

# Podsqueeze Onboarding eBook

Get the most out of your  
podsqueeze generated...

- Transcripts
  - Show notes
  - Timestamps
  - Newsletters
  - Posts
  - Quotes
- and more...



# Hey there!

Welcome to [Podsqueeze](#) – the simplest way to transcribe your podcast and **create captivating content for launching, promoting, growing, and monetizing your show!** With the help of AI, Podsqueeze analyzes your podcast audio, grasping the context and main topics of discussion from each episode. It then works its magic to generate multiple assets, including show notes, timestamps, newsletters, posts, and more – all with just a single click.

At Podsqueeze, our primary focus is to offer a **user-friendly tool that produces top-notch content**, easing the content creation process for podcasters. To achieve this, we collaborate closely with various podcasters and podcasting agencies, actively seeking feedback to consistently update and enhance our product. So, if you have any questions or want to share your feedback, feel free to do so in [our community, via email, or in our support chat](#). We value your input!

We believe in transparency and openness, so we're building Podsqueeze in public. Follow our Co-founder's podcast, [Wannabe Entrepreneur Podcast](#), where we share all the challenges, victories, and marketing secrets we encounter while developing our tool ( yes, our Co-founder uses Podsqueeze for every episode of his podcast 😊).

# Let's create content for your Podcast!

If you're reading this eBook, chances are you're already a Podsqueeze subscriber. But if not, you can **try out our free plan** to see if it aligns perfectly with your podcast before committing to any subscription.

To create content for your podcast this is all you have to do...

1. Sign in to podsqueeze.com
2. Go to your dashboard to generate content
3. Paste the URL of your RSS feed or upload the podcast audio you wish to convert
4. Click "Generate content" and let the magic happen

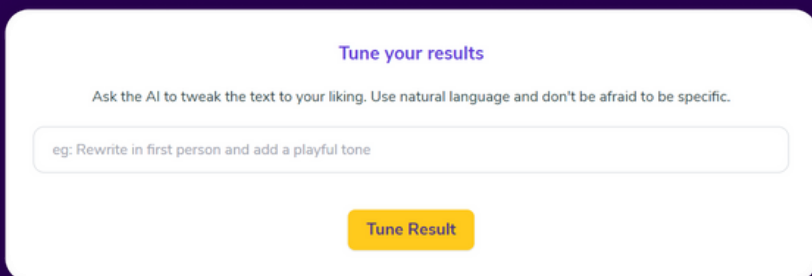
Now, Podsqueeze will generate 13 content pieces from your podcast audio.

(click on each one to navigate through this ebook)

- [Transcripts](#)
- [Show Notes](#)
- [Timestamps](#)
- [Titles](#)
- [Links & Mentions](#)
- [Keywords](#)
- [Blog Post](#)
- [Newsletter](#)
- [LinkedIn & Facebook posts](#)
- [Tweets](#)
- [Quotes](#)
- [Bullet Points](#)
- [Quote image](#)

In this eBook, we'll walk you through all the content pieces that Podsqueeze generates for your podcast, providing valuable tips, tricks, Q&A, insights, and real-life examples **to help you maximize the potential of our tool** and grow your podcast!

In addition, we'll cover a few tuning instruction ideas for you to apply in our tuning box - an input feature found for each piece of content produced by Podsqueeze, **enabling you to fine-tune every content result using AI** instructions.



**Tune your results**

Ask the AI to tweak the text to your liking. Use natural language and don't be afraid to be specific.

eg: Rewrite in first person and add a playful tone

**Tune Result**

If you have any questions or suggestions, don't hesitate to reach out to us. We'd love to hear your thoughts!

For more podcasting tips, make sure to check out our free eBooks **[Earn money with your Podcast - 20 actionable strategies](#)** and **[35 actionable ideas to grow your podcast](#)** along with our **[blog](#)**!

Happy Podcasting!

João & Tiago

# Full transcript

## Full transcript

**Tiago Ferreira (00:00:13)** - Welcome to another Wannabe Entrepreneur, the podcast about what's really like to bootstrap a company. Today I need to make this one quick for multiple reasons. First of all, it's super hot in here. I am now checking my thermometer and it's 27.5 degrees. And to record this properly, I need to...



## What's a transcript?

A Podcast transcript is a written word-by-word account of everything that is said in a podcast. If there are multiple speakers in a podcast, a transcript also identifies who is speaking to make it easier to follow along for the readers.



## Why do you need a transcript

### 1. Boost SEO

Search engines will index text better than audio. Adding a transcript of your podcast to your website's episode pages will make it easier for Google to learn more about your content & index it better.

You will get a boost to your podcast website & rank higher when users search for your content on search engines like google.

[3PlayMedia](#) did a case study on how the transcripts impacts SEO and they discovered that:

- New inbound traffic increased by 4.36%.
- New inbound traffic via search increased by 6.68%.
- Inbound links increased by 3.89%.
- 7.23% of the listeners viewed the transcript.

