Today’s Topics

• About podcasts
• Podcast content
• Podcast tech
• Measuring success
• Funding your podcast
Meet Allie

TECHNICAL WRITER,
TWIN MOM,
BLOGGER,
...
PODCASTER
Podcast Statistics

64% of Americans know about podcasts

44% of Americans have listened to at least one podcast

26% of Americans listen to podcasts at least once a month
Why I should:

Start

• Novelty
• Your ideal avatar
• Listener attention
• Audience connection
• Enjoyment

Not Start

• Novelty
• Your ideal avatar
• Hard work, dedication
• Commitment
• Text
• Money
Podcast Content

WHAT VALUE ARE YOU BRINGING?
Types of Podcasts
Podcast Information

- Podcast cover: 3000 x 3000 pixels
- Podcast description: Be descriptive, but not too long. Since podcast players are search engines, include SEO keywords.
- Link to your website in your description
- Keywords and categories
- Show type: episodic (no order) vs serial (first episode first)
Episode Information

Audio Requirements
• Bumpers (intro, outro)
• Show

Release requirements
• Episode artwork (optional)
• Episode description
• Show notes on your website

Tips
• Plan a bullet outline before recording
• Content batching
What it Looks Like

- Google Podcast Player
- Android phone
How a Podcast Gets Published

THE STEPS FROM RAW RECORDING TO YOUR LISTENERS’ EARS

Record
- Plan episode content
- Prepare recording session and permissions
- Record yourself (and your guest)

Edit
- Remove unwanted sounds
- Add bumpers to content
- Equalize
- Create transcript

Upload to Host
- Write episode description
- Upload mp3 file to host
- Prepare show notes page on your website in draft

Release
- Set a date for your episode to be publicly available.
- Publish show notes page.

Player
- Within a few hours to a day, the various players will include your latest show in their RSS feed

Listener
- Listeners can see newly released episodes, they can download, or they can wait and binge
Record

CAPTURE YOUR AUDIO

• Audio Technica ATR 2100 $70
• Blue Yeti $100
• Headset for guests
• Interview via Zencastr, Skype, or other webinar tools
MAKE IT SOUND GOOD

- Free: Garage Band or Audacity
- Paid: Adobe Audition
- Optional: Auphonic or Levelator
- Podcast engineers (humans)
Host

STORE YOUR AUDIO
CREATE AN RSS FEED

• Libsyn
• Podbean
• Buzzsprout
• Blubrry
• (Soundcloud)
WHERE PEOPLE LISTEN

- iTunes
- Google Podcast
- Spotify
- Stitcher
- Soundcloud
- Your website (embedded player--remember the transcript!)
Measuring Success

What is your goal?

- Building your email list
- Analytics from your audio host
- Content marketing metrics
- Personal growth and satisfaction

- Lead quality
- Sales
- Web traffic
- Onsite engagement
- Social media engagement
- SEO success
- Exposure and authority
Podcast Funding

Initial equipment + host fees
Part of a larger picture (website, email client, etc.)
- Corporate budget
- Personal budget
- Selling your own product
- Advertising and sponsorships
- Affiliate marketing
- Crowdfunding (Patreon)
Thank You!

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