

Validate Your **Show Name** in **5 Minutes**

Don't Name Your Show Yet

Avoid the **Naming Mistakes** that
Make Shows Hard to Find & Grow
on YouTube, Apple & Spotify



Don't Name Your Show Yet

90% of show hosts brand their show how they want, and expect prospects to find them, watch their episodes, and become instant fans.

Over 90% of shows fail and stop releasing episodes. Coincidence? Here's how to avoid that fate.

The 3 biggest pitfalls in naming a show are:

- **Ignoring prospect's language**
- **Being more clever than clear**
- **De-valuing unique expertise**

And here's why this is mission-critical...

HALF of the battle for show growth is won or lost BEFORE a show even launches.

That's a hard lesson learned over 10+ years of launching shows for specialized experts, speakers and authors. I see shows every day that are mostly invisible, and the show name is often a huge factor.

Here's how a poor show name affects you on the 3 major platforms.



Poor show names give the algorithm no clarity, making it **harder for the algorithm to serve your videos to the right people.**

The algorithm has to rely on titles, thumbnails and video transcripts.

Because of this, **shows often fail to pass YouTube's very first filter - What category is your content in?**

Fail the first filter and your videos don't get shown to the right people.



Poor show names make your show **hard for Apple to recommend or serve your show high in search .**

While many shows are found by word of mouth or "You Might Also Like" sections, what happens when prospects look for shows by industry, topic or keyword?

Apple Podcasts search results are driven by show names.

Poor show names are vague on industry or category, so the show is mostly invisible in search results and recommendations.



Poor show names make it **hard for Spotify to recommend or serve your show high in search.**

Spotify search results prioritize episode titles, but show names are still a factor. You might get away with a 'clever' show name...if all your episode titles are keyword-optimized.

But **prospects look at show names to decide** to click on an episode or follow your show. When an episode comes up in search, but the show itself looks off-topic, it confuses prospects.

Validate Your Show Name in 5 Minutes

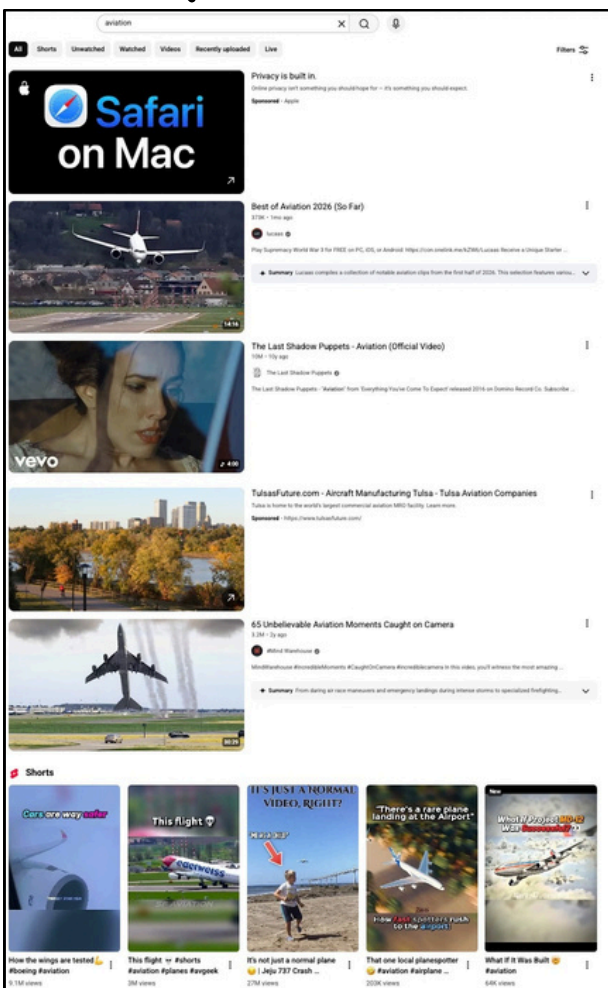
1) Review YouTube Search Results

Take each major word in your show name, and look each word up on YouTube from an incognito window or fresh YouTube account with no history (so your results aren't skewed).