## 2. Makes the podcast more accessible

2 of the biggest barriers when it comes to listening to a podcast are:

- **Non-native speakers:** Unlike videos, a lot of podcasts are in purely audio form making it difficult for non-native speakers to follow along with your podcast.
- **People with Hearing disabilities:** Since there is usually no option for closed captions or subtitles on a podcast, it makes it impossible for people with hearing disabilities to listen to a podcast.

By adding transcriptions to your podcast episodes, you make your podcast content more accessible to people around the world.



## Places where you can add transcripts

- Copy the transcript from Podsqueeze and add it directly to the episode page of your podcast website.
- Transcripts are typically too large to be posted in podcast directories but you can still share a link to your full transcripts in the show notes. If you do not have a website where you post your transcripts add them to a google doc & share it as a "Download transcript" link.


## Example: [E182 - Selling \\$100,000+ Projects \(Matt Medeiros, Pagely\) \(wpmrr.com\)](#)

The image shows a podcast player interface. At the top left is a logo with a colorful 'B'. Below it are social media icons for Facebook, Twitter, and LinkedIn. On the right, there's a button that says 'SEE PODCAST EPISODES'. The main title is 'E182 - Selling \$100,000+ Projects (Matt Medeiros, Pagely)' with a date 'January 25, 2022'. Below the title are two images: one of Matt Medeiros and one of Joe Howard speaking into a microphone. A pink banner at the bottom of the images says 'MATT MEDEIROS'. Below the images is a section titled 'What to Listen For:' with a list of timestamps and topics. This is followed by 'Episode Resources:' with links to Matt Medeiros on social media, Pagely, and the WPMRR Community. The final section is 'Podcast Transcript:' with the beginning of the transcript.


PODCAST

### E182 – Selling \$100,000+ Projects (Matt Medeiros, Pagely)

January 25, 2022



MATT MEDEIROS



In today's episode, we get to listen again to Joe and Matt Medeiros' conversation. They talk about how running a family-owned agency honed his entrepreneurial and sales skills, constantly giving value to potential customers, and learning effective sales talk.

Matt is a content creator and the Director of Podcaster Success at Castos. He hosts the podcast, Matt Report, where he talks to a wide range of digital business owners and web consultants. People in the product, marketing, and the agency space are the primary guests.

#### What to Listen For:

- 00:00 Intro
- 01:02 Welcome to the pod, Matt!
- 01:52 How did you start your podcast?
- 03:46 Transition from entrepreneurship to joining Pagely
- 07:26 Running a family-owned agency
- 12:35 Selling perspective from an experienced sales person
- 15:57 Conveying the value that you're adding for the client
- 24:21 You learn to speak with people regardless of their position
- 26:12 This giant clip with several overlays
- 29:35 Find Matt online

#### Episode Resources:

- [Matt Medeiros on Twitter, YouTube, and Facebook](#)
- [Pagely](#)
- Visit the [WPMRR Community](#)

#### Podcast Transcript:

**Joe Howard:** Yo WordPress people. Welcome back to the WP MRR WordPress podcast. I'm Joe.

**Matt Medeiros:** and I'm the witch king of ag

**Joe Howard:** mark. And you're listening to the WordPress business podcast, the witch king of ag Mar this week. Love this character selection. I always, I always love when people. More unique characters. Cause I really get to dive in and remember all of my favorite movies and books, et cetera.





# Alternative ways to use transcripts

## 1. Add it as a perk to your membership plan

Are you operating a membership program for your podcast listeners on your website or through a platform like Patreon?

Then you can offer exclusive access to your podcast transcriptions as an additional perk for joining your membership.

### Examples:

#### [Knowledge Project](#)

##### Transcript

Get transcripts, early access, ad-free episodes, and so much more. Learn more or sign up now.

[Become a Member](#)

Already a member? Head over to the [Members Only area](#) to access transcripts and other Member Only content.

#### [PM Podcast](#)

##### Episode Transcript

Below are the first few pages of the transcript. The complete transcript is available to Premium subscribers only.

## 2. Use the same strategy to grow your email list

You can offer your podcast transcripts as a free downloadable file for those who sign up for your newsletter & grow your podcast's email subscribers on autopilot.

### **This is how you can do it:**

1. Sign up for an email newsletter platform if you don't have one already ([Mailchimp](#) & [Mailerlite](#) are great to start with)
2. Create a new form to collect email addresses and share the form link in show notes, social media posts, and on your website. Use [Tally](#) or [Google forms](#) to create the form. Be sure to let your audience know the benefits of subscribing to your newsletter, including receiving transcripts of your episodes.
3. Start collecting emails on autopilot and add them to your mailing list.
4. Share the link to your transcripts in your newsletter. If you don't have a website for your podcast, you can host your transcripts on [Google docs](#) and create a shareable link.

[Learn more](#) about the benefits of creating a newsletter for your podcast.

# Show Notes

## Show notes

In this podcast episode, Tiago, the host, celebrates his startup, Podsqueeze, reaching \$100,000 per year in revenue. He discusses the issue of churn and the steps they are taking to address it, including implementing a cancellation form for customers to provide feedback. Tiago also introduces yearly plans, which have received positive responses...



# What are show notes?

Podsqueeze will generate a short, condensed description of your podcast episode that you can use as show notes. This is the simplest format of show notes you can publish for your podcast episode.

