

# ChamberChat Podcast

# Podcasting *for* Chambers

A GUIDE TO ENGAGEMENT,  
REVENUE & COMMUNITY  
STORYTELLING

A practical launch blueprint for  
chambers of commerce ready to  
inform, connect, and elevate  
their community voice.



Presented by:

**Brandon Burton**

Host of Chamber Chat Podcast



# Your Chamber Already Has the Stories

Chambers of commerce are already in the storytelling business.

Every week, you are connecting with business owners, community leaders, elected officials, educators, nonprofit partners, entrepreneurs, and members who are doing meaningful work in your community. A podcast gives your chamber a simple, repeatable way to capture those conversations and share them with a wider audience.

Podcasting does not require a large staff, a professional studio, or a complicated production process. With the right purpose, format, and tools, your chamber can use podcasting to strengthen member engagement, elevate community stories, create new sponsorship opportunities, and position your chamber as a trusted voice in your community.

I created this guide to help your chamber think through the most important pieces before you launch. Inside, you will define your purpose, identify your audience, choose a format, explore modern podcast tools, consider monetization opportunities, and map out your first 10 episodes.

## **The goal**

Do not make podcasting feel overwhelming. Build a simple, sustainable platform that helps your chamber serve members, share stories, and amplify your community voice.

**Start simple. Stay consistent. Serve your members. Tell the stories that matter.**

- Brandon Burton

Host, Chamber Chat Podcast

# 10 Ways a Podcast Can Serve Your Chamber

A chamber podcast can become much more than another communication channel. When used strategically, it can become a platform for engagement, education, storytelling, and revenue.

- **Showcase chamber members and community partners** - Highlight the people and businesses that make your community stronger.
- **Strengthen member engagement** - Give members another way to feel seen, heard, and connected to the chamber.
- **Tell positive stories from your business community** - Share stories that might not make the local news but still deserve attention.
- **Educate members on timely issues** - Explain workforce, advocacy, economic development, tourism, and small business topics.
- **Extend the life of events, panels, and programs** - Repurpose speaker highlights and program takeaways into podcast content.
- **Build trust with local leaders and residents** - Help your community better understand the chamber's role, mission, and impact.
- **Create a new sponsorship or non-dues revenue opportunity** - Offer visibility to sponsors aligned with business and community storytelling.
- **Add value to higher-tier memberships or investor levels** - Include podcast interviews, mentions, or spotlights as premium visibility benefits.
- **Position the chamber as a convener and thought leader** - Bring together voices from business, government, education, nonprofit, and community sectors.
- **Create reusable content for multiple platforms** - Turn one episode into newsletter content, social posts, video clips, blog posts, and member spotlights.

## Worksheet: What Benefits Matter Most?

Which three benefits would be most valuable for your chamber right now?

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What other ways could a podcast benefit your chamber?

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# Define Your Podcast Purpose

## Your Why Will Sustain You

Starting a podcast is exciting, but consistency is what creates long-term value. Your chamber's reason for podcasting needs to be strong enough to sustain the effort beyond the first few episodes.

A strong podcast purpose will help you decide who to interview, what topics to cover, how often to publish, how to promote episodes, and how to measure success. Downloads are helpful, but a chamber podcast can also create value through member engagement, sponsor visibility, stronger relationships, event promotion, and community trust.

**Why does your chamber want to start a podcast?**

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**Who do you want this podcast to serve?**

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**What conversations are already happening in your community that deserve a bigger platform?**

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**What would success look like after 12 months?**

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## Desired Outcomes

- |  |   |
|--|---|
| <input type="checkbox"/> Increase member engagement          | <input type="checkbox"/> Highlight advocacy or public policy issues |
| <input type="checkbox"/> Showcase chamber members            | <input type="checkbox"/> Build community trust                      |
| <input type="checkbox"/> Create non-dues revenue             | <input type="checkbox"/> Support sponsorship or investor visibility |
| <input type="checkbox"/> Educate the business community      | <input type="checkbox"/> Other: _____                               |
| <input type="checkbox"/> Promote chamber events and programs |   |

# Choose Your Audience and Format

## Who Are You Speaking To?

Before choosing microphones, software, or episode topics, your chamber should clearly identify who the podcast is for. A podcast meant primarily for chamber members will sound different from a podcast meant for the broader community.

