



# PODCAST RADIO DJ

LIKE A



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**LIKE A**

**BY DAN LYONS**

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***"Every once in a while I get to see a true shining star in the world of online business. Dan Lyons is one of those stars. After reading his Podcast Like A DJ report, I had ALL the tools I needed at my fingertips for creating powerful podcasts and building a totally new audience on iTunes. Dan has a knack for making the complicated simple with his easy and fun to read conversational style. If you've always wanted to run your own online "radio show" and take advantage of one of the biggest trends online, Dan's Podcast Like A DJ is the best thing you'll ever find on the topic - go get it now!"***

**Gideon Shalwick**

[www.RapidVideoBlogging.com](http://www.RapidVideoBlogging.com)



# Famous Fans Of Podcasting



**Ricky Gervais**

*“The most exciting thing about it (podcasting) is that it’s global...”*

—**Ricky Gervais**, Comedian, Director, Actor and Podcaster



**Click Here**

**to find out what other celebrities understand the power of podcasting....**



**Marc Maron**

*“Podcasting is personal. You are choosing to allow the podcaster’s voice to go directly into your ears. You choose to step into their world, listen and be engaged and perhaps transported away. Podcasts can instigate you to take action, become re-impas-sioned about something, or simply become aware of something that you didn’t know. All of this happens because of the personal nature of the medium.”*

—**Marc Maron**, Comedian, Podcaster

# Successful Bloggers And Business Owners Love Podcasting Too...



**James Schramko**

*"If you have any product or service and you stick a podcast in front of it with great content then it makes it so much easier to introduce people to you so that they know you, like you and trust you. And you really don't have to sell at all for people to be interested in finding what else you've got, it's just a natural conclusion..."*

—**James Schramko**, Blogger, Internet Marketer,  
Freedom Ocean Podcast,  
[InternetMarketingSpeed.com](http://InternetMarketingSpeed.com)



**Pat Flynn**

*"Starting a podcast was one of the best business decisions I've ever made. I know it was powerful, but I didn't know it was this powerful until I started doing it myself. I have up to 5000-6000 downloads in one day it's crazy how many people I'm reaching..."*

—**Pat Flynn**, Blogger, Podcaster,  
[SmartPassiveIncome.com](http://SmartPassiveIncome.com)



**Yaro Starak**

*"The best thing about it [podcasting] in terms of a marketing tool is how strong the connection [is that] it enables you to have with your audience...because of the personal aspect of it with your voice. Also it's just a quick way to create content. It really is something you can do in half an hour!"*

—**Yaro Starak**, Blogger, Podcaster,  
[Entrepreneurs-Journey.com](http://Entrepreneurs-Journey.com)

## Foreword by Dan Lyons

Hi my name is Dan Lyons and I'm the host of a #1 rating nationally networked Radio show throughout Australia. I've been a Radio DJ for over 15 years and my voice has been heard on Radio stations all over the world including Europe, America, the UK and even Africa!

Some of the worlds biggest stars have appeared on my show, like Ben Stiller (Meet The Fockers), Jodie Foster (Silence Of The Lambs), Vince Vaughan (Wedding Crashers), Owen Wilson (Zoolander), Keith Urban (Grammy Award Winner), Paris Hilton (lazy socialite) and loads more.

❖ [For proof click here.](#)

As well as being an international Radio DJ I'm also a blogger and business owner who not that long ago struggled to really connect with my readers. You see, even though I've always enjoyed writing, I much prefer speaking (it's more convenient for a lazy person like myself). And as you know communicating using your voice is the oldest, most effective method of communication ever invented. And if the wheel 'aint broke... well you know the rest! It was this revelation that had me asking myself, "if I really want to connect with my clients, prospects and audience, why aren't I talking to them?", and from there my podcast was born!

Using my expertise as a Radio DJ and extracting the content from my existing blog I was able to release a regular podcast that really transformed my blog and business with incredible results.

But enough about me, you're probably asking, "what can a podcast do for me?"

Here's the facts...

A podcast can make you famous. There's just something about people hearing your content instead of reading it that creates this effect. Your perceived value as an expert sky rockets when you deliver content in an audio format.

It might be weeks or it might be months, but once you start podcasting you'll notice more people talking about you online, interview requests (yes people will want to interview YOU), more people checking out your blog, and you'll start selling more products etc.

I know it sounds a little scary but your voice will be heard by thousands of people and believe me, one of the first things you'll notice with having a podcast is how many doors swing open for you, where they wouldn't have before.

And then there's the traffic. As a professional podcaster with a presence in the iTunes store, you'll be in front of the millions of people that search iTunes everyday. As a business owner I know how tiring it is trying to get better exposure in Google. So let me tell you that getting a good ranking in iTunes is a walk in the park compared to Google (I'll explain some basic techniques to help you do that later).

In this report I'll teach you how to use your podcast like a virtual net to cast out and capture as many listeners as possible, and then re-direct them all to your blog. I'll also show you a simple yet extremely high-level traffic attraction technique I discovered purely by accident, that has given me more blog

visitors than anything else I've tried (SEO, Facebook ads and Tweets combined!!)

And do you think podcasting can make you money? You bet it can. Do you honestly think the worlds top bloggers (see page 8) who are earning six figure incomes each month would bother if it didn't? Here's a secret, these professional bloggers know and understand the power of podcasting. They constantly track conversions and traffic, and I'm certain they'd all say that podcasting has played a major role in developing their blogs and businesses.

So in this free report – I will teach you a step-by-step system that makes podcasting so easy and reveals a few Radio DJ secrets along the way. Too often I hear people saying they'd love to podcast but it's all too hard. Well that stops today! Once you've finished this report you'll see publishing a podcast is really simple and easy....

...In fact I was able to teach my technophobic wife how to set up her very own podcast in minutes, and I can teach you too.

You see a podcast is just like an online Radio show. A show that will:

- ❖ **Make you easily stand out from the millions of other bloggers and business owners online!**
- ❖ **Help get your brand get 'out there' and dominating online ...**
- ❖ **Let you engage with your readers in a powerful, new way....**
- ❖ **Get your content in front of a massive new iTunes audience**

And now more than ever is the time for you to get into podcasting. Apple have announced they are selling record numbers of portable mp3 devices (the IPAD 2 being the latest), iTunes is rocketing ahead as a podcasting and search engine giant and the consumer demand for targeted audio content is insatiable.

In this free report I'm giving away a tonne of high end step-by-step information about podcasting. Information that I've picked up along the way as an International Radio DJ that will not only teach you the basics of podcasting, but give you some advanced expert tips.

Here's what you can expect to find in this free report:

- ❖ What podcasting really is, and why **every business desperately needs one...**
- ❖ My **number 1 method for attracting huge chunks** of listeners (and it's so ridiculously easy!)
- ❖ The studio equipment I've **personally researched and tested** for you (all under \$200)
- ❖ How you can use a podcast interview to **dazzle your audience**
- ❖ **Getting the big radio sound** using beds and sound effects...where to go & what to do
- ❖ Uploading your podcast to the world in 5 minutes using **the easiest system** I've ever seen!

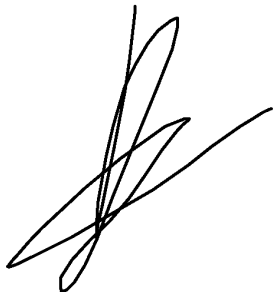


- ❖ Plus I'll tell you what kind of a guy **Ben Stiller** really is in real life (after my interesting interview with him)
- ❖ And much MUCH more!

So if you're serious about getting a podcast happening, having thousands of people hanging on every word you say, becoming a famous guru in your niche and even having your own online radio show, then I suggest you need some one on one time with your sofa – and this report right now.

The information and strategies in this report are a combination of my 15 years as a Radio DJ and podcaster. I'm confident that there's so much powerful information in this report, you'll be tempted to keep putting it down cause you'll want to get started right away!

Till then thanks for listening,



Dan Lyons

[PodcastLikeARadioDJ.com](http://PodcastLikeARadioDJ.com)





## What Is A Podcast?

Before we get into the ‘nuts and bolts’ of this report, it’s important that you have a general understanding of what a podcast is.

Even though a podcast can be both in audio and video formats, throughout this report, I’ll be talking just about audio podcasts.

An audio podcast can be about anything, from hobbies and interests to panel style and even music-based shows. Bottom line is, **strict radio station style formats don’t exist in the podcasting world**, neither do corporate CEO agendas. Phew! Podcasting is the people’s medium, invented by the people for the people, so a podcast can be about anything!

*“A podcast is an audio (or video) file that is uploaded onto the Internet for regular consumption.”*

And there is no set time limit for a podcast either. I’ve heard podcasts that go for as little as 4 minutes and I’ve heard ones that go for an hour. It varies depending on the podcaster and the content.

As well as there being no guarantee on time, the same can be said for the quality of podcasts. Some are exceptional and provide excellent content and a great alternative to mainstream media, but there are other podcasts that are just plain weird and uninteresting.

By the way, this report will NOT teach you how to produce weird and uninteresting podcasts! In fact, if you want a weird and uninteresting podcast, read this report and do the exact opposite!



***All You Need To Start A Podcast***

Once a podcast is published, the podcaster generally releases regular episodes to build up a strong audience base. This might be every few days or weeks. Again, there is no norm but the majority of successful podcasters **find the time to release an episode a week**. Listeners also have the chance to subscribe to a podcast. This means that the listeners will automatically be notified when a new podcast episode has been published. Once downloaded, a podcast can be listened to on a computer or portable MP3 device. I do both and I’ve even been known to burn podcasts onto CD’s so I can listen to them in the car (because I don’t have an MP3 player input on my car radio).

## Podcasting = Traffic

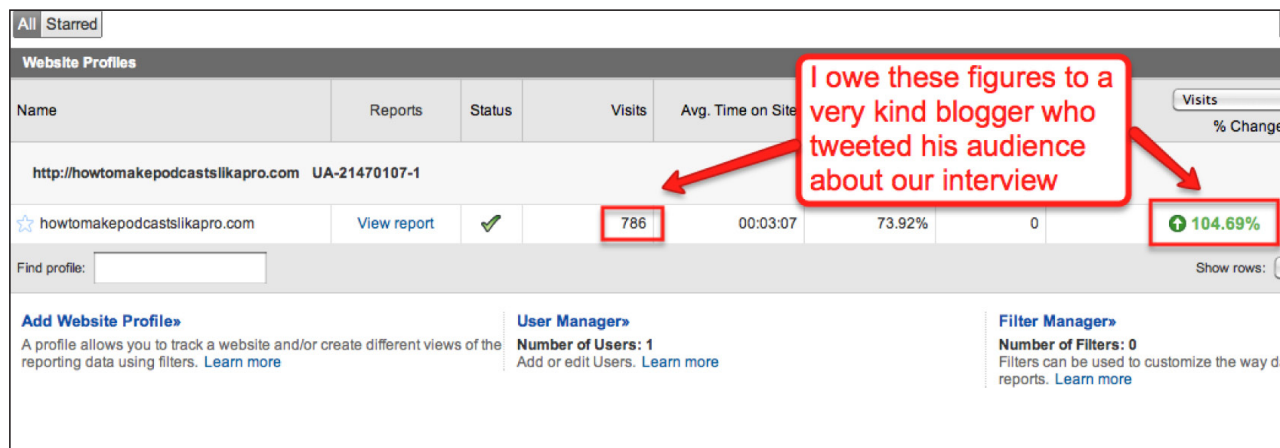
In late 2010 I started my first personal blog. I’d had plenty of blogs through my radio stations before but this was my first endeavor without the backing of a major media organization.

After having a blog for a few weeks I quickly became fed up with the lack of traffic coming to my site. I was tired of spending what seemed like forever optimizing for keywords and doing self taught SEO to attract traffic, but I had less than impressive results.

Then I started a podcast. And just by accident, something fascinating started happening. Without even knowing it, I was getting huge chunks of traffic.

Let me explain.

As part of my podcast I interviewed famous bloggers and leaders in the world of blogging and online marketing. On one occasion one very “famous” blogger tweeted the link of our interview to his 33,000 followers. And wow, what a surprise, the traffic surge to my site was huge! One single tweet gave me traffic that outweighed all the strategies I’d been using for several months, and then some.



Name	Reports	Status	Visits	Avg. Time on Site	% Change
http://howtomakepodcastslikapro.com UA-21470107-1			786	00:03:07	73.92%
☆ howtomakepodcastslikapro.com	<a href="#">View report</a>	✓			104.69%

Find profile:  Show rows:

**Add Website Profile»**  
A profile allows you to track a website and/or create different views of the reporting data using filters. [Learn more](#)

**User Manager»**  
Number of Users: 1  
Add or edit Users. [Learn more](#)

**Filter Manager»**  
Number of Filters: 0  
Filters can be used to customize the way data is reported. [Learn more](#)

### ***The Incredible Growth In Traffic From A Simple Podcast Interview***

As you can imagine this incredible result got my attention (traffic up 104.69%!!). After further testing I found that I was getting the same amazing surge in traffic over and over. Every time I’d do an interview, my guest would share it with their audience and I’d get a huge traffic injection into my blog.

I really was astounded and delighted; because my podcast interviews were achieving two things.

1. Providing excellent content to my audience
2. Bringing in loads of new traffic that I was sending to my blog (to optin, subscribe to my RSS feed etc.)

I felt like a naughty little boy with a secret. The secret? I can build my own audience by “borrowing” the audience of others.

*“I can build my own audience by “borrowing” the audience of others.”*

Now at this point I’d like to state my greatest respect to everyone I’ve interviewed on my podcast because I certainly didn’t just interview them for this reason. As I said before, this was an unknown by-product of my interviews, but one I think you’ll agree was awesome!

So the great thing about this technique is you can do this no matter what niche you are operating in because this strategy doesn't just work with people that are online. You can interview someone in the real world and get a similar result. If you interview someone with an offline business just ask them to share the interview link with their community via their newsletter, email, website etc. The same result happens, people want to hear your guest and they need to go to your blog to do it. Perfect.

Although there are other ways to publish an interview, I genuinely believe a podcast is the best way to achieve the traffic result I'm talking about. Doing a 30-minute interview then transcribing it for a blog would be impractical (who's got the time to sit down and read that). And to record a 30 minute video interview has its own issues (long editing time, bad internet connection means bad quality video etc).