However, podcast show notes can also include other elements such as:

- Key topics as bullet points
- Chapters with timestamps
- Links to resources mentioned in your episode
- Notable quotes
- A call-to-action (CTA) for your listeners (e.g., to sign up for your newsletter or buy your product)

Podsqueeze generates the elements mentioned above, **allowing you to compose your show notes** as you see fit for your podcast.

Some typical show notes structures include:

## 1. Basic show notes

- Episode short description
- Call to action (CTA)

Ex: [106 - William, Tell \(w/ David Kohan\)](#)

## 2. Show notes with chapters

- Episode short description
- Chapters with timestamps / Bullet points
- Links to resources
- Call to action (CTA)

Ex: [Huberman Lab](#)

### 3. Long form Show notes

- Episode short description
- Chapters with timestamps / Bullet points
- Links to resources
- Full transcript
- Call to action

Ex: [WPMRR](#)

Please note that there's no formula to compose your show notes. Experiment with the different elements and once you find the ideal show notes structure maintain it consistently across all episodes to keep your brand coherent.

## ? Why do you need to add show notes to your podcast episodes

### 1. Increase your podcast discoverability

Adding show notes provides context about the content of your episode to podcast platforms, enabling them to recommend it to people who are searching for related content.

### .2. Add resource links and make affiliate revenue

Did you recommend any products or tools in your podcast?

You can add affiliate links to those products & resources in the show notes and make money when someone purchases the product through your link.

**Some of the top affiliate programs for podcasters include:**

- **[Audible Creator Program](#)**: Audible offer \$15 in affiliate commission for every person who signs up for a free audible trial from your affiliate link
- **[Skill Share](#)**: Do you run a podcast that helps your listeners upskill themselves? You can promote Skill Share subscription to your listeners & make up to \$67 for each subscription sold through the affiliate link on your show notes.

**Ex: [Your Digital Marketing Coach with Neal Schaffer](#)**

#### Guest Links

- Check out VidIQ here: <https://nealschaffer.com/vidiq> (affiliate)
- Check out Vyyper's YouTube channel here: <https://www.youtube.com/TheManAboutTech>

## 4. Plug your products, services & membership

You can add a CTA to the products, services or merch you offer for your listeners in your podcast show notes with the link to purchase it.

You can Add a CTA to the products, services or merch you offer for your listeners in your podcast show notes with the link to purchase it.

**Ex: [Unconquered Podcast](#)**

Buy my book! *The Idea of Israel in Second Temple Judaism*, is available through [Amazon](#), [Cambridge University Press](#), [BookShop.org](#), or wherever you buy your books. I would be very grateful if any listeners with any sort of interest in this area would order a copy—and those of you who aren't interested could always buy one for someone you know who might be. Thanks as always for your support!

### 3. Convert listeners to followers

First-time listeners like to listen to a couple of your episodes before they decide to follow your podcast.

Use your show notes to link to other relevant episodes that would interest your listeners, & convert them from one time listeners to your podcast followers.

**Ex: [Exposure Ninja](#)**

**You May Also Enjoy...**

[You've 18 Days To Prepare for Google Analytics 4](#)

[How Brand Positioning Will 10x Your Leads and Sales](#)

[Google's AI Search is HERE. Here's How It Works](#)

## Places where you can add show notes

- Episode description on your podcast hosting platform ([use your RSS feed link](#) to propagate it to all directories).
- Episode descriptions on directories, such as Spotify and Apple Podcasts, if you add them manually.
- Episode pages of your podcast website.
- YouTube descriptions.
- Social media post of your episode's launch.



## Tips to optimize your show notes

- Add a quick intro about the guest taking part in the episode & their achievements to make it enticing for people to listen to it. Ask your guest to provide this piece of content.
- Keep your show notes short & readable, by breaking them down into small paragraphs
- Add quotes from your podcast (you can get these quotes from Podsqueeze)
- Add your social media links where your listeners can follow for updates, to the CTA section.





## Ideas for tuning instructions

Use the tuning box from Podsqueeze to tune each content to your liking.

Here are some tuning instructions suggestions for your show notes:

### **Tune tone**

- Rewrite it in a playful / neutral / professional / sarcastic / enthusiastic / casual / friendly tone.

### **Tune perspective**

- Rewrite it in first person.

### **Tune engagement**

- Rewrite this podcast description starting with an impactful question focused on its most inspiring aspect.

### **Create bullet points**

- Create bullet points from the main subjects mentioned in this show notes.

### **Create alternative version**

- Rewrite this podcast description so it looks like it was written by a different person. Keep the tone playful / neutral / professional / sarcastic / enthusiastic / casual.

# Timestamps

## Timestamps

**Celebrating \$100,000 per year milestone** [00:01:24] Tiago celebrates reaching \$100,000 per year in revenue in just five months.

**Implementing a form to mitigate churn** [00:04:01] Tiago discusses implementing a form for customers to provide feedback on why they are canceling...



## What are timestamps?

Podsqueeze will identify the main topics of discussion of your podcast episodes and generate chapters with timestamps. Each chapter will include a title, a timestamp, and a brief description of what is being discussed.



