



By: Podcast Professor Jaime Jay

7 Traits of Every Successful Podcaster

If you have ever listened to super successful podcasters like John Lee Dumas, Pat Flynn, Dave Jackson, Joe Rogan, Adam Carolla, Sarah Koenig or Zac Johnson then you will see that while the formats and layouts of the show vary in certain ways, there are several factors that come into play that make these successful podcasters so darn good.

Trait #1: Knowing Your Passion



Before you ever start your first show, you have to know what it is that you want to do. You have to totally jump into it 100%. If you ever listen to John Lee Dumas, his passion and energy is infectious. He always starts his shows with his guests in the pre-interview by asking them “Are you ready to IGNITE?” He completely loves what he does and there is no question about that. If you are not passionate about your topic, people will hear this in your voice. People are smart and they can tell fake from a mile away, especially when they are tuned into your voice without any other distractions. Usually when people are listening to a podcast, they are listening with their headphones or earbuds and there are no

other distractions. Don't let your lack of passion be the reason listeners to click away and find another show.

Trait #2: Quality

You may have heard the expression that content is king. This is true; however, if I were to be bold I would add quality content is king. This is one of the most identifying trademarks of a successful podcaster. People that listen to podcasts, listen to shows that are produced well because they are more entertaining. If you were to search iTunes for the “What's Hot” podcasts, you will hear great intro's, outro's and highly produced segments that are memorable and keep people coming back again and again. One show that is highly produced is The Adam Carolla



Show with host, yes, you guessed it, Adam Carolla. Adam is a popular comedian that many people know. He has taken to podcasts and has an incredible following. The format has multiple people to play



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off one another that keeps the show moving along. Sound effects are heard every once in a while to bring up the production quality and that helps to keep his listeners engaged. If you visit his site, the site is well design and easy to follow. These are all tiny details that are often overlooked when it comes to producing a quality podcast. Keep in mind, you don't have to have a huge budget or a team of producers and engineers in order to pull off a highly produced show, you just need to know where to get the answers to these questions and this will come with experience.

Trait #3: Target Audience



Knowing who wants to listen to your show sounds a little more difficult than you might think. However, the good news is that there are many ways to identify people who will become die-hard fans of your show and will advocate on your behalf. Pay Flynn, host of Smart Passive Income, was nominated as one of the Top 10 Business podcasts for the 2015 Podcast Awards. An important trait that Pat shares in common with other successful

podcasters is that he has been able to embrace his avatar in a very appealing way. Through hard work and dedication, he's built a tremendous following after being fired from being Job Captain for an architecture firm. He does a great job of sharing his story from his meager beginnings to what has now turned into a very lucrative online business. Many people could identify with his story and he embraced this.

Trait #4: Consistency

When you think of Joe Rogan, many people associate his success with his celebrity. Joe was the host of Fear Factor, appeared in motion pictures, and is probably most well-known for his participation in the UFC (Ultimate Fighting Championship Series). More and more people are listening to his podcast simply titled "The Joe Rogan Experience". While many people will lay claim that he is successful because he uses his celebrity, and I





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agree to a point, but he is also a master of consistency. His sound is always good, he provides consistent segments and you always know what you are going to get with Joe. He also incorporates comedy into his show so, if you don't mind some cursing or a little rough dialog, then you will appreciate what Joe brings to the table and have several laughs along the way. His podcast is a long form conversation and he continues to turn out great content year after year.

Trait #5: Creative

No matter what topic you decide to have your show about, you really should be knowledgeable about the topic. You may not have to understand the technical ins and outs of a podcast or how it works when you are starting, but you really need to make sure that the content you will be sharing with the world



is worth listening to and it's only worth listening to if you know what you're talking about. Think of it this way... if you called a painter to come by and give you an estimate, but when they got there they couldn't answer your questions, then you probably aren't going to hire that person, right? One of the most successful podcasts in the world is a show called "Serial". This show is very creative and unusual. The show is based on a true story that is told over the course of an entire season. Each season, listeners follow a plot and characters and never really know what's going to happen. Serial is set up in such a way that you can't miss an episode. Sarah Koenig, the host and executive producer, utilized her background as a successful producer before she and Julie Snyder started Serial. She incorporated her experience in production and did a fantastic job of marketing to the masses by creating incredible insight into people's real lives and sharing their story.





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Trait #6: Knowledgeable

If you don't know too much about the world of podcasting, then you may not have heard of Dave Jackson; however, in the podcasting community, Dave Jackson, Host of ProfitCast, is a celebrity of sorts. He was one of the early adopters of podcasting and he's been teaching people technology since 1995. He once designed a class to teach people how to surf the internet because they didn't know how to do it. The reason this is important is because being knowledgeable about your specific niche is critical to



your success. Dave started his "School of Podcasting" back in 2005 and hasn't looked back since. Many podcasters interested in getting started in the world of podcasting have entrusted Mr. Jackson to teach them the ropes. Many of his students have gone on to have very successful shows of their own. This goes to show that it's incredibly important to be knowledgeable about your topic.

Trait #7: Work Ethic

Podcasting is amazing. It's tons of fun and it's a great way to create and grow a community that loves what you do. That being said, podcasting is much more than just talking into a microphone for an hour at a time.

Once an episode is recorded, it has to be edited, mixed and syndicated to your RSS feed. Then you have to create show notes and market your episode. While all of these successful entrepreneurs have incredible work ethic, Zac Johnson, host of "Rise of the Entrepreneur", is especially notable in this area. Even before Zac could drive, he was working online generating over six figures each year. His father would often wake up in the morning to go to work and Zac would be building affiliate campaigns on the computer still up from the night before. Now, nearly 20 years later, Zac is still turning



out the content, building his businesses and teaching others how to do the same. He has an incredible work ethic and for all those people that say "I can do that", you can, but are you willing to put in the time?



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These **7 Traits of Every Successful Podcaster** are common in every one of these rock stars in the podcasting world. While many people may look at the success each of these podcasters has experienced and say they don't stand a chance, the Podcast Professors say **YES, YOU DO!** Each of these success stories has a foundation of these 7 traits that made them all successful. They all started their careers in much the same way, without knowing everything they do today, but they embraced these traits and that's what made them so successful today!

We hope you enjoyed this **FREE PDF** and look forward to answering any questions you have about Podcasting. You have started off on the right foot and will hopefully inspire us to produce a revision to this article. We will call it "8 Traits of Every Successful Podcaster" and feature you as an example of why "Implementation" is another highly valued trait of successful podcasters!

Now that you have had the opportunity to read this, you know what traits the Podcast Professors are looking for in you in order to participate in the Podcast PHD program. We really want to work with those of you who share a similar vision and a passion to succeed with your own podcast.

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