

# best business podcast

**best business podcast** are becoming increasingly popular as entrepreneurs, business leaders, and professionals seek convenient ways to absorb valuable insights and strategies. With a myriad of options available, identifying the best business podcasts can be overwhelming. This article provides a comprehensive guide to some of the most influential and educational podcasts in the business realm. We will explore various genres, key features, and the impact these podcasts can have on your professional development. Whether you are looking to enhance your leadership skills, understand market trends, or gain inspiration from successful entrepreneurs, this guide will help you find the ideal podcast to suit your needs.

- Understanding the Importance of Business Podcasts
- Criteria for Selecting the Best Business Podcasts
- Top Business Podcasts to Follow
- Features of an Engaging Business Podcast
- How to Maximize Your Podcast Listening Experience

## Understanding the Importance of Business Podcasts

Business podcasts have emerged as a vital resource for professionals seeking knowledge and inspiration. They allow listeners to engage with content on-the-go, making it easier to fit learning into busy schedules. Podcasts provide access to expert opinions, industry trends, and practical advice that can be applied in real-world situations. Moreover, they foster a sense of community among listeners who share similar interests and ambitions.

The rise of podcasts corresponds with the growing demand for flexible learning solutions, especially among entrepreneurs and business professionals. With the ability to listen during commutes, workouts, or while performing daily tasks, podcasts facilitate continuous learning and self-improvement. This format also allows for a more personal connection with hosts and guests, making the content relatable and engaging.

## Criteria for Selecting the Best Business Podcasts

When searching for the best business podcasts, several criteria should be considered to ensure a valuable listening experience. These criteria include content relevance, host expertise, production quality, listener engagement, and frequency of episodes.

## Content Relevance

The most effective business podcasts align closely with your professional interests and goals. Whether you are looking for insights on entrepreneurship, marketing, finance, or leadership, it is essential to choose podcasts that focus on these areas. A podcast that consistently delivers relevant content will be more beneficial and enjoyable.

## Host Expertise

The credibility of the podcast host plays a significant role in the quality of the content. Hosts who have extensive experience in their respective fields can provide valuable insights and actionable advice. Researching the background of the hosts can help you determine their level of expertise and the relevance of their experiences to your interests.

## Production Quality

High production quality enhances the listening experience. Clear audio, professional editing, and engaging formats contribute to the overall appeal of a podcast. Poor audio quality or disorganized content can detract from the message and reduce listener engagement.

## Listener Engagement

Podcasts that foster community engagement through listener feedback, social media interaction, or Q&A segments can create a more immersive experience. Engaging with listeners not only enhances the content but encourages a sense of belonging among the audience.

## Frequency of Episodes

The frequency of new episodes is also crucial. Regular uploads keep the content fresh and maintain listener interest. Consistency in releasing episodes can also reflect the host's dedication and professionalism.

## Top Business Podcasts to Follow

There are numerous business podcasts available, but a few stand out for their quality and impact. Here are some of the top business podcasts you should consider following:

1. **The Tim Ferriss Show** - Tim Ferriss interviews world-class performers in various fields, extracting tactics, tools, and routines that listeners can apply in their own lives.
2. **How I Built This** - Hosted by Guy Raz, this podcast features interviews with entrepreneurs and innovators, sharing the stories behind the companies they built.

3. **Masters of Scale** - Reid Hoffman interviews successful entrepreneurs, discussing how they scaled their businesses and the lessons learned along the way.
4. **Planet Money** - A fun and informative podcast that explains the complexities of economics and business in an accessible way.
5. **WorkLife with Adam Grant** - Organizational psychologist Adam Grant explores the science of work and how to make work not suck.

## Features of an Engaging Business Podcast

Several features make a business podcast engaging and enjoyable. These include storytelling, diverse guest appearances, actionable insights, and a clear format.

### Storytelling

Effective storytelling captivates listeners and helps convey complex ideas in an understandable way. Podcasts that incorporate personal anecdotes or case studies can make the content more relatable and memorable.

### Diverse Guest Appearances

Inviting a range of guests from various industries and backgrounds can enrich the podcast's content. Different perspectives can provide listeners with a broader understanding of business topics and inspire innovative thinking.

### Actionable Insights

Listeners appreciate podcasts that offer practical advice and actionable insights they can implement in their own careers. Podcasts that break down strategies and provide step-by-step guidance are particularly valued.

