

The Limitless Life Experience Podcast Transcript How to get 10,000 podcast downloads

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Welcome to the Limitless Life Experience Podcast with me, your host, Suzy Ashworth. I'm a mum of three multiple six figures, serial entrepreneur, business strategist, Hay House author, speaker, coach and believer in miracles. I help female entrepreneurs like you and go from confusion to clarity when it comes to creating messaging that converts browsers into buyers so that you can build a business that makes a real difference in the world and helps you live a life without limitations. This is the Limitless Life Experience.

Hello. Hello you gorgeous human being. It is Suzy Ashworth here and you are listening to the Limitless Life Experience Podcast. This is going to be a short and dirty episode for you today. It is all about, and I suppose, a little celebration and acknowledgement of the fact that I have had over 10,000 freaking downloads of this podcast. Can you believe it? I was so happy and a little bit overwhelmed, and a little bit emotional, like to consider that these episodes have been listened to over 10,000 times. That's a huge number. And I just feel very, very grateful for those of you who have come back time and time again, and extremely grateful for everybody who is listening to this for the first time.

I don't know if you are considering creating your own podcast. This was something that I first did - believe it or not - this is something that I first attempted four years ago in 2016. And for whatever reason, I did not have the balls to keep it going. Do you know what actually, I know exactly what the reason was... my first person, so it was an interview show that I did, that I launched, what I didn't launch. And the first person that I interviewed was Denise Duffield Thomas. And I was definitely a bit star struck. I was definitely in awe, and it was definitely kind of like a little bit of a crap interview. And then what made it worse is for whatever reason it didn't record properly. And so I think I'd made this thing, quite a big thing of, I am interviewing Denise Duffield Thomas, and then it was a shit interview that didn't record properly. And I didn't have the guts to re approach her and say, even though your time is really, really valuable and you've already given it to me once, somebody that you don't know, who's literally just in your program... um, can, can I have it again please?

And so I think that it was that getting stumped at the first hurdle that stopped me from moving forward. And I absolutely believe that everything happens at the right

time and obviously it wasn't supposed to have been then, but there is a little part of me that thinks, Oh my goodness, Suzy, what would your business look like if you'd have had this podcast going for four years, like hundreds, and hundreds of episodes and interviews, and finding your voice, like documenting the journey - that would be incredible. So there is a little part of me that is like, 'I wonder what' wistfully thinking about how different things would be.

But I would definitely, definitely recommend - if you have the nudge, if you have an inkling that this could be a good platform for you just get going. Like the setup here is so simple. I use audacity 90% of the time to record my episodes. If audacity is having like a little bit of a moment, then I will use Camtasia. I've got a USB mic, so a blue Yeti, and I just plug in and record wherever I am, send it off to the editor, and then my team do the rest. So it is super, super simple. I just have to talk about the things that are on my mind and in my heart. And often those things are the things that are coming up in my groups and with my clients. And of course me personally, so it feels really easy. It feels super easy. So if you are a natural communicator, and you love speaking and you do need to have people kind of nodding back at you to know that you are on the right track, then I definitely recommend this platform.

I think the other thing that I love about it is - I think about it in the same way as I think about my newsletters, there feels like a deeper sense of intimacy and I love it when people respond to my newsletters to tell me how they've made them feel. And I probably get that a little bit more with the podcast because it's digital and people are on their phones, so they can just, you know, shoot me a quick message to say, 'it's like you're in my head' or 'I love this episode' - and that feels really, really good. So this episode is about how to get to 10,000 downloads. And I am sorry that I do not have a really detailed and complex strategy. I don't at all. This strategy is number one. Talk about the things that you like, talk about the things that are relevant to your target audience.

So that's the first thing. The second thing is, is promote the heck out of that. So I make sure that the podcast is emailed out to my entire list - every episode. So that is twice a week. I make sure that I have a wave form that goes onto Facebook, and a wave form is just one of those little videos where it's a clip of me talking like a little teaser and I have the subtitles with some artwork. So that goes onto Facebook. It also goes onto my Instagram stories. If I wanted to really work at harder, I would put it onto my Instagram feed. The reason I don't, honestly, it's just aesthetics people. Don't tend to like to see the really like manufactured images on the feed. And so I tend not to do it, but I would definitely get more downloads if I did do it.

So it's interesting that as I'm saying it I'm like, that is such a weird vanity reason not to do it. I want my Instagram feed to look nice. I don't want my Instagram feed to look

nicer than actually having people listening to the podcast. I want way more people listening to the podcast, then giving a shit about my Instagram feed. So look out for those changes. So it goes on my Facebook feed. It goes onto my Instagram. For a little while we were uploading to YouTube. And I think that when I introduce my interview episodes, I will upload to YouTube. And in fact, actually just having the artwork and uploading the audio file, converting the audio file to an MP4, it could absolutely go on to YouTube now in its original form and would help me get more downloads too. It's just exposing yourself to a wider and wider audience.

What would also get me more downloads, which I don't do right now is advertising the podcast more on my personal page. So we just do the basics, and that has gotten us to 10,000 downloads in six months, which again, blows my mind. We didn't have a big fancy smancy launch. So I don't know. There's a part of me that feels even more proud that we didn't have a big fancy shmancy launch where I was encouraging everybody to download as many times as possible, so I could get into New and Noteworthy. We talked about it and then everything else got in the way.

So the other big differentiator between my podcast and many of the podcasts out there is that I go twice a week. And so just by the very nature of having two episodes a week, I'm going to get more downloads than somebody who has one episode a week. So whilst we didn't have a big fancy smashy launch, we did - I think - have six episodes to go right from the bat. And so the recommendation is to have a minimum of three when you launch. And then the more episodes that you are able to create and go out a week, the better.

However, what I would say is I am in this for the long game. And so don't burn yourself out. If one episode a week feels good, then do that. And my recommendation is to batch it. So if you can get four to six weeks worth of episodes, nailed and in the bag - that is super, super helpful in just creating time and space for you. When it comes to inspiration, and I kind of mentioned this at the beginning, but if you're worried about what it is that you would talk about, just scan your groups and record what your clients are asking of you and then create episodes around it. It's super simple, super, super simple.

So that's it. I said quick and dirty. Thank you so much for listening every week. Thank you for recommending me to your friends. Thank you for tagging me on Instagram. I appreciate it deeply. Thank you to everybody who has left a review on iTunes. It is my intention that I get better and better as a podcaster, and you love these episodes more, and more, and more - so let's hold that vision together. And remember that...

Faith + Action = Miracles

