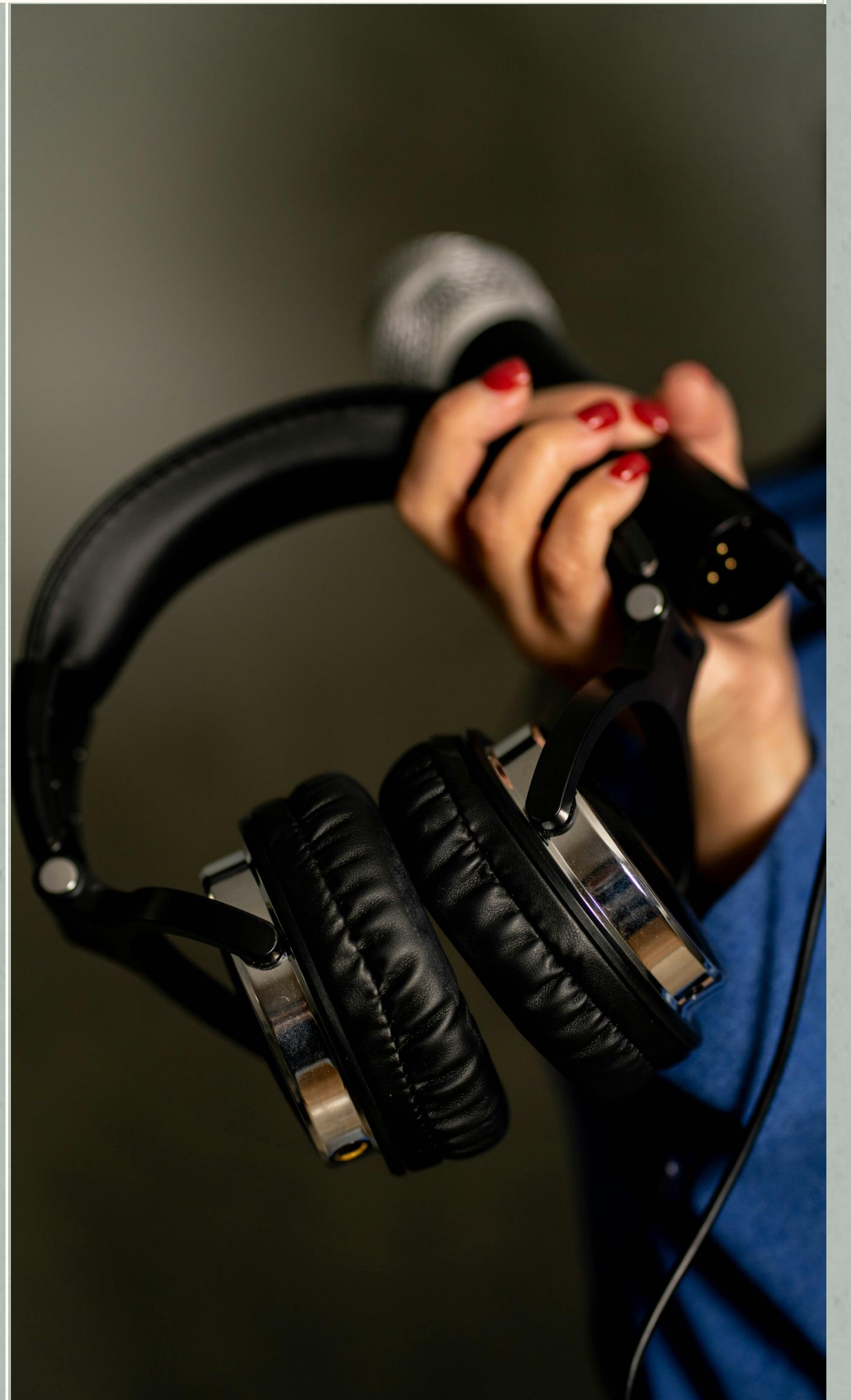


9. RUNNING YOUR SHOW



FIRST:

Let's take stock.

You've done the hard work of developing a unique show that will help you achieve your goals.

You've built processes to deliver quality episodes consistently.

You've built methods to grow and retain your audience.

And you've created ways to assess and measure your success.



Reality check:

It's tough out there.

