



Oct 20, 2020 · [COVID-19](#)

# 27 Stream-Worthy Podcasts for Starting a Business During COVID-19



Starting a business in a time when many are struggling to stay afloat or even closing down may be discouraging you from pursuing your dreams. However, by [digitally enhancing or transforming](#) their offerings, many business owners have been able to survive and even [thrive during COVID-19](#).

In fact, a [recent study](#) found that the pandemic has accelerated the digitization of companies by three to four years—and this change will only increase from here. Therefore, a successful



If you're ready to start your new business or are figuring out if your idea is viable in these uncertain times, getting expert tips and insights can be incredibly helpful. And since you're just getting started, you may not have many connections. If this is the case, podcasts are a great way to get free and valuable advice from experts in any industry.

To save you some time, we put together a list of some of the best podcasts you can listen in on to start, market, and even inspire your business. All of these podcasts have recorded episodes on dealing with COVID-19, recessions, and uncertainty. We also include podcasts geared towards women, veterans, and Black entrepreneurs to help you better manage any specific obstacles you may run into.

Lastly, keep reading to find a top-rated podcast for a few popular industries. Whether you're opening a general contracting, landscaping, beauty, or pet business, this list is sure to provide you with all the tools you need to succeed.

Jump to podcasts for:

- [Business Basics](#)
- [Marketing](#)
- [Creativity and Wellness](#)
- [Women Entrepreneurs](#)
- [Black Entrepreneurs](#)
- [Veteran Entrepreneurs](#)
- [Construction and Landscaping](#)
- [Beauty and Fitness](#)
- [Cleaning and Childcare](#)
- [Pet Grooming and Training](#)

## Podcasts to Get Your Business



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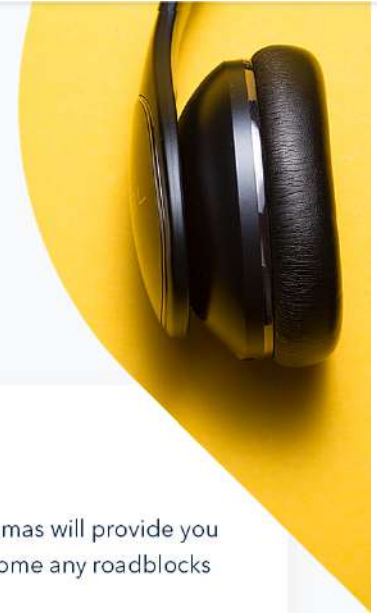
Let's start with the basics. Below you'll find some of the best podcasts out there for entrepreneurs and small business owners. Our first roundup is a list of basic business 101-type podcasts which are perfect for big-picture planning.

To learn how to [promote your business](#) and develop strong social media, content, and advertising strategies, listen in on the marketing podcasts below. Since you'll need tons of inspiration, we also list inspirational podcasts to ignite your creativity and encourage a sustainable, work-life balanced approach for your launch.



PODCASTS

# General Business Insights and Tips



## Entrepreneurs on Fire

This podcast is popular among entrepreneurs. John Lee Dumas will provide you with hours of interviews, tips, and actionable steps to overcome any roadblocks you may run into as you start your business.

**Hosted by:**

John Lee Dumas

**Average length:**

30 minutes

**Recommended Episodes:**

- How to Make Your Brand Thrive in a Post COVID-19 World with Jake Cohen
- When the Business World Shifts Gears, Use It to Accelerate Your Business with Agie Sihotang



## Small Business Radio Show

Host Barry Motlz dives deep into current trends and issues affecting small business while providing expert advice on how to grow and scale during uncertain times.

**Hosted by:**

Barry Moltz

**Average length:**

53 Minutes

**Recommended Episodes:**

- Why You Don't Need to Be Afraid of Recessions
- The New Definition of Success for Small Business



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[Entrepreneur on Fire](#) | [Small Business Radio Show](#) | [The Eventual Millionaire](#)



PODCASTS

# Marketing Tools to Propel Growth



## Online Marketing Made Easy

A classic for small business owners eager to learn about marketing to promote both services and products. Amy Porterfield makes marketing topics fun and digestible for everyone.

**Hosted by:**

Amy Porterfield

**Average length:**

30 minutes

**Recommended Episodes:**

- Incredible 'First Launch' Success Stories
- How 3 Entrepreneurs Found Success Serving A Small Niche Audience



## Marketing Over Coffee

Although John Wall and Christopher Penn cover more advanced marketing topics, it's a great listen for trends, SEO tips, and predictions on the state of marketing which can help guide where you spend your resources.

