

This is Tom Fox and we are at the end of our presentations today, but you're in for a real treat, frankly, because I'm in for a real treat. We have Ariel, this and Black and Ariel is going to talk to us today about the two sides of podcast new. Why you need one and how to get featured on others. She is the founder of Earbuds Pod Collective, a weekly podcast newsletter, and podcast.

She's the community manager at Squad Remote recording platform. She is a graduate of the Salt Institute of Audio Documentary Studies. She's a podcast marketing expert having spoken on panels at conferences such as Podcast Movement, radio Days, Asia. International Documentary Association's podcast Day at USC Montana, MediaLab, American University, and many more.

She is one of the founders of podcast taxonomy and international effort to categorize roles and credits in the podcast industry. She listens to over 40 hours of audio content per week. She is a podcast industry futurist. And believes in the Power of Podcast to break down cultures. She is also on a quest to have her entire wardrobe of podcast merch by 2025.

Please help me out on that. Yes. The compliance podcast network has several entries for you once we get your mailing address. Does your merch also include coffee mugs and other cool stuff? This is not a good representation, but yes I'll take. All right. Ariel with that tell us about newsletters.

I would love to I have a whole presentation. Should I share my screen? Yes. Okay, lovely. And I would just love to know from the folks who are here, if you could type into the chat. Where you're at in your podcast journey, if you already have a newsletter, if you're thinking about starting a newsletter, that will help me tailor my presentation to this audience specifically.

And without further ado, I will begin. I'm so excited. I love newsletters. Today I'm gonna be talking about the two sides of podcast newsletters. Of course, you can have a newsletter yourself and then you can be subscribed to a bunch of newsletters and use that as an opportunity to grow your show shall.

We shall. Who am I? Tom just said a whole lot of things about me and it made me think I probably need to edit that bio down a little bit. . So thank you for reading that. To add a little bit more context, I'm also just obsessed with Twitter. And I have thoughts on the whole Twitter situation, but I'm really big into podcast marketing via social media, and I have a lot of thoughts about that.

That's a whole other presentation. I live in New York. I play soccer. I used to like rollerblading, but then I broke my shoulder. And I share all of this just to let you know that I am somebody beyond my podcast experience and all of my life's experiences informed this presentation. One of the things that I like to share is that I studied geography in college.

Having do, doing something now that has nothing to do with geography. I often think, maybe that, maybe studying geography. Yeah, it was fun, but it didn't really do anything. But then I realized that geography has a lot to do with demographics and I actually studied population and demographics has a lot to do with marketing.

So it actually really did inform a lot of what I do today, and I think it will continue to do so with that, let's begin. These are the ways that you can contact me. I'll also have them again at the end of my present. This is just another slide to share a little bit about. Now let's talk about the podcast newsletter scene.

It's a big scene. I've been in the scene for a while. I started a podcast recommendation newsletter in 2017 because I just really wanted to listen to more podcasts. My thought was I was listening to the same five or 10 podcasts every week, and I wanted to. Experience more. I wanted to listen to more podcasts and I didn't really know how to find them.

I knew at the time that there were hundreds of thousands of podcasts out there, and I was listening to a bunch and I loved them, but I wanted them to, I wanted more often to have my mind blown by audio. And I thought if I have my five favorite podcasts, Tom probably has his five favorite. Megan probably has hers.

There are a lot of people who have a lot of strong feelings about the podcast that they listen to. And if I could get lists curated for me, every single. By somebody else. That would be lovely, and maybe it'll help other people. So I started that newsletter with that goal in mind and also with the goal of eventually being paid to work in the podcast space.

I really loved the podcast space and really couldn't find a way in. I looked to becoming an intern as a producer or an associate producer. Tried to find different apprenticeships around Los Angeles. But the way that I found my way in was through starting this newsletter and then having people contact me about the newsletter.

Can I advertise in your newsletter? Can? And then I even went, In conferences and I said, can I advertise in my newsletter for your conference in exchange for a free ticket? And that led me on my way. So newsletters, I really owe my whole career in podcasting to starting my own newsletter almost six years ago.

