

# THE JORDAN HARBINGER SHOW

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## MINI-GUIDE



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#### SHOULD I AGREE TO BE INTERVIEWED ON THIS PODCAST?

**First, if you know the host or otherwise have a personal relationship, just do it.** Connections with others are more important than almost any other consideration. Of course, if you have no idea who you're really dealing with, this guide will help you decide if your message will reach the right type of audience.

#### DOWNLOADS PER EPISODE

Ask the booker/host how many downloads PER EPISODE the podcast receives.

Don't settle for tricky metrics like 'monthly downloads,' 'average downloads per [unit of time]' or 'total downloads' - those numbers don't tell you anything, and are designed to make shows sound a lot larger than they really are. Also, ask if that number includes YouTube plays or just the podcast. YouTube viewers are rarely as engaged as podcast listeners, and are easily purchased. There's a reason that CPM advertising rates for podcasts are 10x or greater than CPM advertising rates for YouTube videos.

**If the booker says they don't know this metric, be suspicious.** EVERY advertiser and network would need this metric. If they won't tell you, it may be because the number is so small and they know you'll decline, or it may be that even they don't pay attention to their own numbers, which means they have no idea how many people are engaging with the content they create.



#### APPLE PODCAST REVIEWS <100

If shows have anything less than, say, **100 reviews in Apple Podcasts (formerly iTunes)**, it's a good indication that they're not able to mobilize their audience to take action, or that their audience is very small. If an audience won't take action, that means they likely won't visit your website, buy your book, follow you online, or buy from you.

Don't rely on this number alone, as many podcasters trade reviews for one another's shows. Because of this, there are many shows that actually have more reviews than they have listeners.

If you look closely, you can spot fake reviews because most of what's written is generic, short and/or doesn't mention the host or the name of the show. Beware any show that has a higher number of reviews that are all 5-stars and/or 5-stars and 1-star reviews with nothing in between.

#### TOTAL EPISODES = 50 OR MORE

With this number of shows, it means they've been at it for about a year if they have a weekly podcast. That is enough experience to conduct a decent interview. If the show is daily, wait until they've got 150 episodes or more under their belt. For shows that are right on the line, you might want to have a listen (or have your assistant listen) to ensure the content presented on the show is solid enough to match your brand.

#### SOCIAL MEDIA FOOTPRINT (INSTAGRAM/TWITTER, ETC)

For many podcasters, social media is a skill set they haven't mastered and many find a waste of time. Many great hosts don't spend much time on social media and others ignore it entirely. So, don't base your decision solely off a host's social media followings. That said, if someone claims to have a huge podcast audience but has virtually no following on Instagram or Twitter, it's a potential red flag.



#### POST-SHOW PROMOTION

WILL THE PODCASTER SEND THE EPISODE TO THEIR EMAIL LIST?

WILL THEY PROMOTE THE AUDIENCE TO THEIR SOCIAL MEDIA ACCOUNTS?

OR ARE THEY EXPECTING YOU TO DO ALL THE WORK?

It's more than fair for a larger show to expect cross-promotion since they're also exposing you to a large audience of their own.

It's NOT fair for a smaller show to "stand on the shoulders of giants" and rely on the guests to build their audience (and their business) for them.

#### ADDITIONAL CONSIDERATIONS

If a show is very new, then social media audience/email list/podcast audience may be very different. For example, an online marketer who has been in the game for 5 years but started a show earlier in the year will have very different numbers. This is actually a great indicator that their show could grow significantly in a short amount of time. They may be sitting on a rocket ship and have offered you the seat next to them. Usually though, this isn't the case and what you see with the show is what you're going to get.

**Does the podcast address an audience you're targeting?** If your subject is collecting vintage cars and you're doing a show with 500 listeners/episode in that very specific niche, it may make sense to speak to them even with numbers that small. Focused niches are often more engaged. In this rare case, numbers may not tell the whole story.

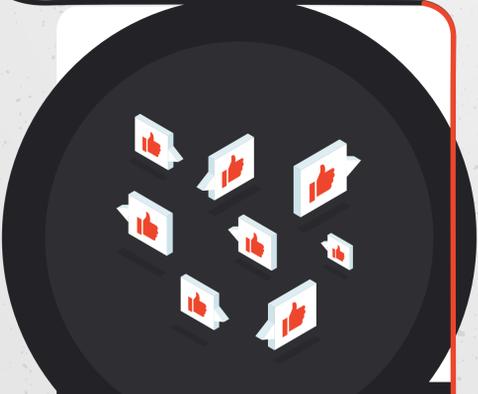


As a host myself, I seldom say 'no' to doing a show outright. I ask them to circle back in 6 months when the platform is more developed. Often, they've given up by that point, or the platform is larger and more worthwhile.

If you're still on the fence after what you've read here, offer that show a shorter time slot. For example, you might give popular shows a full hour, but offer a smaller show 20-30 minutes instead.

If your interview game isn't on lock just yet, try doing a few dozen smaller shows to cut your teeth with the tech and the interview format. This way, both parties benefit. I spent several years doing hundreds of shows (I accepted every single invitation) and built a very useful skill set that's stayed with me for years.

Besides, I'm a podcaster by trade and wanted to give back to a community that has done a lot for me and for THE JORDAN HARBINGER SHOW.



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