

Simple Podcasting Secrets

Learn to Podcast Like the Pros



Course Book



<https://groovester.cm>

Table of contents

People are listening to podcasts everywhere! They are listening in their cars, while they walk, as they commute to work, and everywhere else where it's inconvenient to read or watch a video.

By providing content in an audible format, you're opening up your business to a wider audience of people who prefer to relax and listen to your content.

What Is Podcasting and How Does It Grow Your Business?

A podcast is a type of internet radio show. Podcasts are mp3s or other audio files that can be streamed online or downloaded. Like a radio show, podcasters broadcast on a regular schedule, but unlike radio, podcast episodes can be made available to listeners for download anytime. Similar to TIVO, podcasting is an on-demand medium where listeners can choose what they want to listen to when they want to listen to it.

Each episode of a podcast covers a certain topic that's related to your niche or your listeners' interests. Podcasts can offer news, advice, interviews, step-by-step instructions, entertainment, and other content. If you look at a podcast directory, you'll see that there are podcasts covering virtually every topic under the sun.

For most podcasters, there's little money to be made in podcasting. Podcasts are typically offered for free or very cheap prices. But, there are other reasons podcasting can help your business.

Introduction

Podcasts Are Popular

Podcasts are popular and only gaining in popularity. People love podcasts because they can listen to them while commuting, exercising, or going about their daily business. For most people, audio is an easier way to digest information than reading text.

Your Personality

Your podcast adds personality to your marketing. Instead of just reading your content, your audience can actually hear you speak. It's another point of contact that you have with them.

A Worldwide Audience

Through your podcast, you can reach a wider audience and lead them to your website and other marketing channels. Anyone in the world can listen to your podcast and you can reach people who don't read blogs, watch videos, use social media, etc.

Monetization

You can monetize your podcast, but only if you've built a good following with it first. Monetization strategies include getting advertisers or sponsorships or offering premium episodes.

Cheap and Easy Marketing

Podcasts can be used to grow your audience, gain exposure, and bring new leads to your other marketing channels. On top of that, it's extremely low-cost. The gear you need to start podcasting is minimal and posting your podcasts on the internet doesn't cost anything at all.

Introduction



The Democratization of Radio

Finally, podcasts are beneficial to the world at large because they allow for different points of view. Anyone can start a podcast on any topic. Compared to radio, which has restricted programming that only certain individuals have access to, podcasts are democratic. You don't have to go through the regular channels to get your message heard.

Building an Online Community

When starting your podcast, it's good to have a marketing or monetization strategy in mind, but at first, think of it as a way to build an online community. Tap into the kind of news or content your audience wants to hear and indulge them. If your programming resonates with your audience and your podcasts are so informative and entertaining that your listeners can't wait for the next episode, it will lead to more exposure and eventual sales.

Learning Objectives:

By the time you complete this course, you'll be able to:

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

Introduction

- 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 podcasting 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

This course is broken down into 9 major modules to take you step-by-step through all the basics you need to know to get started podcasting.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Introduction

Expectations

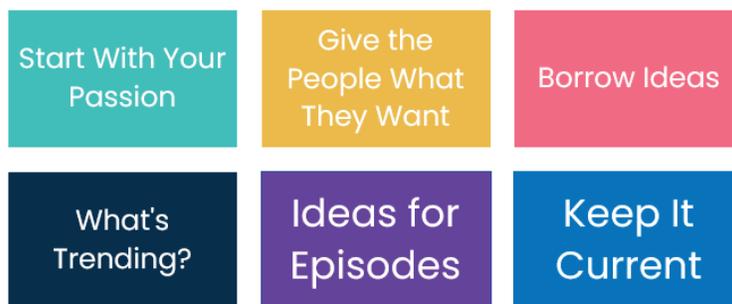
Before we start the course, take a minute to think about what you want to get out of it.

