not as flexible as a self-hosted option.

## What is an RSS feed and why do I need one?

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RSS (Rich Site Summary or Really Simple Syndication) feeds format information to publish blog entries, news headlines, audio, video, etc.

## How do I set up an RSS feed for my Podcast?

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If you host your podcast on one of the above mentioned free hosting options, the RSS feed will automatically be generated.

## How do I get my Podcast on iTunes?

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Visit <https://podcastsconnect.apple.com>, sign in with your Apple ID, and paste the RSS Feed for your Podcast into the submission form.

## How do I get my Podcast on Google Play?

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Visit <https://play.google.com/music/podcasts/publish>, sign in with your Google/Gmail account, click ADD A PODCAST button, and paste the RSS Feed for your Podcast into the submission form.

## What is Stitcher and how do I get my Podcast on Stitcher?

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Visit <http://www.stitcher.com/content-providers>, create a Stitcher account, and paste the RSS Feed for your Podcast into the submission form.

## How do I get people to listen to my Podcast?

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Tell your target audience that your podcast is available and where they can listen to it. You've taken the time to record the podcast, don't just post it and expect people to flock to it. You need to actively promote it via email, social media, talks, etc.

## How do I get more people to listen to my Podcast?

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**SPREAD YOUR WINGS.** Making your podcast available at different outlets helps. iTunes, Google Play, and Stitcher are great places to start. You don't have to choose just one...and because you only need to paste in your RSS feed, you can post your podcast on your website/hosting service and then automatically distribute it to all services.

**STAY FOCUSED.** If you are planning to talk about Women in Agriculture as your primary topic, try to stay on topic. Deviation from the topic is ok, but if you start wandering into movie reviews, your audience is going to fade fast.

**ASK FOR FEEDBACK.** Get your audience involved. Have them send you comments, questions, and feedback and incorporate it into the show. Get them emotionally invested in your podcast and they will continue to listen.

## How do I get even MORE people to listen to my Podcast?

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**MAKE FRIENDS.** Consider interviewing or having guests on your show who host their own podcast and vice versa. Cross promotion of similar audiences can help get a wider exposure.

**GET CREATIVE.** Figure out new technologies you can incorporate into your podcast or into the distribution or promotion of it. Ex. a LIVE podcast on your Facebook page using Facebook's new LIVE streaming feature. Perhaps use the Anchor App to record short clips about upcoming episodes to help get people interested.



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