

From the episode "How do you start a podcast for your business?"

Launching a business podcast: the fine print

Apple's own rules, what an episode really gets, free-plan terms from thirteen hosts we read and three claims the sources don't back. Checked 9 and 10 October 2026.

APPLE'S OWN RULES

1 People, not an algorithm, pick the shows on Apple's New tab.

Apple's editors hand-select Home, New and some category pages. To pitch a new show, you need a trailer live in your feed, your launch plan and advance audio of full episodes.

- No notice if you're picked: watch the New tab.
- Missed it? You can still pitch after launch.

→ **Trailer live, then pitch at least two weeks before your first full episodes.**

2 Apple's charts count listening, follows and finished episodes.

Not ratings, reviews, shares or automatic downloads, though ratings sway whether people listen and follow. So make episodes people finish.

→ **Message ten people yourself: ask them to follow and rate, not just play.**

AFTER LAUNCH

3 Give it six months, then judge it by the clients it brings, not the downloads.

Six months is Pat Flynn's minimum. Downloads undercount: much listening is on platforms "where downloads just aren't a thing" (Dan Misener, analytics co-founder, March 2026).

→ **Ask every new client how they found you.**

WHAT AN EPISODE REALLY GETS

4 First-week downloads per episode, on one large host.

Buzzsprout's own count, September 2026, all 111,813 active shows it hosts, hobby shows included. To scale.

Median	← the typical episode	27
Top 25%		96
Top 10%		412
Top 5%		1,007
Top 1%		4,586

96 in the first week puts an episode in that host's top quarter; 412, in the top tenth.

→ **Judge your first week against 27, not against famous shows.**

WHAT A BUSINESS NEEDS

5 A business needs the right few, not a crowd.

"Depending on your business model, you may only need twenty, thirty, or fifty clients each year," says Cliff Ravenscraft (August 2026), who says he has produced more than fifty shows. A show "should not become a way to postpone the vulnerable work of asking someone to pay for what you offer."

→ **Before you chase an audience, get two or three paying clients who'd rate you 8, 9 or 10.**

Overleaf: free hosting's cap, ads and exit, host by host, and three claims the sources don't back.

FREE HOSTING: CAP, ADS AND EXIT

Seven of the 13 hosts we read have a free plan. Four of them, side by side:

FREE PLAN	THE CAP	THE ADS
Buzzsprout	2 upload hours a month; episodes removed after 90 days	Optional ads program, select shows only
Podbean	5 hours in total, never resets	May add ads; you get no revenue
Acast	5 episodes	Past five: free with ads, a share to you if eligible
RSS.com	No episode or storage cap; one show	Says it inserts no ads of its own

HOST	REDIRECT AFTER YOU CANCEL?	PAGE DATE
Transistor	Yes, even if you cancel	17 Jul 2026
Simplecast	Yes, permanently	1 Oct 2024
Libsyn	Yes, even after you close	Dec 2022 (archived)
RSS.com	No; it advises keeping the plan 45 to 90 days	22 Aug (year not given)
Blubrry	No: cancelling stops your feed	Undated
Buzzsprout	Keep it 3 weeks after redirecting; cancelling deletes all	Undated

→ Redirect first, cancel last: the redirect is what sends your listeners to the new host.

HEARD THESE? THE SOURCES DON'T BACK THEM

“Launch with three episodes to get into New & Noteworthy.”	Apple names no episode count and no download rule: editors pick the New tab by hand.
“Most people who start a podcast quit before episode seven.”	We found no count by episode number. By date: 41.7% of 153,767 shows launched January to June 2026 had stopped by the end of June (Podchaser), days-old shows included.
A “527% ROI” for business podcasts.	We found no method behind it. Every return figure we found came from a seller.

Sources: Apple Podcasts for Creators: editorial curation, charts, content guidelines 1.6 (undated, read 10 Oct 2026). Buzzsprout platform stats (Sep 2026). Each host's pricing, help and terms pages (read 9 and 10 Oct 2026; terms change). Podchaser's Class of 2026, via Inside Radio (2 Jul 2026). Cliff Ravenscraft (7 Aug 2026). Pat Flynn (26 Feb 2025). Dan Misener (30 Mar 2026). Colin Gray, The Podcast Host (10 Jun 2026). Sweet Fish Media (18 Jan 2025). All 13 hosts and every link: the written version on workhacker.com.