### Potential Podcast Audiences

- |   |   |
|---|---|
| <input type="checkbox"/> Chamber members                      | <input type="checkbox"/> Young professionals        |
| <input type="checkbox"/> Prospective members                  | <input type="checkbox"/> Sponsors and investors     |
| <input type="checkbox"/> Community residents                  | <input type="checkbox"/> Visitors or newcomers      |
| <input type="checkbox"/> Business leaders                     | <input type="checkbox"/> A combination of the above |
| <input type="checkbox"/> Elected officials and civic partners |   |

**Our primary audience is:**

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### Potential Show Formats

- |  |   |
|--|---|
| <input type="checkbox"/> CEO or president update             | <input type="checkbox"/> Workforce or economic development conversation |
| <input type="checkbox"/> Member spotlight                    | <input type="checkbox"/> Sponsor spotlight                              |
| <input type="checkbox"/> Community leadership interview      | <input type="checkbox"/> Young professional feature                     |
| <input type="checkbox"/> Event preview or recap              | <input type="checkbox"/> Tourism or quality-of-life feature             |
| <input type="checkbox"/> Advocacy or public policy explainer | <input type="checkbox"/> Replay or highlights from chamber events       |

**Our show format will be:**

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### Episode Planning Basics

- |   |   |
|---|---|
| <input type="checkbox"/> 10-15 minutes    | <input type="checkbox"/> Monthly            |
| <input type="checkbox"/> 15-25 minutes    | <input type="checkbox"/> Seasonal           |
| <input type="checkbox"/> 25-40 minutes    | <input type="checkbox"/> CEO/President host |
| <input type="checkbox"/> Weekly           | <input type="checkbox"/> Staff host         |
| <input type="checkbox"/> Every other week | <input type="checkbox"/> Rotating hosts     |

**Notes on episode length, frequency, and host:**

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# Build a Repeatable Episode Framework

## Make Each Episode Easier to Produce

A consistent episode structure helps your audience know what to expect and makes the production process easier for your team. The more repeatable your structure is, the easier it will be to stay consistent.

- **Short intro** - Welcome listeners and briefly introduce the purpose of the podcast.
- **Guest or topic introduction** - Explain who is joining you or why the topic matters.
- **Main conversation** - Keep the conversation focused on value for your audience.
- **Practical takeaway** - Give listeners something they can learn, apply, attend, support, or share.
- **Chamber or community CTA** - Point listeners toward a chamber event, program, resource, sponsor, or next step.
- **Sponsor mention, if applicable** - Recognize the sponsor in a way that feels aligned with the episode.
- **Outro** - Thank the guest and remind listeners to follow, subscribe, share, or visit your website.

### Sample Episode Timing

**0:00-1:00** Intro | **1:00-3:00** Why this topic matters | **3:00-18:00** Guest conversation  
**18:00-22:00** Chamber/member takeaway | **22:00-25:00** CTA and closing

Our intro will include:

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Our main conversation will focus on:

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Our typical call to action will be:

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Our outro will include:

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# The Chamber Podcast Tech Stack

## Good / Better / Best Podcast Setup

The right tools can make podcasting much easier, especially for a busy chamber team. The goal is to choose tools that fit your budget, comfort level, and production needs.



**RIVERSIDE**



### Good

Basic remote recording tools such as Zoom can work if you are keeping things simple, but you may need additional tools for editing, transcripts, clips, and publishing.

### Better

Riverside allows you to record high-quality audio and video, capture separate tracks, generate transcripts, create clips, and simplify your production workflow.