### Clear Format

A well-structured podcast with a clear format helps maintain listener engagement. Whether it's an interview format, a roundtable discussion, or solo commentary, consistency in structure enables listeners to know what to expect.

## How to Maximize Your Podcast Listening Experience

To get the most out of your podcast listening experience, consider the following tips:

- **Choose Relevant Podcasts:** Select podcasts that align with your professional goals and interests.
- **Listen Actively:** Take notes on key points and insights to reinforce learning.
- **Engage with Hosts and Guests:** Participate in discussions on social media or through reviews to deepen your connection.
- **Create a Listening Schedule:** Incorporate podcast listening into your routine to ensure consistency.
- **Share Insights:** Discuss what you've learned with peers or colleagues to enhance understanding and retention.

By adopting these strategies, you can enhance your podcast listening experience and ensure that you are gaining valuable insights from the best business podcasts available.

## Final Thoughts

In summary, the best business podcast serves as a powerful tool for professional development. By understanding the importance of these podcasts and the criteria for selecting them, you can find content that resonates with your career aspirations. With numerous top podcasts recommended, there are ample opportunities to learn from successful entrepreneurs and industry experts. By maximizing your listening experience, you can transform your knowledge and skills, paving the way for personal and professional growth.

### Q: What is the best business podcast for entrepreneurs?

A: The best business podcast for entrepreneurs often depends on individual preferences, but "How I Built This" is widely praised for its inspiring interviews with entrepreneurs sharing their success stories and challenges.

### Q: Are there business podcasts focused on finance?

A: Yes, several business podcasts focus on finance, such as "Planet Money" and "The Indicator from Planet Money," which provide insights into economic trends and financial concepts in an engaging way.

### Q: How often should I listen to business podcasts?

A: The frequency of listening to business podcasts can vary based on personal preferences and schedules. Many listeners find that a few episodes a week, integrated into their daily routines, is effective for continuous learning.

## **Q: Can podcasts help me improve my leadership skills?**

A: Yes, many business podcasts focus on leadership development. Podcasts like "WorkLife with Adam Grant" offer insights into effective leadership practices and organizational psychology that can enhance your skills.

## **Q: What makes a business podcast successful?**

A: A successful business podcast typically features high-quality content, engaging hosts, relevant topics, and a well-structured format that resonates with listeners, fostering a loyal audience.

## **Q: Are there podcasts that provide actionable business strategies?**

A: Absolutely. "The Tim Ferriss Show" and "Masters of Scale" are known for providing actionable strategies and insights that listeners can implement in their businesses or careers.

## **Q: How do I find new business podcasts to listen to?**

A: You can discover new business podcasts by exploring podcast directories, reading reviews, checking recommendations on social media, or asking colleagues for suggestions based on their favorites.

## **Q: Is there a cost associated with listening to business podcasts?**

A: Most business podcasts are free to listen to. However, some may offer premium content or exclusive episodes for a subscription fee.

## **Q: Can I listen to business podcasts offline?**

A: Yes, many podcast platforms allow users to download episodes for offline listening, making it convenient to enjoy content without an internet connection.

## **Q: What technology do I need to listen to business podcasts?**

A: To listen to business podcasts, you only need a smartphone or computer with internet access and a podcast app or platform to stream or download episodes.

