



# PODCASTERS LAUNCH GUIDE

A step-by-step guide to maximize your  
earnings on Patreon

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## How to use this guide

This guide will cover the 3 most important elements of your launch. It may seem like there is a lot to do before you launch, but 95% of your success will come from doing these 3 things well. In this guide, we'll walk you step-by-step through proven strategies for each of these. At the end, we've provided a launch checklist and calendar so you will have everything you need to manage your launch.

A successful launch has the potential to change your creative career and change your life. This is the blueprint to make it happen.



# SECTION 1

## Build & Price Your Tiers

### Intro to Tiers

Deciding what you should have in your tiers is an important decision. And one that podcasters frequently get hung up on. You'll notice a common theme in the tips below: Keep it simple. Less is more when it comes to the number of tiers, and the number of things advertised in each tier, & how much text you use to describe each tier.

Below, we've provided key resources like a list of popular tiers for podcasters, a list of the top podcasts on Patreon (and what they are offering), and some templates that you can use to make set-up a breeze. Read through the tips first and then, keeping those tips in mind, we've provided a step-by-step process that will help you build tiers perfectly suited for your podcast.

#### ★ Tip: Only put a few key items in each tier

Don't cram too many benefits into a tier. Only include the most valuable things that they will receive.

Why? Simple tiers are:

- Easier for your fans to understand
- Easier for you to manage each month

Trying to cram too much "value" into each tier can often have the opposite desired effect and cause less people become patrons. This happens because:

- It's difficult for fans to understand exactly what they would receive
- It's difficult for fans to compare and choose between tiers
- Fans are more likely to not notice valuable things in a tier because they are lost among the smaller things.

#### ★ Tip: Use bullet points & good formatting

Make sure it's easy to understand what subscribers will get in each tier & so it's easy to compare tiers when they are deciding:

- Bold key items
- Use bullet points
- Make each item they receive clear & succinct
- Move additional info on items to an FAQ in your page description
- [Extra credit] Use the tier image to convey value

#### X Bad Formatting

#### ✓ Good Formatting

If additional info on a tier is needed, include that in an FAQ section in the description section of your page. Don't try to include it in the tier itself or it will become cluttered and difficult to understand.

#### ★ Tip: Start with fewer tiers. Add more later.

It's tempting to want to create a lot of tiers from the start. Similar to having too many benefits crammed into each tier, this can have the opposite effect.

For podcasters this is especially true. Most fans will want your primary offer, which will likely revolve around receiving access to more episodes of your podcast.

So don't be afraid to start with 1 or 2 simple tiers. You can decide if you want to create additional tiers later. Plus, when you add a new tier, it will give you a good opportunity to promote all of your tiers again.



### Resources: Everything you'll need

- Top 40 Podcasters on Patreon (and what they offer)
- Top 20 Tier Ideas for Podcasters
- Use a Tier Template
- Tier Builder Print Out

## Step-by-Step

**Step 1.** Open the [Top 40 Podcasters](#) resource. Look through the top podcasters on Patreon and see what podcasters similar to you are offering. This will help you understand what works well for different genres & get ideas of what you think would work best for your own show structure & fanbase.

**Step 2.** Look through the [Top 20 Tier Ideas for Podcasters](#) resource and do the same. This will help boil each item down to exactly what you will be offering in a succinct way.

**Step 3.** As you go through these resources, make a list of everything you would consider offering. Once you have a full list, go back and try to select the things that are the best combination of "valuable to your fans" & "easy for you to produce."

**Step 4.** Package those into 1-3 tiers

- Less is more: Keep it simple and only include the things you think are most valuable. You can always add more to a tier after launch or create an additional tier.
- Make it easy to understand what is in each tier. Use bullet points. Format it in a way that will make it easy for your fans to compare tiers side by side.

#### ★ To help with these steps, we created a worksheet with a list of the most popular benefits for podcasts to offer.

Use this sheet to complete steps 3 & 4:

**Step 5.** Build your tiers in your pages tier editor. We recommend using one of our [Starting Tier Templates for Podcasters](#). It starts you page with pre-built tiers. The templates use the tier structure of most successful podcasters in that genre. This will allow you to skip a lot of the page setup.

**Step 6.** Make any final adjustments, so they look exactly how you want them to on your page. Move things between tiers, add new items, or remove things entirely until it matches what you planned in step 4.

**Step 7.** If some of your tiers require additional set-up for fulfillment, make sure that is done ahead of time. Here are the common ones for podcasters:

- [Enable Private RSS feed](#) | [Set-up Instructions](#)
- [Enable Discord Chat](#) | [Set-up Instructions](#)

#### ? FAQ: Making Edits

Editing your tiers and moving items between them is easy and can be done at any time. Even if you [start with one of our tier templates](#).