**Hosted by:**

John Wall &amp; Christopher Penn

**Average length:**

30 Minutes

**Recommended Episodes:**

- Mark Irvine on the State of Marketing
- Rising to the Challenge - Kelly Gillease, CMO of NerdWallet



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[Online Marketing Made Easy](#) | [Marketing Over Coffee](#) | [Marketing School](#)





PODCASTS

# Creative and Wellness Inspiration



## Thrive 5 by Thrive Global

This podcast by Ariana Huffington's Thrive Global will help you focus on your well-being and grow your business. Clarice Metzger sits down with notable leaders to provide advice on dealing with burnout and mental blocks.

**Hosted by:**

Clarice Metzger

**Average length:**

40 minutes

**Recommended Episodes:**

- Peloton's Robin Arzon Wants You To Start Before You're Ready
- The Happiness Lab: Sleep When You're Dead Tired



## Building a Storybrand

If you're looking to create a story for your brand that will resonate and engage your customers, look no further. Donald Miller's entertaining talks on persuasive campaigns and branding will inspire your best ideas.

**Hosted by:**

Donald Miller

**Average length:**

35 Minutes

**Recommended Episodes:**

- Lee Hartley Carter—How to Persuade Any Audience
- Why You Shouldn't Be Afraid to Dream Big





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[The Thrive Global Podcast](#) | [Building a Storybrand](#) | [Do Good Podcast](#)

# Resource-Specific Podcasts for Business Owners

Whether you're trying to break the glass ceiling, tackle systemic disparities, pivot your career after military service, or all of the above, finding in-depth discussions on the unique challenges you face can help you discover tools you may not have even known existed.

Browse through our roundup below to find podcasts that aim to motivate and inform women, Black, and veteran entrepreneurs on all things business.



PODCASTS

# Jump-Start Your Woman-Owned Business



## Support is Sexy

Elaine Fluker knows how to make powerful business moves and she shares all of her insights in her podcast. She interviews successful female leaders on pivoting careers, empowering others, and encouraging inclusivity.

**Hosted by:**

Elaine Fluker

**Average length:**

50 Minutes

**Recommended Episodes:**

- How To Sell With Confidence, Close The Deal & Help Your Business Survive In Uncertain Times With Nikki Rausc
- How to Overcome Failure, Optimize F.O.M.O. and Measure Success Beyond Social Media with Oui Shave Founder Karen Young



## The Strategy Hour

Abigail Pumphrey and Emylee Williams make marketing easy and accessible to everyone. They also interview powerful women in business to cover everything from getting rid of your fears to creating a positive company culture.

**Hosted by:**

Abigail Pumphrey and Emylee Williams

**Average length:**

45 minutes

**Recommended Episodes:**

- Making \$100k from Your Services is Easier than You Think
- The New Way to Price Your Products, Offers and Services



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[Support is Sexy](#) | [The Strategy Hour](#) | [The Goal Digger](#)



PODCASTS

# Empower Black Entrepreneurship and Wealth



## Brown Ambition

Listen in on Mandy and Tiffany's podcast to learn how to manage life, career, and achieve financial freedom. They also cover topics on how to manage the unique challenges Black business owners face.

**Hosted by:**

Mandi Woodruff &amp; Tiffany Aliche

**Average length:**

1 Hour

**Recommended Episodes:**

- The Magical Power of Slowing Down
- Find Your "Zone of Genius" At Work



## Cash Flow Diary

J.Massey's podcast will provide you with the necessary tools and industry insights for both business and real estate to become a successful entrepreneur. This is a great listen for aspiring landlords, agents, and investors alike.

**Hosted by:**

J.Massey

**Average length:**

40 Minutes

**Recommended Episodes:**

- Business Owners Don't Need to Fear The Next Recession
- Jimmy Murray and the Power of Visualization



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[Brown Ambition](#) | [Cash Flow Diary](#) | [Behind The Brilliance](#) | [Black Entrepreneur Blueprint](#)



PODCASTS

# Inspire Your Next Move After Military Service



## Veteran On The Move

In this podcast, Joe Crane helps empower veterans and their families to pursue any business venture by providing resources, programs, and inspiring stories of successful veteran entrepreneurs.

**Hosted by:**

Joe Crane

**Average length:**

35 Minutes

**Recommended Episodes:**

- The Character Arc with Khemit Bailey
- Wealth Management



## Veteran Entrepreneur Talks by VOC

A podcast that aims to create community, opportunities, and a sense of purpose for veterans. Katie Horgan sits down with a successful veteran entrepreneur to uncover tips and actionable advice to pivot after service.

**Hosted by:**

Katie Horgan

**Average length:**

35 Minutes

**Recommended Episodes:**

- Lisa Bodenbug, Marine Corps Veteran & Owner of Liberty Fitness
- Justin Nassiri: Navy Veteran, Founder of Storybox & Creator of Beyond the Uniform





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[Veteran On The Move](#) | [Veteran Entrepreneur Talks](#) | [Veteran Founder Podcast](#)

## Industry-Focused Podcasts

One of the best things about podcasts is that they can be incredibly niche. With a quick search online, you can find tons of podcasts that discuss how to start any type of business. Luckily, you don't have to go down a rabbit hole to find the best ones because we've done the work for you.

