

# Simple Podcasting Secrets

Learn to Podcast Like the Pros



## Cheat Sheet



<https://groovester.cm>

# Introduction

## What Is Podcasting and How Does It Grow Your Business?

- Podcasts are mp3s or other audio files that can be streamed online or downloaded
- Listeners can choose what they want to listen to when they want to listen to it
- Each episode covers a certain topic that's related to your niche or your listeners' interests
- There's little money to be made but podcasting can help your business in other ways:
  - **Podcasts Are Popular** – For most people, audio is an easier way to digest information than reading text
  - **Your Personality** – Your podcast adds personality to your marketing
  - **A Worldwide Audience** – You can reach a wider audience and lead them to your website and other marketing channels
  - **Monetization** – You can monetize your podcast if you have a good following
  - **Cheap and Easy Marketing** – Grow your audience, gain exposure, and bring in new leads channels
  - **The Democratization of Radio** – Anyone can start a podcast on any topic
  - **Building an Online Community** – Make sure your programming resonates with your audience

### Learning Objectives:

- Choose what to talk about in your podcast so you can get focused and

# Introduction

create a unique angle that appeals to your target audience

- Identify a plan for your podcast so you can go in fully prepared and not waste precious time
- Implement the essential equipment, tech and software you need before you start so you can go from recording through to hosting and storage without any problems
- Pinpoint the best ways to market your podcast so you can reach your target listeners
- Leverage your podcast and make it work for your business so you can turn your downloads into sales
- Evaluate different ways to monetize your podcast and decide if any will work for you, even if you are offering it for free
- Repurpose your podcasts so that you can produce more content in different formats that appeal to your audience
- Adopt best practice guidelines so that you can create a great podcast right from the beginning
- Consolidate and implement your learning and plan future action steps, so you can achieve the goals you set for this course

## Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

# Module 1 – Podcasting Topics: What to Talk About

## Learning Objective:

- Choose what to talk about in your podcast so you can get focused and create a unique angle that appeals to your target audience

## Start With Your Passion

- What could you talk about endlessly and never get tired of?
- Start by choosing a niche or topic that interests you and see if there is an audience

## Give the People What They Want

- Find out what your audience wants to know about or what they want more of
- Do some research and if your audience isn't vocal, ask them what they like

## Borrow Ideas

- Look at podcast directories and seeing what's popular
- It's alright to cover a topic that's already been done if you can make it different or do it better

## What's Trending?

- Often, the most popular podcasts are those that are timely
- Try to focus your podcast so that it covers the latest news in your niche

## Ideas for Episodes

- Once you have an overall topic, you then have to brainstorm ideas for individual episodes

# Module 1 – Podcasting Topics: What to Talk About

- Keep the channels of communication open with your listeners and seek their feedback

## Keep It Current

- You may find yourself shifting your podcast's focus but this is fine
- The key to a successful podcast is listening to your audience and giving them what they want

### Action Steps:

1. Brainstorm a list of possible topics for your first podcasts by looking at:
  - a. What you love to talk about
  - b. What your audience is interested in
  - c. What podcasts are popular in your market
  - d. Hot topics in your market

# Module 2 – Preparing for Your Podcast

## Learning Objective:

- Identify a plan for your podcast so you can go in fully prepared and not waste precious time
- You're not an expert podcaster (yet), so you need to prepare well
- You will become a pro and it won't take so much preparation

## Your Podcasting Schedule

- Decide how often you're going to post a new episode and create a schedule
- You may want to do a test run and see how long the process takes
- Your broadcasting schedule is especially important if you're covering time-sensitive topics like current news in your niche

## How Long Is Your Podcast?

- A test run will help you get a realistic idea of how long it will be.
- Keep in mind not only your ability to talk but also your audience's ability to listen
- Once you get your podcast going, get audience feedback on episode length

## Scripting Episodes

- At first, use a pre-written script for your podcasts
- This keeps you from rambling or going off topic
- Use it as an outline that you follow as you speak

