



SKILL 23

PODCASTS

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SKILL 23: START A PODCAST

Podcasting has these advantages over video:

- People cannot watch videos while driving.
- Podcasts work while you're walking or jogging outdoors.
- Podcasts are great for shopping or working out at the gym.

A podcast is a series of audio files (episodes), which users can subscribe to, download and listen to. You can start your own podcast in four basic steps:

STEP 1: PLAN YOUR PODCAST

STEP 2. CREATE YOUR PODCAST

STEP 3. PUBLISH YOUR PODCAST

STEP 4. LAUNCH YOUR PODCAST

STEP ONE: PLAN YOUR PODCAST

A. TOPIC: What is your podcast about? Look for three things:

1. **PASSION:** Do you love this topic? Does it inspire you?
2. **SKILL:** Do you have skills, strengths and experience?
3. **MARKET DEMAND:** Is this something that people are searching for? Are they listening to podcasts on this topic?

B. NICHE: Do you want your theme to be narrow or broad?

- **A BROAD TOPIC** (such as politics or health): There's more competition, but the market is so big, you can capture a segment of the market, if you're interesting and have a unique point of view.
- **A NARROW NICHE MARKET** makes it easier for you to define your ideal audience as well as the types of sponsors and advertisers to target. There's less competition. You can start by targeting a small segment of a larger market to build an audience. Then, as your podcast grows, expand into broader topics and themes within the larger market.

C. AUDIENCE: Who is your audience? Combine your topic with a specific target audience. Become the "go-to" person for your audience.

START A PODCAST

1. PLAN YOUR PODCAST

Choose your Topic, Niche, Audience, Format and Equipment

2. CREATE YOUR PODCAST

Plan your Episodes, Record your Podcast, Edit your Podcast.

START YOUR PODCAST

3. LAUNCH YOUR PODCAST

Set Up Your Media Host, Upload your Episodes

4. PUBLISH YOUR PODCAST

Submit your Podcast to iTunes, Promote Your Launch, Long-Term Growth

IN FOUR STEPS

D.



FORMAT: Do you want to host your podcast alone or do you want a partner or co-host? Also consider:

- 1. TYPE OF PODCAST:** Interview Format (recommended); Question and Answer Format, Topic or Story Format; or a Combination Format?
- 2. LENGTH OF PODCAST:** 5-10 minutes (short), 10 to 30 minutes, 30 minutes, 45-60 minutes or 60+ minutes (long)
- 3. FREQUENCY OF PODCAST:** Daily (challenging), 2-3 times per week (record several at once), weekly (recommended), two to three times per month (minimum).

E. BRAND IDENTITY: This includes:

- 1. NAME (Title):** Clear, easy to say and easy to spell.
- 2. SUBTITLE (Tagline):** Use search-friendly key words
- 3. DESCRIPTION:** What is your podcast about? Who is it for? Why should people listen? What are the benefits of listening?
- 4. COVER ART:** Hire a graphic designer. The resolution should be 1,400 by 1,600 pixels. Include a headshot of yourself (for self-branding); Large (easy to read) type and a good logo.

EQUIPMENT

MICROPHONE

Don't use your computer's built-in microphone. They have poor sound quality. Use an external microphone.



HEADPHONES

Noise cancelling headphones are recommended.



POP FILTER

A microphone arm, shock mount and pop filter

FOR YOUR PODCAST

EQUIPMENT

The most important tool that you need is a good **MICROPHONE**. Don't use your computer's built-in microphone to record your podcast. These have poor sound quality. Here are some popular external microphone choices among podcasters.

- Blue Snowball Ice Condensor Microphone (\$49.00)
- Samson Co1U (USB) – Entry level Microphone (\$78.00)
- AudioTechnica ATR2100 USB Microphone (\$79.00)
- Rode Podcaster (USB): Recommended (\$229.00)

Noise canceling **HEADPHONES** such as the Samson SR850 Headphones (\$32.79) or Sony MDR7506 Headphones (\$79.00) are recommended. See the section on technology for information on recording software and sound editing software

You'll also want a **MICROPHONE ARM**, **SHOCK MOUNT** and **POP FILTER**.

II. CREATE

PLAN YOUR EPISODES

*Come up with 20 Topics for your podcast.
Create a Guest List and a Task List.*

RECORDING

Get Audio Recording Software. Audacity is recommended.

INTERVIEWS

Have questions prepared in advance.

FIRST PODCAST

*Welcome listeners. Introduce yourself.
Tell them what your podcast is about.*

EDITING

Hire someone to edit for you.

