



**Here's a guide on how to support
Mind the Muse podcast launch**

1. Search for Mind the Muse on Apple Podcasts on 12/12 - 12/13. Yes, you can listen on other platforms, but Apple is the only one with a ranking system. By listening here, you are helping the podcast rank higher in the categories where its listed. You can download Apple Podcasts for free in the App Store. Look for the graphic below and first episodes.
2. Listen to the first two minutes (yes, just TWO minutes!) of each episode. By listening to just the first two minutes of each episode, you are contributing to the number of downloads of the show. You can also download all the episodes to listen to at your earliest convenience. Every download helps to boost the ranking!
3. Pick the episode that most interests you and listen to the entire thing. All preliminary episodes are under 10 minutes.
4. Rate and review the show and your favorite episode on Apple Podcasts! This will also help to boost rankings! Simply scroll down on Mind the Muse podcast page until you see Ratings & Reviews, and then click 'Write a Review'.
5. Share, share, share! Send the podcast and individual episodes to your friends. Spread the word about the podcast on social media, email lists, and anywhere you can. Click the three dots . . . in the top right corner of the podcast page and click 'Share Show'!

The podcast begins 12-12 at 12 am EST. That's MIDNIGHT, "my time" – or if you prefer, you can start listening when you wake up on Monday morning.

It is crucial that all of this is done by as many people as possible on the day the podcast launches. **Listen, download, rate & review, and share** on MONDAY, DECEMBER 13th! I eagerly await this "launch to listen" of **Mind the Muse** new adventure in sound!

Creatively yours,

Marti Pineno – *masterpiece mentor* – "muse"