
The Power of Podcasting for Therapists

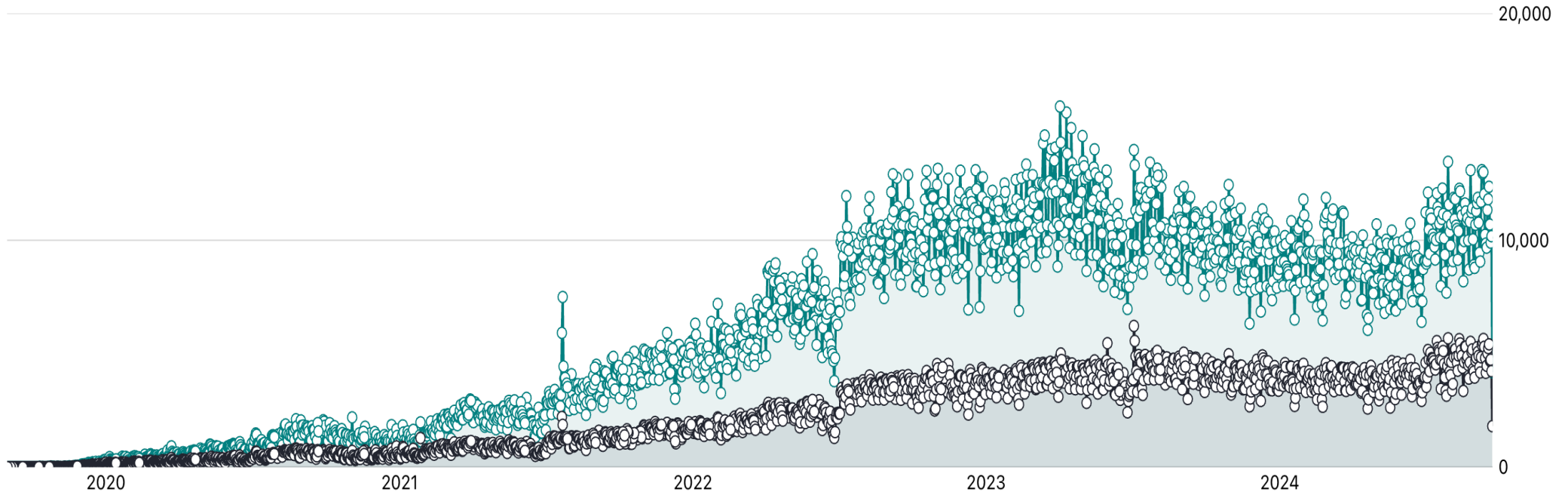
Presented by Adam Cox





Daily Downloads

10,762,578



IAB Downloads

Distinct Listeners



The Hypnotist

Charts

Apple Podcasts

RANK	CHANGE	VIEW CHART HISTORY
OUT	—	Apple Podcasts : United States of America : Mental Health
#93	▲109	Apple Podcasts : Great Britain : Health & Fitness
#39	▲43	Apple Podcasts : Great Britain : Mental Health
#102	▲94	Apple Podcasts : Canada : Mental Health
#248	▼95	Apple Podcasts : Australia : Health & Fitness
#78	▼28	Apple Podcasts : Australia : Mental Health
OUT	—	Apple Podcasts : France : Mental Health
OUT	—	Apple Podcasts : Sweden : Mental Health
#137	—	Apple Podcasts : Mexico : Health & Fitness
#62	—	Apple Podcasts : Mexico : Mental Health
#118	▲30	Apple Podcasts : Ireland : Mental Health
OUT	—	Apple Podcasts : Ireland : Health & Fitness
#186	▼34	Apple Podcasts : Netherlands : Mental Health
#235	▼73	Apple Podcasts : New Zealand : Health & Fitness
#74	▼20	Apple Podcasts : New Zealand : Mental Health
#145	▼44	Apple Podcasts : South Africa : Mental Health

Chartable

Search

Podcast Charts

Spotify — Great Britain — Health & Fitness

27

▲3



Jeremy Godwin

[Let's Talk About Mental Health](#)

28

▲3



James Brown, Alex Conner and Sam Brown

[The ADHD Adults Podcast](#)

29

▼1



Adam Cox

[The Hypnotist](#)

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▼6



Claudia Walsh & Devorah Roloff

[Free The Girls](#)

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▼5



Simon Laing, Rob Fenwick & James Yates

[The Resus Room](#)

32

▲3



Deepak Chopra

[21 Days of Abundance - Meditation Series](#)

Why Podcasting?