And ever since then, I have been just a huge advocate, both for subscribing to newsletters and also pitching to newsletters and also creating your own. So let's talk about what that. Here is what's coming. In this presentation, I will talk about why you might wanna start a newsletter how to make that newsletter happen.

I will touch on podcast newsletters, both recommendation newsletters and industry newsletters. I'll talk about how you should pitch and why you should pitch, and then I will of course wrap it up with some takeaways. I always love to put a little bow on top. So first let's talk about why. Should podcasters have their own newsletters.

But before I do that, I am gonna take a quick check in with the chat so that if you are here and you wanna tell me a little bit about why you're here and what stage you're at in your podcast journey, I would love to know that. So please feel free to let us know in the chat. All right. Why should podcasters have their own newsletters?

That's a really great question. First of all, think about it like this. When you have a podcast, when you are putting out your episodes, week after, And maybe you're hearing back from your listeners, maybe you're not more likely. I've heard a lot of people in a lot of cases say I ask for people to respond to me.

I ask for people to email me. I ask for them to leave ratings and reviews, and I never hear from them. And that can be really frustrating and I have some tactics for you. But that, again, is a story for another day. But you don't own a list of your subscribers. You can't go into the back end on Lipson or on Buzz Sprout.

Anywhere, any of the hosting sites and just get a list of the people who are subscribed to your podcast. And that's frustrating, but it's also good for privacy reasons. But for the most part it can be really limiting. So something that you can do is start a newsletter, and of course people are gonna have to opt into that newsletter and people are going to need to have a reason to wanna subscribe to this newsletter.

And I'll touch a little bit about on the content of your newsletter and what you should look to, to be putting out in your newsletter so that you can actually grab people's attention and make them wanna stay subscribed. But for the most, Building up a newsletter from an early, from early in your podcast content creation journey is a good move because you will then have access to these people who have opted in to receive correspondence from you.

Once you have those people, maybe it's 10 people to start out, maybe over time you get up to 200 people, and even though you have 500,000 people per episode listening to your podcast You're probably gonna wanna get in touch with them in some way. Maybe even if you are hearing from them week after week, you still wanna be able to reach out to them specifically with something that they can click on.

With your podcast, you can till the cows come home, you can say, head to my website, head to my website. Please feel free to comment on my most recent Twitter post, answer this poll. You can ask for people to take actions as much as you want via voice on your podcast. But you're still not getting a link right in front of them in a newsletter that they have opted into.

So that's the real benefit of starting to. Collect email addresses. Another thing that you can do when you have their email addresses is you can send them reminders that you have episodes out. But of course I don't recommend that being the only thing that you put on your podcast. But reminders are important.

Maybe you have an event coming up, maybe you have a survey and you wanna get more respondents so you can put a reminder in your newsletter. You can also source ideas. You can source guests, you can source a whole bunch of different things by having this captive audience of people who. Subscribed and have opted in to receive emails from you.

You also have a unique opportunity here, which is that of course, when you are a podcaster, your podcast is audio only for the most part. And that means that you don't necessarily have access to that you can't necessarily let your audience know or describe in detail something that you are talking about that might have a really nice visual component to it.

My recommendation when thinking of how your podcast newsletter can add value to your podcast is making sure that if you have visual components that you're talking about on your podcast to put them into your podcast newsletter, to make sure that there are visual elements. For example, if you have a cooking show, you can only do so much with audio.

You can talk about recipes, you can talk about numbers, you can talk about the feel that this. Recipe will bring to your house, but you can't really show what it looks like. But you can do that in a newsletter. So visual components. Think about ways that your podcast can be translated to the visual medium and make sure you bring in elements of visual.

Make sure you bring in visual elements to your newsletter and you can use your newsletter to leverage. I love this word. I think leveraging is super important when it comes to. When it comes to your podcast

in general, if you wanna grow your show, one of the best ways to grow your show is to get it in front of other audiences.

And sometimes you do that by collaborating with shows that might be bigger than you. And you might be thinking, how do I collaborate with a show that has 10,000 downloads per episode? If I only get a hundred downloads per episode? That's a pretty big discrepancy. That's where leverage comes into play.