### Best

Use Riverside as an all-in-one workflow for recording, editing, AI-powered production support, hosting, and publishing to podcast platforms and YouTube.

## Podcast Hosting

- **Good: Spotify for Creators** - Offers free podcast hosting options, which can be appealing for chambers that want to test podcasting with minimal upfront cost.
- **Better: Libsyn** - Libsyn is a great podcast host and is the platform I have used for Chamber Chat Podcast. Use code **CHAMBER** at checkout at [libsyn.com](https://libsyn.com).
- **Best: Riverside** - For chambers starting today, Riverside may be the best option because it can simplify the workflow by combining recording, editing, hosting, publishing, and video distribution in one platform. [chamberchatpodcast.com/riverside](https://chamberchatpodcast.com/riverside)

### Affiliate Disclosure

Some links in this guide are affiliate links, which means Chamber Chat Podcast may receive a referral benefit if you choose to use them. I only recommend tools that I believe can genuinely help chambers simplify the podcasting process.

# Production Workflow Made Simple

## How to Produce an Episode Without Overcomplicating It

Podcast production can feel intimidating at first, but it becomes much easier when you follow the same process each time.

- **Choose your topic and guest** - Start with a topic that serves your audience and aligns with your chamber's mission.
- **Schedule the recording** - Send the guest a calendar invitation and a short overview of what to expect.
- **Prepare a simple outline** - A few guiding questions are usually enough.
- **Record the episode** - Use a reliable recording tool and record in a quiet location.
- **Edit lightly** - Remove major distractions, long pauses, or obvious mistakes.
- **Create a title and description** - Tell listeners why they should care.
- **Publish the episode** - Upload or publish through your podcast platform.
- **Share the episode** - Promote through your chamber newsletter, social media, website, and guest/sponsor channels.
- **Repurpose the content** - Use transcripts, clips, quotes, and key takeaways for future content.
- **Track engagement and sponsor value** - Watch downloads, listens, video views, social engagement, email clicks, and sponsor feedback.

### Production Responsibilities

Topic/guest planning	_____
Scheduling	_____
Recording	_____
Editing	_____
Publishing	_____
Promotion	_____
Sponsor communication	_____

# Podcasting as a Member Value and Revenue Platform

## Monetization for Chamber Podcasts

Podcast monetization for chambers does not have to feel like traditional advertising. It can be positioned as visibility, thought leadership, community investment, and member storytelling.

Your chamber already has relationships with businesses and organizations that want to be associated with positive community impact. A podcast can give those sponsors another meaningful way to support your mission while gaining visibility with your audience.

- **Presenting sponsor** - One sponsor receives recognition across the full podcast or season.
- **Episode sponsor** - A sponsor is recognized during a specific episode.
- **Category sponsor** - A sponsor supports a recurring topic category such as workforce, small business, tourism, advocacy, young professionals, or economic development.
- **Sponsored member spotlight** - A member receives a featured interview or story as part of a sponsorship or investor package.
- **Tiered membership benefit** - Podcast interviews or mentions can be included in higher-level membership or investor tiers.
- **Event promotion bundle** - Use the podcast to support registrations, sponsorships, and attendance for chamber events.
- **Affiliate partnerships** - When aligned with your chamber's values, affiliate partnerships can create another revenue opportunity.

### Worksheet: Revenue Opportunities

Potential podcast sponsors in our community:

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Existing sponsorship packages where a podcast could be added:

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One podcast revenue idea we could test first:

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# Map Your First 10 Episodes

## Your First 10 Episodes Are Probably Already in Front of You

One of the best ways to build podcasting momentum is to map out your first 10 episodes before you launch. Start with the conversations, members, programs, events, and community priorities already connected to your chamber.