There was no doubt about it my podcast was the perfect platform for recording and publishing interviews. I could have my podcast episode online and getting that surge in traffic, minutes after the interview was finished.



### ***Interviews Can Capture A New Audience FAST***

In between this technique and the organic traffic I was attracting in iTunes I was building a loyal audience of followers far quicker than ever before.

Thanks to my podcast I now have a blog that is getting regular steady traffic and I'm continuing to serve my audience current, valuable content thanks to the co-operation of my very successful colleagues.

## **Traffic Through iTunes**

Not many people realize this but **iTunes is one of the biggest search engines in the world!** Everyday millions of people are on iTunes and searching using keywords that might be relevant to the blog or 'niche' that you blog about. You really would be surprised – I've seen podcasts about ballet, golf and even cocktail making! Go ahead and take a look yourself in iTunes. Just search a keyword and see who's podcasting about what. And when you've searched for a podcast in your niche you'll be faced with one of two outcomes:

1. There's no podcasts in your niche which means no competition and potentially a big audience!

*“...the traffic your podcast will drive is a lot warmer than just regular Google traffic.”*

2. Heaps of competition in your niche which means a huge consumer demand for more content in your niche (this is fertile ground).

And it's not just the amount of traffic you should be excited about either, it's the quality of traffic. You'll be pleased to know that the traffic your podcast will drive is a lot warmer than just regular Google traffic. Why? Because the traffic that is sent from your podcast to your blog or sales page have **already** sampled your content AND want more! What more could you want?

## Why A Podcast Is The Perfect Addition To A Blog Or Website

Until recently, the majority of blogs have been published in text format but over the last few years, video blogs have become really popular. A video blog is a short video packed full of content (ideally) that a blogger posts on their website instead of, or in addition to, a regular text post.

So why would you need a podcast if you've got a text or video blog and you are already providing content to a big audience?

Because there's one thing that blogs don't have that a podcast does and that is **100% portability**.

A podcast can go places that a text blog or video blog can't. You can listen to a podcast when:

- ❖ You're driving to and from work
- ❖ You're on the treadmill at the gym
- ❖ You're going for a bike ride

If you tried to read or watch a blog during any of those things, you'll either seriously injure yourself or an unfortunate passer by.

The nature of an audio platform means that you can pretty much listen anywhere while doing anything (although I don't recommend listening to a podcast while in the shower). But the fact remains that a **podcast can be listened to no matter what you're doing**, whether you're 30,000 feet in the air over the Atlantic or driving down Highway 66.

In 2008 The United States Department of Transportation conducted a study that revealed some fascinating statistics that I think are incredibly exciting for those wanting to step into the exciting world of podcasting.

The study showed that **128.3 million people commute to work in the United States daily**. Whether by car, train, subway, bus, there are 128.3 million people travelling away from their



### ***Listeners Of Your Podcast?***

computer looking to pass the time quickly in their journey to the office. Do you think these people would be interested in listening to a podcast about their favorite hobby or topic of interest?

I would say yes.

And if that statistic doesn't impress you, did you know that **97 million of those commuters are driving to work ALONE in their car?** Hmmmm, this is now starting to paint an interesting picture, 97 million people sitting alone in their car with no one to talk to. Oh and I forgot to mention, the survey also found the **average commute time to and from work is 26.4 minutes.** So for almost half an hour in the car alone, do you honestly think these poor souls are sitting in silence? At a guess I'd say they are listening to something and I'd put money on the fact that a whole lot of them are listening to podcasts. Again, why wouldn't they? Who wants to listen to a radio station churn out mediocre music and huge commercial breaks followed by boring DJ's talking about things that aren't that interesting? (oops better be careful I might talk myself out of a job here...) But seriously, how can radio compete with tailored content that is consumable when the listener is ready, not when the radio station is ready?

Now when I say a podcast is portable, I'm not just talking about it from a listener's perspective. With the invention of USB microphones you can now podcast anywhere (with just a computer and internet connection). In fact instead of spending hours writing a blog post, how would you feel about just speaking it? And doing it from anywhere? I have a little carry case for my microphone and headphones which means I can record a podcast on a plane, in a car, in a hotel room –wherever I want!

*“ With the invention of USB microphones you can now podcast anywhere”*



## If You Have A Video Blog, Adding A Podcast Means No More Work

*“... not all-video content translates well into audio because it loses the visual element.”*

We all love the idea of doing less work and getting rewarded for it. So if you're already a video blogger who's thinking of producing a podcast, you can easily set up a podcast in addition to your video blog with very little extra work.

A video file contains two tracks – the **video track** and the **audio track**. In many cases, you are able to use the audio track from the video and package that up as a podcast episode. It's simply a case of pulling out the audio track (using file converting software) and treating it as though it were a podcast. This process is called re-purposing, and in radio we repurpose content all the time to make it cross platform (available as a podcast, blog, on air material etc).

Now as easy as this all sounds there is something to be aware of. Remember that **not all-video content translates well into audio** because it loses the visual element. For example, if you were doing a video review on a new piece of software and you were pointing out specific features, then it's pretty likely it wouldn't work as a podcast because there's no visual element. So you'd need to make sure the audio version of the video content still makes sense otherwise it'd just irritate your listeners and be a total waste of time.



***Your Home Podcasting Studio?***

There's lot's of software that can rip audio tracks out of videos for you. Software like AoA extractor seems to do the job pretty easily for PC, [check it out here](#).

Or if you're running a MAC system you can do this is IMOVIE or Garage Band. It's just a case of dropping the video file in and then deleting the video track.

## A Podcast Lets You Interact On A Whole New Level

A podcast opens up a whole new realm of possibilities when it comes to interaction with your blog audience.

One of the best features of any good blog is **reader comment**. One thing that I often see in the comments section of a blog is loads and loads of content that the blogger overlooks. You see, most bloggers are so concerned with writing a quick reply in a few sentences that

they barely notice they've effectively turned down the opportunity to create some excellent content. What on the surface may appear to be a simple comment about a blog post may in fact be a whole new fresh angle on content that you hadn't thought of before. As a Radio DJ I have been trained to constantly have my '**content radar**' on so that when I hear a question or comment I instantly ask myself "how can I turn this into content?"

I use this technique all the time and it takes care of two things:

1. It helps me keep in contact with the people I'm trying to service (I always know what they want, need, think)
2. It provides great, relevant content to the rest of my audience

So whether a reader is asking a question or maybe they want clarification on a point, instead of doing the 'stock standard' blog comment response, why not interview them and turn it into a podcast? If someone disagrees with you on a point why not invite him or her to a debate and turn that into a podcast?

*"The power of the written word is amplified by the power of the spoken word."*

I recently read a comment about adding a podcast to a blog that summed things up nicely.

"The power of the written word is amplified by the power of the spoken word."

Enough said.

## Podcasting Is Cheap!

Like the saying goes 'talk is cheap', and with podcasting it really is.

**It is free to post your podcast on iTunes** and the majority of popular podcasting sites. Hosting (the site that stores your audio) is additional, but even that is extremely cheap, starting from around \$5 a month for 50MB (libsyn.com).

You can buy a simple microphone for next to nothing and then a really basic pair of headphones, the rest of the stuff you need is free!

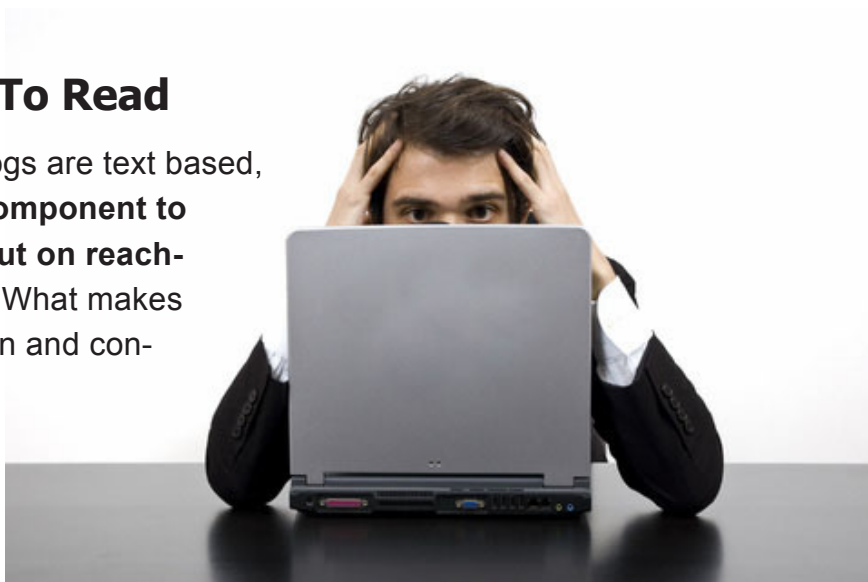
Let me put it this way, Radio stations around the world have paid millions to buy a license that allows them to broadcast to a certain broadcast area (within a certain radius of their transmitter tower). Once they've bought the license they then spend hundreds of thousands of dollars setting up studio with high-tech equipment. With podcasting, there is no million dollar license and you are not restricted about who you can broadcast to. Oh, did I mention that to get started all you need are three things?

But hey slow down! Don't go out and buy your stuff just yet cause coming up in a later chapter, I'll give you my exact equipment recommendations to get you on your way towards sounding like a professional.

## Not Everyone Loves To Read

Considering the majority of blogs are text based, **if you don't offer an audio component to your blog you are missing out on reaching a huge chunk of people.** What makes us all unique is that we all learn and consume information in different ways. Some people prefer to read but I think you'll find if you ask around, not everyone enjoys reading.

In fact, for some people I know, they can think of nothing worse than reading. They prefer to digest information audibly (through the ears). So, **if you're not providing an audio option to your blog's visitors, you're almost certainly missing out on blog traffic.**



*Some People Hate Reading And Prefer Listening*

## A Podcast Loads At Light Speed

Research shows that people spend between 7 – 10 seconds checking out a website or blog before they make a decision on whether to stay or click away. Sometimes **a person can be waiting 7 – 10 seconds for a video to buffer-** but because an audio file is a heck of a lot smaller than video, it loads a lot faster. This means you're able to capture your visitor's attention almost instantly and engage them in a personal manner without boring them with buffering.



*Podcasts Load At Light Speed*



## A Podcast Is Like Your Own Online Radio Show

I often hear the plight of many a blogger desperate to get some publicity for their blog. They send out press releases to Radio stations far and wide in the hope of getting some publicity with an interview, but often with little results.

So you know what I tell them? Forget trying to get an interview on a Radio show, it's easier to start your own Radio show. Because that's basically what a podcast is, an online Radio show.

You can talk about what you want whenever you want. It literally is a show that exists just for you. **You are in control 100%!**

## Are You A Blogger Who Wants To Make A Living Online?

One of the main objectives of any blogger who is selling products or services is **to build a strong 'list'** (of emails for marketing). Once that list is built, the focus is on building a relationship with that list, a relationship that's founded on trust. One of the conventional ways a professional blogger develops a relationship with their list is by providing regular informative or entertaining content. The idea revolves around the fact that the list consumes the free high quality content and then hopefully wants more. This is when the savvy blogger capitalizes and will launch a product to the list, banking on some big sales in return.

*"... a podcast is an excellent way for a blogger to raise their profile."*

So if building a relationship with their list is so important, as well as sending out emails and producing videos, **every blogger who wants to make an income online should have a podcast.**

Anything that helps build your online brand is something you should definitely do. I've interviewed some of the world's most successful bloggers and I've found that most of them have used a podcast as part of their business model. In fact, when I was interviewing Pat Flynn from SmartPassiveIncome.com, he said plain and simple, that having a podcast was, **"the most successful business decision I've ever made."** Not only has his podcast rounded off his brand nicely, (he has a blog, YouTube channel, Twitter and podcast) but it's brought his blog to a whole new audience that wouldn't have discovered him otherwise.

## Get Some Apple Cred

Let's not forget that by having your podcast published on iTunes, you are getting a bit of "Apple Cred." If Apple have endorsed your podcast, (which they've effectively done by making it available on iTunes) then that can only help strengthen your brand. Unlike Google, iTunes does not allow any old podcast to join. There are criteria you must meet and there is an approval process.

So **don't underestimate the idea of aligning your brand with one of the world's biggest brands.**



***Get The Apple  
Endorsement***

## Podcasting Makes You A Celebrity

When done well, podcasting can take you from Internet blogger to 'Internet Celebrity'. I know it sounds ridiculous but it's true.

A podcast can really help you build a 'brand' and dominate online. Some of the guys who started a podcast for fun are now 'online celebrities' with massive audiences that hang off every word they say. Because of their notoriety and credibility, some of these 'gurus' have mind blowing powers of persuasion to direct their listeners what to do, buy, think etc.

This is where podcasting has its old ancestor, radio, to thank. We've all had this weird belief growing up that the person on the radio was cool. It's that thing of listening to a person on the radio and thinking they are richer, more successful, smarter and happier than we are. As a Radio DJ, I have to say this isn't true but that certainly hasn't stopped people believing it!

It's this false impression that radio gives which podcasting can also strangely give off. Because you are talking behind a microphone for some unexplained reason, people think you must 'have it all together'. You don't want to abuse this misconception. Instead, **you must understand the privileged position this puts you in.** Presenting your own podcast instantly positions you as an expert, not as an evil DR from an Austin Powers movie who wants mind control over the masses (although that would be nice).



***Your Reality After Becoming A Podcaster!***

In a world of overbearing online opinion, you need to stand out and podcasting is a proven method of doing that.

## Podcasting Makes You A Real, Live Person

Because podcasting gives you a voice and a personality, it automatically does something I bet you didn't think you'd ever need. It 'makes you human'.

Now I know that you think you're already human and in anatomical terms you are absolutely right. But if you're only interacting with your audience via a text blog, then you're selling yourself short. It's not easy to get a gauge on your personality or sense of humor, two things that in the offline world helps total strangers form a connection with you.