What do you have to leverage? Maybe you have a really active social platform. Maybe your Twitter is really popping off, whereas your podcast maybe isn't there yet. Maybe you have a really active newsletter where you have a thousand subscribers and now you can say to that podcast that you wanna do a collaboration with.

You can say, you know what? I only get a hundred downloads per episode, but I actually have a thousand people who are subscribed to my newsletter, so I'd be happy. Put an ad for your podcast in my newsletter and also do an ad read for it on the podcast, and therefore you have just come that much closer to parody when it comes to making a collaboration come to be.

So these are all the reasons why podcasters should have their own newsletters. There are more, but unfortunately I only have about 25, 30 minutes today. But let's move on to how you can actually make your newsletter happen. So now we know why you might consider having a newsletter, but that does not mean that you know how to make it happen or that you have the tools.

So let's talk about some of those. First, you're gonna wanna choose a platform. There are a whole bunch of different platforms out there. We've got MailChimp, we've got Sub Stack, we've got Ghost, we've got Review, which is a product of Twitter and might be shutting down at the end of the year. There are so many different podcasts.

Sorry. There are so many different newsletter email marketing templates. There's ones that are more focused on visual components. There's ones that are more focused on marketing. There's ones that are more focused on writing. Do some digging. Think a little bit about about what you want your newsletter to look like.

For example, if you're gonna be, if you're writing a lot, if you're gonna be essentially writing essays, I would go with something like Sub Stack. If you are more interested in the marketing aspect of things, I would go with something like MailChimp or Active Campaign. Once you've chosen your email marketing service, and of course if you have any questions about that, feel free to get in touch with me later.

Choose a cadence for how often you want your newsletter to go out. And this is similar to choosing a cadence for your podcast. So do you want your newsletter to go out every time you have a podcast episode that goes out? Most importantly, think about what you actually have capacity to do, because the most important thing here is once you choose how often you are gonna put your newsletter out, try to be consistent with that.

Of course, there are exceptions, and if for some reason one week you can't get that newsletter out, or one month you can't get that newsletter out, that is fine. You're going to wanna make sure that you're building up trust with your audience. And one way to do that is to always show up for them when you say you're gonna show up for them.

So I, I'm a big believer in choosing a cadence and sticking with that cadence unless for some reason something happens. And then you can default to just being transparent with your audience about why that's some, why something came up. And I touched on this before, but you wanna make sure that when you are creating a newsletter for your podcast that it stands on its own, that it is not just a copy of your most recent episode.

My biggest pet peeve is receiving emails from podcasts that I listen to, and it's just like new episode out now, and then a link to go and listen to it. I think that's great, and I think that there should be a link in your newsletter to go check out the podcast. There should be something more to it.

There should be a reason for me to be subscribed to this newsletter because, or else I'm just gonna unsubscribe because I'm already subscribed to the podcast. I already know that I'm going to receive a notification or that I'm making it a habit. If I'm subscribed to this newsletter, I'm probably a big enough fan that I'm subscribed to the podcast already in my podcast feed.

And I don't necessarily need the explicit reminder only to go check out that podcast. I'm okay with there being a reminder, but in addition to something else, so like I. Consider what a visual component to your podcast might look like. Maybe you talked about a crime a true crime case in a recent episode, and you wanna include a photo of a mugshot of the perpetrator.

Maybe it's something less dark and you just wanna include a picture of you behind the scenes recording. That's something fun that your listeners might be interested in. Think about what could be different between your podcast and your. Newsletter and then make those two things shine separately, and then also complimentary with each.

Next important piece for tactical reasons and for logistical reasons, you wanna make sure that your URL is easy. So it's not gonna be something like [ariel.nili.com/newsletter/podcast/um](http://ariel.nili.com/newsletter/podcast/um), best newsletter ever. That might be good for seo, but honestly, probably not. But more importantly, it's gonna be hard to remember and you wanna be able to, on your podcast, say, It would really help me if you subscribe to my newsletter so that I can let you know when I have new episodes.

I can let you know when I have new tour dates. I can let you know when I've got some visual elements to show. So you can subscribe to it at [ariel.listen.com/newsletter](http://ariel.listen.com/newsletter) or [thispodcast.com/newsletter](http://thispodcast.com/newsletter) or whatever it is, dot com slash newsletter. I think that is the easiest way to go about it. And I would just really recommend securing.