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

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Podcasting Topics: What to Talk About

A good podcast needs a focus. It needs to be about something specific, so the more narrowly focused, the better. A high-profile celebrity can get away with having a podcast about themselves and improvising, but as a marketer, you can't. Your podcast needs a unique angle because this is what resonates with your listeners and keeps them tuned in.



Start With Your Passion

A natural place to start is with your own passions and interests. What could you talk about endlessly and never get tired of? Start by choosing a niche or topic that interests you and go from there. See if there is an audience for this topic by looking online at podcast directories, forums, social media groups, blogs, and so on. Are people talking about this topic as well? It's easy to produce great podcasts if you're enthusiastic about your topic.

Give the People What They Want

Find out what your audience wants to know about or what they want more of. For example, if you have an internet marketing blog and people are constantly asking about social media, a podcast about social media would be a good idea. Do some research and if your audience isn't vocal, ask them what they like.

Module 1 – Podcasting Topics: What to Talk About

Borrow Ideas

You can get ideas for your own podcast by looking at podcast directories and seeing what's popular. Pick a category that relates to your niche and find the highest rated podcasts. Ask yourself why these particular podcasts are popular. Take a popular show and put your own unique twist on it. 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. They cover topics that are in the news or trending in real-time. Try to focus your podcast so that it covers the latest news in your niche. This will get your listeners to tune in to each episode because it's a source of valuable news for them.

Ideas for Episodes

Once you have an overall topic, you then have to brainstorm ideas for individual episodes. This isn't hard to do if you keep the channels of communication open with your listeners. Seek their feedback and use it to choose future topics. Put a feedback form on your podcast's page. If your podcast is popular, you'll get plenty of ideas from listeners.

Another good way to get ideas is to carry around a small notebook and jot down ideas whenever you get them. Keep a back-up list for times when you're stumped.

Keep It Current

Podcasts evolve and change over time. You may find yourself shifting your podcast's focus from what you originally planned. This is fine as long as it's still keeping your listeners tuned in. The key to a successful podcast is listening to your audience and giving them what they want.

Module 1 – Podcasting Topics: What to Talk About

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

Expert podcasters and radio broadcasters can just hit record and bang out an entertaining and informative podcast. But you're not an expert podcaster (yet), so you need to prepare well. If you don't, you'll find yourself starting over again and again, and you'll waste precious time. Eventually, you will become a pro and it won't take so much preparation.

Your Podcasting Schedule

How Long Is Your Podcast?

Scripting Episodes

Interview Questions

Copyrights

Practice Makes Perfect

Your Podcasting Schedule

Decide how often you're going to post a new episode and create a schedule. Weekly is good, but it may be difficult if you're new to podcasting. At first, recording, editing, and posting your podcasts may take time.

Before you decide how often you'll do shows, you may want to do a test run and see how long the process takes. Then, it's easier to fit it into your regular schedule.

Your broadcasting schedule is especially important if you're covering time-sensitive topics like current news in your niche. In this case, you may want to

Module 2 – Preparing for Your Podcast

broadcast more than once a week. On the other hand, if you cover evergreen topics, the schedule is not as important.

How Long Is Your Podcast?

You also need to decide how long your episodes are going to be. Again, a test run will help you get a realistic idea. Keep in mind not only your ability to talk but also your audience's ability to listen. Podcasts that are over thirty minutes stretch attention spans. It's better to make shorter, more tightly focused podcasts than those that ramble.

This is a case where you need to listen to your audience. Once you get your podcast going, get their feedback on episode length. They may want more or less.

Scripting Episodes

It's good to use a pre-written script for your podcasts, especially at first. This keeps you from rambling or going off topic. But don't simply read it. Use it as an outline that you follow as you speak. Gradually, you'll be able to script your episodes more loosely as you get the hang of podcasting. Eventually, you may be able to use a rough outline or even just a topic idea.

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. It's better to have questions you don't use than to run out halfway through the interview.

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 or creative common audio clips. There is a great deal of audio clips available online.