## Why do you need timestamps?

### 1. Make your podcast more discoverable

Your timestamps will get indexed by search engines like google and podcasting platforms, making it easier for people to discover your podcast.

### 2. Less drop rate

You can let your listeners jump straight to the most important parts of your show, resulting in lesser drop rates & more followers.

### 3. Let listeners share the current chapter

Timestamps make it easy for listeners to share links to specific segments of your podcast with their friends & on social media, thereby getting more plays and downloads for your podcast.

### 4. Act like table of contents

Timestamps make easy for listeners to understand

what they can expect from the show.

## 5. Help you navigate your own podcast

Timestamps make it easier for you to find key moments in your podcast episode, facilitating post production such as creating snippets of relevant moments you can repurpose for social media.

## Places where you can add timestamps

Copy the timestamps from Podsqueeze and add them to:

- Show notes section of your podcasting platform
- Episode pages on your podcast website
- YouTube descriptions

## Ideas for tuning instructions

Here are some tuning instructions suggestions for your timestamps:

### Correct misspelled names

- Replace "wrong name" with "correct name", while keeping content, context and format.

### Simplify

- Rewrite it keeping only the 10 most relevant chapters.

- Aggregate every 3 timestamps under one timestamp. Do it for all timestamps.
- Remove descriptions. Keep only titles and timestamps.

## **Create additional content**

The timestamps Podsqueeze generates are a comprehensive summary of your podcast episode, allowing you to repurpose them into additional pieces of content. Here are some examples:

- Use these podcast chapters to write show notes.
- Use these podcast chapters to write a podcast description for youtube. Make it short, no longer than two paragraphs.

**Bonus:** [See how you can use timestamps](#) to automatically add interactive chapters to your podcast on Spotify.

# 04 Titles

## **Titles**

1. How Did Podsqueeze reach \$100,000 in Revenue in Just Five Months?
2. The Most Effective Strategies to Reduce Churn and Boost Revenue
3. Navigating Awkward Moments: How Meditation Helped Resolve a Co-founder Conflict

Podcast episode titles are one of the neglected yet very crucial factors responsible for the success of a podcast.

By optimising your podcast title for your listeners, you can severely increase the reach and impact of your podcast as a whole.

## **How does a good title benefit your podcast?**

### **1. In app search**

Let people find your podcast easily when they search about your topic on podcasting platforms like Spotify and Apple Podcasts.

### **2. SEO boost**

Search engines including Google & Bing index the title of your podcast. By adding the right keywords to your podcast titles, you can improve your podcast discoverability and engagement on search engines & get more listeners for your podcast.

### **3. Get More Clicks**

Most listeners decide whether to listen to your podcast or not by glancing at your episode title. So by adding a podcast title that provokes the curiosity of listeners, you can increase the growth of your podcast

much faster. In fact, a good headline can increase click-through rates by up to 500%, according to [Peter Koechley](#), managing editor at The Onion.

## ? What makes a good title for your podcast?

While there's no specific formula or definitive answer to creating a perfect title, there are a few techniques that science has shown to be effective.

### 1. Ask questions

According to [Backlinko](#), headlines that included a question mark had a 23.3% higher click-through rate than those that did not.

*Ex: What's the secret behind the success of the world's top podcasters?*

### 2. Keep titles concise, but not too short

In the study by [Buzzsumo](#), conducted on 100 million article headlines, it was found that headlines with 12 to 18 words received the highest average number of Facebook engagements. The research suggests that longer headlines tend to perform better in terms of engagement.

### 3. Use numbers



...and headlines starting with numbers tend to receive above-average social shares, with the number 10 being the highest performing headline number, followed by 5, 15, and 7.

**Ex:** *5 Tips on how to create catchy titles*

#### **4. Use hyperboles**

... also headlines that use superlatives like "most," "greatest," and "best" tend to generate high levels of engagement on social media. The trigram "One of the" was a popular way to introduce hyperbolic phrases, followed by superlative adjectives like "most" or "greatest." The word "best" was found to be the most effective of all the hyperbolic and superlative words.

#### **5. Avoid Spam words**

According to [Outbrain](#), headlines with language that conveys a sense of urgency, such as "need" or "now," generated lower click-through rates (CTR) than headlines that didn't use such pushy language. But it's not just pushy language that turns readers away. Words that trigger email spam filters, such as "magic," "credit," "cure," and "free," have also been found to hurt CTR.

Podsqueeze will follow these principles to generate 10 titles for your podcast you can copy and paste or use as inspiration to create your own.

## **Places where you can add titles**

Copy the titles Podsqueeze generates and add them to:

- Episode titles on podcast platforms
- Your Blog article titles
- YouTube video titles
- Youtube thumbnail images
- Instagram cover images of your podcast episodes
- Episode pages on your podcast website

# Links and Mentions

## **Links & Mentions**

Tools and websites were mentioned in this podcast episode:

1. Twitter: 00:02:48, 00:10:40
2. Stripe: 00:04:01, 00:09:21
3. Descript: 00:14:49
4. Zen caster: 00:14:49
5. AppSumo: 00:18:18

Podsqueeze generates a list of all the people, products, services & brands that you mentioned in your podcast's episode.