## **Best Business Podcast**

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**best business podcast:** The Podcast Pantheon Sean Malin, 2025-09-16 Spanning the most popular podcast genres—true crime, comedy, sports, relationships, and more—culture critic and Vulture’s Start Here columnist Sean Malin introduces the first comprehensive canon in podcast history. Featuring a foreword by award-winning actor and producer Jon Hamm. The Golden Age of podcasts is upon us. With over fifty official podcast networks, more than three million programs of every imaginable category available for download, and tens of millions of unique listens and views every week in the US alone—plus, our favorites being adapted into dozens of beloved films, TV series, and books—podcasts are now part of the fabric that makes up our everyday global media. Finally, here is an exclusive insider’s perspective told through 101 different shows across dozens of genres. The Podcast Pantheon is the first book of its kind: A resource for discovering podcasts and learning more about how this multibillion-dollar industry came into being from the geniuses who created it. Delving into genres of all kinds—including fashion, food, health, sex, tech, and more—Malin profiles all the top podcasts, from Serial to Comedy Bang! Bang!, guiding fans to: Find out more about their favorite shows and how they got started. Learn about each podcast’s influences and impact on culture, history, future shows, and the industry at large. Hear exclusive stories and enjoy never-before-seen behind-the-scenes photos from favorite hosts. Discover hidden gems, whether an entirely new podcast, a new-to-you genre, or something reminiscent of an old favorite. Readers will find podcasts worth listening to and get expert advice on the best episodes to start with, solving one of the biggest and most intimidating hurdles when trying to dive into a longstanding show. Malin’s easy-to-read profiling and titillating exploration of 101 podcasts offers something for everybody, whether you’ve been listening to podcasts for years, are new to them, or are looking to start your own. **EXPERT KNOWLEDGE:** A culture critic since 2007 and the writer behind Vulture’s hit podcasting column Start Here, Sean Malin has interviewed and connected with the world’s top podcasters, including Marc Maron, Conan O’Brien, Nicole Byer, Ira Glass, and Jenna Fischer and Angela Kinsey, among many others, and has the inside scoop on the most popular and award-winning podcasts. **A MUST-HAVE LISTENER’S COMPANION:** Dip in and out of this enticing guide that’s perfect for beginners and serious listeners alike. Profiled podcasts include: WTF with Marc Maron My Favorite Murder Conan O’Brien Needs a Friend Office Ladies Why Won’t You Date Me? The Accessible Stall Stuff You Should Know Wait, Wait . . . Don’t Tell Me! How Did This Get Made? Fresh Air The Moth S-Town Hollywood Handbook Doughboys Bad with Money Welcome to Night Vale And many more! **FAN FAVORITES AND NEW DISCOVERIES:** Sean Malin reveals fascinating information about 100+ shows and their talented hosts, tells you where to listen, and offers his favorite episode pick for each. His wide-ranging and comprehensive overview gives ample opportunity to discover something new to dive right into. Perfect for: Podcast enthusiasts and new listeners Those in search of new podcasts to devour Podcast creators and anyone interested in starting their own podcast Foodies, artists, entrepreneurs, fashionistas, parents, teachers, fitness enthusiasts, newshounds, and many more Gift-giving to podcast junkies and pop culture fans Media professionals, scholars, educators, historians, and consumers

**best business podcast:** *Tricks of the Podcasting Masters* Rob Walch, Mur Lafferty, 2006-05-22 Have you figured out the basics of making a podcast, but now want to make a great podcast, and possibly make some money? *Tricks of the Podcasting Masters* holds the answers to questions such as: How do I interact with listeners and get them to come back next week? How do I conduct a great

interview over the phone? How do I attract sponsors? How do I stay motivated? The authors share their experiences with the 'casts they've produced regularly since podcasting began, including podCast411 and Geek Fu Action Grip, and draw from more than 100 interviews with podcasting's stars. With this book, you will be able to take your craft to the next level and create a business around your podcasts.

**best business podcast: *The Wisest Owl*** Anupam Gupta, 2022-07-25 India is witnessing a major change in the way we look at money. Having reached the middle income status as a country, a vast section of the youth is now aspiring for higher financial goals. This large population is breaking away from its parents in almost every way, including financially. But the new generation of Indians entering the workforce demand more knowledge on their investments. They constantly grapple with complicated questions surrounding money: What do they do with their money? How do they plan for their future? Most of the time, they get bad advice. Mutual funds have not really delivered meaningful returns, stock selection is extremely complicated and sophisticated investments like PMSs, AIFs, etc., are only for the wealthy. This book tries to help these young investors by offering them a framework they can use to create wealth in the long run. Using the wisdom and experience of Indian's top personal finance professionals, the book answers critical questions, such as: Should I rent a house or buy a house? Passive investing versus active investing? Stocks versus mutual funds? Debt funds or FDs? And finally - crypto or no crypto?

**best business podcast: *AI Will Take Your Job, and It's for the Best*** Jeff Schatten, Teresa Aires, 2025-04-17 AI Will Take Your Job, and It's for the Best examines how AI will free people from mundane tasks, allowing them to pursue more meaningful and creative roles. It's more than a forecast—it's a guide to thriving in the age of AI and embracing the radical new social contract it requires.