***Being Heard... In Some Cases,  
More Important Than Being Read***

And for those bloggers trying to make an income online by marketing products or services this point is even more important. Unfortunately amongst some, buying stuff online **still has a stigma** and one way to reinforce consumer suspicion is by never stepping out from behind that keyboard. You can literally spend hours slaving over a keyboard but no matter how valuable your content, if your audience don't feel like they have some kind of 'personal connection' with you, then it'll only feed the suspicion and wariness that many people still have about buying online.



***Presidential  
Podcaster***

By providing a podcast, you're giving the people on your list the opportunity to see that you're human and hey, if you're lucky they might even decide that you have a personality! All these things go a long way towards building a relationship and making a prospect comfortable enough to buy.

In fact, **U.S President Barack Obama realized the importance of appearing more human to the public so on his entire campaign trail, he released regular podcasts talking about everything from marriage to fatherhood.** Now if the President understands the power of a podcast, then that shows just how powerful a podcast can be!

## Podcasting Is Growing – BIG TIME!

Recent research conducted by Edison Research shows that over the past several years, the amount of people listening to audio podcasts has increased consistently and steadily. According to a 2010 study by Edison research, **23% of Americans** say they have listened to an audio podcast! That's nearly one in four Americans!

*"23% of Americans say they  
have listened to an audio  
podcast!"*

Wow!

To add to this, In September 2010, former Apple CEO Steve Jobs revealed that there are currently over 160 million iTunes accounts. Of these 160 million individual iTunes accounts, guess how many have credit cards attached to them? All of them! For podcasters this is great news because not only is 160 million an enormous amount of traffic passing through a place where you'll post your podcast, but it's traffic that have their credit cards at the ready to spend (great news for bloggers promoting products).

Mr. Jobs also pointed out that **to date, 250 million IPODS have been shipped**. Again, this is excellent news for podcasters because all IPODS have built-in podcast playing capability.

And let's face it, Apple know what they're doing. After all, I think you'd agree that they alone changed the technological landscape with the IPOD, IPAD, IPHONE, ITOUCH and everything else 'I'.

However, this is not to say that podcasting isn't facing some real competition, especially from video platforms. But as with most things history repeats, so let's rewind a bit. In the earlier part of the 20th century with the introduction of Television, Radio (the Grandfather of podcasting) was given up for dead as TV was declared 'the next big thing' that would bury radio the moment it was released.

After all, TV was a new medium where people could watch moving images instead of listening to a voice and surely that's all anyone could ever want?

Surprisingly though, since the introduction of TV, radio has not only survived but it has flourished. Every car still rolls out of the factory floor with a radio, just about every household has a radio and the Internet is buzzing with thousands of online radio stations.

Now this report isn't on radio, but the basic premise of podcasting is very similar to radio. Both mediums communicate to an audience verbally, both seek to provide informative and entertaining content, both rely on words for pictures and both tap into the listener's imagination.



***This Old TV Was Going To Kill Radio? Yeah Right!***

So here we are back in the 21st century where online video is the modern day TV. Essentially, podcasting faces the same challenges as radio did back in the day. But like I mentioned earlier, podcasting outstrips video when it comes to portability, which let's face it, is what we all want. We have portable phones (cell phones), portable music devices (iPods) and portable computers (Laptops and iPads and other tablet PC's).

In the 21st century, we want to consume information on the go. And we want to do it quickly and easily and podcasting can meet both of those needs without even breaking a sweat.

So, convinced that you want to podcast yet? Good, let's dive into it!

# The Podcasting Pyramid Of Success



***The Podcasting Pyramid Of Success***

Introducing the podcast pyramid of success. These are the 7 essential stages to producing a highly successful podcast. I will dedicate a chapter to each stage of the pyramid, so that you are 100% confident before we move on to the next stage.

Now, each of these stages is dependant on the knowledge gained through the previous stage so don't skip forward or you might get a little confused. I've spent a lot of time compiling this process using my 15 years as a Radio DJ to give you a broadcast sounding podcast simply and quickly. And lucky for you I've been able to cut out all the excess stuff you just don't need.

For those of you who are a little pyramid averse and think I might be part of the Illuminati (sorry to disappoint), here are the stages in bullet point.

1. Content preparation
2. Equipment (microphone, headphones, editing software)
3. Recording & Editing
4. Brand Imaging (production and integration)
5. Publishing
6. iTunes (optimizing iTunes for the best ranking)
7. Promoting

So without further delay – let's get started with level 1 of the Podcasting Pyramid Of Success!



# Level 1 Content Prep

## Turning Your Blog Into A Podcast

Now at this point, I want to say that I'm not suggesting you dump your blog in favor of a podcast. That would be foolish. Instead, you should seriously consider integrating a podcast into your blog. In other words, adding a podcast as another method of getting your message, name or brand out there to the masses.

And integrating a podcast into your blog is easier than it sounds. To start with, you are faced with a few choices:



*It's Easy To Get Your Blog On Air*

1. To provide the same content as your blog but in audio format
2. To provide additional content to your blog (premium content)
3. To provide a hybrid of both (regular and premium content)

Now there's no way that is better than the other because there's **plenty of successful bloggers who've done really well from all of these models.**

Which model you choose is going to be relative to your own personal situation.

Once you've decided which model suits you your next decision involves getting some content to podcast about. If you are going with the premium content model, **you'll be developing new and fresh content every episode.** However, if you're happy to provide the same content as your blog then the first place to look at are your posts.

If you're having some trouble getting some ideas about what to include in a podcast then you might find my content generator list helpful. Whenever I'm stuck for what to podcast about, this list always provides some inspiration.

- ❖ Is there a new product relevant to your blog / podcast that you can review?
- ❖ Record a **"best of"** podcast – (most popular blog posts, interviews etc.)
- ❖ Draw inspiration from blog readers' comments
- ❖ Invite a guest speaker for an interview

- ❖ Answer questions from your audience
- ❖ Conduct a poll and podcast about the results and conclusions
- ❖ Review another podcast or blog you really admire
- ❖ Expand on someone else's blog post or podcast – don't copy but add! (always reference someone else's work)
- ❖ Discuss what has worked for you in your niche (personal success stories)
- ❖ Podcast about challenges you've faced
- ❖ Podcast about FAQ's for your niche
- ❖ Give away secrets to listeners
- ❖ Run a contest/giveaway
- ❖ Record a follow up podcast – part B
- ❖ Train your audience in audience in something they'd like to learn

## Don't Be Afraid To Script

A script can be a great help when starting out in podcasting. A script can help you keep focus and get all the key points across. But when working with a script, you need to **make sure the writing style is right**.

In Radio we **'write for the ear'**. This process of script writing is all about making sure the script sounds relaxed and conversational. So here are some **basic tips to help you write a script 'for the ear'**.

### **TIP #1 Write The Way You Talk**

Any good Radio DJ sounds as though they're talking to you and not reading a script at you. This is because their script is written like they'd talk.

The language we use when we talk is completely different to the language we use when we think. The voice in our head when we are writing a script is not the voice we want to write the script. If you wrote two scripts about the same thing but one was written



***A Radio DJ At Work - Notice The Scripts!***

straight out of your brain and the other was written straight from your mouth, the difference would surprise you. It would almost be like there were two different authors. One script would sound formal and structured; the other would sound more loose and conversational.

The brain seems to kick into a different gear when we are speaking. So next time you write a script **be sure to write the way you talk** (by reading aloud as you're writing it).

## **TIP #2 Use Short Sentences**

Unlike a blog, **if a listener doesn't understand a sentence** on a podcast, it's **more difficult for them to go back and review the sentence**. On a podcast it's a different story. You have to fumble around in your pocket to find your MP3 player, pull it out, press pause, rewind etc. It's very easy to get left behind in a podcast. If you're trying to understand a complex sentence, by the time you've got it you've missed the next sentence and so on.

So the idea here is to keep sentences short and simple. **A short and simple sentence is one that your listeners can get first time every time**. Remember, there are no visual cues to support the message in podcasting.

## **TIP #3 Don't Use Big Words**

There's nothing worse than being in a conversation with someone and feeling like you need a dictionary to decipher what they're saying. It's the same scenario from a listener's perspective. If you're using big, complex words that the listener doesn't understand then they can feel alienated and 'out of the loop'. **Best to stick to common everyday language** and save the big words to impress the socks of that potential new boss at that next big time job interview!

## **TIP #4 Use Contractions**

In simple terms a contraction is the process of combining and shortening two words.

*'I have' becomes 'I've'*

*'It is' becomes 'It's'*

If you don't use contractions, you'll start sounding like the Queen – all tense and almost a little hostile. Not the best way to make your listeners relax.

Always go through your script and **add contractions where possible**. You'll be amazed at how relaxed your script will become and how smooth you'll sound.



## TIP #5 Mark Your Script

In my other life as a voice over artist it was crucial for me to mark up my script. This meant going over my script with a red pen and drawing strange lines all over the page.

Now to most people, these strange markings wouldn't make any sense but to me, they were **the key to understanding HOW I had to read the script**. I would underline for emphasis, insert vertical lines for pauses, arrows for vocal inflections etc.

Most folks think that the most important part of being a voice over artist is reading the script. Well it's not, it's actually how you read the script. So when you have a script, go through it with a pen as you're reading it aloud and mark for pauses, emphasis etc. Otherwise, you're deciding how the script should be read as you're reading it – and that can be risky.

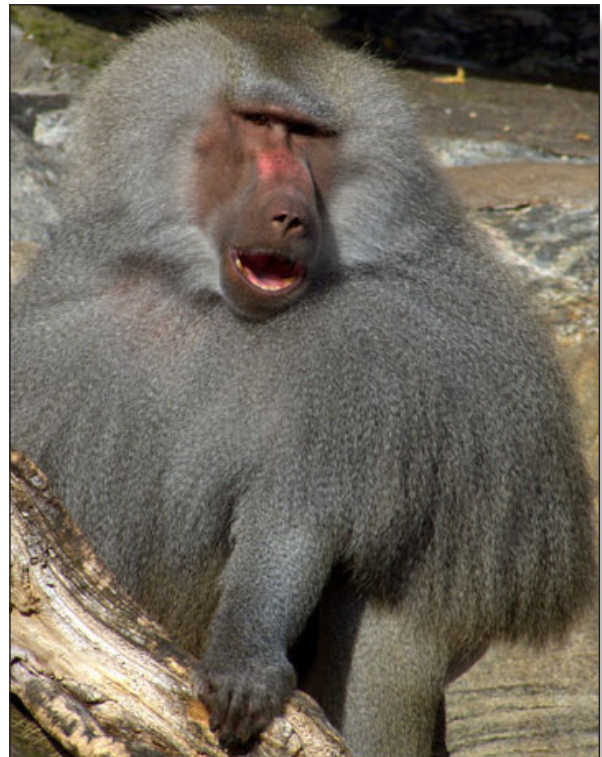
## But I Don't Need A Script I've Got The Gift Of The Gab

Contrary to popular belief, having the 'gift of the gab' doesn't make you a great podcaster. In fact, it can almost work against you. Talking for the sake of **talking is not a skill talking about a topic with knowledge and expertise is the real skill**.

If you're not doing that, then you're just opening your mouth and noise is coming out. I know Baboons that can do that.

The whole idea of using a script is not to kill your 'gift of the gab', it's to bring structure to it. **Using a script will give you direction, will stop you going off on tangents** and will make sure you cover all the important points you need covered.

Also a script is nothing to be ashamed of. All the world's greatest Radio DJ's use a script of some kind or another (full script or dot points). The key is to **bring the script to life so it doesn't sound like a script** but like spontaneous thought.



*He's Got The Gift Of The Gab*

*“Point form is the process of writing your main points in a brief sentence and then adlibbing around them when you’re on air.”*

## Scripting In Point Form

If the idea of reading a full script unsettles you then you might like to use point form. Point form is the process of writing your main points in a brief sentence and then adlibbing around them when you’re on air. This is a great method if you’re naturally a

confident speaker but be careful cause it can lead to a lot of waffling (or endless talking with no real direction).

What I’ve often told media students when I’ve lectured at Universities is to start with a hybrid of both scripting methods. So have parts of your podcast that are fully scripted and work off a dot point format for the parts you feel more confident with.

## How Long Should My Podcast Be?

*“The secret to deciding on the length of your podcast is to remember that brevity is always best.”*

Lots of new podcasters get confused about how long their podcast should be. The secret to deciding on the length of your podcast is to remember that **brevity is always best.**

This means if you’ve got 20 minutes of jaw dropping content but you waffle either side of it to get it up to 30 minutes because that’s a nice round number, then you’ve got it wrong. The length of your podcast is totally determined by your content. In other words, **the strength determines the length.**

Although having regular episodes of a similar length is nice (because listeners can base tasks around listening such as taking the dog for a walk), it’s not absolutely necessary.

If you only have 15 minutes worth of content but you normally do a 30- minute podcast, don’t be afraid to release a shorter episode. Although if you are doing this you might want to let your audience know that today’s episode is a ‘mini episode’.

As an example, my Podcast ‘Like A Radio DJ Podcast’ only started out at around 7 minutes long. Considering how long many other podcasts are that probably seems ridiculous. But quite simply, I said what I needed to say within the 7 minutes. It was literally jammed full of content and zero waffle.

So episode length is not a huge factor, what is important is releasing regular episodes. As a podcaster, you should always aim for **consistency over quantity.**



***Throw away the stopwatch***

In other words, don't over commit to recording a weekly podcast if there's a chance it'll fall over because you got some more hours at work. Instead, **think about how to generate and publish consistent content in a way that won't dominate your life.**

Consistency over quantity doesn't mean that you should record a podcast once every six months for the next 20 years either (that would be ridiculous and a complete waste of time). Obviously, an episode every six months would never work but if you produce two episodes a month and do it for two years you're bound to grow a loyal listenership of fans.

I know of a very successful Internet Marketing duo that make six figures from their business which has been driven by their podcast and they only release an episode once a fortnight. But they've done it consistently for several years.

## Deciding On The Format Of Your Podcast

So now that we've looked at equipment and recording spaces let's talk about your podcast format.

A format determines the structure of your podcast. In other words, a format decides what events will occur and the order of these events in each episode.