## ? Why do you need links and mentions

Mentioning people, products, services and brands in your podcast might bring you a few benefits:

### 1. Earn through affiliate marketing

You can sign up for the affiliate program of the tools you've mentioned on your podcast & add your affiliate link to your podcast show notes. This way you can earn a commission when one of your listeners signs up for the mentioned product or service.

#### Places you can add affiliate links

- Show notes Ex: [Learn Growth Marketing](#)
- Newsletter
- Episode Pages Ex: [Growth Marketing Toolbox](#)

### 2. Increase the reach of your podcast on social media

Tag the people & brands you've mentioned on your podcast while sharing your new podcast episode on social media. This might encourage the brands engage with your post & reshare it with their audience, getting a ton of reach for your podcast.

Example: [10q interview podcast](#)

### 3. Add to resources section in your show notes

Make your show notes more engaging by adding a resources section with the tools and services you mentioned in your podcast.

## Places where you can add Links and Mentions

- Resources section in your show notes
- Tag the people, products, services & brands you mentioned on social media posts

# Keywords

## Keywords

Podsqueeze, startup, churn, cancellation form, user feedback, yearly plans, payment upfront, milestone achievement, AI-related products, mitigate churn, financial implications, investing, company sale, financial stability, awkward moment, freelance gigs, partnership, safety net, deep breaths, introspection, control...



## What are keywords?

Keywords are words or phrases that people type to search for content on search engines (Google, Bing), podcasting platforms (Spotify) and social media platforms as hashtags. They might also help you better analyze your podcast content and identify your niche.



## Why do you need keywords?

The keywords podsqueeze generates for your podcast might be useful for a few reasons:

### 1. Analyze your content

Analyze the keywords to identify trending topics or themes that align with your podcast's niche and use them as inspiration for planning future podcast episodes.

If your keyword list includes specific topics or industries, it can help you identify potential guests who are experts in those areas. Inviting relevant guests can enhance the value and appeal of your podcast.

### 2. Use them as hashtags

You can use podsqueeze keywords as hashtags for your social media posts, that way you can attract new listeners within your niche from social media.

### 3. Optimize other formats of content for search engines

If you're delving into other forms of content creation, like writing articles for various platforms, you might find it beneficial to explore the generated keywords for SEO optimization ideas.

#### ? **Bonus tips on how to find good keywords for your podcast**

- **Words & Phrases searched by users:** An effective way to get keywords for your podcast is by finding out what people are searching for on Google:
  - Type the topic your podcast episode is about  
**Ex:** *Content writing*
  - See all the search suggestions given by Google  
**Ex:** *Content writing for blogs*
  - Go through the search results & take note of titles & descriptions of websites shown on Google
  - Use the keywords in them to optimize your own content and get inspiration to plan future podcast episodes
- **Find Keywords that your competitor podcasts are using**
  - Search your main keyword on podcast platforms and check out the podcasts that are showing up



in search results. **Ex:** Search: fitness. Check all the podcast episodes related to fitness that are ranking well, and take note of the keywords they're including in their title and show notes



## Places where you can add titles

Copy the keywords Podsqueeze generates and add them to:

- Social media posts as hashtags
- Dedicated keyword section that YouTube provides when you're uploading a new episode to your channel.



## Ideas for tuning instructions

### Create hashtags

- Add an hash sign before each keyword so they can be used as hashtags

# Blog Post

## **Blog post**

### **Celebrating Milestones and Mitigating Challenges: The Journey of Podsqueeze**

Hello everyone, it's Tiago here, co-founder of Podsqueeze. Today, I'm thrilled to share with you a significant milestone that we've achieved with our startup. We've hit the \$100,000 per year revenue mark! This is a moment of celebration, but it's also a time...

Podsqueeze generates a complete blog post, with title and sub-title structure, about your podcast episode.

**Please note** that this feature will yield considerably better results for podcast episodes that maintain a clear and coherent line of thought throughout. However, for episodes that wander too much or frequently change subjects, the generated blog post might not deliver optimal outcomes.

## Places where you can add blog post

- Create a blog section on your podcast website & paste the blog content from Podsqueeze
- Post it in communities related to your niche. **Ex:** we often publish on [Indie Hackers](#)

## Why do you need a blog for your podcast

### 1. More traffic from Google

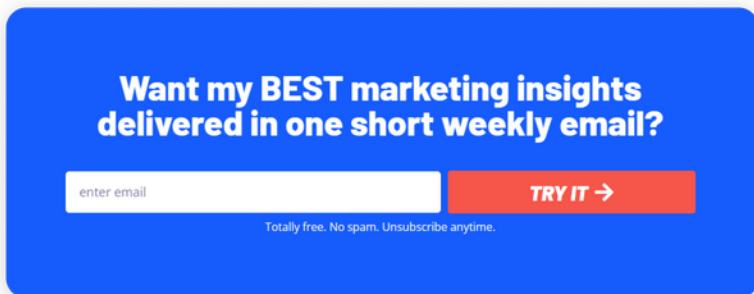
By publishing your podcast episodes as a blog, your podcast website will start ranking for a wide cluster of keywords & get an increase in traffic from Google search.