**best business podcast: *Podcast Secrets For Entrepreneurs*** John North, James North, Unlock the full potential of podcasting to build your brand, increase your influence, and drive revenue with Podcasting Secrets for Entrepreneurs. Whether you're a seasoned business owner or just starting, this guide equips you to create, launch, and grow a successful podcast that captivates your target audience and transforms listeners into loyal clients. Imagine reaching thousands of potential customers, all eager to learn from an expert in your field. Podcasting is one of the fastest-growing platforms, making it ideal for entrepreneurs looking to expand their reach. With Podcasting Secrets for Entrepreneurs, you'll discover how to harness this medium to create engaging, impactful content that resonates with your audience and establishes you as a leader in your industry. What's Inside? Step-by-Step Blueprint: From planning to post-launch growth, this book covers every podcasting phase, ensuring you avoid common pitfalls and achieve results. Secrets to Building an Engaged Audience: Learn techniques to attract and retain listeners, keeping them coming back with compelling episodes and insights. Expert Interview Tips: Host captivating interviews that highlight your expertise and create memorable conversations with industry leaders. Monetization Strategies: Generate revenue through sponsorships, merchandise, courses, and premium content. Monetize effectively with tips tailored for entrepreneurs. Marketing and Growth Hacks: From social media promotion to cross-platform engagement, unlock strategies to amplify your reach and turn listeners into clients. Who is this Book For? Podcasting Secrets for Entrepreneurs is designed for business owners, marketers, and brands ready to leverage podcasting as a high-impact marketing tool. Whether you're a coach, consultant, service provider, or digital content creator, this book provides insights to elevate your brand and boost visibility. No technical skills are required—just a passion for sharing knowledge and a commitment to growth. Why Podcasting? Podcasting isn't just a trend; it's a powerful way to connect with your audience on a deeper level. Listeners tune in for insights and inspiration, often becoming loyal followers. With Podcasting Secrets for Entrepreneurs, you'll learn to deliver value while positioning yourself to attract business opportunities and forge strong relationships. Key Takeaways: Create a Podcast that Reflects Your Brand: Define your unique voice, select relevant topics, and establish a style that aligns with your identity. Streamlined Production Workflow: From equipment selection to audio

editing, this guide covers everything you need for smooth production. SEO and Visibility Tactics: Boost discoverability with SEO techniques tailored for Apple Podcasts, Spotify, and Google Podcasts. Podcasting Secrets for Entrepreneurs is more than a book—it's a toolkit for anyone looking to harness podcasting to amplify their message and grow their business. If you're ready to make podcasting central to your marketing, this guide is your launchpad. Ready to Make an Impact? Don't miss out on the opportunity to transform your brand with Podcasting Secrets for Entrepreneurs. Get your copy today and start your journey toward becoming a trusted voice in your industry. More info at: <https://podcastsecrets.biz>

**best business podcast:** NPR's Podcast Start Up Guide Glen Weldon, 2024-06-04 From NPR comes the definitive guide to podcasting—featuring step-by-step advice on how to find a unique topic, tell the best stories, and engage the most listeners, as well as the secrets that will take your pod to the next level. Whoever you are, whatever you love, there's a podcast audience waiting for you, and in today's booming audio storytelling landscape, it's never been easier to share your voice with the world. But while the barrier to entry for podcast production is relatively low (just the cost of a mic and a laptop), the learning curve is steep—and quality matters. That's where NPR comes in. In NPR's Podcast Start Up Guide, Glen Weldon draws on NPR's extensive educational materials and army of talent—from recognizable hosts, such as Guy Raz (How I Built This), Gene Demby (Code Switch), Linda Holmes (Pop Culture Happy Hour), and Yowei Shaw (Invisibilia), to indispensable behind-the-scenes players, such as producers, engineers, and editors—to guide aspiring podcasters through the conception, creation, and launch of a podcast. Part master class, part candid informational interview with the best in the business, this book is a must-read for anyone who wants to make their dream of starting a podcast a reality.

**best business podcast:** Start from Joy Neal Samudre, Carly Samudre LPC-MHSP, 2023-01-03 "Start from Joy is a proven recipe for living a life that matters." —Beth and Jeff McCord, founders of Your Enneagram Coach Breaking old patterns doesn't have to be so hard. You've heard it before: if you want to change, you have to try harder. Keep pushing through blood, sweat, and tears. Emotions don't matter. But what if that's all a lie? What if there's a better, healthier way to get life-changing results? Neal and Carly Samudre believe that joy is what's missing from our ability to make lasting change in our lives. Building on biblical insights and the latest findings in positive psychology, Start from Joy outlines an emotionally healthy approach to change—one where joy leads the way. This doesn't mean we choose happiness, become blindly optimistic, or force ourselves to have a positive mindset. Instead, we discover that real, lasting transformation can come free of shame, guilt, and fear. It can be fun. In Start from Joy, you'll discover: Why your bad habits are keeping you stuck—and how you can take steps toward freedom and positive change How the four gifts of joy can help you stick with healthy patterns How to heal your relationships with work, money, your body, and other people Leave shame, guilt, and fear behind—and create the fulfilling life you were always meant to live.