Slash securing that landing page and making it as easy as possible. Like I said before, be consistent with your newsletter. And then, as I mentioned in our last in our last slide, you're gonna wanna use your newsletter to barter. And once you have this all set up, think about. The ways that you can barter with your newsletter.

Think about the people that you can go out to, not only to set up cross promos between your podcast, but also cross promos now between newsletters because now you have this whole other piece of content that you can use to. All right, so let's talk about the other side of podcast newsletters. I think we're right at the halfway point actually.

So we talked about why it's important for you as a creator to have a newsletter so that you can let your listeners know what's up. You can share extra information. You can use it to leverage. Amazing. Now, what about the other side? What about the other newsletters out there that you can potentially work with to grow your podcast?

Like I said at the beginning, I am a huge advocate of the podcast newsletter scene. There are so many incredible podcast recommendation newsletters out there, and I'm about to hit my next slide and you'll see a whole bunch of those listed. There are more that I could not list. Right now there's a whole bunch of newsletters.

I'll briefly go into each of them. But then there are more that are not even here. So there's Pod News, which is a daily podcast newsletter from James Cridland all about the news in the podcast industry. I am a big fan, not just of subscribing to podcast recommendation newsletters, but the industry newsletters are important too.

I'll get into why in a second. Another one is Sounds Profitable. It's about the business of podcasting, touching a lot on ad tech, but also so much more than that. There's Podcast, the Newsletter, which is a love letter to podcasting from Lauren Pace. Find that Pod shares six podcast episodes every Friday.

Podcast Delivery shares. One podcast episode every Monday. Pod People is a really great newsletter from somebody named Melissa Locker. She shares all the podcasts that she's listened to throughout the week. There's Earbuds Podcast Collective, which is my newsletter. Look at that. I put it towards the bottom of the list because I love because as much as I wanna, share my own stuff, other people are making some great stuff too.

there's Hurt Your Brain, which is a really great newsletter that goes out every other Sunday from. And he is Eric Jones and he is really great at picking apart why you might wanna check something out and what you're gonna learn from that. There's Pod Plain, which is Byre, named to Minar. There is Potsy, which goes out also every Sunday.

And these are just some really great newsletters to check out both industry newsletters and recommendation newsletters. I recommend subscribing to all of them and more. If you go to Google and you just search podcast recommendation newsletter list, you'll find these and more. I would be subscribed to all of them.

And the reason I think you should be subscribed to industry newsletters is because it's a great way to keep up with the trends and then you can consider what you want to respond to. Maybe, for example, James Cridland is reporting that the average episode length is going up. And you might say, you know what?

That's interesting because my average episode length is going down. Maybe you're gonna consider making some changes, maybe you're not, but maybe you're just gonna take that in and synthesize the information and put it in your back pocket for another day. Maybe you find out. YouTube has created a landing page [youtube.com/podcast](https://youtube.com/podcast), and you're gonna, you're thinking maybe that means they're gonna be doubling down on podcasts, and maybe I should consider a video element for my podcast.

Maybe you're not, but you are also now given the information and you can do with it what you want. And the podcast recommendation newsletters. You might be saying to me, Ariel, I already listened to so many podcasts, or I really don't have time to listen to our podcasts. They're I listen to five and I love them, but I also spend time creating my own podcast and I don't have time.

And I will say to you that you'll, you never know. You might be surprised. Some cover art might really catch your eye, but also it's a really great way to keep up with trends and to find out what other shows are popping up, and also who is potentially advertising on newsletters, who is being featured in newsletters, and most importantly for you, who can you potentially reach out to, to collaborate with or.

Maybe you're looking at it from a more capitalistic perspective, who are you now competing with? So it's just a great way to be aware of all of the content that's out there. So these are the newsletters that I recommend subscribing to, plus more that I could not fit. Now let's talk about why you should pitch, and of course I've got a pitcher over here just for some visual elements.

Pitching is important because one of my biggest theories right now is. In order to grow your show, yes, you want your podcast to be featured on apps. Yes. You want people to be listening to your podcast from all over and leaving you ratings and reviews and talking with their friends about it. But you also just wanna be showing up everywhere.