### 2. Grow your email list

You can convert your blog visitors into email

subscribers by asking them to sign up for the latest updates of your podcast & grow your email list faster.

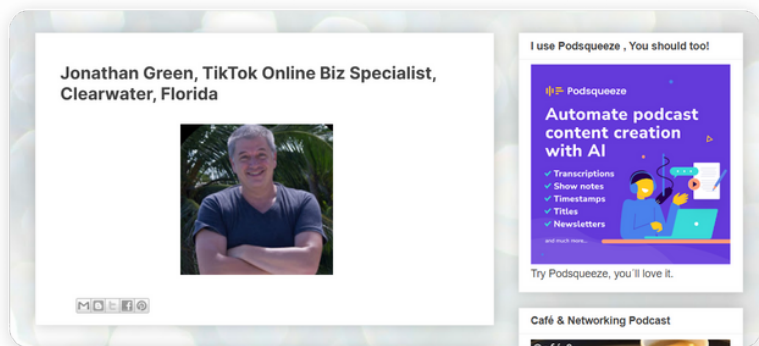
### Example:



### 3. Make money through affiliate marketing

You can add a sidebar to your blog page & mention all the tools that you would recommend to your listeners along with their affiliate links. This lets you to directly monetize your blog page.

### Example: [Cafe & networking Podcast](#)



## 4. Promote your products and services

You can add a CTA button at the end of all of your blog posts to purchase your products or services.



### Take your blog post one step further

- Add relevant keywords in headings and subheadings to improve your search engine rankings
- Add a featured image for your blog post to get more clicks for your blog while sharing it on social media. **Tip:** You can use your episode thumbnail as your featured image
- [Add alt text](#) to the images to make your podcast discoverable on google images

# Newsletter

## **Newsletter**

### **Celebrating Milestones and Navigating Challenges at Podsqueeze**

Hello there,

I'm thrilled to share some exciting news with you! Podsqueeze, our beloved startup, has hit a significant milestone - we've reached \$100,000 per year in revenue, and we did it in just five...

By sending a newsletter directly to your podcast listeners' inboxes, you can establish a strong rapport with your subscribers while monetizing your content at the same time.

Podsqueeze will generate a complete newsletter for your podcast, **optimized for readability and engagement**.

Depending on the length and structure of your podcast episode, Podsqueeze can generate two slightly different formats of newsletters:

- For shorter podcasts with a clear train of thought, Podsqueeze will write a continuous text with small paragraphs.
- For longer podcasts that tap into different subjects, Podsqueeze will write a newsletter with the main highlights of your episode as bullet points, providing a short description for each.

Both formats will include all the necessary newsletter elements, such as the subject line, greetings, introduction, hooks, call to action and closing lines.

## Why do you need a newsletter for your podcast

### 1. Share updates with an engaged audience

A newsletter lets you stay in touch with your podcast listeners & share your latest podcast episodes with them.

## **2. Newsletter sponsorships**

Newsletters are prime real estate for advertisers since it lets them reach a niche audience. You can charge a straight-up fee for offering a featured placement for a tool or a brand in your newsletter.

## **3. Sell your products or services**

You can generate sales by directly promoting your products & services in your email newsletter. Since your email subscribers are much more engaged with you, they're more likely to buy from you.

You can also offer early bird deals just for your email subscribers to validate a new product or service before you even start building them.

## **4. Promote affiliate products**

You can add a new section called "I Recommend/ Tools I Use" in your newsletter to promote affiliate products to your subscribers & earn a commission whenever someone purchases from it.

## **5. Plug your paid membership (if you got one)**

Share the testimonials from the members of your Patreon & a glimpse of exclusive content your



newsletter audience are missing out on. Plug your paid membership at the end of each newsletter.

## How to setup a newsletter

### 1. Choose a newsletter e-mail service

Newsletter e-mail services allow you to send e-mail campaigns to a list of subscribers, who have opted in to receive your content.

There are many newsletter services available to choose from:

- [Mailchimp](#) is a reliable and popular choice. Its interface is quite intuitive, even for beginners, and it offers a free plan that allows you to import an email list of up to 500 contacts (and allows you to send 500 emails a day).

Some great alternatives to mailchimp are:

- [Mailerlite](#) Mailerlite also offers a free plan for up to 1,000 subscribers and 12,000 monthly e-mails. It lacks some of the more advanced features of mailchimp, but it is probably one of the best alternatives for beginners.
- [ConvertKit](#) ConvertKit offers a free plan for up to 1,000 subscribers (and unlimited emails) but offers fewer features and newsletter templates.

For simple email newsletters, though, it is a great free alternative.

- [Brevo](#) Brevo offers a free plan that allows you to add unlimited contacts but only send 300 emails a day.

After you choose a newsletter e-mail provider you need to upload your email list.

## 2. Collect emails

It is important to mention that all the e-mail service providers mentioned above, require that you collect your emails from an opt-in system. This means that all your subscribers must give explicit permission to receive your newsletters.