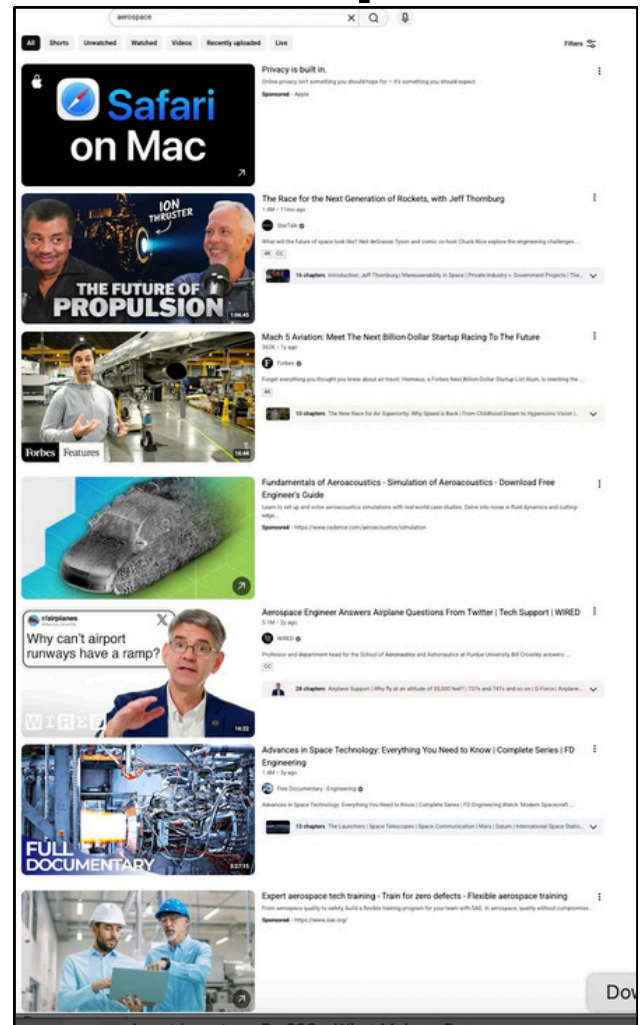
Let's look at a real client example: **Aerospace Executive**. Why didn't we call it Aviation Executive?

A quick check of YouTube reveals why. Searching 'aviation' served up a hodgepodge of click-bait videos about airline problems or crashes (which makes industry insiders cringe). Even a pop song that got millions of views. Searching 'aerospace' served up more industry-oriented content; from engineering topics and test flight reports to documentaries.