## Module 2 – Preparing for Your Podcast

### Interview Questions

- If your podcast is interview based, create more questions than you think you'll need
- Your interview subject may be quiet or they may answer several questions at once

### Copyrights

- If you're going to use copyrighted content such as music, make sure you have consent
- You can get free content by looking for public domain

### Practice Makes Perfect

- Get excited about your podcast and view it as a learning experience
- It takes perseverance and practice

### Action Steps:

1. Start planning your first podcast series:
  - a. How often will you record podcasts?
  - b. How long will each episode be?
  - c. What will you call your podcast?
2. For your first podcast episode:
  - a. Outline a rough script, talking points or interview questions
  - b. Look for some royalty-free music you can use for backgrounds
  - c. Practice speaking your podcast out loud and recorded

# Module 3 – Getting Set Up to Podcast

## Learning Objective:

- Implement the essential equipment, tech and software you need before you start so you can go from recording through to hosting and storage without any problems

## Start with Format

- Start with your format which will dictate what gear you need to buy and set up
- For example, if you're conducting interviews through Skype, you need a simple USB microphone to record your calls

## Buying a Microphone

- At the very least, you need a microphone and a program for editing your audio
- There are two types of microphones: condenser and dynamic
- Condensers are much better quality, but they pick up background noise, so podcasters generally choose dynamics
- It's better to use a standalone microphone than a headset because headsets will pick up your breathing and mouth noises

## Other Essentials

- You can run multiple microphones and audio sources into a mixer and use it to control volume levels
- Another good investment is a pop filter - a screen that stands between your mouth and the microphone



## Module 3 – Getting Set Up to Podcast

### Recording Your Podcast

- For PC, the easiest way is to use the free software called Audacity
- For Mac users, there's GarageBand

### Post Production

- You'll need some way to edit your podcasts if it's not built into your recording software
- There are free editing software programs available

### Posting Podcasts

- You need to upload each episode to some place on the web and then its link can be share
- If you have your own hosting, you can do it there
- If not, you can use sites like Dropbox and Amazon s3 that allow you to store and access files anywhere for free or for a very low price
- Or you can use sites such as Libsyn.com or Blubrry.com

### Get Started

- The best way to assess your technical needs is to produce your pilot podcast
- Go back and listen to it, and you'll understand what you need to get started

### Action Steps:

1. Assess your equipment needs:
  - a. Do you have a good microphone? Pop filter? Boom?
  - b. What software will you use to record and edit your podcast?
  - c. Where will you host your podcast?
  - d. Where will you post your podcast?
2. Based on your answers, what do you need to do to get started with your first podcast?

# Module 4 – Marketing Your Podcast: How to Get Listeners

## Learning Objective:

- Pinpoint the best ways to market your podcast so you can reach your target listeners
- Start by telling everyone on all of your marketing channels and sharing your podcast link
- It's best to start with the community you already have

## Podcast Directories

- Podcast directories are sites that have podcasts on all kinds of topics
- People come to these directories to find shows to listen to, and many directories offer subscriptions for listeners
- If you submit to directories, make sure you also have a standalone site or make your episodes available on your own site

## RSS Feed

- Put an RSS feed on your blog so it will automatically download new episodes to your listeners' device
- This makes it easy for them to get new episodes

## Podcast Networks

- Think of a podcast network as a radio station
- When you join a network, you leverage its exposure and also have a chance to network with similar podcasters

# Module 4 – Marketing Your Podcast: How to Get Listeners

## Podcasts to Videos

- Gain exposure by turning your podcasts into videos and post them on video sites such as YouTube
- People will find your podcasts when they do searches on these video sites

## Stream on Social Media

- Many social media sites allow you to stream audio or offer apps that let you stream audio
- Create a profile for your podcast where you stream episodes

## Promote Within Your Podcast

- Promote your podcasts within episodes by telling your listeners what they can expect in future episodes
- This is a great way to keep them tuned in.