- Collect emails without a website: Create a new form to collect email addresses and share the form link in show notes, social media posts, and on your website. Use [Tally](#) or [Google forms](#) to create the form.
- Collect emails from your website: Set up a personalized signup form with your email service provider, then obtain the code and embed it into your landing page. Share the link of your landing page in your podcast show notes.

Be sure to let your audience know the benefits of subscribing to your newsletter such as receiving

updates or exclusive content such as transcripts (please read the transcripts chapter of this eBook)

### 3. Send your newsletter

Craft your newsletter template within your email service provider and incorporate the content generated by Podsqueeze.

Keep your audience engaged and seize monetization opportunities.



### Ideas for tuning instructions

Here are some tuning instructions suggestions for your newsletter:

#### Tune tone

- Rewrite it in a playful / neutral / professional / sarcastic / enthusiastic / casual / friendly tone

#### Tune engagement

- Strengthen the call to action at the end to encourage reader interaction.
- Include an engaging question related to the main subject of the newsletter.

# LinkedIn, Facebook and Twitter

## Tweets

💡 In this episode, I dive deep into the issue of churn and how we are working to mitigate it. Learn about the steps we're taking, including implementing a feedback loop to ensure we're listening to their subscription and the upsell.

👤 I am

## LinkedIn & Facebook

Investing in a yearly plan might seem daunting in this rapidly evolving market but our customers have shown incredible faith in us. Their willingness to commit upfront, including one significant agency plan, has been a positive surprise. This trust is what keeps us motivated.  
#Customertrust #Yearlyplans ...

Podsqueeze will generate social media posts you can publish on LinkedIn, Facebook and Twitter to promote your podcast.

## **Why do you need LinkedIn, Facebook, and Twitter content?**

### **1. Drive your followers to your podcast episode**

Use the content from Podsqueeze to hook people on social media and make them curious about your podcast.

Plug your podcast episode at the end of the post and use podsqueeze generated keywords to add additional hashtags.

### **2. Grow your social media**

With each post about your podcast, you'll see your social media following grow. An engaged audience is the most effective way to promote and monetize your work.

### **3. Do social media sponsorships**

As your audience grows, you'll have the opportunity to collaborate with brands in your niche and charge them for promoting their products in your social media posts.

## 4. Collaborate with other creators on social media and cross promote your podcast

Reach out to other creators on social media and cross-promote your podcast with them.



### Tips to optimize your social media posts for better results

- Add relevant hashtags to your post for better reach. Get hashtag ideas from Podsqueeze generated keywords.
- Add an image or an intro clip from your podcast episode. Images & videos get more engagement & boost the reach of your post
- Podsqueeze generates a list of all the people, products, and services mentioned in your podcast. Tag them in your post if they are relevant. This will encourage brands to retweet your post, increasing its reach.
- Do not forget to tag the guest you have interviewed in the podcast. Your guest will share your post with his/her audience & boost your reach

#### Best time to post on social media:

- **LinkedIn:** Wednesday from 8–10 AM, Thursday at 9 AM and 1–2 PM Friday at 9 AM
- **Facebook:** Mondays from 8 AM to 1 PM, Tuesdays from 8 AM to 2 PM , Wednesdays from 8 AM to 1 PM, Thursdays from 8 AM to noon

**Twitter:** Tuesdays from 9 AM to 2 PM, Wednesdays from 9 AM to 1 PM, Thursdays from 9 AM to 2 PM, Fridays 9 AM to noon



## Ideas for tuning instructions

Here are some tuning instructions suggestions for your social media posts:

### Tune tone

- Rewrite these posts a playful / neutral / professional / sarcastic / enthusiastic / casual / friendly tone

### Tune engagement

- Make these posts more engaging by incorporating questions related to each one.
- Incorporate a simple call to action in each post, inviting people to listen to the podcast.

# Quotes

## Quotes

**Tiago, 00:09:21**, "It's crazy that we were able to make something that people are willing to commit, especially in this highly volatile tech scenario which is AI. They just deposited all of their trust on us. That was amazing."

**Tiago, 00:25:32**, "He's very good at making brands, he made a lot of brands..."



When you upload your podcast audio to podsqueeze, Podsqueeze's AI identifies actionable advice & inspiring content from your episode and generates quotes you can share with your audience to spark their curiosity.

## Places where you can add Quotes

Copy the Quotes from Podsqueeze and add it to:

- Show notes
- Posts on social media as text or image (use Podsqueeze Quote Image to generate an image for your quotes)
- On your blog post
- Your podcast Newsletter

## Why do you need quotes from your podcast

### 1. Create clips and share on social media

Select the quotes from Podsqueeze and create clips or audiograms for those specific sections of the podcast. Podsqueeze provides timestamps with the generated quotes, making it effortless to identify where they occur in the episode.

### 2. Post on Social Media

Post the quotes on Twitter and LinkedIn and link to your episode. Tag the guest on your podcast for a

boost in reach.

Every 10 episodes you publish, make a collection of quotes from Podsqueeze and post a thread on Twitter.