Aviation



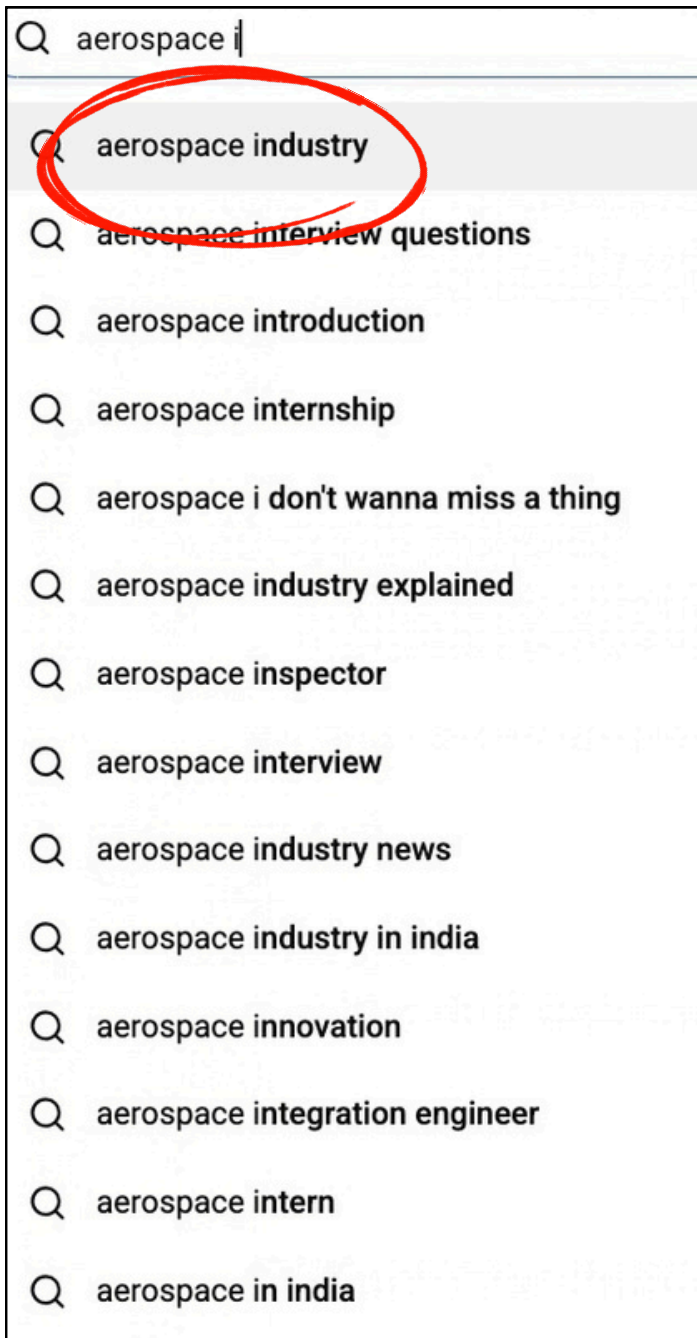
Aerospace



2) Review YouTube Auto-Complete Suggestions

Search the key words of your show name, then add various industry terms, or even just add letters of the alphabet. Note down what YouTube offers to auto-complete. These are searches that get enough volume that YouTube has created a *shortcut* for the search.

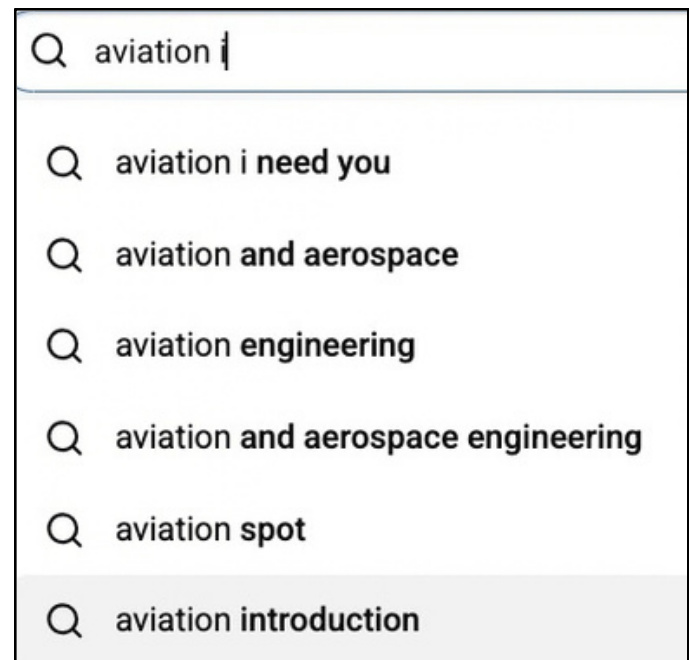
Back to our example, to drill down into more business-oriented results, we looked at aviation *industry* vs aerospace *industry*. The suggestions pointed to a similar dynamic, before we could even finish typing 'aerospace industry', YouTube offered to fill it in.



Aviation industry doesn't even register in auto-complete.

This quickly tells us which word is used more in a business context: aerospace.

We also used keyword search tools to confirm this with hard data. But YouTube auto-complete gave us a quick, accurate answer.



3) 'Spy' on Prospects with YouTube Search Results

What if you could know the intention behind every keyword people search for?

YouTube has that intelligence, and gives it away for free.

YouTube has 20 years of performance data for every variation of every search keyword or phrase. Look up the search results, and you get access to that 20 years of intelligence, for FREE.

The kinds of videos YouTube offers high in the results reveals a lot about the intent of the people searching and the content that satisfies their intent.

Search a keyword and all the search results are short-form videos? That's not a glitch. People want fast answers for that search. Maybe they're filtering to see if this is even worth their time before diving deeper.

Remember the search results for 'Aerospace industry?'