*"...a format decides what events will occur and the order of these events in each episode."*

Deciding on your podcast format is something you should do before you even open your microphone to record an episode. When someone asks me to explain how a format works I use this basic analogy of chocolate eggs (sorry I'm always thinking of food!!)

A format to me is like one of those plastic Easter egg moulds. You've got the shape of the egg and the pattern in the mould. All you do is pour in the chocolate and you've got your egg. From here you can change the color of the chocolate, add some delicious syrup in the middle, heck you can even put a toy in there, but the basic structure of the egg still looks the same.

A podcast format works in the same way, it gives your podcast structure. The only thing that regularly changes is the content that you add to that structure.

One way to decide the format of your podcast is to be aware of all the things that make up your podcast. A quick way to do this is by asking some questions.

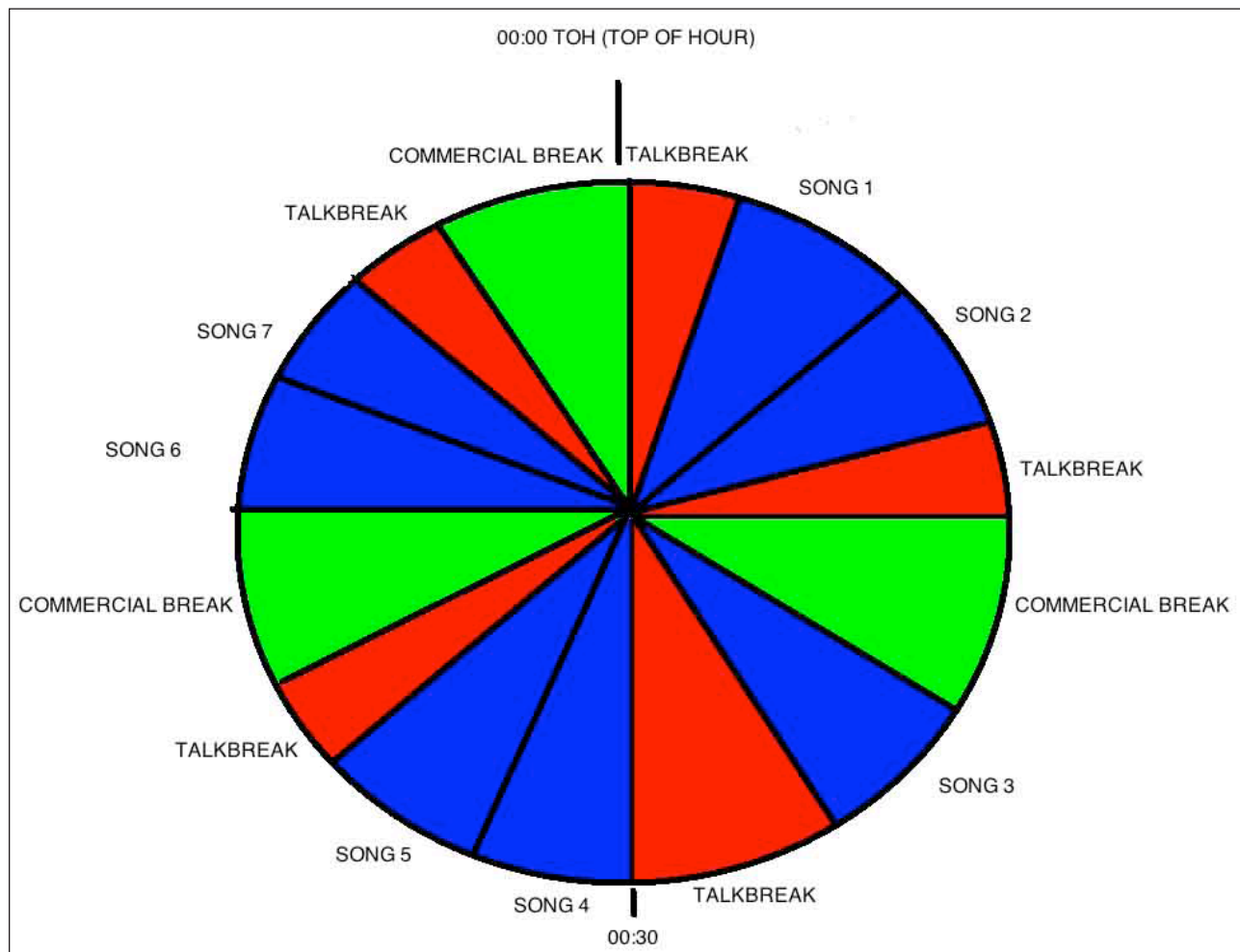
- ❖ Will this be a music podcast? Or talk based podcast?
- ❖ If my podcast does include music, how much music will I play?
- ❖ Will I be hosting this podcast myself or will I have a co-host?
- ❖ Will I do an interview every episode?

- ❖ How long will my episode be?
- ❖ Will I have recurring segments that I will do every week?

Answering these questions will help you form a clear picture of the 'bits' that'll make up your podcast, and once you've got that, it's time to format the show!

In the Radio industry we build the format of each 'on air' hour by using a format clock. This clock, (named so because it's in the shape and layout of a clock) represents a full broadcast hour of a Radio station.

The clock below represents what a typical on air hour sounds like on a typical music station.

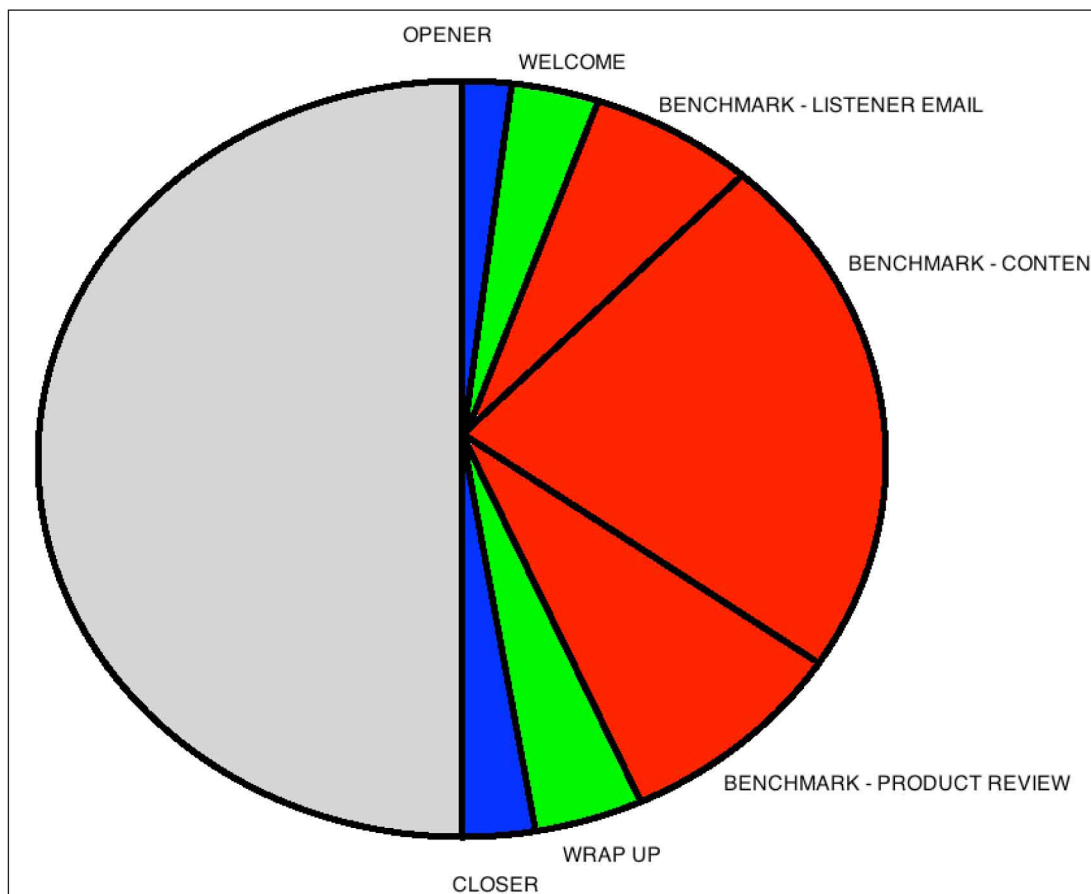


***A Sample Format Clock Of 1 On Air Hour At A Radio Station***

As you can see from the clock above, this Radio station plays 7 songs an hour (the blue wedges), has scheduled 3 commercial breaks an hour (the green wedges) and allows the DJ to speak 5 times throughout the hour (the red wedges).

Now, even though you're not going to be playing 15 minutes of commercials in your podcast, you might want to consider drawing up a clock to be clear on the structure of your episodes.

I've included an example of a podcast clock below. This clock represents a half hour talk based podcast.



***A Sample Format Clock Of A Half Hour Podcast***

The blue wedges on this clock represent the production pieces you might play, such as a show opener and closer. The green wedge represents your opening and closing remarks, while the red wedges represent the bulk of your spoken content.

So if this was your podcast format, this is how you would approach the recording of each show. Remember, the format would be the same only the content changes.



## Did You Like It? Then Why Not Share It?

Did you find this report useful? Then why not share it around. If you think I've been a nice guy by **releasing this totally free** report then why not do your friends and family a favor and spread the word to them?

They would totally thank you for it (and so would I!).

Just click on the image below to automatically retweet to all your friends on twitter....



**Click Here To  
ReTweet This Report**



And you can even share it on Facebook, which will make you look like a champion...

**Click Here To Share  
This Report on** **facebook**



Thanks for your support!

**Dan Lyons**

## How An Interview Can Catapult Your Podcast Into The Pro Zone

As a Radio DJ, I do interviews every day. I have interviewed some pretty big names and every time I've done an interview on my radio show I've **always** had great feedback from listeners. Here's why I think interviews are so important in your podcast.

- ❖ An interview is the chance to get an expert on and he/she can interact with your listeners (take recorded questions, email questions etc)
- ❖ An interview adds a conversational tone to your podcast (keeps it interesting)
- ❖ An interview allows YOU as the interviewer to show more personality
- ❖ An interview is a great way to put a story on air (everyone loves a story)

Having a good interview in your podcast is one of the easiest ways to inject some variety in your content. As I mentioned earlier, radio stations spend millions trying to capture and engage an audience's attention and podcasting can have audiences that are just as fickle. So if you're not presenting compelling content that offers variety then an audience will press the 'stop' button on your podcast without thinking twice. Because **the content alone is not enough to keep people engaged, a big key is how the content is presented.**

Given the option, would you rather listen to a podcaster talking uninterrupted for 30-minutes OR would you prefer that podcaster talking for 15 minutes followed by an insightful 15 minute interview? It's a no-brainer: The interview wins every time because feeling like you're listening to a lecture can get a little tiring after a while.

An interview is just another way for you to present your content. But be careful not to use an interview as a crutch or a quick back-up solution. **A last minute interview should NEVER be substitute for prepared content.** Remember, when an interview is done well it's a pleasure to listen to, when it's done badly (ie, no research, awkward, no direction) then it's a total turn off.

### The Sound Of An Interview

When done well, an interview should sound like it's an interesting conversation between two people. The interviewer talks, the interviewee responds — it's a conversation, one that you'd hear between two friends on a park bench or sitting on the bus. There's a good pace, there's a good rhythm to it and it sounds natural. Listen to some great sounding interviews and you'll hear that there's almost something musical going on.

[Here's a quick snippet of an interview I did with Hollywood actor Ben Stiller that I think illustrates my point.](#)



***Ben Stiller - Nice Guy***

Oh and yes **Ben Stiller** was a lovely guy. Sorry to disappoint, there was no diva tantrums – although I’ve often thought about making something up. He was very kind and very giving, like most of the celebrities I’ve interviewed. I was allotted 10 minutes with him, but we went well and truly over that time. I did feel sorry for the guy though, I was just one of 50 other interviews he had that day, so he was pretty tired.

Now even though Ben and I had never met, this interview sounds like we’re old buddies from way back. We’re both having a laugh and getting on great right? Absolutely – but remember, **to have an interview sound relaxed, natural and conversational it requires you to always be on your toes.** If you think that an interview is easy work then you are mistaken.

I often hear interviews that sound like an interrogation. They are just a long list of rapid-fire questions that the subject can barely answer before they’re asked the next question. Amateur Radio DJ’s often make this mistake when interviewing. They think that a good interview involves lots of good questions. It does not and it’s the quickest way to make your subject feel uncomfortable.



### ***Interviewing Is A Skill- Do You Have It?***

I was listening to a podcast recently in which the host was interviewing a fellow Internet marketer. I was really looking forward to hearing the interview but once it started I just had to turn it off. The interviewer made the one fatal mistake so many junior burger interviewers make: Talking all over the guest. Remember how I said **a good interview needs pace and rhythm?** Both these things were totally absent from his interview because the interviewer was, without even knowing it, verbally trampling all over the guest. From my experience this happens for a few reasons.

1. The host is nervous and doesn’t want any awkward pauses so keeps talking constantly (even if it means doing it over the guest)
2. The host is over excited and wants to jump in with a point or opinion
3. The host becomes impatient with the guests response and isn’t courteous enough to wait for a natural pause in the conversation

Now I’m guessing that I’m not the only listener who finds this type of interview difficult to listen to. So remember when you’re doing an interview it is a balance. **Be in control of the interview at all times but allow your guest to be ‘the star’.**



# How To Get An Interview

To get an interview here's the long and rather detailed process of what you need to do. Research the people you want to interview and approach them.

Easy huh?

Well it is. That is of course unless you trying to interview Ben Stiller, in which case it's a little more complex. To get an interview opportunity, a basic email is generally enough to get the ball rolling. Here's what you should include.

- ❖ Who you are (name)
- ❖ What you do (I'm a podcaster)
- ❖ Where are you from (The Joe Blogs podcast)
- ❖ Why you'd like to interview them

At this stage you might be wondering why an expert would want to come on your podcast to be interviewed. This might surprise you but what I've found is that **MOST experts are happy to be interviewed**. The great news is an expert accepting your invitation is, a lot of times, **NOT** dependant on the size of your audience.

Offering someone an interview says **“you are an expert and I want to hear your expertise”** and let's face it, who doesn't want to hear that? Offering someone an interview is a form of flattery that appeals to the EGO, and you'll find that when it comes to giving an EGO boost, few 'experts' find it hard to resist.

