The Audacity to Podcast®

Award-winning podcast about podcasting

About the podcast

I believe podcasting is the BEST way for YOU to share a message to change the world! I give you the guts and teach you the tools to launch and improve your own podcast for passion and P.R.O.F.I.T. (popularity, relationships, opportunities, fun, income, or tangibles)! Through each episode, I strive to help you communicate better, fully leverage audio and video gear, use podcasting tools for higher quality and efficiency, become an engaging interviewer, improve your podcast website, grow your podcast, and more! My goal is to help you and your audience get P.R.O.F.I.T. from your podcast: popularity, relationships, opportunities, fun, income, or tangibles. From each episode, you'll get inspiration, learn easy-to-follow steps, and discover resources to help you podcast better. Please join me, Daniel J. Lewis, and I will give you THE AUDACITY to podcast!

★★★★★

4.7 global average from **540** ratings

Weekly on Wednesdays

452 episodes since 2010

29 min average episode

Technology, Business, Marketing

Hosted by  Daniel J. Lewis

Real stats, updated Nov 17, 2026

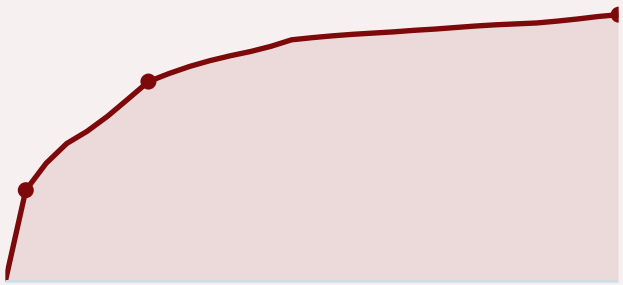
869

average downloads per episode (870 median) in its first 30 days

Across the latest 10 episodes, released Jul 22, 2026 to Oct 14, 2026. Trailers aren't counted.

Measured by OP3 and loaded directly by Podgagement, not typed in by hand. How OP3 counts downloads

How a typical episode builds its audience



297	651	869
after 24 hours	after 7 days	after 30 days

Downloads in the last 30 days

7.9K

+67% from the 30 days before

Monthly audience

4.9K

Estimated unique listeners in October 2026

First-week downloads

651

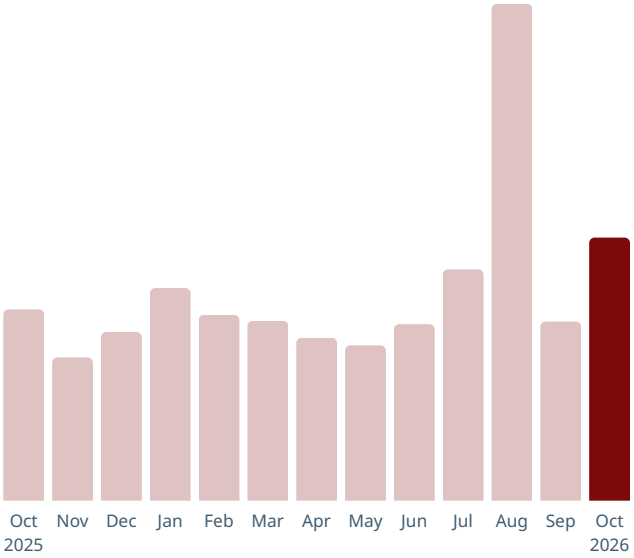
75% of an episode's first 30 days

From the back catalog

63%

of recent downloads came from episodes over 45 days old

Downloads per month



+38% in October 2026, compared with October 2025

Most popular episodes

Episodes from the past year, by total downloads

452. Why You Should Use PodChapters to Chapter and Transcribe Your Podcast
Oct 21, 2026 — **1,664**

416. Six Unexpected Podcasting Workflow Upgrades
Jan 14, 2026 — **1,413**

412. Don't Cram for Your Podcast!
Nov 19, 2025 — **1,410**

442. Five Uses for Dynamic Content-Insertion that Aren't Ads
Jul 22, 2026 — **1,346**

450. What Value Is Podcasting?
Sep 30, 2026 — **1,189**

Chart and search rankings

Where The Audacity to Podcast® placed in Apple Podcasts and Spotify.

#30 — **Technology · What's hot**
Apple Podcasts · United States
Now

#56 — **Business · What's hot**
Apple Podcasts · United States
Now

#42 — **Technology**
Apple Podcasts · United States
Best ever, Sep 19, 2019

#54 — **Education · What's hot**
Apple Podcasts · United States
Best ever, Jul 23, 2019

#18 for "How to Podcast" · Podcast results, Apple Podcasts, United States
#19 for "How to Podcast" · Top results, Apple Podcasts, United States

Who listens

My audience is composed of mostly independent podcasters, majority male. They are passionate about their content.

Where downloads came from in the last 30 days.

Countries

United States	57%
Brazil	5%
Ireland	4%
Canada	3%
United Kingdom	2%
Other	29%

Podcast apps

Web browser	49%
Apple Podcasts	27%
Overcast	10%
Downcast	6%
Unknown Apple app	2%
Other	5%

Devices

Computer	56%
Phone or tablet	44%
Smart speaker	<1%
Watch	<1%

Listening peaks on **Wednesdays** and between **midnight and 3 AM**, in listeners’ own time zones.

