



5 Podcasts Every Small Business Owner Should Consider Listening To

By Rob Marsh

We know. You don't have time for this. It's yet another thing to add to the already long list of stuff you do every day. Hold on a minute and hear us out.

Building a new business or keeping your existing business running smoothly is tough. It takes a lot of time, effort, and money. And often it feels like you're all alone on your journey. That's where the podcasts come in.

There are about a half dozen small business podcasts that share new ideas, strategies, and ways to solve problems. Most of them are created by small business owners like you who want to share their experiences. We've found that when we take the time to listen to 2-3 podcasts a week, we almost never fail to come up with a new idea we want to try.

We're not recommending that you block out an hour a day to listen to podcasts. But there are smart ways to fit a podcast into your already busy day—do you have a commute? Turn off the radio and listen to a podcast instead. Taking a break for lunch? Grab your iPod and head phones. On the treadmill at the gym? Turn off CNN and grab a podcast. By repurposing just a couple of hours a week, you can find time to add these valuable resources to your day.

SO WHAT PODCASTS DO WE LIKE BEST?

Start-ups for the Rest of Us:

This is a fantastic podcast presented by Rob Walling and Mike Taber who talk about their own experiences with the start-ups they're running. There's a lot of good stuff in these shows and we highly recommend them.

TechZing:

This podcast is an informal chat show hosted by Justin Vincent and Jason Roberts. Each week they do one interview show and a second discussion show. It's a little techy, but if you have a software business, you may want to check it out.

Seth Godin's Start-Up School:

We've mentioned this podcast before. It isn't a traditional podcast, but rather a recording of marketing guru Seth Godin sharing his thoughts on start-ups with a group of small business owners. It's motivational but it will get you thinking about your business, or rather what you might do differently to improve.

Monday Morning Memo:

If you're not familiar with Roy Williams, the Wizard of Ads, you are missing out. This short weekly podcast offers up ideas that will not just

get you thinking, but innovating. Mr. Williams shares anecdotes, ideas, and other wisdom about business and marketing that is easy to devour (each one is about 5 minutes) and put into action. It is occasionally promotional (Mr. Williams runs an advertising school for business owners) but it's worth putting up with the promotions to get the ideas.

SEO 101:

This podcast from Ross Dunn and John Carcutt is very tactical, but if you advertise your business online, it's well worth the time. Unfortunately, it is a Webmaster Radio production, so there are a lot of annoying ads throughout the show, but the information is very valuable if you do SEO. There are several other SEO oriented podcasts that are also good. Check the Apple iTunes Store for a bunch of others.

Those should keep you busy with plenty of ideas and stuff to think about. If that's not enough, check out the [TED talks podcast](#) (actually there are about 20 iTunes U courses), the [Harvard Business Review Ideacast](#), and [Founder's Talk](#), all of which are both entertaining and thought provoking.

Try adding a podcast to your week. Check out the iTunes store for others that might fit in with what you are building. And let us know if there are other podcasts worth adding to our list.

About the Author

This article was written by Rob Marsh and originally posted on the [Logomaker blog](#).