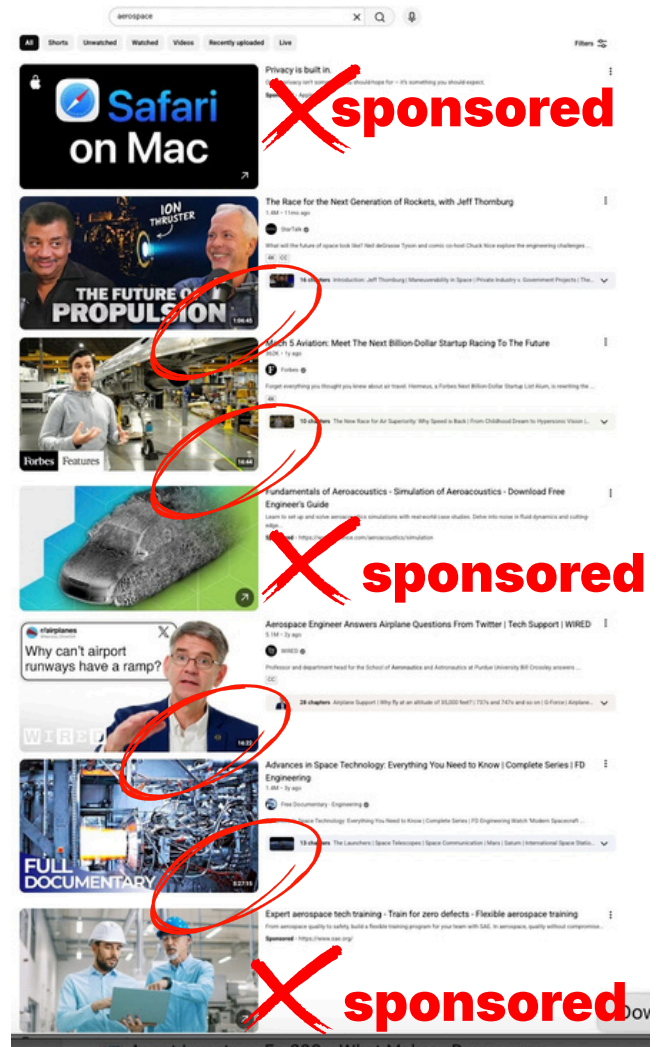
Not counting sponsored videos (or sometimes a Shorts carousel if you're not logged into YouTube Premium), the top organic videos YouTube serves up are 66, 14, 16 and 57 minutes long.

This signals that people expect *complexity* in this topic. That's *why* they're prepared for longer videos. And YouTube loves serving longer videos.

That's also your opportunity to teach, train and lead.

If you're launching a YouTube show, wouldn't you want a show name that includes words your prospects use when they want detailed content?

90% of show hosts never think about this.



4) Choose a Clear Name Over a Clever Name

Prospects don't spend 10 seconds reading your show name, looking at your graphics, absorbing every element and making a deliberate choice. They decide in the blink of an eye.

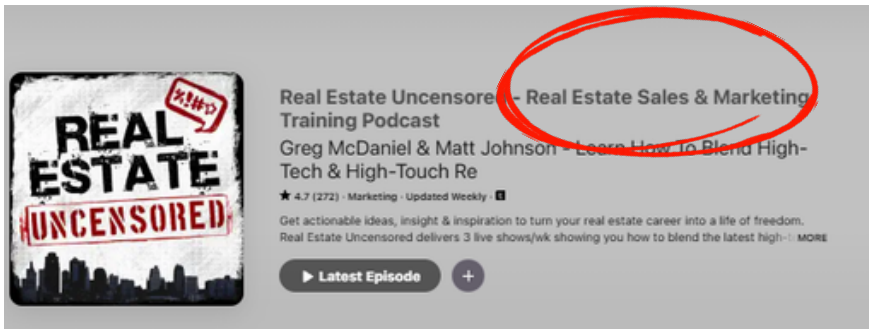
If a show name takes more than a split second to process, your prospects will skip it.

That's why a show like *Aerospace Executive* works. Prospects know it's for them at a glance.

Trusted Pharmacist, another good example. Medical advice you can trust from a pharmacist, which has a folksy, neighborhood connotation. Very different from a medical show hosted by a triple-board certified physician, and the right people know it's for them.

Factory Doctor, another good example, instantly speaks to manufacturing and factory optimization. The artwork features the host in a suit and an American flag, which signals to US-based manufacturing executives that this show for them, not plant managers or workers.