**Example:**

<https://twitter.com/kattrisen/status/1585958104734498816>

### 3. Create visual assets such as quote cards

- **Create social posts:** Quotes make for fantastic image content. Make the most of quotes to craft appealing images perfect for sharing on visual-oriented social media platforms like Instagram and Pinterest. Utilize them to create captivating posts, stories, and pins.
- **Publish the images on your website:** Incorporate captivating quote images on your podcast's episode page on the website. Be sure to include a clear call-to-action (CTA) to encourage visitors to share them. Since quote images are highly shareable, individuals who appreciate your content may post them on their blogs or social media, attracting new listeners to your podcast.

**Example:**

<https://www.hotcopypodcast.com/e88-science-of-conversational-copywriting-with-nick-usborne/>

Don't forget to include your podcast's name and the episode details where they originated in the quote image card.

### **Create quote images with Podsqueeze:**

Podsqueeze allows you to create quote images effortlessly in your results page. Simply select your desired quote and a background, then download the high-resolution image.

# Bullet Points

## **Bullet points**

- Tiago celebrates Podsqueeze reaching \$100,000 per year in revenue
- Discussion on churn rate and steps taken to mitigate it
- Implementation of a cancellation form for customers to provide feedback
- Introduction of yearly plans and positive response from customers
- Financial implications of reaching...

With Podsqueeze, you get a list of episode highlights presented as convenient bullet points. These highlights are easier to digest, enhancing readability and audience engagement. Feel free to use them as a replacement for your episode's description or as a valuable addition to complement it.

## ? Why do you need bullet points?

### 1. Convenience and Readability

Episode highlights in bullet points are easier and quicker to read compared to lengthy written descriptions. They provide a concise and clear overview of the episode's main points, allowing listeners to grasp the key takeaways at a glance.

### 2. Engagement and Retention

Bullet points with highlights make the content more scannable and engaging. Listeners are more likely to stay interested and retain the essential information, increasing the chances of them consuming the entire episode.

By presenting the main highlights, you can draw attention to the most critical aspects of the episode, making it more appealing to potential listeners.

### 3. Mobile Friendliness and aesthetics

On mobile devices, bullet points are easier to read and navigate than lengthy written descriptions. This ensures a positive user experience for mobile users.

Besides, bullet points can be stylized to align with your podcast's branding, creating a visually appealing and consistent presentation of your content.

## Places where you can add bullet points

Copy the bullet points from Podsqueeze and:

- Create a section in your show notes called "key highlights" and paste your bullet points there.
- Use the bullet points to actively engage with your audience on social media. Encourage them to ask questions about the highlighted content. For more technical podcasts, consider crafting a post that begins with "In this new podcast episode, you'll learn..." followed by the bullet points.

## Podcast Growth Hacks

### Top 4 growth hacks we learned from Maya...

- Invite guest co-hosts to help create content, and increase exposure for that episode by reaching your co-host's followers.
- Pitch media outlets based on special events, news, or holidays that line up with your specific podcast topic.
- Build personal relationships with journalists directly. Keep following up. Keep pitching them ideas. Your persistence will eventually pay off.
- Apply to be featured on the major podcast directories
  - [Apple](#)
  - [Spotify](#)
  - [Stitcher](#)

## The mobile User Aquisition Show

### KEY HIGHLIGHTS

- 📊 Factors that contributed to scaling TikTok.
- 🔍 The testing process: structure, geos & metrics.
- 🗑️ Working with ad sets that included both old and new creatives.
- 🕒 Accounting for data delays on iOS.
- 🌐 Dealing with saturation on TikTok.
- 📊 Why IPMs are tracked.
- 👤 Working with actual users for UGCs instead of actors/influencers

## ✨ Alternative ways to use bullet points

### 1. Post a Twitter thread

Post a Twitter thread with one bullet point per tweet with a call to action in the last tweet asking readers to retweet it and follow your content on Twitter.

Example:

[https://twitter.com/shushant\\_l/status/1612441604060770304](https://twitter.com/shushant_l/status/1612441604060770304)

### 2. Post a LinkedIn carousel

LinkedIn Carousel posts hook the attention of readers and motivate them to check out your podcast content.

Create a carousel post inspired by your episode's bullet points & get new followers for your podcast from LinkedIn.

**Example:**

[https://www.linkedin.com/posts/chrisorlob\\_9-life-hacks-for-salespeople-activity-7089007308898238465-Hqfa/](https://www.linkedin.com/posts/chrisorlob_9-life-hacks-for-salespeople-activity-7089007308898238465-Hqfa/)

### 3. Do an Instagram series

You can make a series of Instagram stories to promote the highlights from your latest podcast episode and share one bullet point per story.

Since Instagram stories support links, You can add a CTA to your podcast in the last story and get new subscribers and downloads for your podcast.



# It's Action Time

Congratulations! You are now a Podsqueeze Pro and have learned how to make the most out of your generated content.

We'd love to hear your thoughts about this eBook and learn more about how you're utilizing the content Podsqueeze generates for your podcast! Feel free to send us an email at [team@podsqueeze.com](mailto:team@podsqueeze.com) or reach out to us on the support chat with your questions and feedback.

If you have a few spare moments, we would greatly appreciate your testimonial [here](#) as well.

Now, let's create some fantastic content for your podcast!

[Generate content now](#)