

THE SHOWRUNNER'S PODCAST AUDIT



A 43-point podcast, distribution, and website
audit to make your podcast remarkable.

BY JEROD MORRIS AND JONNY NASTOR, THE CREATORS OF THE SHOWRUNNER PODCAST AND THE SHOWRUNNER PODCASTING COURSE.

AS PODCASTERS, WE HAVE A LOT ON OUR PLATES. FROM PLANNING TO RECORDING, EDITING TO PUBLISHING, WE CAN BE SO BUSY MAINTAINING OUR SHOW THAT SOMETIMES WE START TO LET THINGS SLIP.

These seemingly small things add up over time and hold our shows back from reaching their true potential -- and all of your hard work kept from potential listeners.

This podcast audit was created by Jerod Morris and Jonny Nastor, the hosts of The Showrunner Podcast and The Showrunner Podcasting Course.

Between the two of them and their numerous podcasts, Jerod and Jonny have published nearly 1,000 episodes and they have also helped over 450 people successfully launch podcasts. In the process, Jerod and Jonny have learned what it takes to launch and run a successful podcast.

This 43-point podcast audit will enable you to step back and objectively analyze all of the critical elements of your show. Take your time and your show will reward you for a long time into the future.

This process is not meant to pass or fail your podcast. It is specifically designed to help you to see your show how potential listeners see it. It has been created to ensure your show is not making the mistakes made by countless podcasters -- mistakes that could keep your show from reaching its full potential.

Throughout the podcast audit, you will find links to Showrunner podcast episodes and articles. These links are there to give you a deeper understanding of your show during this process.

Let's get *started*.



THE SHOW

These are the foundational aspects of your podcast. Refer to the 9-Step Remarkable Guide for reference to these terms and questions.

You will notice that some of the questions can be answered with a yes or no, and some of them use a numbering system (1 - 10) with one being the lowest and ten being the highest.

- 1 Podcast name:
- 2 Podcast host(s) name:
- 3 The current number of episodes:
- 4 Publishing frequency (daily, weekly, etc.):
- 5 Intro: (Concise, informative, etc.)
- 6 Outro: Is there a clear call to action for the listener?
- 7 Format (clearly defined)?
- 8 Segment lengths (intro, interview/main content, outro).
- 9 Could any segments be tightened up?

THE TECHNICALS

The technicals matter more than we wish they would. Unfortunately, no matter how good your content is, if the sound is bad or your feed is showing errors, all of your efforts will be in vain.

In this section, you will find several links to Showrunner podcast episodes on these specific topics. For a complete understanding, please take the time to listen.

- 1 Name: (clear, catchy, keywords, etc,)
- 2 Consistent episode titling?
- 3 Audio - How is the overall quality? (1 - 10)
- 4 Audio - Mic Volume(s) (Including interview guest) (1 - 10)
- 5 Audio - Editing quality (1 - 10)
- 6 What is one aspect of your audio quality that could be improved?
- 7 Use [FeedValidator.org](https://feedvalidator.org) to check your feed for errors. Are there any errors?

THE BRANDING

Branding is typically discussed on a visual level -- artwork, colors, etc. As podcasters, we need to deepen our understanding of branding and how it permeates our shows.

There are two links in this section to Showrunner episodes where Jerod and Jonny share how they each used branding to differentiate their podcasts in competitive markets.

- 1** Artwork: Does it stand out in your iTunes category? Look at colors, fonts, and design. (1 - 10)
- 2** Artwork: Is it professional looking? (1 - 10)
- 3** Artwork: Can you read the name of the show when scrolling on a mobile device?
- 4** Music: Is it memorable and catchy?
- 5** Is there a clear USP (Unique showrunning proposition)?
- 6** More specifically, can you clearly define what the show is about by looking at it?

THE INTERVIEWS

Interview podcasts are one of the most popular podcast formats around. Hosting a great interview sounds easy, but it is an art form that takes a lot of practice, patience, and planning. Jonny has hosted over 350 interviews on Hack the Entrepreneur, and although he still has more to learn, he also has a lot to share.

- 1 Guest introduction (Do you say the guest's name as last two words of your intro?)
- 2 Do you ask open or closed-ended questions? List three new open-ended questions you could ask.
- 3 What is your favorite question you ask?
- 4 What is your least favorite you ask?
- 5 Are you asking what, why, and how questions?
- 6 Are you leaving enough space for your guest to answer?

THE DIRECTORIES

What if you could spend 10 minutes doing one simple task and get new listeners for years to come? We need to find audience-building strategies we can leverage. Repeatable steps we can take upfront, yet will continue to provide us with new listeners for months and years to come. The way to do this is simple: submit your show to podcast directories.

In this section, you will find a Showrunner episode and an article Jonny wrote for Copyblogger. Both the podcast episode and the article will give you a complete understanding of the psychology and process behind podcast directories.

- 1 Show Description: does it explain your show and entice new listeners with a call to action?
- 2 Show description SEO: (1 - 10)
- 3 Show naming (1 - 10)
- 4 Are reviews steady or stagnant? When was the last review left on iTunes?
- 5 What directories is your show currently listed in?
iTunes \ Stitcher \ TuneIn

THE WEBSITE

Now we get to your website -- the home of your podcast. Your website is the one key touch point with your audience -- it's where we send listeners to read, subscribe to our shows, and get them onto an email list. The importance of getting your listeners onto an email list cannot be understated.

IN THIS SECTION, YOU WILL FIND LINKS TO TWO SHOWRUNNER EPISODES.

- 1 Show notes (format, links, etc,) (1 - 10)
- 2 Do you have a prominent email optin form?
- 3 Do you offer a valuable email incentive? (Use the Showrunner Guide to a Remarkable Podcast as an example)
- 4 Can a visitor subscribe to your show from the front page?
- 5 Social Media: Are you easy to connect with?
- 6 Are there social share buttons on your show notes?
- 7 Can listeners easily provide feedback to you?

THE DISTRIBUTION

Whether or not you are personally a fan or user of social media, as Showrunners we need to understand the importance of social media for the distribution of our shows.

You are welcome to include more social media platforms in your audit. For our purposes, we have included the three platforms used and discussed to most in the Showrunner Community.

The health of your social media channels can be determined by taking a look at your posting frequency and engagement levels.

1 Distribution: Facebook Health Check-Up (1 - 10)

2 Distribution: Twitter Health Check-Up (1 - 10)

3 Distribution: Instagram Health Check-Up (1 - 10)

The SHOWRUNNER

Connect With Us and Go Deeper:

We'd love to hear from you. Here are a few ways you can connect with us, ask us questions, and tell us you completed your podcast audit and you're ready to become a Showrunner!

 @jonnastor

 hello@showrunner.fm

To take your podcast to the next level, join the Showrunner Podcasting Course today!

CHECK OUT THE COURSE HERE.



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