To be clear, this means you can edit them before launch, after launch, & even after you already have paying subscribers. **You can edit what is included in tiers, the price of a tier, or entirely delete tiers** after launch as well.

Don't let the desire to build or price your tiers perfectly block you from getting started.

#### ★ Tip: Avoid a \$1 tier

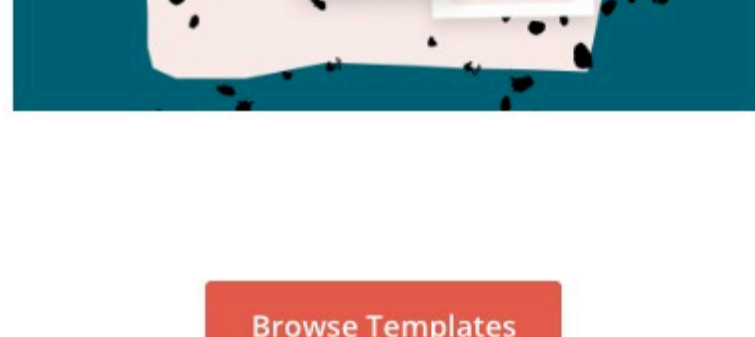
We recommend avoiding a \$1 tier. Why? When small amounts get processed, a larger percentage of it goes to credit card processing fees. At \$1, around 30% of a payment goes to processing fees. So you only take home 70 cents.

So even if get less patrons, you are more likely to earn much more if your lowest tier is in the \$2 - \$5 range, since a much lower percentage of each payment will go towards credit card fees.

## COMPLETE SECTION 1

Download Tier Builder Worksheet

Choose a Template



Download

Browse Templates



## SECTION 2

# Set Up an Ongoing Promo Strategy

## Intro to Ongoing Promotion

We'll get to the "launch promotion" strategy next, but your launch is only a one-time event. It isn't nearly as important as **having good strategies in place that allow you acquire new patrons on an ongoing basis.**

The most effective way to promote your new tiers is to incorporate it into your existing release schedule & promote them alongside your normal (free) podcast. There are a few easy, yet *highly-effective* strategies you can utilize to do this and you should make sure you have some of them in place *before* you launch.

In this section we'll show you what they are and how to set them up prior to your launch.



### Resources: Everything you'll need

#### Ongoing Promo

- 5 Easy & Effective Promotion Tactics for Podcasts on Patreon
- Teaser promo strategy for podcasters

## The Most Effective Ongoing Promo strategies for Podcasts

### #1 Post teasers on your main feed

Every time you release a paid episode, release a preview-teaser on your free podcast feed so all of the listeners to your free podcast know it was released and can see & hear what it is about.

This can simply be the first few minutes of the bonus episode with a message at the beginning or end that they can access the rest of the episode by joining that tier on Patreon.

### #2 Short pitch in the podcast

Have a 30 second pitch that you use at the beginning, middle, and/or end of your free podcast. Remind listeners & tell new listeners about your page & what they can get if they join a tier.

If you record it live each week you can talk about the topic of your newest bonus episode or reference the total number of private episodes they will be able to access after they join.

### #3 "Video" teasers for Instagram, Twitter & YouTube

You can use a similar strategy to promote these episodes on social media. Audio clips alone aren't very exciting and not very shareable, so we recommend turning them into a video version.



You can either record yourself while you are podcasting, or **use a tool like Wavve to turn your audio into an engaging, branded animation** like the examples above. It also has a feature that auto-generates captions to make it even more engaging.

### #4 Pre-planned references to member-only features

Plan ahead to create opportunities to reference things that are available to paying members in your free episodes.

For example, you can reference something that was a conversation topic in last week's bonus episode that is available to members of your \$5 tier. Or let's say you offer a video version of the podcast at the \$10 tier: you could plan something in your free podcast that has a visual or video element so you can reference that it might be better on the video version of the podcast.

## ! REMINDER: These are ONGOING promo tactics

These are **ONGOING** promotion tactics.

The single biggest difference between the highly-successful podcasts & low-earners on Patreon are their strategies around *ongoing* promotion.

Tactics like these can and should be utilized every time you release a new podcast and should be baked-in to your process for releasing new episodes. You don't have to use these exact 4 strategies, but you should make certain you have 1 or more *ongoing* strategies in place that will bring in new paying members *every time you release new content.*

## Step-by-Step

- Step 1.** Based on what you are offering in your tiers, pick out the promotion strategies from the list above that you think will be most effective for you. Or create your own tactics you can use that are specific to your podcast or tiers.
- Step 2.** For each of the tactics you selected, make a set of instructions that walks through each new additional step that will be needed to be completed each time you release a new episode.
- Step 3.** Make sure you and/or your team incorporate those steps into your existing workflow for releasing each new episode.
- Step 4.** Complete those steps *each time you release a new episode.*
- Step 5.** Every month or so, you can try adding a new promo tactic and see how it effects your results. You can **track how many members you add every time you release a new podcast episode in your earnings dashboard on Patreon.** Adjust your workflow based on what you learn.  
[optional]



### ★ Tip: Keep it simple

- You don't have to do everything. Concentrate your time on the most effective strategies first. The teaser strategy works so well because it is effective & easy to do on a consistent basis.