Module 2 – Preparing for Your Podcast

Practice Makes Perfect

Get excited about your podcast and view it as a learning experience. There will be frustrations along the way, especially at first, but through these difficulties you learn how to be a better podcaster. Like any other skill, it takes perseverance and practice, but it won't take long before you'll be able to make excellent podcasts quickly.

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

When you're preparing to podcast, you need to get set up with the gear and software you need. But there are other important preparations as well that are just as critical as the tech considerations.



Start with Format

Before deciding on any gear, it's important to know your format. This 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. If the podcast is going to be you and a guest, you'll need two microphones and a way to mix. If it's just you, your needs are much simpler.

Buying a Microphone

At the very least, you need a microphone and a program for editing your audio. For the microphone, start with something simple. The microphone you buy will greatly affect sound quality, but you can always upgrade later. It's better to buy a simple microphone first and upgrade later than to spend too much on something fancy that you don't need.

Module 3 – Getting Set Up to Podcast

There are two types of microphones: condenser and dynamic. Condensers are much better quality, but they're not always ideal for podcasts because they're more likely to pick up background noise. For this reason, 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. With a standalone microphone, you have more control over its placement. A tabletop microphone that you can place on your desk is a good, flexible choice.

Other Essentials

It's not necessary for a simple podcast, but if you'll have multiple speakers or any kind of audio effects, you'll want a mixer. You can run multiple microphones and audio sources into a mixer and use it to control volume levels. You can get something called 'component mixers'. You run audio into the mixer before it goes into the computer. There are also mixer software programs.

Another add-on that's a good investment is a pop filter. This is a screen that stands between your mouth and the microphone to prevent explosive breathing sounds. This is especially good for beginner podcasters. You may want to try out your microphone first and see if there are problems before buying a pop filter.

Recording Your Podcast

Obviously, you'll need some way to actually record your podcast. If you're on a PC, the easiest way is to use the free software called Audacity. For Mac users, there's GarageBand. Both will give you editing abilities also.

Module 3 – Getting Set Up to Podcast

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, and it's a good idea to try one of these before you purchase anything. If your editing needs are simple, a free program will get the job done. If you decide to invest in a digital editing software program, read reviews online and try out trial versions before you buy.

Posting Podcasts

Finally, you'll need a home on the internet for your podcasts. You need to upload each episode to some place on the web and then its link can be shared. 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.

Otherwise, there are hosting sites that are specifically geared towards podcasters where you can upload your recordings, such as Libsyn.com or Blubrry.com. You can even create a site specifically for your podcast at Blogger or other free blogging sites.

Just make sure that any hosting solution you choose has plenty of storage and bandwidth available so that you can continue to load many podcasts in the future and your widening listener base will have no trouble listening to your podcasts.

Get Started

The process of setting up your podcast may sound complex, but it's really not once you 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.

Module 3 – Getting Set Up to Podcast

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

Once you start posting podcasts online, you'll want people to listen to them. There are many ways to market podcasts online and most of them are free and easy to do.

Start by telling everyone on all of your marketing channels and sharing your podcast link. You can embed your podcasts on your website or blog and share them on social media and your email list. It's best to start with the community you already have before branching out.



Podcast Directories

Podcast directories are sites that have podcasts on all kinds of topics. The most popular is on iTunes. People come to these directories to find shows to listen to, and many directories offer subscriptions for listeners. In addition to general directories, look for others that are related to your niche.

Module 4 – Marketing Your Podcast: How to Get Listeners

If you submit to directories, make sure you also have a standalone site or make your episodes available on your own site. Some services like iTunes require listeners to create an account, and that's one more barrier to accessing your podcast. Make it as easy as possible for your listeners to get episodes.

RSS Feed

Another way to offer subscriptions is to put an RSS feed on your blog. Whenever you post a new episode, it will be automatically downloaded to your listeners' computers or audio devices. This makes it easy for them to get new episodes.

Podcast Networks

There are a number of podcast networks online, usually based around a common theme. You can think of a podcast network as a radio station. It has various programs that are all meant for a specific listener market. When you join a network, you leverage its exposure and also have a chance to network with similar podcasters.

