

Podcast Ad Templates

& 25 CTAs

(Calls-To-Actions)

to Make From Your Podcast

Podcast Ad Styles

1.The Minimalist

Most people start in the minimalist ad style simply because they aren't sure how to "beef up" their ads - which is completely fine. When you're first starting, you may not have an element of story or be able to share testimonials.

The minimalist ads are really straight to the point. They share what it is, who it's for, and where to find it.

What to Say:

"If you're enjoying what you're hearing on the podcast, make sure you subscribe and leave a review where you're listening to this show."

Podcast Ad Styles

2. Tell Me More...

The "Tell me more..." ad style can include a personal story, a success story from one of your customers, or a testimonial from one of your students.

It can easily turn into an ad where you have people sitting on the edge of their seats - or getting excited to pull out their credit cards asap!

What to Say:

"Have you been wanting to check out my brand new [PRODUCT/SERVICE/PROGRAM]?"

Well, we're doing a giveaway! If you go to [INSERT LINK], by [INSERT DATE] you will get a free [INSERT GIVEAWAY PRIZE], but you have to go here before this time.

Here are some success stories of people who have already purchased [PRODUCT/SERVICE/PROGRAM]:

[INSERT STORIES & TESTIMONIALS]

Go to [LINK] to enter today!"

Podcast Ad Styles

3. Will this ever end?

Try to steer clear of the "will this ever end?" ads. If you're talking for five minutes about one thing, it better be compelling. Five minutes is so long to be talking about something and it does not have a good story to it, or it doesn't have any great examples.

If your ads are way too long, they won't make any sense. They're not for your audience and they more than likely won't perform well for you.

What to Say:

"[INSERT HOOK]. If that's where you're finding yourself today, then you'd really enjoy [INSERT PRODUCT/SERVICE/PROGRAM].

[INSERT DETAILS ABOUT PRODUCT/SERVICE/PROGRAM]

[INSERT TESTIMONIALS/SUCCESS STORIES/RESULTS FROM PRODUCT/SERVICE/PROGRAM]

You can learn more about [NAME] at [INSERT LINK]."

25 CTAs

1. Subscribe to Podcast
2. Leave a Review
3. Watch Facebook Live
4. Join Facebook Group
5. Watch Instastory
6. Download Freebie
7. Donate to a Specific Charity/Cause
8. Comment on a Blog Post
9. Listen to Specific Podcast Episode
10. Purchase Product, Service, or Merch
11. Join Newsletter
12. Leave a Book Review on Amazon
13. Preorder Book/Product
14. Join Wait List for Future Product
15. Register for Webinar
16. Read Show Notes for Specific Episode
17. Schedule an Appointment or Consulting Call
18. Leave a Review for Your Business on Google
19. Join Mastermind or Monthly Coaching
20. Watch YouTube Video
21. Subscribe to YouTube Channel
22. Check Out Your Etsy Shop
23. Follow on Social Media (Facebook, Instagram, Twitter, Pinterest)
24. Shop an Affiliate Product
25. Email You with Any Questions

Add a Few of These CTAs to Your Podcast ASAP!

Ep. 229, What to Say in a Podcast Ad? Let's Talk About It