*“Offering someone an interview is a form of flattery that appeals to the EGO, and you'll find that when it comes to giving an EGO boost, few 'experts' find it hard to resist.”*

Interviews can also be used as an opportunity to leverage. You can find out if the expert has a book to push or a website they want plugged or something to sell. If you can present them an offer with a 'what's in it for them', that will only increase your chances of them agreeing to be interviewed.

Now before you go ahead and record your interview, make sure you **'vet' all your guests**. What I mean by this is make sure the person you'll be interviewing at least has a 'personality'. Now I'm not being cruel here but some people have a hard enough time talking in front of another person, let alone when there's a microphone sticking in their face. So please, **chat with your potential guest on the phone before you interview them to make sure they're going to be a good talent**. Outside of their expertise what I've found makes a good talent are a few things:

- ❖ Someone who enjoys a chat
- ❖ Someone who is fun
- ❖ Someone who speaks in everyday language

Now at this point if this person is not ticking any of those boxes it might be time to reconsider the interview because you don't want to give a listener a reason to turn off. And a boring, dull interview sounds like a pretty good reason to me.

## Doing The Interview

Once your subject agrees to be interviewed, you need to arrange a time and format for the interview. **Make sure you make the interview easy for your subject**, after all, they are doing you a favor. You might choose to record a Skype call interview, use a portable recording device or invite them round to your studio (if they're close by).

A portable recorder is a great option for recording interviews on the go. You literally can take one anywhere. Since many recorders have become digital the recording quality is excellent. When you are doing 'on location' interviews your audience is much more forgiving about the quality of the interview. In fact, in some cases, the background noise may add to the tone of the interview. For instance, if you were interviewing a train conductor with train whistles and the noise of engine steam blowing in the background then it creates a fantastic visual for the listener.

If you have an IPOD or IPHONE there is a fantastic product called the Blue Mikey that sells for around \$70. This microphone fits on the end of your Apple device so you can record excellent, high quality digital audio.

[You can check out the Blue Mikey device here](#) – but please check the model of your device to make sure it's compatible with the Blue Mikey.



*The Blue Mikey At Work*



*The Zoom H2 Recorder*

If you don't have an IPOD or IPHONE you might want to consider a portable recorder such as the Zoom H2, which retails for around \$150.

I have used this recorder many times in some of the Universities I have lectured in. This recorder produces broadcast standard stereo audio and it transfers these files to your computer in a 'plug n play way'. It's a little more expensive than other portable recorders but you'll notice the difference in quality is huge.

❖ [You can check out the Zoom H2 portable recorder here](#)



### ***The iPhone***

I have even recorded in the field with my iPhone 4 using the voice notes application! It worked fine and is great if you're on the go!

If you'd like to record an interview on the phone then you can use Skype.



### ***Skype - A Great Bit Of Software***

**Skype is a service that allows you to make voice calls over the internet.** You can get a free Skype account and if your subject is on Skype then you can use it for the interview. Alternatively, you can get a 'Skype out' account, which for very little money, allows you to make calls to normal fixed line or cell phones.

❖ [You can download Skype for either PC or Mac here.](#)

Once you've decided on an option, you'll then need some software that will record your Skype calls into a digital file.

The software I use to record my Skype interviews is called ‘**call recorder**’. The full version is \$20 but this is for MAC only. The files are saved in MOV format so depending on your software, you might need to convert them into MP3 to edit them. You can do this with most basic file convertors online. [You can get call recorder here](#).

If you have a PC you might want to look at the MP3 Skype recorder, which is free. [You can get the MP3 Skype recorder here](#).

## **The 7 Steps To Doing A Good Interview**

I could spend all day talking about good interview technique, but instead I thought I’d write out a few simple steps that I follow every time I do an interview on my Radio show. These steps work well if you’re interviewing a big time A list Hollywood celebrity, or the guy at the local corner store.

### **Step 1**

Make sure you’ve done your preparation for the interview. Know your guest, what they’re famous for, their background and what they want to promote.

### **Step 2**

Know your topic. What things do you want covered in the interview? What things don’t you want to talk about? (be clear about the direction you want the interview to take).

### **Step 3**

Put yourself in the shoes of your audience. What do they want to know? What is their burning question for the guest? Remember you are doing this interview for your audience - so start thinking like them to give them exactly what they want! Then have a list of prepared questions you can glance at during the interview as a reminder.

### **Step 4**

Do a sound check to make sure your recording equipment is working and everyone can be heard before hitting the record button.

### **Step 5**

During the interview take control and steer it where you want things to go. As the dog whisperer says, “be the alpha dog!”

### **Step 6**

When you finish the interview ask the guest if they’d like a copy for their records.

### **Step 7**

Thank the guest and let them know when the interview is likely to go to air.

## Building Your Podcast Studio With Just Four Things

Next we need to look at the equipment you'll need for podcasting. At this point I know what you're thinking, "ok now here's the expensive part", but sorry to disappoint, it's not.

I know plenty of podcast enthusiasts who could talk at length about why you should spend at least \$2000 - \$10,000 to get a "studio" set up and that can be daunting. Quite often, these guys have been podcasting for years and started out with a basic set up but caught the bug and upgraded their studio. And to be honest, there's something about the words 'upgrading' and 'studio' that lifts my heart rate and gets the adrenalin pumping, but that's just the nerd inside me and you DON'T have to do it this way. Not that I'm saying these guys are wrong, quite the opposite. They are recommending some excellent rigs, but they might not be right for you at this stage of the game. I get it, what you want is simple and easy.

Generally speaking there are two roads you can go down for your studio set up but this depends on whether your podcast will be single voice or multi voice. In other words, will you be the only one talking on your podcast or will you have co-hosts? For the purposes of this free report, let's say you are doing a single voice podcast (even though the microphone I will recommend can effectively record more than one person if they are in the same room).

What I've done is research the market for you and test the equipment I'm about to recommend. You can get all of this equipment for **UNDER \$150, maximum!** Depending on where you live it can come in a lot cheaper than this. All of the equipment is very basic and easy to use and is more than enough to get you podcasting to the world.

Here's the four bits of equipment you'll need to get your podcasting happening.

- ❖ **A PC or MAC Computer** with soundcard (a computer that's no more than three years old will have a soundcard that should be ok).
- ❖ **A USB Microphone** – I recommend the Blue Yeti microphone that retails for around \$100. [You can purchase your Blue Yeti microphone here](#)
- ❖ **Headphones** – I recommend the Sennheiser HD 202 closed ear headphones. They are robust and quite cheap (around \$30) and do the job great. [You can get your Sennheiser HD 202 headphones from here](#)

- ❖ **Audio Editing Software** – I recommend Audacity. It's free and it's also for PC and MAC users. It has all the basic functions of any high-end editing suite with a basic interface. [You can get your copy of Audacity here](#)

And that is it! Believe it or not, these four pieces of equipment can give you that professional sound that up until recently has been the domain of Radio Stations alone.

To show you just how easy your studio set up is check out what your studio set up will look like below.



And that is it. That is your podcast studio. Now you might be wondering how a studio for under \$150 actually sounds? Well lucky for you here's a little 20 second audio grab of me testing out the equipment I've just recommended.

- ❖ [Click here to hear me testing out the equipment I've just recommended.](#)

I can't stress to you how good the quality of this sound is. It sounds so good I'd easily put it to air on my nationwide radio show because the audio you can get from this equipment is definitely broadcast standard. How do I know? Because I use this exact same equipment for my podcast and I'm a professional Radio DJ. I get paid to sit in a studio for three hours a day surrounded by equipment that's worth hundreds of thousands of dollars, but I can get a very similar sound for under \$150. I know. It's criminal.

Now I'd love to show you all the processes I used to get this audio sounding as good as any of my Radio shows but it's a little hard to do in just text format.





***My Radio Studio At Work***

Inside my '**Podcast Like A Radio DJ™**' master class series, I take you through **step-by-step video tutorials** on how to get this equipment all working together and the secrets that Radio DJ's use to get that incredible clear and crisp professional sound.

*"As brilliant as this equipment is, your studio location is equally as important as the equipment."*

If you're interested in learning how you can do it with my **easy step-by-step instructions** you can have a look here:

❖ <http://PodcastLikeARadioDJ.com/join>

Here is a quick note about the location of your recording studio. As brilliant as this equipment is, **your studio location is equally as important as the equipment**. This equipment CAN make you sound like a Radio DJ, but not if you're recording from a bathroom because **the 'acoustics' of a studio are as important as the equipment itself!**

**1** (usu. **acoustics**) The properties or qualities of a room or building that determine how sound is transmitted in it : *Symphony Hall has perfect acoustics.*

Acoustics in a room refers to the reverb or echo in the room. You know how your voice always sounds better when you're singing in the shower? That's because your voice is bouncing off the tiles giving it a reverb sound. I know what you're thinking, "but I thought I sounded good in the shower?" No, quite ordinary actually (your neighbors called).

When we are recording our podcast we want the exact opposite of the bathroom scenario – we want a 'dead room'. A dead room is where there is little or no echo or reverb. Here's some of the things that help make a good 'dead room'.

- ❖ A room with carpet or a large rug
- ❖ A room with soft furnishings on the walls (curtains, drapes etc)
- ❖ A low ceiling
- ❖ Pot plants (plants are actually an excellent absorber of sound, when my radio tech told me this, I almost called the men in white coats)

Now here's the punch line: I don't have any of these things in my house because it's a rental. I have the worst house for recording podcasts. In fact, I'm certain the builders spent months plotting how to build the worst house known to man for podcasting – then went ahead and did it. Seriously I would have less echo if I recorded my podcast from the Grand Canyon.

My house is no good to record in because it has:

- ❖ Polished floorboards throughout
- ❖ Ridiculously high ceilings
- ❖ No carpet, ANYWHERE!
- ❖ Windows everywhere! (yes – I'm living in a greenhouse)
- ❖ Is right over the flight path of a MAJOR international airport!

Yeah I know, not great for recording. [Have a listen to this audio of me recording in my home studio.](#)

But hang on I'm confused? That audio sounds excellent! Why thank you. So how did I do it?

Well to be honest I've come up with a soundproofing solution that cost me next to nothing, and it's portable! It works perfectly with the equipment I've just recommended! I built it myself and you can too. I go through all the details in my 'Podcast Like A Radio DJ™' master class series. Check it out here:

- ❖ <http://PodcastLikeARadioDJ.com/join>



***Me In My Podcast Studio A.K.A The Grand Canyon***



***My Beautiful House... Not Podcast Friendly***

# Level 3 Recording and Editing

## Getting Ready For Showtime!

### Audacity Audio Editor

If you haven't already, now is the time to download Audacity. [You can download it from here](#) (just make sure you pick your correct operating system!)

Next, you'll need to download the LAME MP3 encoder. This is really important because it's the file type you'll save your podcast as. [You can download it from here](#).

### Using Audacity

If you've never used it before, **Audacity is an audio editing software that records your podcast and represents it as a digital waveform.** You can then edit this digital waveform to make it sound professional and without weird pauses, coughs or nervous mispronunciations.

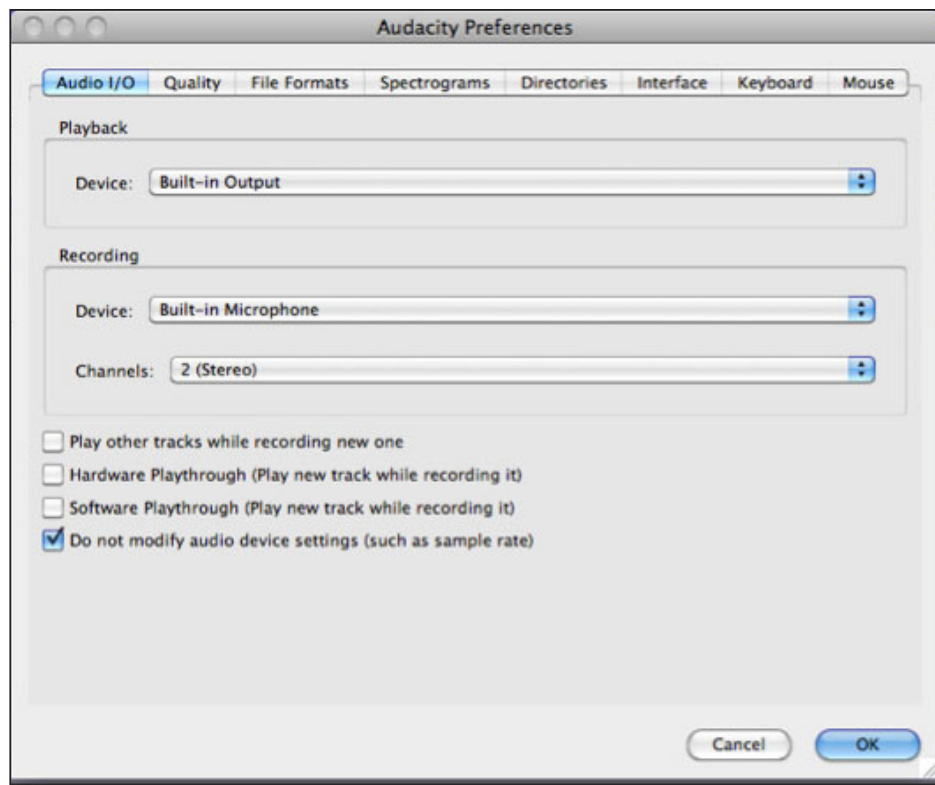


To be honest, there are heaps of audio editing software programs on the market ranging in price and usability. But if you're doing a simple podcast you can't go past Audacity. Most amateur podcasters either use or have used Audacity and even as a Radio DJ I still enjoy using it, even though I am proficient in higher end editing software such as Pro Tools and Adobe Audition.