YOUR PODCAST

STEP TWO: CREATE YOUR PODCAST

Every episode of your podcast has five steps: **Plan**, **Record** and **Edit** (Step 2); **Publish** (Step 3) and **Promote** (Step 4).

A. PLAN YOUR EPISODES. First, come up with 20 questions your customers might have. These can become topics for your episodes.

Next, find your guests. Start with your existing network. Find content creators, other podcast hosts (trade as guests), speakers, YouTube channels. Guests help you expand your network. They can become JV Partners.

Finally, organize your tasks. You might want to use a content calendar: Plan your episodes at least two to three weeks in advance. Create a process for publishing your podcast. Have a checklist for every step.

B. RECORD YOUR PODCAST: To record your podcast, you'll need audio recording software. This will help you record and edit your audio files. The best podcast recording software that's used by most podcasters is Audacity. After installing Audacity, open it up and create a new project from the File menu. To record your voice, simply click on the record button.

- Record an Intro: have someone introduce you (10-45 seconds).
- Record an Outro: Music, “Thanks for Listening”, etc. Write your script.

C. RECORD INTERVIEWS: Five steps to recording interviews:

1. Have your interview questions ready.
2. Open your call software (Skype, Zoom, etc.).
3. Select a microphone and headset.
4. Turn on call recorder.
5. Test-Record the call!

D. RECORD YOUR FIRST EPISODE (Your Podcast Introduction):

1. Welcome Your Listener.
2. Explain what the podcast is about: What are the benefits of listening?
3. Tell your story. Why are you doing this podcast?
4. Set the expectations. What can they expect?
5. Call to action. Subscribe, visit the website, etc.

E. EDIT YOUR PODCAST: As you record your podcast, don’t worry about awkward pauses, breaks, coughing, or any glitches you might make while narrating. These can be edited out. It’s recommended that you hire someone to edit for you. Editing can help you:

1. Eliminate background sounds
2. Normalize sounds (volume, etc.)
3. Eliminate filler words, coughs, etc.
4. Add intro and outro

Remember to tag your Audio Files: Add information to the file before you upload it online. Include your podcast title, description, etc.

STEP THREE: PUBLISH YOUR PODCAST

A. SET UP YOUR MEDIA HOST: The first thing you’ll need is a good *Media Hosting Service*. What is a Media Host? iTunes is a directory, like the phone book. But, your Media Host is the place or home where your episodes *live*. Your podcasts are large audio files that take lots of data.

Don’t use your website as your media host. Serving these large files from your website can consume a lot of server resources. This will make your website slow and often unresponsive.

Libsyn and [Blubrry](#) are two recommended Podcast Hosting Services. Sign up for an account. Choose your plan according to your storage needs. In other words, decide how often you will podcast and how long each podcast episode will be. This will determine how large an account you need to have. Customize your Settings. Add relevant information (see iTunes below).

III. PUBLISH

MEDIA HOST

Your Media Host is where your episodes live. Don't use your website - Podcasts take up too much data.



UPLOAD

*Upload to your Media Hosting Service.
Libsyn and Blubrry are recommended.*

PUBLISH

*Publish podcasts on
your WordPress Site.*

YOUR PODCAST

B. **UPLOAD YOUR EPISODES:** Whenever you have a new episode completed, upload that episode to your Media Host. Most podcasters export their audio files in MP3 format because it creates smaller file sizes with good quality. Name your podcast files. Podcasts are episodic series, so you can name your files using the episode number in the file name. Save the final version of your podcast file to a separate folder on your computer.

On Blubrry, log on to your Blubrry account. Then, click on “Podcaster Dashboard”. Click on the “Upload New Media Files” link in the Podcast Hosting section. This will bring you to another page where you need to click the “Upload New Media” button. Start uploading your podcast files.

C. **PUBLISH:** After you have uploaded your podcast media files, you can publish them on your WordPress site. Add relevant information. Pick the publishing date for your episode. iTunes will automatically list your new episode (see below).



