



## ElectraCast Podcaster Guide: Creating the Ideal Podcast Trailer (Episode 0)

This guide helps ElectraCast Podcasters—new and experienced—create an effective **on-feed Podcast Trailer** that serves as the *first publicly distributed content* on their RSS feed. The trailer’s role is to establish a live, subscribable feed and convert first-time visitors into followers.

As part of the ElectraCast Network, this trailer represents your show’s first impression within a professionally distributed, monetization-ready ecosystem.

This document is intentionally concise and practical, designed to be used as both a **how-to guide** and a **producer checklist** prior to publishing Episode 0.

### On-Feed Podcast Trailer (This Guide Applies)

- Published directly to your podcast RSS feed (often as Episode 0)
- **Maximum recommended length: 2 minutes**
- Permanent or semi-permanent content
- Primary purpose: explain the show and drive subscriptions
- Indexed by podcast platforms (Apple, Spotify, etc.)

### Off-Feed Podcast Promo (Not Covered Here)

- Runs as an advertisement on other podcasts ([->click here to see promo details<-](#))
- **Maximum length: 30 seconds**
- Designed for interruption-based marketing
- Primary purpose: awareness, not feed setup

Do not confuse these two assets. Your on-feed trailer is foundational content, not an ad.

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## Ideal Length

**Recommended duration:** 60–120 seconds (90 seconds is ideal)

Anything longer than 2 minutes reduces completion rates and does not increase subscriber conversion.

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## Recommended Trailer Structure (Simple & Proven)

A strong trailer answers five questions for the listener: 1. What is this show? 2. Who is it for? 3. What value will I get? 4. Who is the host and why should I trust them? 5. What should I do next?

Use the structure below:

### Fillable Trailer Script Template (90 Seconds Max)

#### **Opening Hook (0–10 seconds)**

[Bold statement, question, or promise that speaks directly to your audience]

#### **Show Introduction (10–25 seconds)**

“Welcome to *[Podcast Name]*, the show where *[clear description of topic and focus]*.”

#### **Audience & Value (25–50 seconds)**

“This podcast is for *[target audience]* who want *[primary benefit: learn, solve, explore, improve, be inspired]*. Each episode, you can expect *[specific outcomes or themes]*.”

#### **Host Credibility (50–65 seconds)**

“I’m *[Host Name]*, *[brief relevant background or perspective]*, and I created this show because *[authentic motivation]*.”

#### **What’s Coming (65–80 seconds)**

“We’ll be releasing *[weekly/bi-weekly/seasonal]* episodes featuring *[interviews, solo insights, stories, etc.]*.”

#### **Call to Action (80–90 seconds)**

“Subscribe or follow now so you don’t miss the first episode of *[Podcast Name]*.”

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## Producer Checklist: Before Publishing Episode 0

Use this checklist to approve trailers prior to release.

### Content & Strategy

- Trailer length is **under 2 minutes**
- Podcast name is stated clearly
- Target audience is clearly identified
- Listener benefit is explicit
- Host is introduced
- Release cadence is mentioned
- Clear call to action is included

## Technical & Platform Readiness

- Audio levels are consistent and clean
  - No long silences or abrupt cutoffs
  - Episode title is clear (e.g., “Podcast Trailer” or “Welcome to [Show Name]”)
  - Episode description is concise and accurate
  - Marked or positioned as Episode 0 if applicable
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## Do / Don't Quality Control Checklist

### DO

- Do speak naturally and confidently
- Do prioritize clarity over cleverness
- Do sound like the show you plan to deliver
- Do keep production simple and professional

### DON'T

- Don't exceed 2 minutes
  - Don't use off-feed promo language or hype
  - Don't overproduce with heavy music or effects
  - Don't assume listeners know what your show is about
  - Don't forget the call to action
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## Final Guidance

Your podcast trailer sets expectations and establishes trust. It does not need to be perfect—it needs to be clear, intentional, and listener-focused.

Within the ElectraCast ecosystem, a strong Episode 0 trailer supports platform approval, audience growth, and long-term monetization readiness. It signals to listeners—and to distribution partners—that your show is professionally produced, consistently released, and worth subscribing to.

ElectraCast Podcasters who invest a small amount of care into their trailer position their shows for stronger launches and sustainable growth from day one.