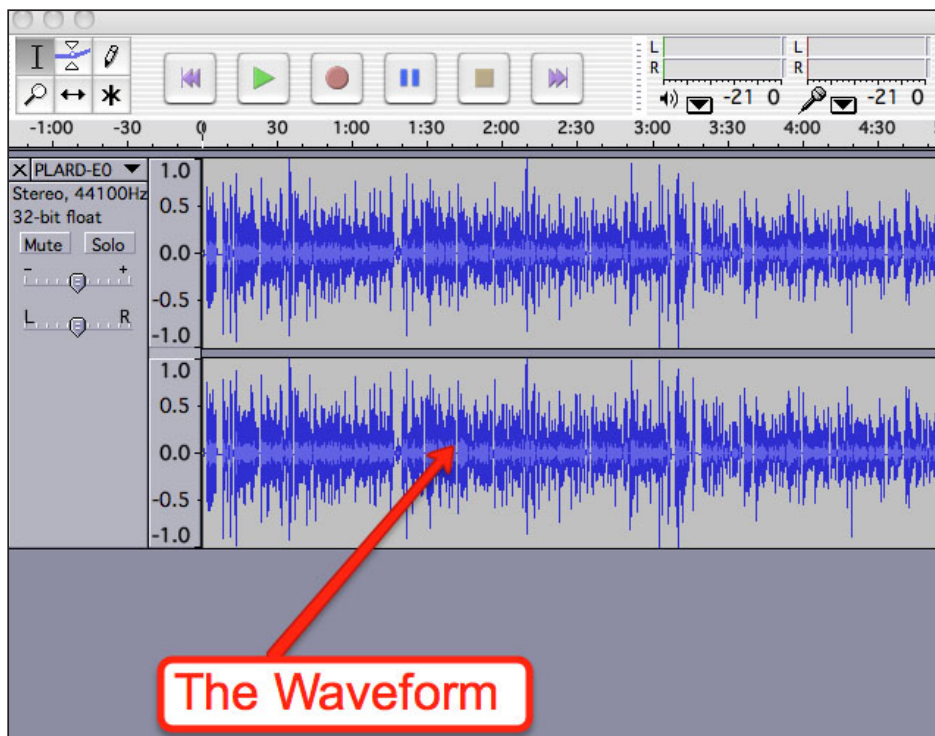
*"Audacity is an audio editing software that records your podcast and represents it as a digital waveform."*

Once you've opened up Audacity, **you need to check all your preferences to make sure that the software recognizes your hardware** (microphone, and headphones).

If your microphone and headphones aren't selected in the preferences menu you will spend hours scratching your head wondering why your voice isn't being recorded.

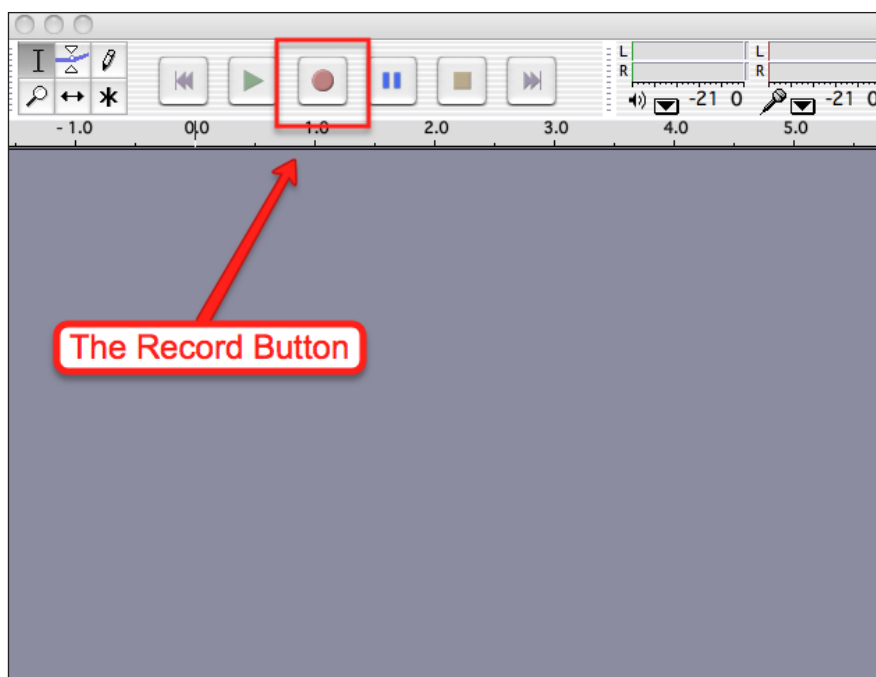


*Checking The Preferences In Audacity*



*Waveform Editing in Audacity*

Once the preferences are configured it's time to start recording. We start recording by pressing the big red button on the toolbar (I know – Captain Obvious).



Once you are recording you can talk into the microphone and you'll see the digital waveform start to appear on the screen.

As you can see, the waveform just looks like a bunch of blue scribble. This waveform can then be cut, copied and pasted.

Generally in the radio industry we use these tools (cut, copy and paste) as part of the post-production process. This is where we take audio and 'treat' it in a number of different ways. We can cut out unwanted 'coughs' or 'splutters' or copy portions of the audio to replay at another point in the waveform.

Because this is quite a visual process it's hard for me to explain it in detail here but I take you through it in step-by-step video guide in my 'Podcast Like A Radio DJ™' master class master class series. To find out more about my master class click here:

❖ <http://PodcastLikeARadioDJ.com/join>

So once you've recorded yourself talking, done some editing and are happy with what you've talked about, you might want to consider adding some production elements to make it really sound like your own radio show!

## **Royalty-Free Music To Make Your Podcast Sizzle**

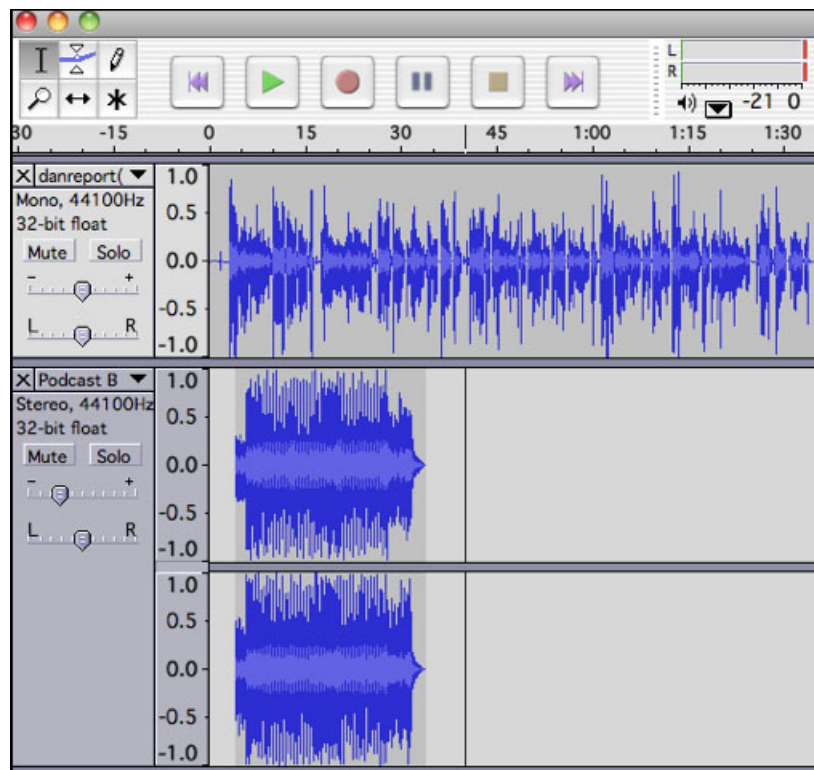


# Level 4 Imaging

The first production element that can help lift the sound of your podcast is music.

In the same way that you decorate a room in your house, you don't want to put a drab pair of curtains up on the walls. You might want to put a nice blind up on the windows and then paint the walls a really bright, vivid color. In the same way, **you want to offer some variety with your podcast and music can do this really easily.**

For example, as a radio DJ I use a music bed. A music bed is background music. So as I'm talking I've got some music underneath my voice, not so loud that it drowns me out but loud enough.



*Multitrack Editing in Audacity*

The reason **Radio DJs use a music bed is because they create momentum and 'energy' within the talk break.** Now I'm not suggesting you do an entire podcast using a music bed but it's certainly a really effective way to 'spice up' your podcast.

As well as a music bed, many podcasters start their podcasts with a theme or opener. I'm a sucker but I love a good theme song. Think back to all the TV you used to watch as a kid; how many shows had great theme songs? Well it's the same thing with podcasts. **A theme tells your listener the show is about to start, it gets them in the mood to settle in and listen.**



And we can add this stuff in postproduction.

Remember, **postproduction is what we do to the audio AFTER it has been recorded.**

So adding a bed to your podcast is pretty easy. You just import it into Audacity as another track from the 'Project' menu. This way, you have two waveform tracks in Audacity. This is called **Multitrack editing**. From here it's just a case of moving the music bed to where you want it to play along the timeline and then adjusting its volume to as it becomes quieter and more 'background'.

[So the audio goes from sounding like this...](#)

[To this...](#)

Once you start introducing music into your podcast you'll be amazed at how professional your podcast will sound. And don't be limited to using music as just a background thing or as theme music. You can also create segment openers with music to allow you to segue from one topic to another seamlessly.

And you can buy music for your podcast for very little. For instance, the music bed that I use in my podcast cost me only \$14 and I can use it as often and for as long as I want.

I've done some research for you and have collated some music sites that feature music which is specifically licensed for podcasters. The first site is [Podsafeaudio](#). The fantastic news for you is that this site is a community of musicians who don't even want money for their music; they just want credit. So be sure to have a look around and listen to the really professional sounding tracks. But if you do use some music make sure you credit the artist and site in your podcast. A simple credit could be something like "...and the music in today's episode has been thanks to Kate Bell. You can hear her full album at [podsafeaudio.com](#)."

Another site where you can get music for your podcast is called **Opuzz**. On Opuzz, all the music is royalty free which basically means you pay a small amount to use one track. They've got a bunch of genres you can choose from and the music is great quality.

## Sound Effects To Make Your Podcast Sizzle

Ok I'll admit it, **I am a sucker for sound effects – I love them!** Because podcasting is purely an aural medium, using **sound effects can really take the listener on a imaginative journey**. In all the podcasts I've listened to I've heard few podcasters who use sound effects, and if they do, they don't use them well.

*"...using sound effects can really take the listener on a imaginative journey."*

As a Radio DJ I use sound effects regularly. For example, if you were telling a story in your podcast about going to a football match, underneath your story as you're telling it, you could have some crowd cheers and some whistles from the referees. It's the listener's imagination that'll take them to the space that you're talking about, with a little help from your words and some well-placed sound effects.

There are a couple of great places where you can find some sound effects. Some are free, some you might have to pay or sign-up. There's 2 websites here that I use regularly and they are [findsounds.com](http://findsounds.com) and [soundsnap.com](http://soundsnap.com). Just about every sound that you've ever heard will be on either of these websites.

For instance here's what happened when I searched soundsnap.com for a 'dog bark'.

On this actual page, if you scrolled all the way down there were actually 10 different dog barks that you could choose from and another 20 or so pages to click through. Seriously, you could get lost in the world of dog barking. Everything from small to large dogs, dogs that were outdoors, indoors, on the beach, sitting in the rain etc.

The screenshot shows the soundsnap.com website interface. At the top, there's a search bar with the text "Search for Pro Quality Sound Effects and Loops" and a "Search" button. Below the search bar, there's a navigation menu with links: "Results", "Sounds", "Pricing", "Forum", "Profile", and "Education". The "Results" link is highlighted with a red box and an arrow pointing to the search results section. The search results section shows "Search results for dog barking (224)" with a dropdown menu for "Sorting criteria: Relevance". A red box highlights the search term "dog barking (224)" and is labeled "Your search term". Below the search results, there's a list of sound effects. Each entry includes a waveform icon, the title, user, duration, download count, ratings, category, and tags. The first entry is "Dog Farmyard Barking" by John Leonard, downloaded 1135 times, with a category of "Farm Animals". The second entry is "Dog Big Barking ..." by John Leonard, downloaded 3364 times, with a category of "Domestic Animals". The third entry is "DOG CHOW DOG BARKING 01" by SFX Bible, downloaded 1746 times, with a category of "Domestic Animals". The fourth entry is "Wolf Barking D ..." by Shriek Productions, downloaded 8335 times, with a category of "Wild Animals". To the right of the search results, there's a "Featured Libraries" section with logos for "Big Room Sound", "Rebecca Parnell", "Shriek Productions", "Airborne Sound", and "David Fienup". At the bottom right, there's an advertisement for "grace design m501" speakers.

### Getting Sound Effects From Soundsnap.com

So next time you're telling a story or looking for a new way to engage your audience, why not think about how you can integrate sound effects into your podcast?

## Getting A Voice Over

Voice artists are people who get paid very well to read scripts behind a microphone. These are the guys and gals you hear reading commercials on the Radio and on TV.

Adding a voice over to your podcast can really inject a load of professionalism into your overall sound.

Here's an example of me reading a voice over script (I used to be a professional voice artist a few years back - so this one is on the house!)

A voice over can cost anything from \$5 right up to \$500, it depends on how long the script is and what it'll be used for.

Fortunately for you, most professional voice over artists will knock a few bucks off a job if they know it's not a commercial. But generally if you want an excellent sounding voice over, be prepared to part with around \$100 (but that's not to say anything cheaper isn't any good –you'll just need to do your research and shop around).

The key to getting a good voice over is to know exactly what you want. Every voice artist needs direction. What do I mean by direction? Direction is the instructions you give a voice artist to help them interpret the script. Do they read the script, fast or slow? Emphasizing certain words? Do you want them to have a positive or excited tone? You get the idea. Knowing how you want your script to sound is very important. In my experience not giving direction often means the voice artist will deliver the script over how they want. And that can sometimes end in disaster.

Here's some things to think about before you even start looking for good voice artists.

- ❖ Do you want to use a female or male voice?
- ❖ Do you want a voice over with a particular accent?



***A Voice over Can Make Your Podcast  
Sound Professional***

- ❖ Do you want a young or older sounding voice?
- ❖ Do you want a deep authoritative voice or light sounding personal voice?

Most podcasters will use a voiceover for their show openers and closers. And this is a great investment if you want to get the branding of your podcast right. It sounds so much better having an outside voice introducing you as opposed to you introducing yourself. That can sound amateur hour.