~5 MILLION

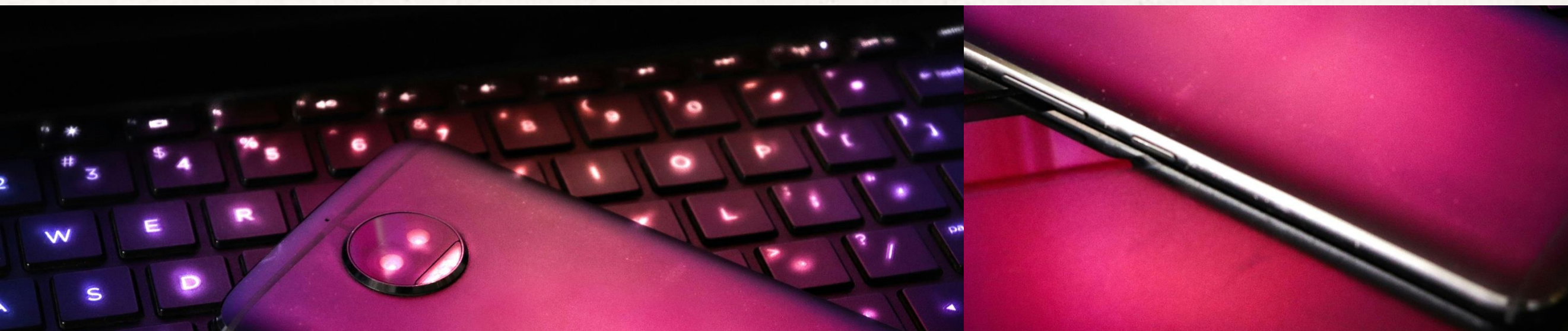
Amount of podcasts
that exist

485,000

Out of those 5 million, only
485K have published in the
last 90 days

90%

Percent of podcasts that
don't make it past 3 episodes



Reality check:

Why do so many podcasts fail?

‘Failure’ Defined

- Some podcasts are designed to tell a limited story. They'll release 6–8 episodes, and they're done. That's not failure; that's a great success.
- Some podcasts run for awhile, then declare an end. This is retiring a show that's run its course.
- Instead, we're talking about shows that start and end abruptly. One episode, or a handful, are released, followed by radio silence. The show disappears.



SO...HOW CAN YOUR SHOW SUCCEED?

The single greatest thing you can do to keep your show going? Consistency. Have a set schedule to do your podcast tasks, and a set day to release your episodes, and stick to it. Listeners appreciate it, and your schedule will too.

Remember your why

Without a clear idea of WHY you're making your show, the show will quickly slip down the impossibly long to-do list. Without a clear story and goals, the work needed to keep the show going will not be worth it.

Overestimate your work

Now that you've gone through this Roadmap, you know it will take some work to launch and keep your show going! Allow more time than you think you need for each step and each episode.

Stick to your systems

Those editorial and production calendars you started? The individual episode marketing plan you came up with? These will help you stay organized, plan ahead, and support you for the long haul.



WORKBOOK

Reality Check

Let's get real. What challenges do you think will crop up as you create and run your show? How might you meet these challenges?

NEXT:

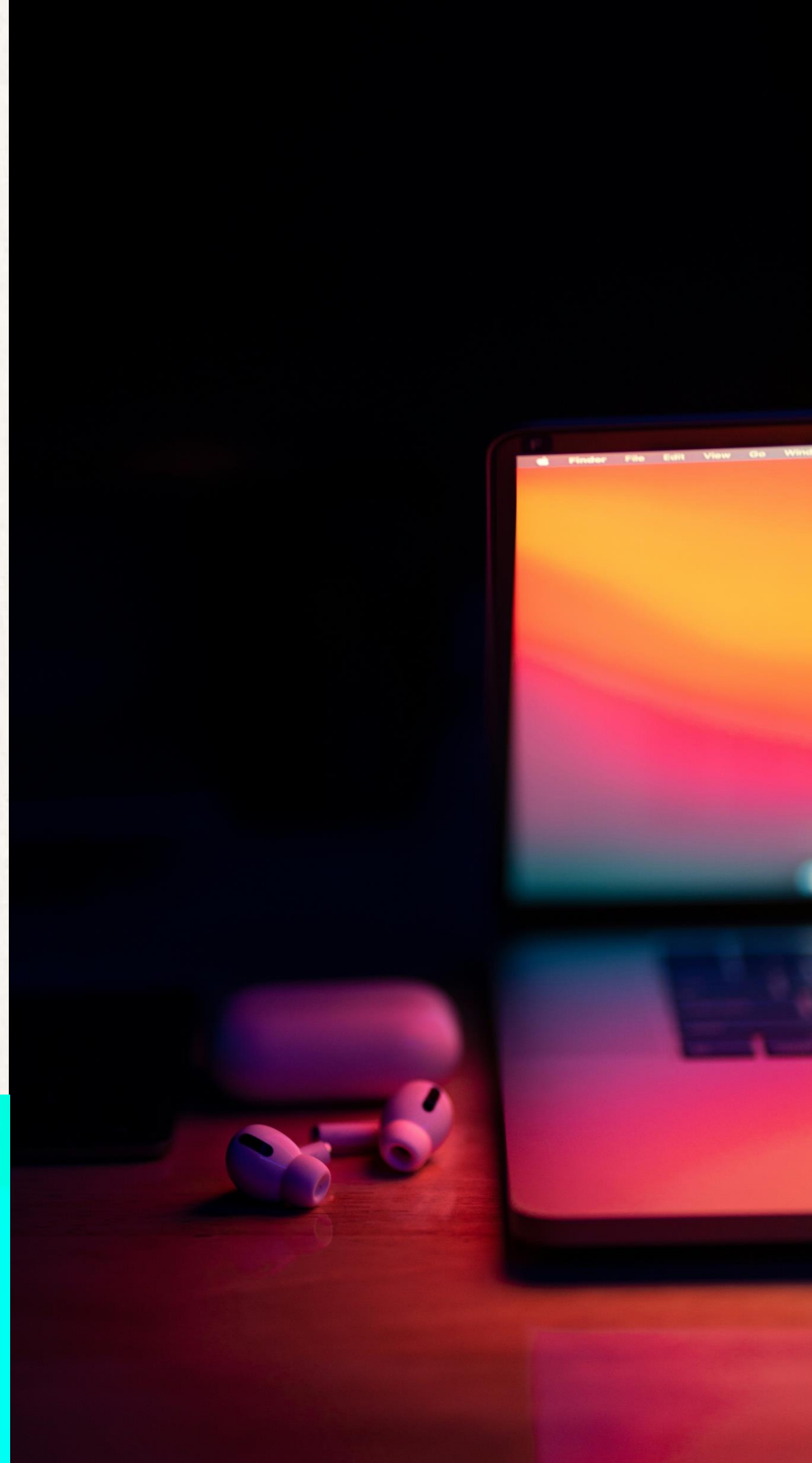
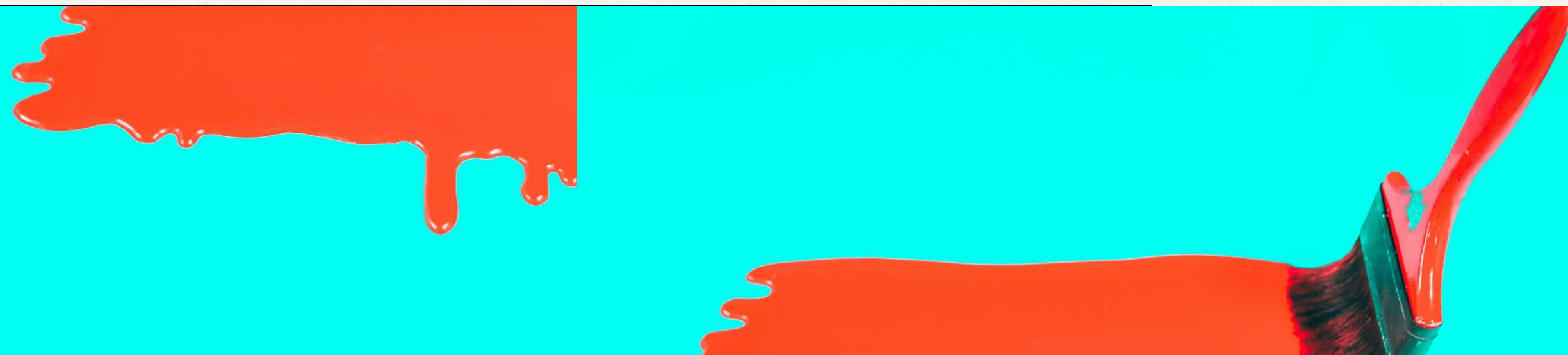
Remember you can (and will) change.

As you create your show's episodes, you may find you need to change your processes. You may need to tweak your calendars. Or you may need to reassess the entire show.

That's all ok!

A podcast is a long-term commitment. As your needs and goals change and shift, so will your show.

Use the roadmap to guide you through reassessments and evolution!



FINALLY

You have a community!

- Thousands of podcasters are out there, experiencing the same challenges and thrills as you.
- Connect with your peers for support, brainstorming, partnerships, or even just commiseration.
- Find other podcasters in groups like:
 - [She Podcasts](#)
 - [Black Podcasters Association](#)
 - [AIR Media](#)
 - [IndiePod Community](#)
 - [Podcasting Technology Resource Group](#)
 - [Rebel Yell Creative Art Lab](#)



P.S.

Want some support as you develop and run your show? A bit of accountability and guidance from an experienced showrunner?

Consider **Podcast Coaching** from Rebel Yell Creative!

Learn more at RebelYellCreative.com.