Your podcast should be everywhere I look. I should see your cover art, and that makes it undeniable that I need to go check out your podcast. So if you can show up in a bunch of different podcast recommendation newsletters. Around the date of a launch or of a season relaunch or anything. That's a really great way to prove that you are out there, that you are making some moves, and that you are talking to the right people and getting in front of people who might be interested in checking out your podcast.

I can tell you that I have not listened to a podcast before. I've made an active choice to not listen to a podcast before, and then I saw it pop up in a bunch of different newsletters and I thought to myself, Clearly somebody has listened to this. Clearly many people have listened to this and thought it was great enough to share, so I'm gonna go check it out, and I've checked it out and I've liked it.

So think about what goes on in your brain as you see something over and over again, and then think about how you might be able to make that happen for yourself. Buzz building is really important. Another reason to pitch is because these audiences have opted in to receive correspondence. We talked about this before.

When it comes to you creating a newsletter, people have opted in to receive my podcast recommendation newsletter, and that means that when I'm on social media and I'm posting a link yes, somebody might decide to click on that link every once in a while. But when they are making the active choice to open an email that they've received in their inbox, scroll through it, and then click on something.

They are highly engaged. They are highly motivated to go and check out your podcast so you've got opted audiences. So if you can get in front of a bunch of different podcast newsletters and get in front of a bunch of different podcast newsletter readers, these people are ready for your podcast. They are primed to listen to your podcast and think about it like this.

Newsletters need content. My newsletter is a podcast recommendation newsletter where each week is curated by a different person. Anyone can curate a list. I said it right then and there. Anyone can curate a list. The way my newsletter works is that if I don't have curators, I don't have a newsletter. Sure, I could curate my own list until the cows come home.

I think I've used that phrase twice here. I could curate my own list forever, but , it's better if somebody else helps me. And other newsletters function similarly not quite the same, but a lot of newsletters need pitches. They need to know what's out there in order to potentially feature it. So you need to hit them with the right pitch at the right time.

So let's go to how to make that happen. How can you pitch? There's a pitcher for a visual component. First and foremost, subscribe to these newsletters, read them, and then respond to them. Do it in that order. Do not pitch right away. I can tell the second that somebody pitches me right after subscribing.

They have no idea what my newsletter is about. Please make it known that you are aware of what these newsletters do, who they tend to feature, and how you might fit. And then tailor your pitch based on that. And here's a big trick that I learned a few years ago is I received a pitch from a company called Party Fish Media.

I always call them out because they did such a great job with this. They pre pitched me, they said to me, Ariel we're a new company and we have a bunch of podcasts coming. How do you like to receive pitches? What's the best way for us to let you know that we have something new coming out? And that made me feel seen, that made me feel like they actually respected my inbox.

And so I responded to them and I. Here's what I'd like to receive from a pitch, and also you're welcome to carry a list for me and also you're welcome to write a blog post for me. I gave them everything because they were really respectful of my time and my inbox, and they let me know that they wanna work with me.

So I really recommend a pre-pitch. Subscribe to these newsletters, read what they write, see how you fit into that, and then let them know, Hey, I have a podcast about mental health. How do you like to receive pitches? What's the best way for me to send this to you? If I would like to be featured in two months, when should I pitch to you?

Ask yourself these questions. Ask them these questions. Build a dialogue with them. Become newsletter friends with them. Pitch sparingly. Do not pitch to every single newsletter, and not everything is gonna be a fit. For example, if you read Paul Condo's Newsletter Podcast, gumbo, you'll know that his humor is very dry.

He's not gonna cover every single podcast if you read Hurt Your Brain. It's a newsletter about knowledge and what you gain from podcasts. So think about how your podcast fits into that. Think about think about what Eric tends to feature. He'll tend to feature the same kinds of podcasts week after week, maybe a few different ones here and there.

How does your show fit into that? Maybe it doesn't, and that's, Because beyond podcast recommendation newsletters, there's also newsletters in your niche. I'm not even touching on that in this presentation today. But say you have a podcast about mental health, yes, you should be pitching to podcast newsletters, podcast recommendation newsletters, but you should also be pitching to newsletters about mental health and to influencers in the mental health space who have newsletters follow up sparingly.

