



## What Makes a Podcasting Fan?

### ***The Question***

"What differentiates the podcasts you listen to immediately, all the way through, every episode, from those you like but might postpone listening to or skip a few episodes of?"

### ***The Answers***

#### ***Donna Papacosta***

- Excellent content in areas I'm interested in either personally or professionally.
- Personable host(s) Not too long (except for FIR LOL).
- Good production values (sound, music etc.)
- Speaks to listeners in the second person (I'm going to podcast about this in my next show).

#### ***Penny Haynes***

From the listeners I have met and talked with (mainly MEN! Hehehehe Probably because I give in unashamedly to my purely logical side for this podcast!), one of the things they like the most is that there is nothing out there like my podcast.

No one is doing exactly what I'm doing (finding interesting business news, reviewing and analyzing it, and then brainstorming about what we as entrepreneurs can learn from it and apply to our own present or future businesses). So I have no competition (once someone finds me!)

One listener, the head of IT at a national broadcasting network, said he really enjoyed hearing an intelligent woman come up with and clearly discuss new concepts and ideas. (Sounds chauvinistic, but I didn't take it that

way.) He said I offered new and fresh ideas, and they made him think. (He's the only listener I've ever met in person - well, other than my mother, who has come to ADORE Brain Storm! and wants to do one with me!!! hehehe)

Another listener sends me long, detailed comments via email at times regarding what I've been talking about. He is very blunt with me (which I

like) and his view of me is reflected in this quote, "Didn't mean to beat you over the head, although with your strong pioneer spirit, which is evident, any presumed nasty tones surely rolled off of your back." That was true...he didn't say anything mean or critical about me - just about some podcasts in general - but the guys like me because \*I'm\* so blunt and they can be just as blunt with me.

Another listener told me that he refers my podcasts to his clients to listen to! THAT was a BIG compliment to me.

Dedication? Hehehehe. My feed went down for a little while and I started getting emails and comments telling me they couldn't get my podcasts anymore, and were worried I had stopped Podcasting or gone to a paid model.

They keep me on my toes, and I got that fixed asap!!!

My fans are basically people who want to understand what and how business concepts work, and who like to learn about new technologies and ideas. Not all of them are entrepreneurs (as in, they own their own business). They just like the intellectual stimulation (or brain



calisthenics). But others are frustrated entrepreneurs who come up with ideas and don't do anything about it.

At the end of every Brain Storm! Podcast, I remind them that brainstorming is nothing if you don't do SOMETHING to make it a reality. I exhort them to start by doing ONE thing to put ONE of their brainstorms into action and start there. Sometimes I get listeners who say, "I want to start \_\_\_ business...what do I do from here?" or "I had an idea about this and this - what do I do next?". However, like so many entrepreneurs, I respond to them, but they don't always follow through.

Maybe I appeal to the dreamers - those that wish and want to do something big, but have never followed through (or taken the risk) to make it a reality. Maybe when they listen, they think "One day, I'm gonna DO this!"

It's my hope that they truly will, and they know I'm rooting for them.

The other way I try to encourage them is to act on my own advice and try to put my words into action. I try new ventures and work on my own inventions and tell them so. I'm about to do something new THIS WEEK that calls for a hefty monetary investment. But I've seen a need, no one has filled it, and I believe there is a market for it. So I'm hiring someone to take my brainstorm and make it a reality. So you see, my own podcasts challenge me!

### [Howard Carson](#)

My favorite Kickstartnews Revue podcast 'fan' story is about the regular Business Online & Technology segment I do with business entrepreneur Judi Tyabji Wilson. After a particularly instructive segment was posted (podcast 40 as I recall), we received an MP3 file from a regular listener. "I damn well ain't gonna do EXACTLY as that damn TYBUNJI PERSON says I gotta do. She thinks she's so damn smart, let her come down here to tell that crap to my face. Find the time to get organized? HAH! I can't even find the time to feed myself in the morning! Yer podcast is CRAP and I ain't ever listenin'

to it again. STICK IT!" The punch line? I get one of these MP3s from him about once every three weeks or so, raging about some perceived insult to his abilities or his business. One time (and one time only) we received an MP3 from him containing so many compliments it was embarrassing. People are funny.