Check out our recommended podcast for your industry below, including construction, landscaping, beauty, fitness, cleaning, childcare, and pet services.



PODCASTS

# Construction and Landscaping Professionals



## The Construction Leading Edge

Todd Dawalt hosts this top-rated podcast for construction business owners and covers tips, tools, resources, and best practices to help you become a more effective and successful general contractor or entrepreneur.

**Hosted by:**

Todd Dawalt

**Average length:**

50 Minutes

**Recommended Episodes:**

- Mistakes to Avoid & Opportunities to Pounce on During a Recession with Jonathan Slain
- Mindsets That Cause Profit Bleeds, The Gaps & Free Estimates



## Green Industry Podcast

Listen in as Paul Jamison interviews an array of successful landscape business owners and professionals. This podcast will provide you with practical tips and ideas to increase revenue and efficiency.

**Hosted by:**

Paul Jamison

**Average length:**

30 Minutes

**Recommended Episodes:**

- If I Were To Do It All Over Again in Lawn Care
- 7 Key Foundations To Build A Successful Lawn Care & Landscaping Business



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[The Construction Leading Edge](#) | [Green Industry Podcast](#)



PODCASTS

# Beauty and Fitness Professionals



## The Beauty Business Podcast

Adam Chatterley's vast knowledge of global spa and beauty salon ownership will empower you to pursue your dreams in the industry. Listen in on his effective marketing, retail, and customer service tips to help your launch.

**Hosted by:**

Adam Chatterley

**Average length:**

40 Minutes

**Recommended Episodes:**

- How To Bounce Back from a Crisis with Sam Pearce
- How to Have The #1 Beauty Business In Your Area with Tara Pollman



## The Online Trainer Show

If you're a personal trainer eager to start your own business, Jonathan Goodman will guide you through everything from building your online courses to increasing client retention.

**Hosted by:**

Jonathan Goodman

**Average length:**

50 Minutes

**Recommended Episodes:**

- Growing Your Business From The Bottom Up #38
- How to Price Online Training for Max Profit and Max Clients #18



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[The Beauty Business Podcast](#) | [The Online Trainer Show](#)



PODCASTS

# Cleaning and Childcare Professionals



## Grow My Cleaning Company

Listen in on cleaning company expert, Mike Campion, as he talks about how to hire reliable employees, get clients, market your business online, and stand out from the competition.

**Hosted by:**

Mike Campion

**Average length:**

25 Minutes

**Recommended Episodes:**

- The ONE Thing All Successful Business Owner Have in Common
- What Would Mike Do if He Had To Start a Cleaning Company From Scratch?



## Chronicles of Nannya

A perfect guide to managing your career as a nanny. Host Martha Tyler sits down with other expert nannies to discuss industry trends, career setbacks, and how to have difficult conversations with your little ones.

**Hosted by:**

Martha Tyler

**Average length:**

50 Minutes

**Recommended Episodes:**

- Your Nanny Resume
- Navigating Covid as a Nanny





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[Grow My Cleaning Company](#) | [Chronicles of Nanny](#)



PODCASTS

# Pet Groomers and Trainers



## Groomer Humor by Pet Life Radio

A funny take on all things pet grooming. Learn about the best grooming tools and trends worth looking into, and how other groomers are overcoming current challenges facing the industry with hosts Rudy V and Anthony Rey.

**Hosted by:**

Rudy V &amp; Anthony Rey

**Average length:**

30 Minutes

**Recommended Episodes:**

- Journey To The Center Of Grooming
- The Groom Must Go On



## Mind Your Own Dog Business

Kristen Lee will push you to reach new career heights with your pet business by covering all topics such as branding, networking, and how to deal with difficult clients in this entertaining and candid podcast.

**Hosted by:**

Kristen Lee

**Average length:**

40 Minutes

**Recommended Episodes:**

- The Future Of Dog Business: What You Need To Know & Do



## [Groomer Humor by Pet Life Radio](#) | [Mind Your Own Dog Business](#)

We understand that starting a new business is scary, especially under unprecedented circumstances. However, if you gather as many free and low-cost resources as you can like these podcasts and an [affordable platform](#) to manage your business, you will keep your overhead down and ensure more money stays in your pocket at launch.



By Janey Velasco



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## RELATED ARTICLES



### **How to Sell Your Services During COVID-19**

Doing business now compared to say, 7 months ago before the pandemic began, is ...

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### **COVID101: How to Follow Up With Customers After Entering Their Homes?**

Times are tricky. We are all trying to



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## RESOURCES

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