



ZAREZ MEDIA

From Podcast to Platform

How Authors Can Grow an Audience That Sells Books

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Podcasting is not
just audio.

It is an
audience
engine.

Podcasting Is Platform-Building



Build Trust



Grow Authority



Create Community



Drive Book
Discovery



Generate Social
Content



Open Doors to
Partnerships

GROWTH COMES FROM SYSTEMS, NOT LUCK



2.5M+

Downloads

Bearly Bear
Reimag. Fairy Tales



Millions+

Organic Views/mo

The Signal Awards
Social Media Growth



∞

Authors Reached

BookTok + Podcast
Audience Strategy

Clear Audience + Repeatable Content + Smart Distribution = Momentum

Start With the Book, Not the Microphone

Your podcast should live in the same world as your book.

- 1 What problem does my book solve?
- 2 What do I want to be known for?
- 3 What conversations is my audience already having?
- 4 What questions do people ask me again and again?
- 5 What topics could I talk about for 50 episodes?

Pick a Simple, Author-Friendly Format

You do not need a complicated show.

Solo Teaching

Share your expertise directly. One concept per episode.

Expert Interviews

Bring voices your audience wants to hear from.

Behind-the-Book

Take listeners inside your research & writing process.

Case Studies

Real-world examples that prove your book's ideas.

Myth-Busting

Challenge misconceptions in your field. Drives shares.

Q&A Episodes

Turn listener questions into focused, useful episodes.

Keep the Setup Simple

You can launch without a huge budget.

START WITH:

- A decent microphone
- Headphones
- A quiet room
- Recording software
- A podcast host
- A simple cover image

WHAT MATTERS MORE:

- A strong premise
- A clear audience
- Good episode titles
- A consistent schedule
- A simple call to action

Don't Just Publish — Distribute

One podcast episode should become many pieces of content.

3 Short Videos

LinkedIn Post

Instagram Reel

TikTok



Newsletter

Carousel

Blog Post

Book Sales Email

Enter the Conversation on Social

Do not only say: "New episode is out."



Duet & stitch relevant videos in your field



Reply to comments with video responses



React to current conversations with your POV



Share clips from your episode as teasers



Turn audience questions into full episodes



Connect trending topics back to your expertise

Make the Podcast Work for Your Book

Every episode should have a job.



Teach one idea from your book



Answer one reader question



Challenge one common misconception



Tell one story behind the book

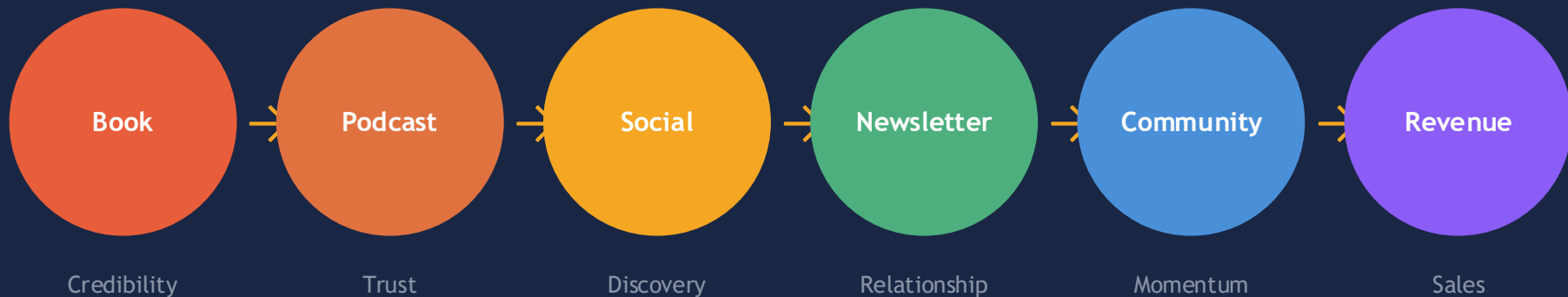


Feature one expert or community voice



Move listeners toward your newsletter, book, or offer

The Author Podcast Flywheel



Your Audiobook

is the product.

Your Community

is the relationship.

Your Podcast

is the ongoing conversation.

“

You do not need a perfect podcast.

You need a clear promise and a repeatable way to show up.

1

One audience

2

One problem

3

One format

4

One call to action

One episode at a time.