So maybe you follow up if they don't respond to you after a week and a half, maybe two weeks, and then if they don't respond to you again, Of course it's a case by case basis, but I would consider that maybe they're not that interested and they're just being nice and not rejecting you.

There's a lot of different possibilities. Of course, like I said, take it on a case by case basis and then of course when somebody says yes, or even if they say no, thank them for their time. So let's talk about some takeaways. Newsletters are an integral part of the podcast ecosystem. I'm a big fan of them.

I think you should be subscribed to all of them. I think it's just such a great way to tap into the podcast space so that you know what's going on in the podcast space so that you know what events are happening so that you know what other podcasts are out there so that you can respond to things, and you can come about the podcast space and your podcast from a really informed perspective.

Work on a plan to build podcast recommendation newsletters and podcast industry newsletters into your marketing. And that also means work on a plan to build your own newsletter. Depending on which

side of the, which side of the aisle you're falling on here, you might say, wow, Ariel. Now I have two calls to action.

I now have to make a podcast for my new, a newsletter for my podcast, and I have to be pitching podcast. Wow. I say the word podcast way too much. I'll start that again as if this is a podcast recording. Wow. Ariel, I now need to be making a newsletter to go along with my podcast, and I now need to be pitching podcast newsletters on my podcast.

That's a lot to do. And to that I'll say, Take it one at a time. Maybe one of the, maybe one of these two sides of the podcast newsletter ecosystem. He struck your fancy a little bit more than the other, so go with that. Go with your gut, see what you have more time for. Make a list of all the podcast newsletters that you're interested in pitching to and really double down on getting to know those curators, those writers, follow them on Twitter, see what they tend to write about, see what they like, and then pitch them at the right time.

Buzz building is a really underrated tactic I really think. That if you can get your podcast seen by people over and over again in all the places that they turn to in their corners of the internet, that's a really great way for them to say, you know what? I can't deny that. I've gotta check out this podcast.

And then my last takeaway is that when you are featured. Shout it from the rooftops. Every single feature, you should let people know that you've been featured. That means screenshotting your feature in Find that pod, screenshotting your feature in earbuds, screenshotting your feature in podcast, the newsletter, putting it on a nice Canva background, making it look all nice, and then saying, I'm so excited to be featured in this place.

And then also grabbing the logo from earbuds or from podcast, the newsletter or from find that. And putting it on your website in a featured on section, let people know that people are talking about you, that the buzz is building around. Those are my takeaways, and that is my presentation on podcast newsletters.

Two sides of the podcast newsletter space. There's podcast newsletters that you should be making for your podcast, and then there's podcast newsletters that you should be subscribed to and pitching to. Thank you so much. I would love to take questions. I believe we have a few minutes. I don't know if we have questions but this is all also how you can get in touch with me and also thank you for the opportunity and this conference is great.

I'm so glad and your presentation was great. I owe you a personal debt of gratitude cuz I've been trying to think about a topic and something to do with a podcast newsletter about, for close to a year now. And as you were speaking, as you were talking something, I think my work dropped into my mind so I can attribute that.

Oh yeah. Wholly to you. Thank you so much. I did wanna ask your opinion and if anybody has any questions, Chat is open. You can pop them in there. I think we've got one from Tom, I'll get to in a second after I ask this one, which is evergreen versus ongoing newsletters. Do you think there's ever a case for a newsletter that no matter what time somebody subscribes, they're always gonna get message one and then it follow a sequence?

Or should it always be you just jump into a newsletter and you get what is sent out that week? And it goes on from there. What's your opinion on Evergreen versus. Yeah, so I, in my newsletter, when you subscribe@earbuds.audio, you do receive a welcome sequence. So you get the first email that just says, thank you for subscribing.

Three days later you get an email that says do you wanna curate a list for us? And then a few days after that, you get an email that says something like, what do you think of the newsletter so far? We'd love your feedback. So that's just an email marketing tactic that gets people nurtured to feel like they're part of the community.