And don't just get your partner to be your voice over either. Unless they're a professional voice artist, this can sound pretty amateur as well.

My advice is unless you can afford to pay a professional to do a voice over, don't bother trying to get anyone else.

So now that you're excited about voice overs, here's a few good websites I've used personally that feature a bunch of voices from all over the world.

- ❖ [www.radiodaddy.com](http://www.radiodaddy.com) - you can get free voice overs here. Read the terms and conditions on how.
- ❖ [www.Voice123.com](http://www.Voice123.com)
- ❖ [www.voices.com](http://www.voices.com)

### 3 Other Production Elements For Your Podcast

So we've already talked about using a bed or sound effects in your podcast but there's a heap of other production elements you can use in your show to give you that Radio Station sound pretty easily.

Each day on air, I use all these elements to help me pull together a great sounding show.

#### 1. Bumper

A bumper is a pre-recorded audio element that is usually a voice over talking over some music. It can go for 5 – 10 seconds and it's main purpose is to help you transition from one topic to another.

One thing that a lot of amateur Radio DJ's struggle with is changing topic, they always seem to stumble from one topic to another, playing a bumper is a really easy way to do get you out of this sticky situation. When used well a bumper makes for a really smooth transition.

- ❖ [Click here for an example of me using a bumper.](#)

## 2. Stinger

A stinger is a sound effect or music effect that emphasizes a point or thought. For lack of a better example, a stinger could be the classic ‘boom tish’ sound after a joke is told.

❖ [Click here for an example of me using a stinger.](#)

## 3. Drops

Drops are sound bites that are taken from movies or TV. Generally you might hear movie drops in a show opener or closer. The whole idea of using drops is to add more personality to the production piece.

❖ [Please click here for an example of me using a drop.](#)

## 4. Sweeper

A sweeper is a recorded element that is generally a voice over with sound effects that acts as the bridge between two songs. In Radio a sweeper is generally 7 – 10 seconds long and features the name of the Radio station.

❖ [Click here to hear a sample sweeper \(notice no music is used only sound effects so it can roll over the top of a song\)](#)

If you are doing a music-based podcast then you might consider making up some sweepers to run in between your songs.

## 5. Opener

An opener is generally a music bed combined with a voice over that introduces your episode. The voice over is generally 5 - 8 seconds long and mentions the title of your podcast and you by name.

❖ [Click here for an example of me using an opener.](#)

## 6. Closer

A closer is like an opener but in reverse. Again I choose to have a closer that has a long bed at the start and finishes with a voice over (you’ve got to be aware of how long the bed goes for otherwise you’ll risk crashing over the top of it).

❖ [Click here for an example of me using a closer.](#)



## The Finished Product

So you've got the waveform of you speaking and you've also added some music and sound effects so how does it sound? There's a few things to be listening for at this stage.

### Volume

Does the volume of everything sound ok? Is the music too loud and covering the speaking parts? Or is the volume of the music so low you can't hear it? **Make sure the volume of the vocal (your voice) and the music are good** otherwise your podcast will be really hard to listen to.

### Editing

If you're new to audio editing then there's a pretty good chance you've been 'heavy handed' with your editing style. You may have accidentally chopped off the start of a word and performed an awkward cut (most beginners do). So this is a good chance to **listen back to your entire waveform and make sure your editing was clean**. Also, it's another opportunity to see if there's been anything you wanted to cut out but you missed.

### Exporting Your Audio File

Once you're happy with the volume, editing job and general sound of your podcast, (and you've installed the [LAME MP3](#) encoder) the final step is to export it as an MP3 file. An MP3 file is the most common audio file on the web. The majority of media players have no problem playing MP3 files and of course, iPhones, iPods and other portable MP3 devices all play MP3's.

To export your file / files as an MP3 file, just go to the 'file' menu and select 'export as MP3'. I suggest you export your podcast file to your desktop as you'll need easy access to it later.

### Artwork And Why It's So Important

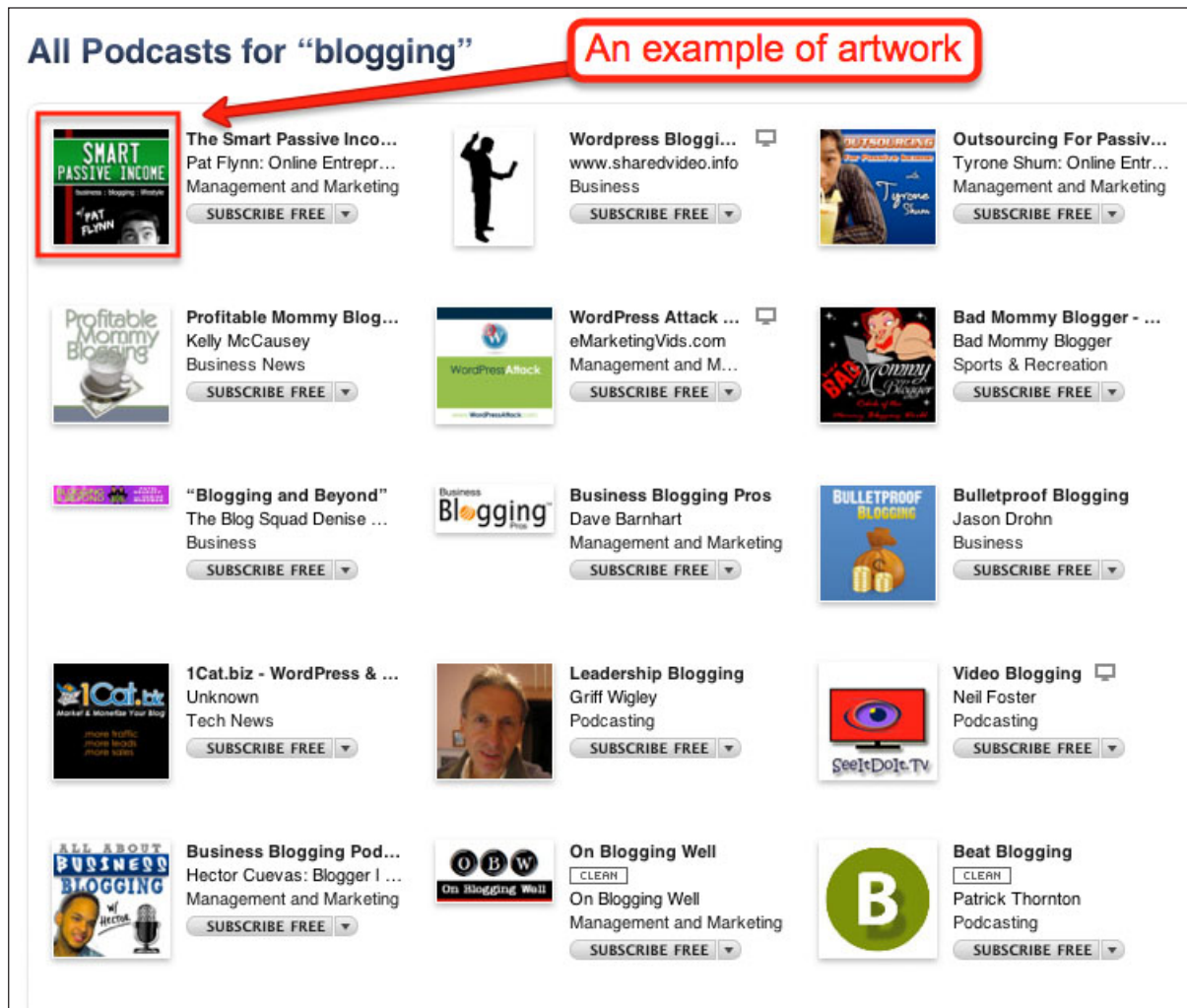
Just like every good CD needs an excellent front cover, **every top quality podcast needs outstanding artwork**. Artwork is the thing that people will see first when your podcast shows up in search results in iTunes.

*"...having a good-looking podcast is just as important as having a good sounding podcast."*

The whole idea of having good artwork is to stand out from the crowd, to add professionalism to your podcast and to get more people clicking through in iTunes. To put it simply, **having a good-looking podcast is just as important as having a good sounding podcast**.



Your artwork is the first point of contact new traffic will have with you. So does it say professional? Or amateur? Good or bad podcast? It sounds a little far fetched but everyday, listening decisions are made on artwork alone.



### ***Your Podcast Needs Awesome Artwork To Stand Out***

So when you're thinking of how your artwork should look keep in mind that it should be eye catching, contain the title of your podcast and should really contain some kind of graphic. Now when I say graphic, that might be your blog logo or another graphic, but it should be something that looks good!

You'll need to create your artwork to the specifications of iTunes. The size they recommend is 300 X 300 pixels. If like me you're not an arty person and wouldn't know your way around Photoshop, you can always get someone else to produce your artwork for you. There's some



*My Podcast Artwork*  
*(click on this image to open my podcast in iTunes and please subscribe!)*

great outsourcing sites out there like **Odesk** and **Vworker** where you could get artwork done for **as little as \$20**.

So to make things easy for you I've listed my 5 top tips for creating awesome looking artwork:

1. Make sure your artwork gives a good impression of what your show is about
2. Where possible, make your podcast artwork consistent with your blog logo
3. Use lots of bright colors to help your artwork stand out from the crowd
4. Use an image of a person or caricature in your artwork to make it more personal and attention grabbing
5. Make sure the dimensions of artwork match the iTunes specifications

So once you have your podcast artwork created, it's then time to attach it to your MP3 podcast file through the process of tagging.

## ID3 Tags and Your Podcast

As well as being just an audio file, MP3's also store some other information like album, artist, song title and they can even store artwork. If you've ever used a portable MP3 player or loaded music into iTunes you'd notice that the name of the song comes up on the screen alongside the band name. This is possible thanks to ID3 tagging.

Filling out the ID3 tags for your podcast is crucial because it tells media players how to organize your MP3's because the last thing you want is your podcast getting lost amongst the thousands of other MP3's on someone's MP3 player. If you've seen those 'untitled' audio files come up in iTunes you'd know exactly what I mean. This is especially important in podcasts that have lots of episodes because **there is nothing worse than a podcaster not 'tagging' their podcasts correctly**. Because your podcast could be picked up from anywhere on the internet, (directories, someone emailed it, twitter etc) filling out your ID3 tags correctly will make sure that anyone who is listening to your podcast can find your website and come back and listen to your next episode and check out your other content. One of the easiest ways to understand ID3 tagging is to think of it like the tag on a t-shirt that provides valuable information such as price, manufacturer, size etc. This is basically what we're doing when we tag an mp3 file, attaching useful information to it.



*Tagging Your MP3 Is Like A T-shirt Tag*

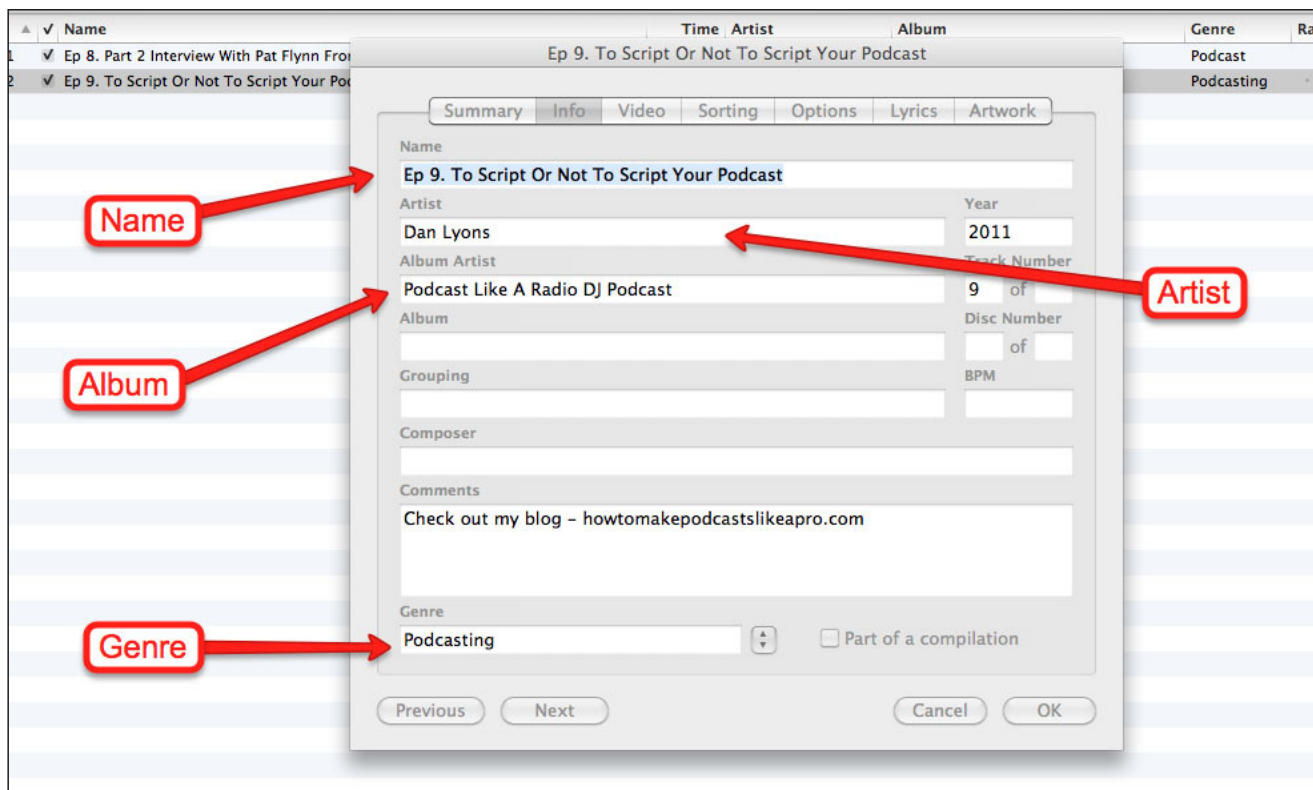
## ID3 Tagging In iTunes

We can edit and add ID3 tags in iTunes. iTunes is a free music player from Apple that works on both PC and MAC. [You can download a copy of it here.](#)

Once you've added your podcast MP3 to iTunes you can then easily and quickly add or edit all of the important ID3 information. Remember, the key here is to fill out the key categories: name, artist, album and genre.