Podcasts to Videos

A great way to get more exposure is to turn your podcasts into videos and post them on video sites such as YouTube. At its simplest, you can create a video that's a still image or your company logo with a link to your site.

You could also create a series of slides that go along with your podcast and insert the audio into your slide presentation to create a more interesting video. 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. You can also create a profile for your podcast where you stream episodes. For example, you can have a Facebook Page that's just for your show.

Module 4 – Marketing Your Podcast: How to Get Listeners

The advantage of doing this is that your followers don't have to leave the social media site to enjoy your podcasts.

Promote Within Your Podcast

You can 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. They hear you being interviewed or appearing as a guest on their favorite podcast, you plug your own, and they search for it and subscribe.

Optimize Your Podcasts

Make sure your podcasts are search engine optimized. They won't be indexed for the actual audio content, but their 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

Podcasting is fun to do, but once your show is up and running, you need to start leveraging it for your business. Whether you're using it for lead generation, product promotion, or as a monetization strategy by itself, you need to turn all of those downloads into sales. Here are some ways to take your podcast to the next level.



Driving Traffic with Your Podcast

You can use your podcast to drive traffic to your website or other marketing channels. 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, depending on how long your podcast runs.

It's fine to be totally transparent about promoting your site. You can tell your listeners, 'Let me take a minute to plug my site.' They know you're doing this anyway. As long as calls to action are short and the podcast's content is valuable, listeners won't mind at all.

Module 5 – Leveraging Your Podcast to Benefit Your Business

Exclusive Offers

A great way to add value to your promotions is to offer 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. Give them a password to enter during the podcast so that the only way they can get the freebie is to listen, and tell them you'll be offering deals like this in each episode.

Get Your Listeners Involved

No matter what you're trying to do with your podcast, getting your listeners engaged will produce results. Supply a comments field on each episode page and a dedicated email address that's just for your podcast.

Encourage your listeners to share their opinions. One way to do this is to ask pointed questions during the podcast. Hopefully, you can get a discussion going. You can also offer surveys and other things to do on your podcast's website, and read survey results, comments, or emails during the episodes.

Make It Informative

Focus on using your podcasts to inform your listeners. Offer tips, news, details, and other content that they won't find anywhere else. Focus on solving specific problems. If you do this, your podcast will be your listeners' go-to source for information, and they won't be able to miss an episode. You can also tell them they can find more information on your website.

One way to keep listeners tuning in is to design a course where each episode builds on the last. You can take a complicated task - like setting up a successful money-making website or learning how to control negative thinking - and create an audio course. Record all of the audios in a day or two and then publish them on a schedule.

Module 5 – Leveraging Your Podcast to Benefit Your Business

Boost Production Values

You can create a simple podcast with short episodes that feature yourself talking, but if you boost production values, you can create something even better. Add introduction music, special segments, audio clips, and other things to give your show variety. This way, it'll feel more like a real radio show.

Get On the Radio

Some podcasts have gone on to become successful radio shows. If you build a good following, you can take your show to AM, FM, or satellite radio and reach an even wider audience. Create a press pack that includes a short demo and information the station would like to know, like number of listeners, and send your press pack to program directors.

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

It's not at all necessary to monetize a podcast. Most podcasters use their shows to drive traffic, build an audience, build relationships, and gain exposure. Naturally, more people will download and share a free 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. Put half of your episodes on your site with a free download link and charge a small fee for the premium episodes or offer a premium subscription service. Obviously, the free podcasts need to be good in order to lead people to buy the premium shows, but try to save your best and most interesting content for the premium episodes.

Module 6 – How to Monetize Your Podcast

Pay for the Rest

Another idea is to create longer podcasts where the latter portion has to be paid for. For example, create podcasts that are ninety minutes long and give away the first 30 minutes free. Your listeners can then pay for the rest or subscribe to receive full episodes at a small price. At the appointed time during the episode, tell your audience that it's time to wrap up the free portion but if they'd like to, they can purchase the rest here (giving them the URL).