### ★ Tip: Think about Lifetime Value

- Acquiring 5 new \$5 patrons each week may not feel like a lot when it happens. It feels like you just earned \$25. But remember, they became monthly subscribers, so in reality you have likely earned closer to \$500. You will just receive spaced out over the next year. Remember that when thinking about where to invest your time.



## SECTION 3

# Build a 2-week launch calendar

## Intro to Launch Planning

The final piece of the puzzle will be to have an additional promotion schedule for the first few weeks of your launch.

We recommend having it revolve around a "special, limited-time offer" which will help create excitement around the launch, create a very natural way to promote it, and boost conversions by adding a time element.



### Resources: Everything you'll need

- [How to run a special offer](#)
- [Special Offer Ideas](#)
- [How Nataly Increased Her Patronage from \\$1.5k to \\$6k in 30 Days](#)

## The Most Effective Launch Week strategies for podcasts:

### #1 Run a limited-time offer the first 2 weeks

**Limited-time Special Offers** are a great way to generate excitement around your launch and will *dramatically increase* the amount of members who join during your launch month.

This allows you to offer a special one-time benefit to *anyone who joins before a certain date* or to a *limited amount of people* (eg first 100 to join).

Once it is set-up, a banner will appear at the top of your page, your tier selection page, and in the tiers where the offer is available.

### Special Offer Example

The screenshot shows a banner for 'Awesome Podcast' with a special offer until Jan 21st. It features three tiers:

- TIER 1 (\$4.99 PER MONTH):** Bonus Episodes (podcast every week + access to all past bonus episodes), Access to our live chat group, Access to private Discord Channels. Includes a 'Select' button.
- TIER 2 (\$9.99 PER MONTH):** Bonus Episodes (podcast every week + access to all past bonus episodes), Access to our live chat group, Access to private Discord Channels, Access Full Episode Archive (instant access to our archive of old episodes of the free cast, contains 60+ episodes), Video podcast, Access to private Discord Channels. Includes a '2 Free tickets to a live show' offer (Special Offer + 14 days left) and a 'Select' button.
- TIER 3 (\$14.99 PER MONTH):** Bonus Episodes (podcast every week + access to all past bonus episodes), Access to our live chat group, Access to private Discord Channels, Access Full Episode Archive (instant access to our archive of old episodes of the free cast, contains 60+ episodes), Video podcast, Access to private Discord Channels. Includes an 'Exclusive Collectible Stickers' offer (Fulfilled by Patron) and a '2 Free tickets to a live show' offer (Special Offer + 14 days left) with a 'Select' button.

### #2 Pre-make & schedule 10-20 social media posts

Pre-plan 10-20 launch announcement posts to go out on social media over the next 2-4 weeks.

Here are some tips we've seen to be very effective:

- If you are running a special offer, many of them should revolve around this and should count down the number of days (or slots) remaining on the offer.
- Use photos or videos to make these posts more visible & more sharable.
- Alternatively, questions or discussion topics that involve your fans are also very effective and get a lot of people involved or engaged.
- Create a few different versions so you're not posting the same thing each time.
- Calendar them ahead of time and spread them out over the first 2-4 weeks after your launch.
- We recommend planning these out in advance so you know exactly what you will post and when and sticking to that schedule.

### #3 Write a 2-minute launch announcement for the podcast

Write a 1-2 minute launch announcement that you can use at the beginning & end of your podcast. Include these in your new episodes for the next few weeks.

This will differ slightly from the one you created in the "ongoing promo section." This one can have more of a backstory and go into more details on what you are doing and why & what you envision for the future.

It will also be ideal for mentioning your special limited-time offer, and how much time they have remaining to get that offer!

### #4 Create a 2-minute video announcement

Videos are more clickable & more sharable on social media. This will help ensure that you maximize visibility among your followers on social media and have your announcement reach as many of your fans as possible.

Don't be afraid to post this same video a few times over the next month. Not all of your fans & followers will see it each time you post.

You can also use this video on your page as an easy way to show your fans exactly what they would be receiving in each tier.

### #5 Retweet fans talking about your tiers

Retweeting happy & excited fans talking about your tiers is a very effective way to generate buzz and excitement and convincing others to join who may be on the fence. [You can read about how effective this is in this article on our blog.](#)

If your fans are mostly on another social media platform, you can take screenshots of comments and post them on Instagram Stories or other similar places.

## Step-by-Step

### Step 1. Decide which of the strategies above you want to use as part of your launch-week strategy. If you are using a special limited-time offer, decide what you want to offer.

Some ideas for podcasters are:

- Limited edition merch (t-shirt, sticker, mug, signed poster, etc)
- Free tickets to upcoming live shows
- Lifetime VIP badge.
- Access to special private livestream event(s).
- Free access to online course or e-book

### Step 2. Create your launch promo calendar. Decide on 10-20 different pre-planned posts to go out on social media over the next 2-3 weeks that will advertising your launch:

- Try different variations that focus on specific benefits available in each tier. Or highlight little details or provide examples that show what it is like to be a member. For example a teaser of this weeks bonus episode or a screenshot of a conversation happening in the private community.

- If you are using a special limited time offer, incorporate posts advertising that & remember to include how many days they have left (or how many offers are still available)

- For more recommendations on what to post, refer back to #2 in "The Most Effective Launch Week Strategies" section just before this.

### Step 3. Put all of these on a calendar so you know when you will be posting them.

- Remember to include the release of your normal episodes and the promotions you have planned as part of SECTION 2: ONGOING PROMOTION STRATEGIES.

### Step 4. Write your 2 minute launch announcement that you will use at the beginning and end of your podcast the first few weeks of your launch.

### Step 5. Set up your Special Offer in Patreon.

You can set this up before you launch so it will be live and visible to your fans right when your page goes live.

[Here are step by step instructions for setting up a special offer.](#)



### Tip: Focus on promoting to YOUR audience:

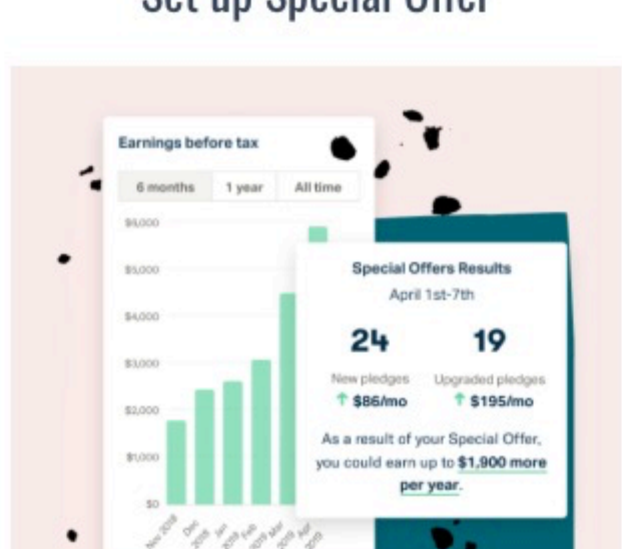
A lot of people get overwhelmed planning their launch because they think they need to maximize the reach so as many people as possible hear about it.

It's very rare that people will become a paying member without already being a listener of your podcast. And you already have ways to communicate directly with those people via 1. your podcast. 2. your social media accounts.

Focus on your fans that you have direct contact with first and foremost. That is where 95% of your patrons will come from. Do not waste too much time trying to get other people to share your launch and increase the reach of your announcement to strangers.

## COMPLETE THIS SECTION

### Set up Special Offer



Create a Special Offer



# SECTION 4

## Get Started

### Motivation

A successful launch has the potential to change your creative career and change your life. And now you have the blueprint to make it happen.

Dedicate a few hours over the next few days to handling this prep-work. We've created a checklist to help you keep track of everything you need to do. Go back through this guide, follow it step-by-step, and build an amazing launch plan.



#### Final Tip: Avoid getting caught up in the little details.

Focus a majority of your time and energy into doing these **3 things** well and you will have a successful launch on Patreon. Remember, you can always make adjustments once you launch and start earning money. The worst thing you can do is put off launching for months trying to think through every detail.

Remember, the people who will be joining will be your biggest fans. They will be excited to be part of the journey, even if things aren't perfect to start.



### Resource Appendix: Everything mentioned in the guide

#### Building Tiers

-  [Top 40 Podcasters on Patreon \(and what they offer\)](#)
-  [Top 20 Tier Ideas for Podcasters](#)
-  [Use a Tier Template](#)
-  [Tier Builder Print Out](#)

#### Ongoing Promo

-  [5 Easy & Effective Promotion Tactics for Podcasts on Patreon](#)
-  [Teaser promo strategy for podcasters](#)

#### Launch Week Promo

-  [How to run a special offer](#)
-  [Special Offer Ideas](#)
-  [How Nataly Increased Her Patronage from \\$1.5k to \\$6k in 30 Days](#)

END