



Questions to Ask to Find Good Podcast Partnerships



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Some of the most intriguing podcasts feature partnerships with other podcasts. Why? A good podcast partner is someone who not only has similar and complementary interests, but also has different opinions and points of view. Done right, sprinkling in respectful disagreements and contrasting opinions can captivate an audience.

Featuring voices who share similar interests but have different opinions can help to grow your audience not just in terms of numbers, but also in terms of diversity. We’ve compiled a list of questions that focus on finding partnerships (within and outside of your institution) that will challenge yourself as a creator and your audience as listeners.

Compatibility

- ☐ Do you and the potential partner get along?
- ☐ Can you have interesting conversations with them?
- ☐ Are there areas where you might share similar beliefs?
- ☐ Are there areas where you have different beliefs?
- ☐ Do you have a shared audience?
- ☐ What are your audience sizes?
- ☐ What is the reputation of your potential partner’s show?

Content expectations

- ☐ Does your potential partner cover similar topics in their podcast?
- ☐ Will your partner’s podcast topic be of interest to your audience? And vice versa?
- ☐ What ideas and concepts do you and your partner want to get across to your respective audiences?
- ☐ What topics won’t be discussed?

Logistics

- ☐ What will the schedule for posting look like?
- ☐ What will the duration of the partnership be? Can the potential partner give notice to leave?
- ☐ Who will share certain promotional content to social media?
- ☐ What will the approval process with legal and PR teams look like?
- ☐ Who will own any intellectual property?

Strengths and weaknesses

- ☐ What are your potential partner’s strengths, and what are yours?
- ☐ What are your potential partner’s weaknesses, and what are yours?
- ☐ How can your potential partner help to address your weaknesses, and vice versa?