Sample Episodes

Here's a strategy that works particularly well with podcast courses: 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.

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. You can either read scripted advertisements or play ads as audio clips provided by the sponsor. Once you have a large number of listeners, you can approach companies related to your podcast's topic and ask if they'd like to advertise on your podcast.

Create an Audio Info Product

You can take all of your past episodes and bundle them up into an information product. This works best for courses and only works for podcasts that have a solid, focused theme. In order to do this, you have to take all of your old podcasts down so they can no longer be downloaded for free.

Podcast Monetization Best Practices

Be careful when monetizing podcasts. Never offer less than you were offering

Module 6 – How to Monetize Your Podcast

before. For example, if you have an hour-long podcast, don't start offering only the first thirty minutes for free and the rest at a premium. 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

Like all of the content you produce, your old podcasts can be repurposed to create completely new content that you can use again. Here are several ideas for reusing your audio content.



Turn it into Text

Take your podcast episodes and turn them into articles or text-based information products. People love listening to audio, but text also has its advantages. It's much easier for a person to refer back to text than to skim through an audio file looking for a specific bit of information.

The only downside is that transcribing is time consuming. This would be a good task to outsource.

And don't forget that your podcast, once transcribed and edited, can be the perfect basis for a Kindle book. Just add an introduction and a little more content if needed, get a nice cover designed, format it all, and publish. You can end up with a whole series of Kindle books in no time!

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

Create New Articles

Rather than transcribe word for word, you can take your podcasts and use them as rough outlines for new articles. Listen to your audio files and stop at key points to jot down a summary of what you said. This is a good way to repurpose content because it creates articles that are completely original.

Audio to Video

You can take your audio files and easily turn them into simple videos using the audio as a soundtrack. There are several ways to make videos out of podcasts. Some podcasters simply use a graphic or still image and play the audio over it. While this doesn't produce an amazing video, it's something you can easily post on YouTube to get more exposure.

Another idea is to create a simple slideshow that illustrates main points. You could create a mind map of all the key portions of the podcast and create slides that highlight each section as you talk about it.

You'll just have to play around with the timing when you insert your audio into the series of mind map slides.

You can also start from video, making videos and turning them into podcasts. If you're already set up to make videos, this is an easier way to do things. Shoot your video and then create an audio file of it. While shooting your video, just be aware that the listening audience won't be able to see anything that you do.

Information Products

You can bundle podcasts together to make an information product or include podcasts in a related info product. The advantage to adding the podcasts to an existing info product is that you don't have to take them down. Even though they're free for download at your site, your podcasts add great value to your

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

information product. Your listeners could go and download each episode separately, but here they get them all at once, which saves them time.

Bits and Pieces

You can take bits and pieces 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

Remember that like the idea above of video to audio, you can also turn other types of content into audios. Record yourself reading your blog posts. Use social media updates as conversation starters for you and your guest on your podcast. Take an information product you've written and break it up into episodes for a podcast series. These are all good ways to multiply your content.

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

Podcasting is a great way to reach your audience. It can be used to gain exposure, build relationships, and brand yourself as an expert. Here are some basic guidelines for running a good podcast.



DO Have a Plan for Your Podcast

It's wonderful if you want to start a pet care podcast because you really love pets and can blab endlessly about caring for them, but make sure you have a long-term strategy. Don't spend the time and energy necessary to get your show started until you have a clear goal for what you'll do with it, whether it's to build an audience or make money promoting products.

Module 8 – Podcasting Do's and Don'ts

DON'T Be Too General

Don't start an internet marketing, weight loss, or relationships podcast. The Internet is already flooded with long-established podcasts on general topics like these. A podcast is a chance for you to build a loyal audience in a specific niche, so the narrower your focus, the better.

DO Make It Professional

Just because you're broadcasting from your living room couch doesn't mean it has to sound that way. 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. Don't make your podcast content overly technical or dry. If you have a chatty tone, it will keep your listeners engaged.

