

# Module #7

## Launching Your Show

Approximate Time: 3-5 hours

### ❖ What to know about iTunes New & Noteworthy:

1. iTunes uses total downloads, subscriptions and number of reviews to determine the rank of a podcast (the more of these you get the more likely that you will be featured in New & Noteworthy)
2. You have a total of 8 weeks to be featured

### ❖ Show Promotion Blueprint:

1. Make sure to have at least 3 episodes uploaded into Libsyn prior to submitting your feed
2. Grab your Libsyn feed url and validate your feed using [CastFeedValidator.com](http://CastFeedValidator.com)
3. Submit to iTunes and Stitcher
4. Make a list of 50+ people you know that could leave a review and subscribe to your show
5. Use your guests to promote your show. Send each guest an email the morning that their episode airs, asking them to share the podcast episode on their social media profiles.
6. Make your content easily shareable using [ClickToTweet.com](http://ClickToTweet.com) and [Pretty Link](http://PrettyLink)
7. Make sure to ask your audience to leave a review in the intro of your podcast and explain how it helps the show
8. Create a how to leave a review page
9. Send texts, emails and/or Facebook messages to anyone you did market research with
10. Leave reviews on other podcasts in your niche and ask them to leave you a review as well
11. Anyone who comments on your podcast on your website or social media, ask them if they could leave a review
12. Guest post and guest podcast, leverage other people's audiences