Our favorite podcasts share one characteristic in particular: simplicity.

The Kickstartnews Revue is normally quite complex, with music bumpers, leads, letters, commentary, interviews and special segments. The podcasts which stand out for us are the ones in which the individual sections seems to blend smoothly. It usually happens when we stick to a single theme.

That's the key.

### [Craig Shoemaker](#)

What makes a good podcast for me? Mind you I may not be your typical podcast listener. I like to listen to stuff \*almost\* exclusively where I will learn something. I love .NET Rocks! and Hanselminutes because I get information I can use, but I otherwise wouldn't have the time or exposure to learn.

I do like to listen to the Verge of the Fringe, the Bitterest Pill and the Hollywood Podcast each time. These shows are entertaining, I know each of the hosts and can keep them running even if I am programming a website.

Podcheck Review is done by my friend Scott Fletcher and never miss an episode. Even if we weren't friends I would still love his show because he always has something interesting and poignant to say plus it just sounds so darn good.



## The Engaging Brand Podcast

One from US..... Just wanted to say that I have been having a really down time. I have come to rely on your podcasts as a way of reinspiring me to see a great future. Thanks.

One lady uses it to set the agenda for her weekly employee engagement meeting!

One US guy who had a stubborn board...listened to the show and built a business case from the lessons I gave....he says that 10 days ago their program has just been signed off, he doesn't think that he could have done it without listening.

- Content is key, get sick of presenters going on about their life.....want content!
- Presenter is human, I feel that I connect in some way to them.
- Length of podcast must be no more than 40 minutes.
- Not too professionally produced!! I know this sounds stupid but the ones I listen to sound authentic and therefore I believe them.
- Regular....like weekly shows.
- Enjoy ones that have guests or co presenters so it is more than a rant or preaching from one self absorbed person.
- Regular shows..hate it when people start then go away for a while.
- Passion....the presenter needs to be passionate

## SGWF

### *Mike Rimar*

Why do I like Tee? I guess it's mainly because he's doing something other authors touch on briefly. Not only is he passing on old experience, he's giving us his new experiences, too.

I don't always agree with his points, and sometimes he's a bit of a ham (a flaw of any actor), but Tee is always entertaining, informative, and respectful of his fans--mostly.

### *P.G. Holyfield*

Why am I a fan? Yes, Tee is a ham :), but he always does it with a sense of humor; besides, he's been nothing but honest and provides a great deal of information on topics that you can't find (as well-covered) anywhere else. Plus Tee lets us in on his personal journey, which he fully understands is one of the things that makes podcasting so great.

Even though I was slightly disappointed when I first found SGWF (I thought it would be about writing fantasy), I realized the niche he filled was perfect for me. With ISBW and The Secrets I've got what I need as far as 'writing' podcasts, and in my opinion Tee compliments those podcasts perfectly.

### *Jeremiah*

- *Be good to your fans.* If they write, write back, be polite, and actually engage them rather than simply pasting a form letter into your reply and sending it off. If you meet them in person, same thing, be nice and recognize that these people are why you're doing what you're doing.
- Budget doesn't matter, equipment doesn't matter, content - having something to say and your own voice to say it in - is all important.
- Promote yourself, promote yourself, promote yourself.



## DSSP

### ***Chris Brogan***

I'm first! I'm first! Woo!!!

You couldn't have a more RAVING fan than me, Heidi. I think the show is useful, powerful, and loaded with things I use almost immediately. You've given me more value per post than any blogs I read regularly.

I love the podcast because it gives me useful things to implement in my life, and because I can listen to you instead of terrestrial radio on the ride back and forth to work. Your voice is beautiful and clear, and your method of speaking is relaxing yet charged with energy.

If you put out three shows a week, I'd still listen to every one.

### ***Rick***

Fan - I guess that fits. I listen to every show. The content you provide is professional and educational yet entertaining. Frankly, I listen to learn and discover new ideas that I can apply to become a better leader, manager and all around person.