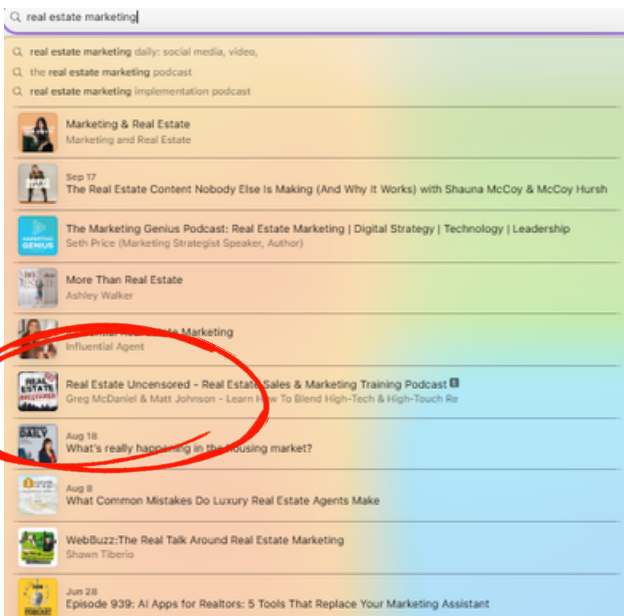
Can you be clever? Sometimes.



I got away with it on my first show, back when you could stuff a tagline with keywords into the title field in Apple.

The keywords 'real estate sales and marketing' in the tagline helped draw search traffic.

The right keywords helped our **audio downloads eventually 10X'd our video views.**



The show **hasn't released an episode in years, and STILL comes up in search** for common keywords like 'real estate marketing.'

Here's the key to getting away with a clever title:

Combine a SHORT clever title with a keyword-heavy tagline, all in the title field.

If you can get Apple to approve it, that's the best way to slip a 'clever' title by and still get found in Apple Podcasts search.

5) Go Where Your Expertise is Valued

If your expertise sets you apart in your field, why give up that advantage?

And yet so many experts make that mistake by launching shows with big, broad themes, leading to:

- bland show names
- slow growth
- an audience of poor-fit prospects

When your show is laser-focused on attracting right-fit clients, not just views, you can be bold and precise. This leads to show names that cut through the noise.

Once you get prospects' attention, you can deliver with the content of your episodes. Infuse your show with unique expertise that sets you apart.

That creates demand for more of *you*, not just demand for more free content.

Test for Yourself

Open Apple Podcasts or Spotify right now, pick a category and just scroll through a bunch of shows. How many shows tell you what they're about and whether the show is for you, at a glance? Not very many.

Some are even successful (in spite of poor names). But 99% are struggling, wondering why their audience isn't growing. Now you know a big reason why, and can avoid that same fate.

Understand the Marketing Game You're In Right Now

I don't share this because we all need to become algorithm engineers. It's about choosing a show name using the exact words prospects think and speak. So your show speaks to them instantly. That alone is often enough to get them to click on your show first.

A Quick Word on Brainstorming with AI

I've come across research lately showing that AI queries perceived as low-effort or low-cognition (in other words, lazy), get allocated less computing power by the AI tools. In other words, Ask AI lazy questions, AI gives you lazy answers.

One of the quirks of the AI models we have right now is they can confidently deliver accurate-looking reports, analysis and recommendations...based on inaccurate data. AI sometimes skims, takes shortcuts and makes stuff up. When you brainstorm with AI, never assume AI has done the work properly unless you spot check at every stage.

Ready to Launch YOUR Show?

In 60 days you can have a show launched and attracting right-fit clients.

Just the launch process itself can **5 or 10X your engagement** on social media and **attract right-fit clients**. It's happened to multiple experts we've served over the years.

FLIGHT DEPARTMENT SHOW
MICROFAMOUS STRATEGY

ENGAGEMENT BEFORE SHOW EVEN LAUNCHED

BRINGS CONSISTENT DEAL FLOW

A SIGN THAT THIS NICHE HAS BEEN NEGLECTED

The Next Step: Book Your Free Brainstorm Call

In 15 minutes, we'll cover:

- your **expertise** and right-fit clients
- your **show ideas**
- Our **Winning Formula for YouTube shows**

Schedule at
GetMicroFamous.com

MICROFAMOUS

Schedule Your Free Brainstorm Call

Best Reason to Launch a YouTube Show

Turn Your Expertise into a YouTube Show for Right-Fit Clients

We produce & promote your show. You stay focused on high-value activities.

Schedule Your Free Brainstorm Call