STEP FOUR: LAUNCH YOUR PODCAST

A. **iTUNES:** Create a play list in iTunes. iTunes is a directory, like the phone book. There are other podcast directories such as [Stitcher](#), [SoundCloud](#), [Google Play](#), [TuneIn](#) and [Spotify](#). But most listeners subscribe on iTunes. iTunes offers free global distribution. To add your episode to your play list on iTunes, right click on “Get Info”. Input relevant information such as:

1. Episode Title
2. Artist (host name)
3. Album (podcast name)
4. Comments (episode description)
5. Cover Art

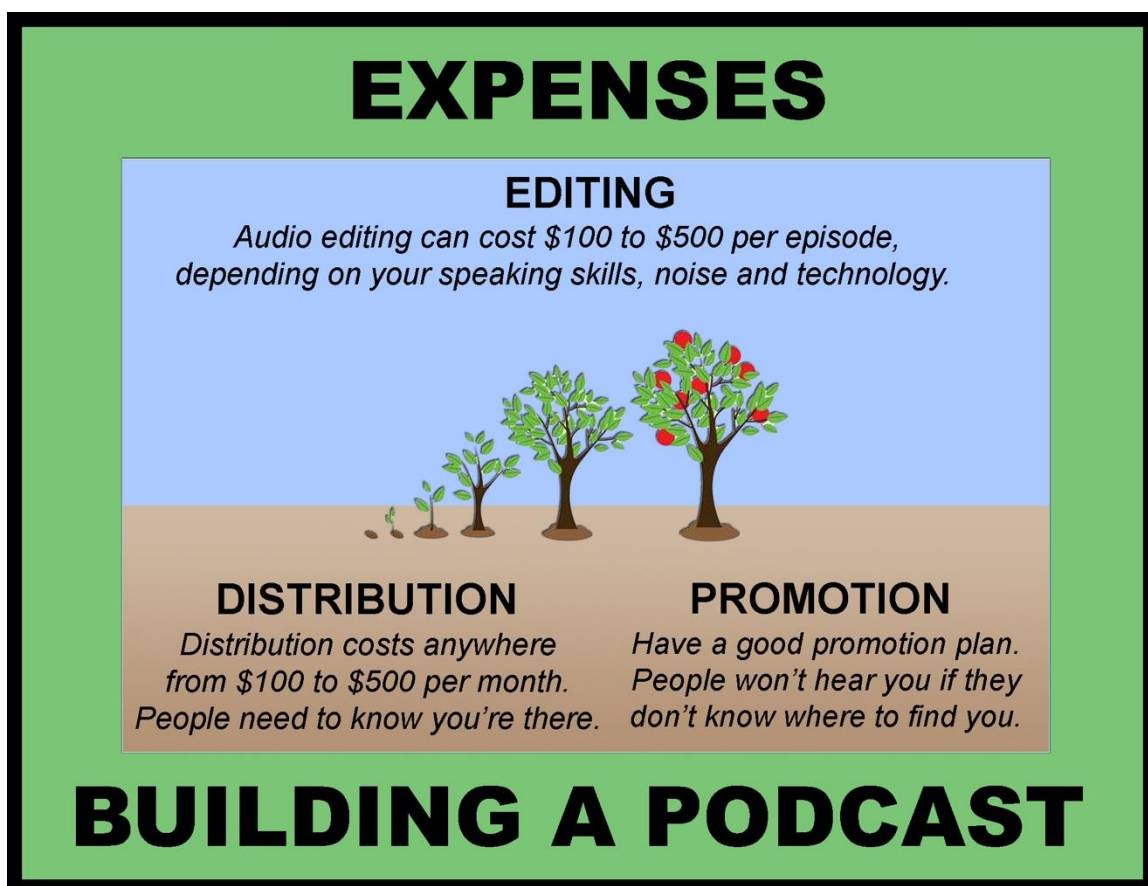
B. **SUBMIT YOUR PODCAST TO iTUNES:** Before you launch your podcast on iTunes, make sure that you have an introductory episode, plus at least three episodes loaded to your media host. Copy your podcast feed URL from your Media Host. This is the link to your podcast.

Next, open the podcast link in the iTunes Store and click on “Submit Podcast”. Paste the URL that you copied from your Media Host in the “Submit Podcast section of

iTunes. You only have to do this once. Once you have been accepted by iTunes, your podcast will be added to iTunes directory and you will be notified via email. From that point on, iTunes will scan your Media Host for new content and update your podcast automatically.

You can also submit your podcast to [Stitcher](#), [SoundCloud](#), [Google Play](#), [TuneIn](#) and [Spotify](#). However, this is not a promotion or marketing strategy.

C. PROMOTE YOUR LAUNCH: You are now ready to formally launch! Have a BIG launch. Contests, promotions, social media, interviews, etc. Try and get on iTunes “New and Noteworthy” list. There is an eight week window to get on. New and Noteworthy looks at four criteria: the number of downloads, the number of subscribers, your ratings and your reviews. You can create a “Launch Team” (friends and colleagues) who are willing to give your podcast favorable ratings. All of this requires advanced planning.