## Make Appearances

- Make appearances in as many related podcasts as possible
- This is how many listeners find new shows to listen to

## Optimize Your Podcasts

- Make sure your podcasts are search engine optimized
- The titles, descriptions, and meta data will bring them up in search results

### Action Steps:

1. Start drafting your first podcast marketing plan:
  - a. Where will you submit your podcast feed and recordings?
  - b. How will you use social media to promote your podcast?
  - c. Identify related podcasters you could approach for interviews
  - d. What keywords will you use to optimize your podcast for search engines?

# Module 5 – Leveraging Your Podcast to Benefit Your Business

## Learning Objective:

- Leverage your podcast and make it work for your business so you can turn your downloads into sales
- Once your show is up and running, you need to start leveraging it for your business
- You need to turn all of those downloads into sales

## Driving Traffic with Your Podcast

- Include a short and clear call to action interspersed throughout each episode
- Mention your site once at the beginning, once at the end, and a time or two in the middle
- As long as calls to action are short and the podcast's content is valuable, listeners won't mind at all

## Exclusive Offers

- Add value by offering an exclusive freebie, discount, trial membership, or other offer to podcast listeners only
- This gives your listeners an additional reason to tune in to each episode

## Get Your Listeners Involved

- Engage your listeners and you will produce results
- Dedicated email address that's just for your podcast
- Encourage your listeners to share their opinions and get a discussion going

# Module 5 – Leveraging Your Podcast to Benefit Your Business

## Make It Informative

- Focus on using your podcasts to inform your listeners
- Focus on solving specific problems and become your listeners' go-to source for information
- Take a complicated task and create an audio course

## Boost Production Values

- Boost production values and create something better
- Add introduction music, special segments, audio clips, and other things to give your show variety

### Action Steps:

1. Determine the roles your podcast will play in your business:
  - a. How will you use it to drive traffic?
  - b. What kinds of offers will you present to listeners?
  - c. How will you use it to engage your listeners?

# Module 6 – How to Monetize Your Podcast

## Learning Objective:

- Evaluate different ways to monetize your podcast and decide if any will work for you, even if you are offering it for free
- It's not necessary to monetize a podcast
- However, even if you offer a free podcast, there are ways for you to make money

## Free and Premium Content

- One way to monetize is to create free and premium podcasts
- The free podcasts need to be good to lead people to buy the premium shows, but try to save your best content for the premium episodes

## Pay for the Rest

- Create longer podcasts where the latter portion has to be paid for
- Tell your audience that it's time to wrap up the free portion but they can purchase the rest here (giving them the URL)

## Sample Episodes

- Offer a free sample episode for download
- This can be the first step in the course or something from the middle if that's suitable
- During the sample episode, include calls to action telling listeners what they'll get if they buy the rest

# Module 6 – How to Monetize Your Podcast

## Get Sponsors

- If your podcast gets popular, you can find sponsors and advertisers
- They will give you money in exchange for mentioning them to your listeners
- Once you have a large number of listeners, you can approach companies related to your podcast's topic

## Create an Audio Info Product

- Take all of your past episodes and bundle them up into an information product
- This works best for courses and podcasts with a solid, focused theme
- Take all of your old podcasts down so they can no longer be downloaded for free

## Podcast Monetization Best Practices

- Never offer less than you were offering before
- If people feel that you're taking something away from them, they'll stop listening
- Instead, add an additional half hour at a premium

### Action Steps:

1. Determine how (or if) you will monetize your podcast:
  - a. Free or premium content?
  - b. Part for free?
  - c. Sponsorship?
  - d. Audio Info Products (in the future)?
  - e. Other?