**best business podcast:** Table for One Emma Gannon, 2025-09-30 "I loved this book. Loved. The book is about a woman whose relationship takes an unexpected turn which leads to a lot of pain but ultimately to finding herself again. My kind of book!" – Zibby Owens Moving, memorable and a mirror for anyone who's craving their own company, Table For One is a story about what it means to be happily alone, not lonely. If in doubt, date yourself... Willow has everything worked out. \*The steady partner \*The successful career \*The grown-up house Until she doesn't – and she's cast adrift on the sea of heartbreak, grieving a future that's barely begun. With her life transformed beyond recognition, and her friends busy 'moving forwards', Willow has never felt more alone. But she's in good company. And when inspiration arrives from an unlikely source, she rekindles the relationship she longs for – but has long neglected... The one with herself...

**best business podcast:** Adrift Scott Galloway, 2022-09-27 From bestselling author, CNN+ host of No Mercy, No Malice, and NYU business school professor Scott Galloway comes an urgent examination of the future of our nation – and how we got here. We are only just beginning to reckon with our post-pandemic future. As political extremism intensifies, the great resignation affects



businesses everywhere, and supply chain issues crush bottom lines, we're faced with daunting questions – is our democracy under threat? How will Big Tech change our lives? What does job security look like for me? America is on the brink of massive change – change that will disrupt the workings of our economy and drastically impact the financial backbone of our nation: the middle class. In *Adrift*, Galloway looks to the past – from 1945 to present day – to explain just how America arrived at this precipice. Telling the story of our nation through 100 charts, Galloway demonstrates how crises such as Jim Crow, World War II, and the Stock Market Crash of 2008, as well as the escalating power of technology, an entrenched white patriarchy, and the socio-economic effects of the pandemic, created today's perfect storm. *Adrift* attempts to make sense of it all, and offers Galloway's unique take on where we're headed and who we'll become, touching on topics as wide-ranging as online dating to minimum wage to the American dream. Just as in 1945 and 1980, America is once again a nation at a crossroads. This time, what will it take for our nation to keep up with the fast and violent changes to our new world?

**best business podcast:** Take Control of Podcasting Andy Affleck, 2020-09-17 Create your own podcast on a Mac, iPhone, or iPad Start podcasting or take your podcast to the next level with start-to-finish guidance from Andy Affleck. You'll learn tricks of the trade as you assemble your hardware and software, make recordings, edit and mix the audio, and encode and publish your shows. This book covers all the steps needed to make a podcast using a Mac, iPhone, iPad, or iPod touch. Create your own podcast—or improve an existing podcast—using your Mac, iPhone, iPad, or iPod touch! This book walks you through every step of the process, from choosing equipment and software through recording, editing, mixing, and polishing. Once your audio is in the can, you'll find real-world advice and steps for encoding and publishing your episodes. This book replaces and updates Andy's earlier title, *Take Control of Podcasting on the Mac*, with up-to-date instructions and complete coverage of iOS and iPadOS devices. The book includes more than dozen sound samples from various combinations of mics, positions, filters, and processing, so that you can hear the differences before you buy any special gear. *Take Control of Podcasting* provides the help you need for creating podcasts on a Mac, iOS, or iPadOS device:

- Plan your podcast. Decide on a topic and format, decide on a production schedule, learn common terms and techniques, and think about monetization strategies.
- Choose the right mic, headphones, and other equipment. Pick out audio gear while considering your budget and studio (or mobile!) needs. Plus, you'll learn if you should buy additional audio hardware, like a breakout box or mixer, and find an explanation (with photos) of the main cable types that you'll come across.
- Pick audio software. Apps discussed at length include GarageBand for Mac and iOS/iPadOS, Audacity, Audio Hijack, Ferrite Recording Studio, and Voice Record Pro. Apps that are discussed briefly include Amadeus Pro, Ecamm Call Recorder, Fission, Izotope RX Elements, Loopback, Sound Studio, SoundSoap, and The Levelator. The book also mentions using Zoom, FaceTime, and Skype for interviews and remote recording, as well as various web-based podcasting platforms.
- Learn key recording tips. Find advice about how to prepare for and conduct a successful interview, plus get a few essential tips for using a mic well.
- Record in the studio or the field. Get step-by-step recording directions for GarageBand for Mac and iOS/iPadOS, as well as Audacity, Ferrite Recording Studio, Voice Record Pro, and Audio Hijack.
- Record online interviews. Follow the book's steps for recording an interview online through services such as Skype and FaceTime.
- Edit and mix your audio. Find directions for removing unwanted noises and pauses, adding professional polish, and generally editing and mixing a recording.
- Encode your podcast files. Before you send your podcast episode out on the internet, you'll want to save it in the right format and add tags.
- Get syndicated with RSS. Understand what should be in a podcast's RSS feed.
- Be a publisher! Get ideas for blog services that can host your podcast and related blog posts, and find directions for publishing your podcast in Apple's iTunes Store and setting up a WordPress.com blog for podcasting.
- What do other podcasters do? Find out about the gear and techniques used by podcasters Chuck Joiner (MacVoices), Jason Snell (The Incomparable), Louis Trapani (Doctor Who: Podshock), and Kirk McElhearn (The Committed).
- Join a community. The book includes a link to a website Andy created to help podcasters share tips and get advice.

**best business podcast:** *Big Podcast – Grow Your Podcast Audience, Build Listener Loyalty, and Get Everybody Talking About Your Show* David Hooper, 2019-03-12 Is it worth doing a podcast if nobody listens? You started your podcast because you want to: - Spread an important message - Share your passion - Make money But your podcast hasn't quite taken off like you thought it would. What happened? This book is for podcasters who can't quite figure out what they're doing wrong (and are ready to do things right). You'll learn: - Why your "natural personality" may be repelling to people and how to make it attract listeners to your podcast like a magnet (See p198) - What to do when a company tries to "lowball" you on advertising fees (do nothing, except send them the email on p424) - It's easy to screw up an interview. To be sure you don't run into any problems, use my "guest contract" on p311. - A six-word "trick" (learned from a 20-year radio veteran) that will instantly make you a better host (it's on p210) - 9 reasons to kill an interview before it happens - ignore these "red flags" and you'll be sorry (p299) - What Victoria's Secret models know about podcasting (even though you never hear them talk) - this lesson starts on p208! - Nervous on the mic? You have lots of company - 75% of podcasters to be exact. I give you a 5-step way to cure your "stage fright" on p229. - If you're scared of getting bad reviews, don't worry - I have three simple ways to handle critics on p236 (two of which can turn critics into fans) - Why copying top podcasters may be killing your podcast (I share the story on p116) and how to develop a podcasting style that works for you (and will attract more listeners) - My 3-step "episode teaser" formula - it's boring, but it works (get it on p110) - Thinking of doing a "daily" podcast? You must read p103 before you start. - Want to impress a guest? See the chapter starting on p321 for my 3-step followup "ritual" that will make being on your podcast unforgettable (and encourage guests to promote your episodes) And that's just the start ... This book contains my complete system on how to attract listeners, deliver your message effectively, and build a big podcast. You can't build a big podcast on hope. But you can build a big podcast. And if you're ready to do just that, read this book.

**best business podcast:** *Podcasting Marketing Strategy* Daniel Rowles, Ciaran Rogers, 2019-05-03 Take advantage of the skyrocketing popularity of podcasts and learn how your business can use the unique opportunity to stand out and drive loyal engagement with target audiences, using this complete guide to podcast marketing - written by the hosts of the global top ten iTunes podcast, The Digital Marketing Podcast. Podcasting is a hugely persuasive, yet under-utilized channel accessed by an affluent and influential demographic. In a crowded and noisy digital environment, it gives organizations, brand builders and marketers the unique opportunity to stand out and drive engagement with target audiences, with accurate and measurable levels of allegiance that can only be dreamed of on other digital channels. This book is the complete guide to the podcast environment. It describes the importance of podcasting for businesses and explains why, uniquely, it has the highest level of consumer commitment than any other social media. Written by award-winning author Daniel Rowles, and his co-host of the global top ten iTunes podcast, The Digital Marketing Podcast, this book: -Explains how podcasting can drive business results -Advises on how to record, edit, and advertise your content -Provides a unique digital marketing toolkit -Is supported by case studies from influential organizations around the globe Quite simply, Podcasting Marketing Strategy is the definitive authority to making and publishing podcasts that deliver quantifiable results.