- **Welcome episode** - Why your chamber is launching a podcast and what listeners can expect.
- **Meet the chamber CEO or president** - Share the chamber's mission, priorities, and role in the community.
- **Member success story** - Highlight a member business and the story behind their work.
- **Economic development or community update** - Discuss growth, challenges, and opportunities in your area.
- **Upcoming event spotlight** - Preview a major chamber event and explain why it matters.
- **Workforce or talent conversation** - Talk with an employer, educator, or workforce partner.
- **Local small business story** - Feature a business owner and lessons learned from their journey.
- **Nonprofit or community partner feature** - Highlight a partner making a difference in the community.
- **Advocacy or public policy explainer** - Help members understand a local issue that affects business.
- **Sponsor or investor spotlight** - Showcase a sponsor in a way that connects to community value.

# Episode Planning Worksheet

Ep.	Topic / Title	Guest	Target Listener	Main Takeaway	CTA	Release Date
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

**Tip**

Batch record a few episodes before launch so your chamber is not scrambling to keep up with the release schedule.

# Chamber Podcast Launch Checklist

## Use This Checklist Before You Launch

### Strategy

- Define the purpose of your podcast
- Identify your primary audience
- Choose your show format
- Decide on episode length
- Decide on publishing frequency
- Map your first 10 episodes
- Identify who will host the podcast

### Brand

- Name the podcast
- Create podcast cover art
- Write the podcast description
- Create intro and outro language
- Decide how the chamber brand will appear in the show
- Create a short guest invitation template

### Tools

- Choose your recording platform
- Choose your hosting/publishing platform
- Set up your podcast feed
- Choose a microphone
- Decide how episodes will be edited
- Create a storage system for episode files and assets

### Promotion

- Announce the podcast to members
- Add the podcast to your chamber website
- Share episodes in your email newsletter
- Create social media posts or clips
- Ask guests to share their episodes
- Mention the podcast at events

### Revenue

- Identify potential sponsors
- Decide on sponsorship options
- Add podcast visibility to existing sponsorship packages
- Create simple sponsor recognition language
- Track sponsor value and engagement

# Want Help Building This Step-by-Step?

## Chamber Podcasting Course

### ChamberChat Podcast

Starting a podcast is simple, but it helps to have a clear path. If your chamber is ready to move from idea to launch, the **Chamber Podcasting Course** walks you through the process step by step. This self-paced course is designed specifically for chamber professionals who want to launch a podcast without getting overwhelmed by the technology, production process, or content planning.

#### Inside the course, you will work through:

- Your why will sustain you
- Who do you serve?
- Your podcast outline
- Creating your podcast image
- Equipment and software
- Production
- Launch strategy
- Bonus tips
- Tools
- Q&A;
- Monetization opportunities

#### **Chamber Podcasting Course**

Self-paced training for chamber professionals

Launch + production + monetization guidance

**\$95**

[chamberchatpodcast.com/podcasting/](https://chamberchatpodcast.com/podcasting/)

# Start Simple. Stay Consistent.

Your chamber does not need to become a professional media company to launch a valuable podcast. You simply need to become a consistent storyteller.

Start with the stories already around you. Interview members. Highlight community partners. Explain local issues. Share event takeaways. Celebrate business success. Give sponsors and investors a meaningful way to support the work of the chamber.

The most important thing is to begin with a clear purpose and a manageable process. You can improve the production quality over time. You can refine the format as you learn. You can develop sponsorship opportunities as the show grows. But none of that happens until you begin.

## Remember

Your chamber already has the relationships.  
Your chamber already has the stories.  
Your chamber already has a voice in the community.

**A podcast can help you amplify it.**



Happy podcasting!

## Brandon Burton

Host, Chamber Chat Podcast

[chamberchatpodcast.com/podcasting/](https://chamberchatpodcast.com/podcasting/)

## Recommended Tools

	Recommended for recording, editing, hosting, publishing, transcripts, AI tools, clips, and YouTube publishing. <a href="https://chamberchatpodcast.com/riverside">chamberchatpodcast.com/riverside</a>
	A trusted podcast hosting platform and the host used by Chamber Chat Podcast. Use code <b>CHAMBER</b> at checkout. <a href="https://libsyn.com">libsyn.com</a>