PODCASTING SECRETS

Checklist

Choosing podcast niche

Why niche down?
- People trust authority
- Demonstrate expertise

Picking right niche
- Step 1: Write down interests
- Come up with 5-10 niches
- Step 2: Problems to solve in each niche
- Check Q&A sites
- Visit forums
- Check social media
- Search Google
- Step 3: Figure out competition
- What are they doing?
- Look for your angle
- Step 4: Choose right niche
- Decide based on Steps 1-3

Podcast branding

Mission
- Your goals
- How to achieve goals

Vision
- Your podcast's future

Voice and personality
- Just be yourself
- Act naturally
- Catchy tagline
- Be unique

Consistency matters
- Same branding everywhere
- Social media
- Blog
- Podcast directories

Build community
- Make audience 'belong'

Podcasting equipment

Microphone

Poor quality
- Laptop microphone
- Smartphone mic

Good quality
Amazon's Choice (below $100)
- Audio-Technica ATR2100
- Samson Q2U USB Microphone

Pop filter
- Block plosive sounds
- Under $10

Audio software

Audacity
- Open source
- Cross-platform
  - Windows
  - Mac
  - Linux

Steeper learning curve
- YouTube tutorials

Garage Band
- Mac only
- Beginner friendly
- Easy to use

Graphics software
- For podcast cover art
- Free software
  - Canva

Headphones
- Use for recording
- Listen to how you sound
- Great for editing

Plan podcast episodes

Good planning
- Unlikely to run out of topics
- Bird's eye view of content

Commitment is key
- Need to be consistent

Organizing content
- Content/editorial calendar
- Google calendar

Can add many calendars
Podcast calendar
Social media calendar
Content promotion calendar

Brainstorm episode topics
Associative brainstorming
Word storm technique
Mind mapping
Write outline or script
Episode structure
Know what to say

Record and edit podcast
Record correctly
Avoid lengthy editing process
Tips to record
Record someplace quiet
Speak clearly into mic
Don't share microphones
Do test recording

Editing like a pro
Listen to recording
Don't depend on waveform
Remove or minimize
Heavy breathing
Dead air
Loud noises
Normalize volume

Stitching audio file
Add intro, outro, main recording
Add metadata or ID3 tags
EasyTag
MP3Tag

Suitable podcast host
Web hosting
Not good option
Not optimized for podcasts
Can exceed bandwidth
Can exceed storage
Result to termination

Podcast hosting service
Great option

Podcast RSS feed
Easy submission to directories
Podcast statistics
Own podcast page

Podcast launch
Podcast directories
- Apple Podcast
- Google Play
- Spotify
- Stitcher
- TuneIn
- SoundCloud

Personal network
- Family
- Friends
- Colleagues
- Acquaintances

Blog
- Email your subscribers
- Write a blog post
- Put up banners

Advertise
- Facebook Ads
- Influencer marketing

Interview experts in first few episodes
- Good follower base
- Ask them to help promote
- Send customized swipe file
- Social media posts
- Emails
- Scripts

Plug products and services
Be subtle
- Don't be aggressive
- Include pitch in intro or outro

Always give value
- Put audience's needs first
- Show product benefits
- Teach how to use product

Give alternatives
- Affiliate products

Competitor's products

Growing podcast audience
Reviews and ratings
- Always ask for ratings
- Entice others to follow
- Learn from negative feedback

Hold contests
- Give away something valuable

Promote everywhere
- Time management
- 20% - creating content
- 80% - promoting content
- Add Facebook pixel to blog
- Warm leads
  - Easier to market

Advertisers and sponsors
How to attract
- Have solid following
- About 5,000 to 10,000
- Listener engagement
- What people say about you
- Check people's reviews
- Integrity
- Don't be greedy
  - Say 'no' if not a good fit

- Be honest
- Everybody wins
- Customer service
- Under promise, over deliver
- Exceed expectations