**Eric Montgomery: CEO of The Podcast Haven | How To Write Amazing Show Notes For Your Podcast**

Eric Montgomery is the founder and Chief Engineer at The Podcast Haven. As a recording professional, Eric spent many years recording Voice Over for TV, Video Games, and Radio. He worked on hundreds of Voice Over projects and his Voice Over production work can be heard on The Food Network, Nickelodeon, CNN, The Hallmark Channel, Adult Swim, Comedy Central, and other major media networks.

In 2016, he founded The Podcast Haven, a Full-Service Podcast Production Company that produces podcasts for business owners, brands, social media influencers, and corporate partners. Since its inception, The Podcast Haven has edited and produced thousands of episodes. Notably, they've worked with The Los Angeles Times, Sony, Nike, Lionsgate, Pod People, and Stitcher. The goal of The Podcast Haven is to help content creators tell their stories through audio. They take care of production, so creators can focus on creating great content.

In today's episode, Eric is on the podcast solo, discussing the ways that podcasters can use show notes to market their episodes. He will be discussing why written content is better positioned to be indexed by Google, how show notes enhance the listener experience by giving them a hub for episode extras and recaps, and why these bite-sized posts come in an easily accessible format that new audiences can review without having to commit to listening to a full episode.

" Your show notes will serve as a hub that listeners can access to learn more about you, your guest, and the resources/information that were discussed in the podcast." - Eric Montgomery

"Show notes help reinforce the message of an episode by complementing audio content with imagery and articles. This creates an in-depth look at an episode topic that can be consumed audibly and visually." - Eric Montgomery

"It's important that your relationship with your audience extends beyond audio." - Eric Montgomery

**Episode Highlights:**

* Why you need to be writing concise show notes for your podcast
* Using text to boost SEO
* Using show notes as a form of content marketing
* How to structure your show notes
* What to include in your show notes
* The Importance of linking to resources mentioned in the show
* The Importance of a Call To Action

**Connect with Eric Montgomery**

* [Website](https://thepodcasthaven.com)
* [The Four Pillars of Podcasting](https://www.amazon.com/Four-Pillars-Podcasting-Produce-Podcast-ebook/dp/B08BHKPJMW/ref=sr_1_1?crid=56RMUSXEPZ1P&keywords=the+four+pillars+of+podcasting&qid=1645056201&sprefix=the+four+pillars+of+podcastin%2Cspecialty-aps%2C127&sr=8-1) ebook
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