Reach and influence potential

Build trust and authority

Global exposure for your therapy practice / proposition

Lead acquisition – have a link to book an initial call

Client acquisition

Audience Relationship

You're the
number 1
podcast for
23,050 fans.

Top 10
120,959
fans
Top 5
82,874
fans
Top Podcast
23,050
fans

The Hypnotist

10.6K
Minutes Created

United
Kingdom
Top Country

+174%
Followers

23K
Top Fans

Spotify for Podcasters #SPOTIFYWRAPPED



Top Podcast for 23K fans

82.8K
Top 5

120.9K
Top 10

Spotify for Podcasters #SPOTIFYWRAPPED



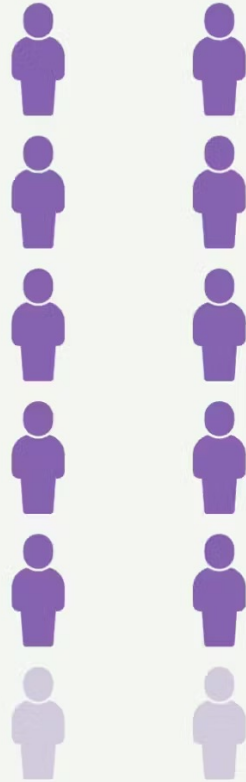


PODCAST LISTENERS IN THE UNITED STATES

U.S. POPULATION AGES 12+



79%



79% are **familiar** with podcasting

62%



62% have **ever listened** to a podcast

26%



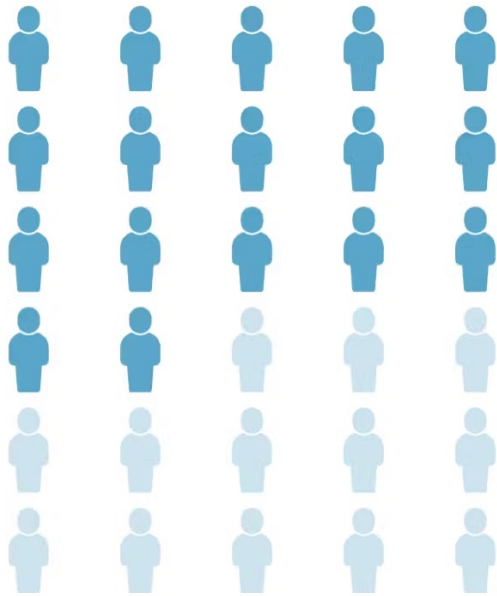
26% listen to podcasts **every week**

Source: Infinite Dial 2022

MONTHLY PODCAST LISTENERS

Based on U.S Population 12+ Segments

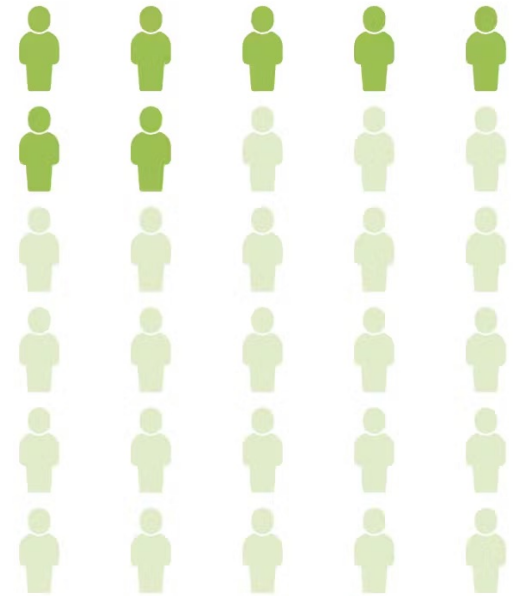
55%



51%

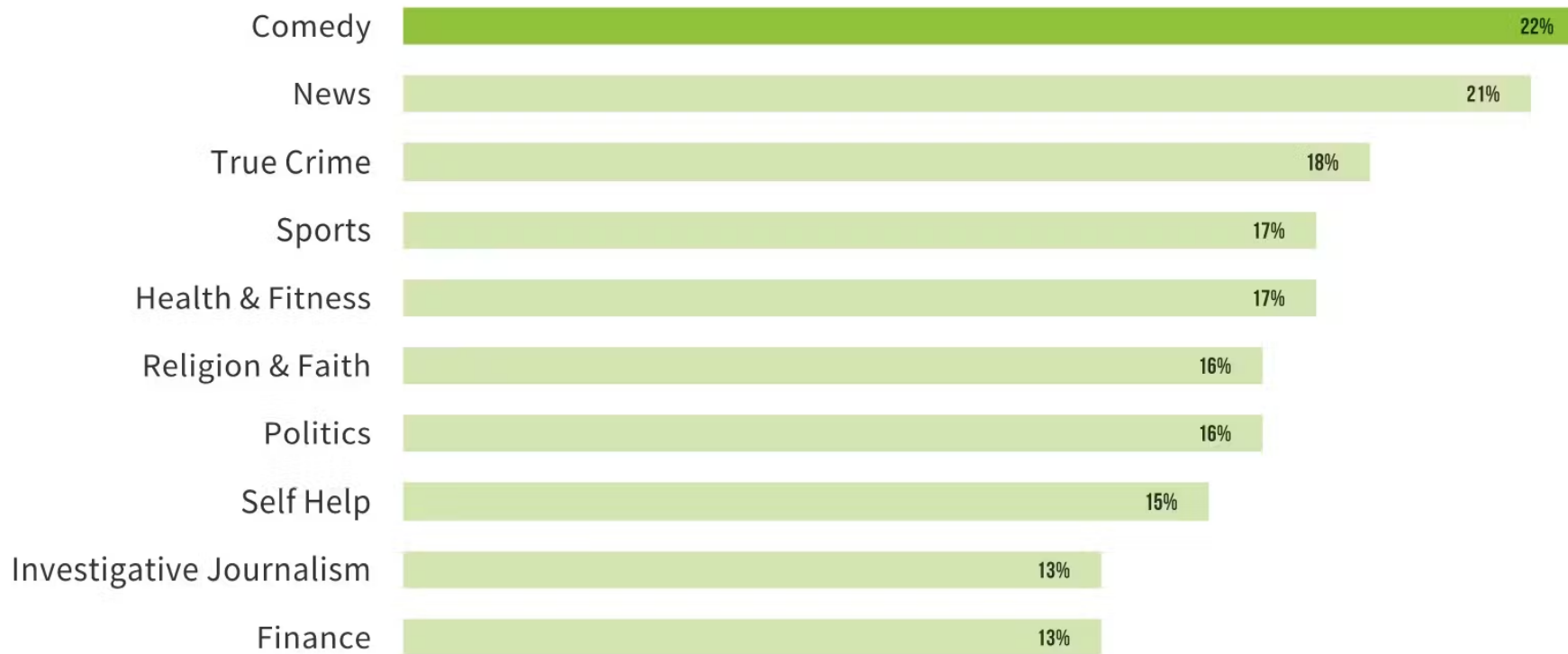


21%



MOST POPULAR PODCAST GENRES

Share of weekly listeners



Source: Statista, October 2020



UK Facts

- 61% of the UK listen to podcasts
- 76% of 18–34-year-olds are podcast listeners.
- 58% male and 42% female
- Podcast listeners in the UK mostly listen alone (94%)
- They often listen while at home (61%)
- Three quarters listen on smartphones (76%)
- About 70% of podcast listeners listen to an entire episode



Apple
Podcasts



Spotify®



Be a Guest on Other Peoples Podcasts



Media Coverage

Adam is regularly requested to speak on TV, radio and in the national press as an authoritative voice on mental health, addiction, weight loss, anxiety and phobias.



Tips to Be a Podcast Guest

- Research Relevant Podcasts
- Leverage Previous Media Appearances
- Craft a Strong Pitch
- Offer a Unique Angle
- Engage with Podcast Hosts Before Pitching
- Pitching is Asking... So, Ask...





Creating an Interesting Concept

- Broadcast vs Narrowcast – Aim to be a niche podcast
- Know Your Audience's Needs
- Embrace Authenticity and Vulnerability
- Educate Through Storytelling
- Stay Consistent with Themes and Format
- Offer Practical Takeaways
- Use Simple Language
- Prioritise Quality and Consistency Over Perfection



Considerations

- Title of your show – Check it's available!
- Artwork – Podcast and Episodes
- Host and Guest vs Solo Host
- Frequency – How Often Will You Publish?
- Just Audio or Video Too?
- Pre-Recorded or Live?
- Repurposing Content
- Introductions and Outro
- Offer or Call to Action?
- Monetise or Not?