“**Show Note Pages**” recap your podcast. “Show Notes” are technically blogs. You can have your podcast episodes transcribed. Post your blog or “show notes” on FaceBook. Give your listeners a reason to visit your website.

PODCASTS

MONETIZE YOUR PODCAST

Many coaches screen guest applicants, enroll them as clients, then interview them on their podcast.



ADVERTISERS

Develop a Unique Selling Proposition (USP) for your podcast.

YOUR FUNNEL

Build your funnel before you start your podcast. Offer free gifts and opt-ins on air.

LONG TERM GROWTH

BONUS: LONG-TERM GROWTH

LONG-TERM GROWTH is determined by four things:

1. **QUALITY CONTENT** (information)
2. **HIGH QUALITY AUDIO** (production)
3. **CONSISTENT AND RELIABLE DELIVERY**
4. **PROMOTION:** Create teasers in Social Media. What will the next episode be about? Reference previous episodes. Use “show notes”.

A. **MONETIZE YOUR PODCAST:** If you have your own funnel, products and services, mention them on your podcast. As your podcast grows, you can build income through sponsorships and product mentions.

Be aware! Podcasts often cost \$500 to \$1,000 *per episode* to edit, distribute and promote. This is a business. Many coaches monetize their podcasts by screening guest applicants, enrolling them as clients and then interviewing them on their podcast. The application form for being a podcast guest is really an *assessment form* for enrolling potential clients. Potential interview subjects must have something that the podcaster wants: A large email list, money, prestige or an investment in the podcaster’s coaching program.

B. DEVELOP A UNIQUE SELLING PROPOSITION (USP) for Potential Advertisers. If you can show advertisers that you have 500 dedicated weekly listeners who spend \$30.00 dollars a month on vitamins, that's a better proposition than drawing 20,000 listeners with no specific targeted interests. Advertisers want to reach a specific, targeted demographic group, rather than just large numbers of people.

C. PLAY YOUR PODCAST: Many podcasters use WordPress plug-ins to display a podcast player on their website. A podcast player allows users to listen to your podcast directly from your website. Smart Podcast Player is another option that allows users to play, share, and download podcast episodes from the player itself. Pricing starts at \$8 per month.

CHECKLIST: MAP YOUR PODCAST

I. DEFINE YOUR PODCAST

TOPIC: What is your podcast about? What is the concept?

NICHE: Do you want your theme to be narrow or broad?

NARROW _____

BROAD _____

AUDIENCE: Who is your audience? What do they share in common?

FORMAT:

TYPE OF PODCAST: Interview Format (recommended); Question and Answer Format, Topic or Story Format; or a Combination Format?

LENGTH OF PODCAST: 10 to 30 minutes, 30 minutes, 45-60 minutes.

FREQUENCY OF PODCAST: Daily, Weekly (recommended) or Monthly?

1. NAME (TITLE): _____

2. SUBTITLE (Tagline): _____

SHOW DESCRIPTION: _____

II. SUPPORT

COVER ART: WHO IS YOUR GRAPHIC DESIGNER? What do you want?

EDITING YOUR PODCAST: WHO IS YOUR SOUND EDITOR?

TECH SUPPORT: HELP YOU NEED SETTING UP AND RECORDING?

DISTRIBUTION: PROMOTING AND DISTRIBTING EACH EPISODE

III. PLAN YOUR EPISODES

TOPICS: COME UP WITH 10 QUESTIONS YOUR AUDIENCE MIGHT WANT TO KNOW. THIS IS YOUR TOPIC LIST.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

GUESTS: COME UP WITH A GUEST LIST.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

TASKS: COME UP WITH A TASK LIST.

1. _____
2. _____

- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

PLAN YOUR FIRST THREE EPISODES.

TOPIC #1: _____

GUEST #1: _____

TASK LIST #1: _____

TOPIC #2: _____

GUEST #2: _____

TASK LIST #2: _____

TOPIC #3: _____

GUEST #3: _____

TASK LIST #3: _____

IV. OTHER CONSIDERATIONS

1. EQUIPMENT

MICROPHONE: _____

HEADPHONES: _____

POP FILTER: _____

SOUND EDITING SOFTWARE: _____

2. INTRO (SCRIPT): _____

3. OUTRO (SCRIPT): _____

CONGRATULATIONS! You are now ready to begin recording, publishing and launching your Podcast. Your New Task List is below:
