



10 PODCASTING REALITIES:

LOOK BEFORE YOU LAUNCH



**10 Simple
Truths** for
Every Lawyer
Who Wants
to Start a
Podcast



Published by the
Legal Broadcasting Company





PLATFORM & PRODUCTION REALITIES (01-05)



01 / Pick your Podcast Platform Wisely

We all live on Zoom or Teams, but these are designed for meetings not podcast recordings. Consider purpose-built platforms like Riverside, StreamYard, or Zencastr to capture higher quality audio and video.

02 / Be Smart About Your Gear

They say you get what you pay for and, with audio gear, there's a good bit of truth to that. If you bought a \$50 mic, it probably sounds bad. A mic is an investment — spend wisely and learn how to use it.

03 / Find a Good Partner

You went to law school, not audio engineering school. A creative production partner will help you develop your show concept and handle the time-consuming labor so you can focus entirely on showing up and sharing your expertise.

04 / The Golden Ratio of Formatting

Under-format your show and it becomes a shapeless mass. Over-format it and it feels rigid and predictable. You want to build a unique, repeatable episode template.

05 / Podcasts Aren't Just Audio Anymore

If you don't have a video strategy optimized for YouTube and short-form LinkedIn clips, you are actively capping your show's growth.



[Ready to launch? Contact our production team at mark@legalbroadcastingcompany.com or call \(224\) 789-0055.](mailto:mark@legalbroadcastingcompany.com)



STRATEGY & MESSAGING (06–10)



06 / Know What You Have to Say

No one is waiting for more white noise. In a highly competitive market, you must deeply understand your unique value proposition and target audience before you open your mouth.

07 / Be Yourself

Stop trying to emulate NPR or mainstream talk show hosts. Analytical, skeptical legal audiences spot a fake instantly. You want to show authentic authority. Be completely yourself—just with a professional coat of paint.

08 / Passion Keeps You Going

Podcasting is a commitment, both for you and, if done right, for your audience. If you bring a deep passion and joy for your subject matter, your audience will join you, and it will be easier for you to avoid burn-out.

09 / Define Success Accurately

Is your podcast a direct retainer generator, a referral flywheel, or a talent recruitment tool? Structure your show metrics around meaningful goals (like actual law firm revenue), not vanity download numbers.

10 / Don't Go It Alone

While starting can seem easy, getting found is much harder. Just like in law, networking is key. Join a podcast network like Legal Broadcasting Company that will help you get exposure faster.



DONE CONSIDERING? LET'S BUILD

If you want the massive business development power of a podcast but don't want to manage the production, tech, or editing headaches yourself—that's where Legal Broadcasting Company comes in.

You do the talking. We handle everything else.

[Click Here to Schedule a 15-Minute Podcast Concept Assessment](#)