

## How Tyrone Shum build a brand new podcast from 0 - 100,000 downloads in less than 6 months

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- ❖ Why Tyrone Shum started a podcast
  - Tyrone Shum started a podcast in the niche poppy and his motivation was when his parents bought property and sold it and made quite a bit of money from it. He thought if he could learn from these people then replicate and do the same thing as they did.
  - Then he discovered there was a lot of great podcasts out there who were talking about profit but unfortunately he wants to have more than just a story.
  - Since he came from a background where he have implemented and created scripts and stories behind videos and done other podcasting in different niche, he saw there was a missing niche and decided that if no one else is done it, he'll do it.
  - So he decided to go out and find as many poppy investors then start interviewing them just for his own sake and wanting to learn and start sharing that and try and publish podcast that's happening every single day. And since then it's just been phenomenal, that's how it started.
- ❖ Other reasons why Tyrone decided to launch podcast
  - His goal for launching podcast is dense by means of people firstly to invest in property and build a community behind it and from there is to be able to create a private community of people subscribe to membership program and to really collaborate and have experts come into play and obviously to monetize this in some shape or form.
  - So just people signing up to a membership site to share content and also to network because at the end of day, property is about people. And there's so many different ways that you can actually invest into property whether it be doing joint ventures with other people or searching for resources to be able to help invest into property.
- ❖ What are the starting points in creating podcast?

- You have to be committed.
- Be consistent.
- Ensure that you've got the passion behind it.
- ❖ Tips on how to increase and expand your listenership in podcast in a short period of time
  - Build those relationships with your guests especially the experts in the industry because they have quite a substantial influence on the market and also potentially has by a number of subscribers.
  - Building up an email database
    - The spirit of the email lists and also on the social media and because what he did was the first night that he released where actually expert interviews of well-known people in the industry, he asked them to see if they'd be willing to support the campaign to see promoted to that list.
  - Consistency of hosting continuously with more and more interviews and sharing those stories with as many people as possible.
    - And over time as you start posting more, iTunes picks it up. It starts pushing erratic and then that leads onto the next part which basically means that you just need to make sure that when you're actually posting your content out there, it should be optimize for iTunes. Optimize means trying to target the keywords that people are searching for because you can put it out of very great catchy headline.
  - Get a lot of subscribers within the first 90 days to actually get your podcast just quite high.
    - Have very strong court actions in your podcast to get people firstly to subscribe to your database whether it be on your website or whether they get on a phone which is what he actually been doing. Tyrone have been promoting a number that they can sms too and sent their emails.
- ❖ How to find the right keywords to use?
  - Search for that particular keyword in a lot of different podcast
    - Hopped into all of the episodes and start to see what kind of titles they used to get stuff for and get some ideas from them

- Remember that the keywords at an episode level are different to the keywords for your podcast
- Log into iTunes then go into iTunes store specifically under the podcast section, there is a search bar on the top right hand corner.
  - Type in a search bar a particular topic that is related to your niche
  - iTunes will have a suggested amount of searches listed straight below just like Google.