DON'T Um and Uh

Be careful about unconscious speech habits like saying 'um' or 'uh.' In conversation these quirks go unnoticed, but on a show, they can be extremely annoying. If you find yourself doing this, script your podcasts more tightly and practice more. Listen back to your podcasts before you publish them and you'll notice what speech habits are annoying.

DON'T Put Your Listeners to Sleep

A wonderful podcast that offers helpful information will fall on deaf ears if the host sounds half asleep. You should be positive, enthusiastic, and lively. Drink a cup of coffee before you start or record while standing up to give your voice the pep it needs.

Module 8 – Podcasting Do’s and Don’ts

DO Stay on Topic

It’s okay to go off on short tangents if they’re still related to your main topic, but keep in mind that your listener can tune out with one quick click. Try to make everything you say relevant to the topic at hand.

DON’T Eat or Drink During Podcasts

Every niche audience is different but there’s one thing they all share in common: they all hate mouth noises when listening to podcasts. Eat before you start or save the snacks for later. And stay away from any “bubbly” drinks beforehand!

DO Your Homework

Research your topic well before you get started. If you have guests on your show, learn everything you can about them before they show up. If you happen to make a factual error on your podcast, 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. Nothing annoys listeners more than podcasts that run overly long. If the topic is too big to cover in one episode, break it up into two or three.

DO Know Your Audience

Finally, your podcast should be about your audience, their needs, and the information they want to know. 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. This is how you keep your listeners tuned in.

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

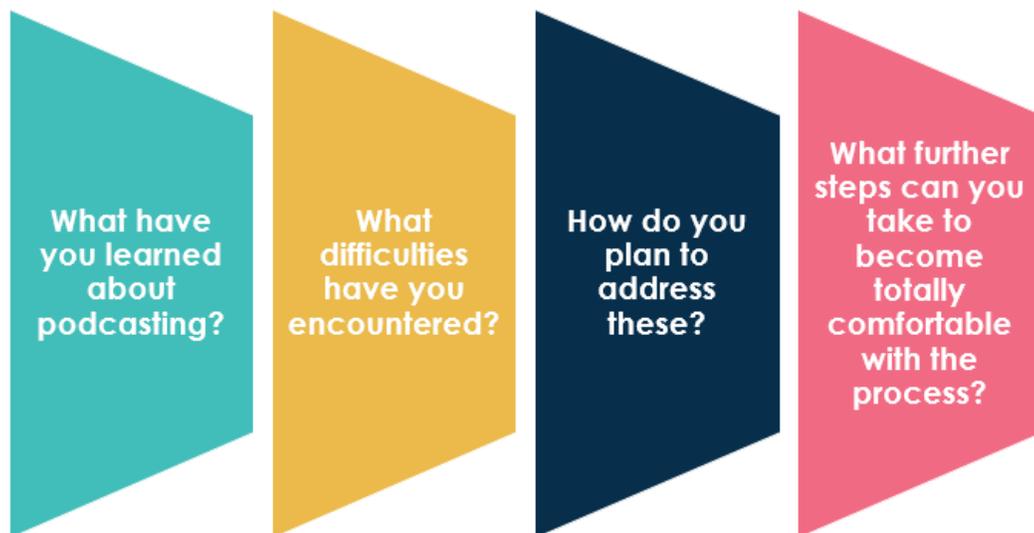
Are you ready to start your own podcast now?

Don't let yourself get overwhelmed by some of the technical jargon or think that you need to purchase all the high-end equipment right away. If you have a microphone and some free recording software, you're already set up and can start recording right away.

Start by walking through the startup checklist. Your first podcast will be the most difficult, but it will get easier and easier each time until your podcasting is second nature.

What You Learned

This is a course you can refer back to time and time again to remind you how to create and produce a great podcast. It's important to reflect on what you've learned, so answer these questions and complete the action plan in your Action Guide:



Module 9 – Conclusion & Next Steps

- 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?

Good luck and congratulations on joining the ranks of marketers who are reaching a whole new audience of listeners.

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 steps you'll 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.