# Module 7 – Simple Content Shortcuts: Repurposing Your Podcasts to Create New Content

## Learning Objective:

- Repurpose your podcasts so that you can produce more content in different formats that appeal to your audience
- Your old podcasts can be repurposed to create completely new content that you can use again

## Turn it into Text

- Take your podcast episodes and turn them into articles or text-based information products
- Transcribing is time consuming and is a good task to outsource
- It can be the perfect basis for a Kindle book

## Create New Articles

- Take your podcasts and use them as rough outlines for new articles
- Jot down a summary of what you said and you can create a completely new article

## Audio to Video

- Take your audio files and turn them into simple videos using the audio as a soundtrack
- It's something you can easily post on YouTube to get more exposure
- Create a simple slideshow that illustrates main points



# Module 7 – Simple Content Shortcuts: Repurposing Your Podcasts to Create New Content

## Information Products

- Bundle podcasts together to make an information product
- Even though they're free for download at your site, your podcasts add great value to your information product
- Your listeners can download them all at once, which saves them time

## Bits and Pieces

- Take bits out of your podcasts to use as starters for blog posts, interview questions, forum threads, and social media updates
- You only need one fact, idea, bit of news, or tip for these uses

## Vice Versa

- You can also turn other types of content into audios
- Record yourself reading your blog posts
- Take an information product you've written and break it up into episodes for a podcast series

## Action Steps:

1. Make a list of ways you plan to repurpose your podcasts, e.g.
  - a. Transcripts
  - b. Kindle
  - c. Series of articles
  - d. Video
  - e. Slides
  - f. Bonuses
  - g. Other?

# Module 8 – Podcasting Do's and Don'ts

## Learning Objective:

- Adopt best practice guidelines so that you can create a great podcast right from the beginning

## DO Have a Plan for Your Podcast

- Have a clear goal for what you'll do with your podcast
- Whether it's to build an audience or make money promoting products

## DON'T Be Too General

- The Internet is already flooded with long-established podcasts on general topics
- Build a loyal audience in a specific niche – the narrower your focus, the better

## DO Make It Professional

- If your podcast episodes are poor quality, under-rehearsed, and amateurish, people won't want to listen
- Invest in the gear you need and take the time to practice so that it sounds like a real radio show

## DO Make It Conversational

- Talk in a conversational style as if you're talking to a friend
- A chatty tone will keep your listeners engaged

## Module 8 – Podcasting Do’s and Don’ts

### **DON’T Um and Uh**

- Be careful about unconscious speech habits
- If you find yourself doing this, script your podcasts more tightly and practice more
- Listen back to your podcasts before you publish them

### **DON’T Put Your Listeners to Sleep**

- You should be positive, enthusiastic, and lively
- Give your voice the pep it needs

### **DO Stay on Topic**

- It’s okay to go off on short tangents if they’re still related to your main topic
- Try to make everything you say relevant to the topic at hand

### **DON’T Eat or Drink During Podcasts**

- Every audience hates mouth noises when listening to podcasts!

### **DO Your Homework**

- Research your topic well before you get started
- If you make a factual error, correct it in the next episode

### **DON’T Run Over on Time**

- Let your listeners know how long the podcast will be and stick to the time you set
- If the topic is too big, break it up into two or three episodes

### **DO Know Your Audience**

- Finally, your podcast should be about your audience, their needs, and the information they want to know

## Module 8 – Podcasting Do’s and Don’ts

- Take the time to get to know them and seek their feedback
- Tailor your show to their tastes and make changes when they ask for them

### **Action Steps:**

1. Record your practice podcast and play it back, making notes on where you need to improve – avoiding the “Don’ts” of podcasting.

# Module 9 – Conclusion & Next Steps

## Learning Objective:

- Consolidate and implement your learning and plan future action steps, so you can achieve the goals you set for this course
- Don't let yourself get overwhelmed
- If you have a microphone and some free recording software, you can start recording right away
- Start by walking through the start-up checklist
- Your first podcast will be the most difficult, but it will get easier

## What You Learned

- What have you learned about podcasting?
- What difficulties have you encountered?
- How do you plan to address these?
- What further steps can you take to become totally comfortable with the process?

## Action Steps:

1. Review the course thoroughly and answer the questions in your Action Guide.
2. Review the Podcast Creation Checklist so you know all the action steps you need to take to launch your podcast.
3. Use the action plan in the Action Guide to record your goals and what needs to happen next.