

Do Your Research

Before choosing a name, you must ensure there aren't any other shows already using it. A quick search in your podcast app will let you know what's available and what isn't. For example, you might find a show using the name you had your heart set on and spot that they stopped putting episodes out back in 2007. As frustrating as this can be, don't just bash on and decide to use it anyway. At the very least, it'll confuse your listeners and potentially harm your audience's growth. Even using a very similar name to a pre-existing podcast can be a bad call, regardless of whether that show's still active or not. I suggest getting in touch with whoever ran this show, though and see if they'll give it to you or let you buy it from them.

Creative Names

Famous examples – 99% Invisible, The Moth

Creative or "clever" names often play on words with the theme or topic of the show. Many of these names make sense when you look deeply enough into them. But others are too abstract and offer no hint of the show's actual content. Keep this from holding you back if you already have an audience, a reputation as a good content creator, or a big marketing budget. You'll do fine if enough people check out your show and enjoy it. But if you're starting entirely from scratch, you need to ask yourself what your target audience is searching for online – and if your podcast name will appear in these searches. The next option is best for you if you're at this stage.

Descriptive Names

Famous examples – The Property Podcast, Football Weekly

Describing your topic in the name of a show might seem like a "boring" option, but nobody's going to care as long as your content isn't boring. Descriptive podcast names are immediately identifiable to their target audience. And they're easier to find because they perform better in searches. However, if you have a creative or clever name picked out for your show and are desperate to use it, you can always find a way to merge it with a descriptive title.

Using Your Own Name

Famous examples – The Tim Ferris Show, The Joe Rogan Experience

Podcasts named after their hosts generally have one thing in common – the host already had an audience before they started the podcast. These names offer no hints about the content of the show. If you've never heard of Tim Ferris, his show could be about literally anything. As it happens, the podcast is about "interviewing world-class performers" in all fields, linking the similarities and routines that connect them. If nobody knew Tim Ferris, he'd probably have put more description into his title. Something like "How to be World Class" would undoubtedly catch the eye of his target audience.