And if you have an ask of them, it's a really great way to make sure that your email is not going into the spam folder because the more people that reply to you and you can ask for replies, the more people that reply to you the less likely it is that Google or that an email. Sees your email as spam, so that, that's definitely a tactic.

I would recommend having some sort of email sequence, if, at the very least, a welcome email and then from then on I'm, make it a weekly thing. Okay. Perfect. I'm gonna Tom has got a question, so go ahead, Tom. Hey Ariel. Hey, I should, probably should have said this in the introduction, but I'll say it now.

I met Ariel through her work at Squad Cast and after about two newsletters, squad cast newsletters, when she took over that role as community manager. I emailed Rock and Zach and said, look, I don't know what happened, but your newsletter's fabulous. And so if you're listening to this I would suggest you go look at the podcast newsletter because I think it's really one of the best company newsletters I have ever seen.

The second thing though is you recently went on, or at least this fall, went on a sort of an international tour. So I wanted to get your thoughts around newsletters for those of us who have truly international audiences. So half of my audiences outside the United States. Does the newsletter strategy work outside the United States or were you able to maybe investigate that or talk to people about that during your.

Yeah. So what Tom's referring to is that I went to Radio Days Asia in Malaysia in September. That was really cool. That's actually where I talked to you, Megan from my hotel room there, . And I also was recently in Europe just for funsies, but I did do some podcasty meetups there. And everywhere I go, I do have conversations with people about, their podcast listening habits, their podcast production habits.

I'll say it's pretty universal. Podcasters are always looking for ways to get in touch with their audiences and ways to serve them, calls to action, and then actually to get responses on those calls to action. So I, I always think that internationally, domestically, it is a, it's a good idea to be collecting emails for your lists and to be putting out quality content via a newsletter that people want to receive and that people are.

They're getting something out of, so that, like I said, hopefully it's not just a new episode out now, link to click, I think you could check the stats on that and that after a while you'd be like, you know what, look I'll say it's not. I would say if your audience is not, maybe they're a little older and they're not necessarily in the in the habit of like really understanding podcasts as like they're in their routine and podcasts are hard to navigate.

Like my dad, for example, has a lot of trouble getting to the podcast app, but maybe if he received an email that said, new podcast episode out now, that would really be useful for him. So I'm not saying it's a terrible idea, but I am saying that you should add something to that. I think there should be more than, E new newsletter out now.

To further answer your question, Tom, I think it's always a good idea no matter where you are to have a newsletter that goes along with your podcast.

Perfect. And I've got a last question here, and this is about pitching and this specifically the tactic of pre pitching. So I love the idea it, and I'd love getting that myself, but what if the newsletter you're pitching does have established and posted guidelines for pitching? Is it more important to build the relationship by pre pitching or following the instructions that are out there?

What's your opinion? Yeah, that's a great question. So for example, James Goodland in POD News has guidelines for pitching and he has guidelines for press releases and what he likes to receive in a pitch. So

to that, I would say, I think people who have taken the time to create those really just wanna receive the pitches in the way that they've outlined.

I would say, Depending on what the newsletter is, not James per se, because the nature of pod news is that it's quick, it's daily. He's doing a lot of work behind the scenes, also investigating things going on in the podcast space. So you're probably not gonna get much out of responding to James' emails being like, hello James.

Great issue. Thank you for your work. I would do that every once in a while. Depends, how well you know the person that you're responding to. But for example, Lauren Pace just get to know these people because Lauren Pace has a newsletter, podcast, the newsletter, and she's gone on Twitter spaces and presentations like this and she has said multiple times that like she's the kind of person that if you tell her you like her dress, she's your best friend.

And she means that in her podcast newsletter too. Respond to her and be like, I just found my new favorite podcast via your new. And she'll be way more likely to help you. Most people. Awesome. Ariel, thank you so much. This was really exciting. I really appreciate the information you shared.

Very excited about newsletters, both pitching and owning. Everyone watching, this is how you can get in touch with Ariel. And if you are available in about an hour, we're gonna be doing our first conference networking event. So if you are free, you are welcome to attend. Ariel, anything last to say before we sign off and close out the day one of presentations at the Podcasting for Business Conference?

That's it. Just thank you for the opportunity. Perfect. Thank you.