

Podcasts and the Paradox of Choice



Researcher and author, Barry Schwartz, has made a name for himself by promoting a theory we all have experience with: the **paradox of choice**. He proposes that too many choices limits one's freedom.

WE propose, that the paradox of choice is what makes it harder to introduce podcasts to new listeners.

With the boom of podcasting and the constant influx of hundreds of new shows every day, consumers have so many choices. For those yet to listen to their first podcast, it becomes stressful to pinpoint just one that will allow them to get their toes wet.

Its easy to promote your podcast to an already experienced podcast listener. They know how to find it, where to listen, etc. Its the new listeners that are more of a challenge!

While 70% of the US population has heard of podcasting, only 51% has ever listened to a podcast. Let's focus on the other 49%.

These people typically fall into three main categories.

1. They don't know what podcasts are.
2. They don't know how to listen to podcasts.
3. The Paradox of Choice has prevented them from diving into the world of podcasts.



Learn exactly how to market to each of these categories in the latest blog post from [WorkforcePods!](#)



~Podcast content is not just for marketing, but for exploring.~

Better shape your podcast content by filling in this blank:
"Only on our podcast, _____"

We want to know how YOU filled in this blank! Click [HERE](#) to let us know!



New Customer Spotlight!

Welcome to our newest podcast customer:

-Center For Technology and Workforce Solutions, DC

Happy Podcasting Anniversary!

-Year 3: New River Mount Rogers WDB, VA

-Year 3: City of Pasadena/Foothill WDB, CA

-Year 2: Northwest Wisconsin WIB, Inc. - WI

Congratulations!



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