Essential Kit

- Microphone
- PC with Editing Software
- Quiet Space

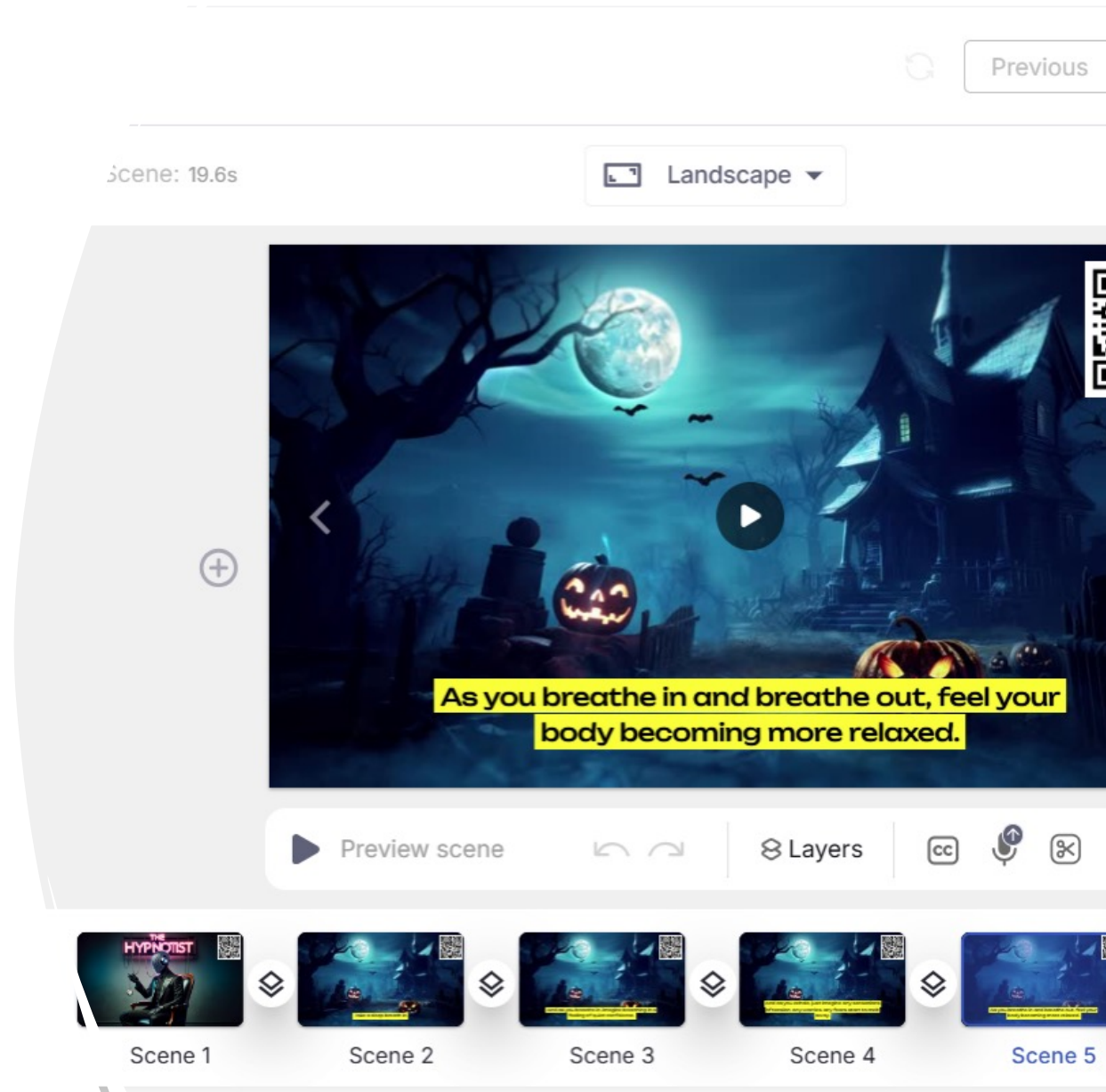
Optional:

- Mixing Desk
- Sound Effects/Background Music
- Video Camera
- Acoustic Foam Tiles



Time Hack: Repurpose Audio Into Video with A.I.

- Sonix.ai for transcribing
- Pictory.Ai for long form
- Opus.Clip for short form
- Chat.GPT for Ideas and Thumbnail Images



How Can I Help?

- Yourself – Trial and Error
- 1 Day Workshop in Vegas July 21st
- Online Course
- Personal Mentoring

HTLIVE 2025 Featured POST-Conference Workshop



Podcasting for Therapists

From Vision to Voice in One Day





Adam Cox

**July 2025
Las Vegas, NV
HypnoThoughts LIVE!
www.HTLIVE.net**





The Power of Podcasting for Therapists

 The Power of Podcasting for Therapists by Adam Cox  Are you a therapist looking to amplify your reach, connect with a global audience, and position yourself as an expert in your field? Dive into the transformative world of podcasts.

Buy £149.00

Free Preview

Price Rises to £299 in
April 2025