What listeners say

★★★★★

“Excellent show, its what got me started podcasting and its so good I have reviewed the show on my podcast called Find A Podcast About. Definitely worth a listen and geek out to Daniel. ”

Timothy Kimo Brien
Goodpods

★★★★★

My favorite go-to for podcast production

“Daniel J. Lewis (the host of this show) is brilliant, and has always been my go-to for podcast information (should mention I am not affiliated with, or know him personally, in any way). His information on Audacity to Podcast and other podcast sites/shows is informative, clear, very to the point, and always unique in that he strikes the perfect balance of nerding out with nuanced detail, but keeping the broad level important points in place, in a way that's organized and easily digestible. Kudos for this podcast production information! Folks may also want to check out "Podcasters Roundtable" which includes Daniel with other podcast show guests having round robin conversations about all things in the podcast production world.”

DarkCrystal34
Apple Podcasts · 🇺🇸 United States

★★★★★

Wow! This podcast is just what I needed to hear!

“As I’m prepping for my own podcast, I’ve been listening to the Audacity to Podcast. It is an excellent source of great information on the subject.- Thank you for what you do Mr Lewis!
- Randy Martin (soon to be) host of the IRSProb.com podcast “Helping Good People with IRS Problems””

randellwmartin
Apple Podcasts · 🇺🇸 United States

★★★★★

Absolutely a Fabulous Podcast Mentor!

“Daniel gets to the point and is authentic in his desire for all of us "newbies" to succeed! This is my "go to" podcast and now I'm a loyal fan! Great job, Daniel! Since discovering your podcast, I never miss an episode! Truly grateful because your podcast has helped us here @Skincare Talk Radio to take our podcast to the next level! Continued Success To you! Be well & Happy! Cieloscent”

Cieloscent
Stitcher (retired)

★★★★★

Evidence-based opinion wins out

“I really missed this podcast while it was on hiatus, and I particularly missed the insight and information Daniel always delivers. Opinions are fine a dozen in this style of podcast, but Daniel gives his after careful observation and testing to back his up. Basically, I love this podcast and I think you will too, and I recommend you unearth some nuggets of gold from the back catalogue.”

TheBirdwatcher
Apple Podcasts · 🇦🇺 Australia

★★★★★

Best podcast about podcasting!

“Daniel J. Lewis shares the best, most helpful advice of starting, hosting and running your own podcast. I look forward to every episode! He cares about his listeners and is always on the cutting edge of what's new and worth taking notice. I can't praise Daniel enough! Take a listen and you'll see what I'm talking about.

My podcast is called the TwitterSmarter podcast. bit.ly/twittersmarter”

Madalyn Sklar
Apple Podcasts · 🇺🇸 United States

★★★★★

Finally -- very helpful

“I've found that most "how to" podcasts are not as informative or helpful as this one. Daniel obviously does this to promote his own prodcucts at times. But first and foremost are the tips and advice about podcasting. I especially find tips on audience growth and marketing very helpful, which most other podcasts do not cover. To make it even better, Daniel has a way of packaging advice in easy to-the-point tips that are easily accessible.”

cafewhiskey
Apple Podcasts · 🇺🇸 United States

Similar audiences

The Audacity to Podcast® shares similar audiences with these podcasts.



School of Podcasting: Expert Tips for Launching and Growing Your Podcast
Dave Jackson



Your Podcast Consultant: Podcast Tips To Avoid Podcasting Mistakes
Dave Jackson



Ask the Podcast Coach
Dave Jackson, Jim Collison



In & Around Podcasting
Captivate



The Smart Passive Income Online Business and Blogging Podcast
Liz Wilcox



The Amy Porterfield Show
Amy Porterfield



Social Media Marketing Podcast
Michael Stelzner, Social Media Examiner



The Creative Penn Podcast For Writers
Joanna Penn



The Double Win
Michael Hyatt & Megan Hyatt-Miller



The Side Hustle Show
Nick Loper of Side Hustle Nation | YAP Media

Why you should sponsor The Audacity to Podcast®

Thanks for checking out this SponsorthePodcast.com demo! I don't actually accept sponsors on my podcast at this time, but you can get your own SponsorthePodcast.com page just like this by joining Podgagement!

Daniel J. Lewis

Past sponsors

PodChapters Podgagement

Ad rates

Dynamically inserted ads are added as each episode downloads, so they also reach listeners of older episodes and can start, change, or stop at any time.

Read into the episode

Sponsor an episode

$250 per episode

Works out to about $288 CPM at the current 30-day average.

Read into the episode

Pay me to drink coffee

$1,000 per episode

I hate coffee

Works out to about $1,151 CPM at the current 30-day average.

Dynamically inserted

30-second midroll

$25 CPM

About 6,700 downloads a month across new and older episodes, or about $170 a month.

Sponsor the podcast

Send a sponsorship inquiry through sponsorthepodcast.com/audacity.