**best business podcast:** *Breakthrough* Scott Duffy, 2018-07-24 Discover Your Next Breakthrough Idea Every company starts with one idea—that one passion that keeps you up at night, gets you up every morning, and drives you to create something bigger than yourself. Turning an idea into a thriving business requires more than just passion. You'll need to think big, take risks, and be able to step back and recognize game-changing ideas that may already be in front of you. Those are your aha! moments. Business growth expert and serial entrepreneur Scott Duffy shares his journey and the aha! moments that led to launching and selling new businesses to innovators like Richard Branson's Virgin Group. Duffy also shares the stories of entrepreneurs who have turned their ideas into multi-million-dollar businesses, like Shaun White, Tony Robbins, Daymond John, and Gary Vaynerchuk, to help you: Be a nimble leader who makes quick buy smart decisions Unlock hidden

gems in your business with the power of finding your Why? Apply growth strategies designed to scale your business in today's economy Build a positive company culture by bringing in the right people Determine which next step is right for your business after launch Create sustainability with efficient, effective processes Learn from your mistakes and turn failures into fortunes

**best business podcast: How to Start and Grow a Successful Podcast** Gilly Smith, 2021-02-11 The only guide you need to build a podcast from scratch with tips, techniques and stories from the pioneers of podcasting, by expert and early adopter Gilly Smith. From This American Life's Ira Glass and George the Poet to the teams behind My Dad Wrote a Porno and Table Manners with Jessie Ware, this practical book is packed full of exclusive, behind-the-scenes advice and informative, inspiring stories that will teach you how to tell the greatest stories in the world. This is a comprehensive yet accessible and warmly written book for creatives who are striving to understand how their content could be successfully turned into a podcast, from conception through to execution, distribution, marketing and monetising. It covers: - Recognising who your show is for, deciding what it is about and where to find inspiration. - Deciding on the format and working on structure and script. - Hosting, casting and interview techniques. - Production expertise - from equipment you'll need to editorial tips and determining the ideal length of your show. - Distribution - deciding on a release schedule, show art, metadata and how to distribute. - Growing your podcast - promotion and building community among fans. With original material throughout, case studies from podcasters across genres and a companion podcast featuring interviews with the pioneers, this is a first in guides to podcasting.

**best business podcast: Grow** Randy Ornstein, Hayley Ornstein, 2023-01-24 Be the employee who is offered a promotion. Randy Ornstein rose up the ranks at Anheuser-Busch InBev, one of the largest consumer packaged goods companies in the world. He was promoted seven times and went on to hold four vice president positions at A-B. No, Randy didn't fudge his resume or game the system. He identified what excited those in management and focused on refining and executing those skills. He figured out how to get management to think of him when it was time to fill that next position. He wrote Grow so you too can get promoted. In this book are tips and best practices to incorporate into your daily work to help you stand out and get promoted. These are the tips that have helped Randy. These are the tips that have helped his mentees, and these are the tips that will help you. Now get ready to advance in your company and grow in your career!

**best business podcast: Discerning and Wise** Vinnie Venturella, 2024-11-24 Hated by his brothers. Thrown into a cistern. Sold into slavery. Sold to Potiphar. Sexually harassed. Unjustly accused of sexual harassment. Thrown into prison. Languished in prison for years. Just one of these is horrible. But Joseph experienced them all. Was he bitter? No, he was better. He trusted in God, stayed optimistic, moved forward, and ultimately saved Egypt, other nations, and his entire family. Along the way, he led, and he led well: generating more and more credibility as his leadership game increased. He was a stellar example leading Potiphar's household, leading the Prison Warden's entire operation, and leading Egypt through seven years of abundance then seven years of famine. With a hard-to-imagine audience with Pharaoh, his vision and plan won Pharaoh's approval because he viewed Joseph as discerning and wise. Leadership is about influence and Joseph was one of the most influential leaders in history. Amongst other things, leaders are judged by the decisions they make. Making great decisions requires one be discerning and wise. This book will articulate how Joseph did that and each lesson will be reinforced with multiple examples from present and former leaders.

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