*iTunes Let's You Tag Mp3's*



### ***ID3 Tagging In iTunes – Be Consistent With How You Tag***

Now that is how I would fill it out, but it can change from person to person. The thing to remember is when you come up with your format – stick to it. Every ID3 tag for every episode must stick to the same format or else they become a nightmare to keep organized in iTunes and your MP3 player.

## **The 3 Easy Steps To Publish Your Podcast**

### **Get A Home Online**

Now because this report is about teaching bloggers to podcast I'll assume you've already got a blog set up. Although there are a few popular blogging platforms out there I'd have to say that Wordpress is by far the most popular. So when I'm referring to your blog I'm talking about a blog using the Wordpress platform. I also recommend the Thesis theme. It looks fantastic and is one of the most popular looking themes out there. You can get your copy [here](#).



***Use Wordpress***

## Podcast Hosting

The second step is to decide who will host your podcast audio. Your podcast host will be the home of your audio once you've published it. There are a few places online that can host your audio such as Libsyn and Blubrry.

However, I'm all about keeping things as simple as possible. I'm not a tech-head myself so **I've spent considerable time searching for the easiest podcasting hosting and publishing solution and I've found a service called Buzzsprout.**

The developers behind this platform need a huge pat on the back because they've taken the complicated world of podcasting and made it really basic.

They have a mix of free and paid plans and they host your audio as well as interfacing with your Wordpress blog using their own simple plug-in.

**Using Buzzsprout to publish your podcast happens in 3 easy steps.**

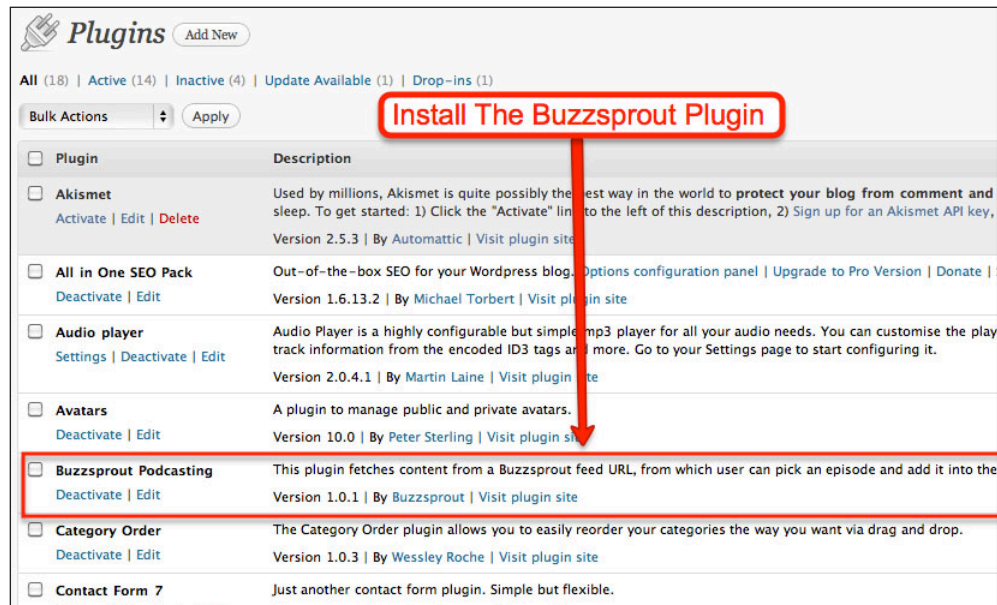
1. Upload podcast MP3 to Buzzsprout and fill out episode details

The screenshot shows the Buzzsprout 'Episodes' interface. At the top, there are two tabs: 'Episodes' (active) and 'Promotion'. The 'Episodes' tab has the subtext 'Upload new audio files to your podcast'. The 'Promotion' tab has the subtext 'Let the world know about your podcast'. Below the tabs, there's a progress bar showing '18%' completion. Above the progress bar, it says 'Uploading: 08 Ep 8. Part 2 Interview With' and 'Cancel Upload'. Below the progress bar, it shows '4.17 MB of 22.67 MB (95KB/s)' and 'Estimated Time Remaining 3:19'. Below the progress bar, there's a section titled 'Title and Description:'. It contains a text input field with 'Ep. 2 Working With Co-Hosts And Making It Work' and a text area with a placeholder text: 'In this episode I talk about co-hosting a podcast. This is a great episode if you're looking for some tips and tricks to get that professional sound in a multi voice podcast.' Below the title and description section, there's a section titled 'Artist:' with a text input field containing 'Dan Lyons'. Below the artist section, there's a section titled 'Episode Date:' with a date input field showing '04/20/2011'. Below the episode date section, there's a section titled 'Tags: (Separated by a comma)' with a text input field. Red arrows and labels point to specific steps: '1. File Upload' points to the progress bar, '2. Episode Title And Description' points to the title and description section, '3. Your Name / Show Name' points to the artist section, and '4. Fill Out Relevant Keywords' points to the tags section.

**Uploading The MP3 Then Filling Out Episode Details**

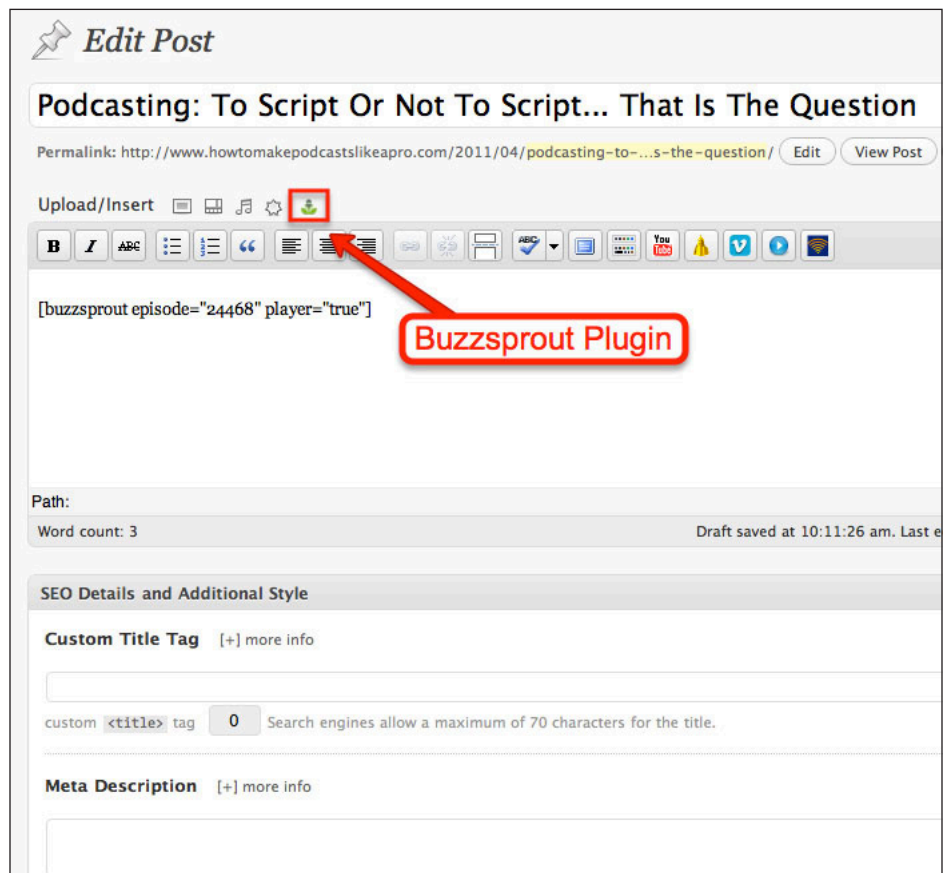


## 2. Activate the Buzzsprout plug-in on Wordpress



### *Installing and Activating The Buzzsprout Plugin*

## 3. Import your latest episode through the Wordpress plug in.



### *Importing Your Episode Using The Plugin*



## Adding Show Notes To Each Episode On Your Blog

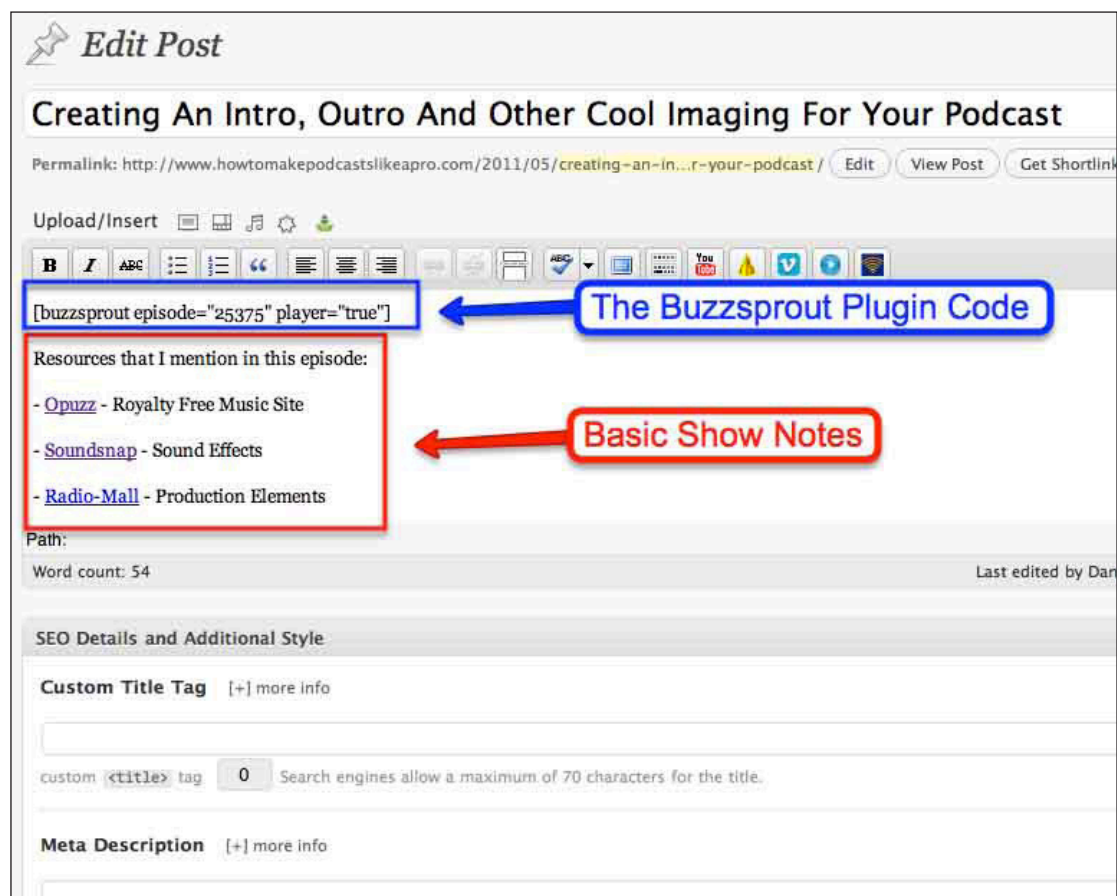
Once you've posted your podcast to your blog (using the Buzzsprout plug in) it's time to think about adding show notes.

Show notes contain all the links and resources that you talk about during each episode. Podcasters use show notes because lots of people will be listening on the move, which means they're not able to write down that website you referred to or remember the name of the author you mentioned.

The thing to remember with show notes is not to go overboard. I prefer to keep mine brief, but I'll always include all the important stuff, like names, websites, books etc.

Now I post my show notes in the Wordpress post window (no need to describe the episode content because we did that in Buzzsprout remember?)

The reason I prefer to post my show notes this way because Wordpress gives me greater control over how the text is laid out (bullet points, alignment etc.). At the moment Buzzsprout just makes it all a big paragraph of text (not very appealing to the eye).



***The Show Notes Are In Red And The Buzzsprout Plug in Code Is In Blue***

The  
Information  
The  
Buzzsprout  
Plugin Pulls  
Over From  
Buzzsprout

## Ep 10. Creating An Intro, Outro And Other Cool Imaging For Your Podcast (20:58)



[Download the MP3](#)

**Date:** May 5, 2011

**By:** Dan Lyons - podcaster, blogger and Radio DJ

**Description:** In this episode I answer a listener email about creating a professional sounding show theme for your podcast. I talk you through the process I use when I'm creating audio imaging for my Radio show. I'll also reveal some excellent resources I personally use to produce broadcast sounding imaging.

The Show  
Notes That I  
Wrote In The  
Wordpress  
Post Screen

Resources that I mention in this episode:

- [Opuzz](#) – Royalty Free Music Site
- [Soundsnap](#) – Sound Effects
- [Radio-Mall](#) – Production Elements

If you found this podcast useful (and I hope you did) then please subscribe to my podcast and review me over at iTunes. You can do that by clicking [here](#).

Thanks for listening.

*How Things Look In My Wordpress Blog Once  
I've Hit The Publish Button*

## Putting Your Podcast In iTunes

Again the folks at Buzzsprout have made getting your podcast into iTunes pretty easy.

It's just a case of copying a RSS feed (which they give to you) into the 'submit a podcast' section in iTunes and then sit back and wait for iTunes to tell you your podcast has gone live!

Oh and by the way, you only need to go through this process with iTunes once. **The beauty of Buzzsprout is that every time you upload a new episode they automatically update iTunes with your new episode** (how very nice of them!!).

The screenshot shows the Buzzsprout dashboard for 'Podcast Like A Radio DJ'. The top navigation bar includes 'Episodes', 'Promotion', and 'Statistics'. The 'Promotion' section is active, showing a 'Promotion Overview' with a red box highlighting the 'Your Podcast Feed URL' as 'The RSS Feed'. The URL is <http://www.buzzsprout.com/3145.rss>. Below this, there is a section for 'Your Buzzsprout Site' and a preview of a podcast episode titled 'RCC Jax Life Course '09'.

**Copy This RSS Feed Into The 'Submit A Podcast Section' In iTunes**

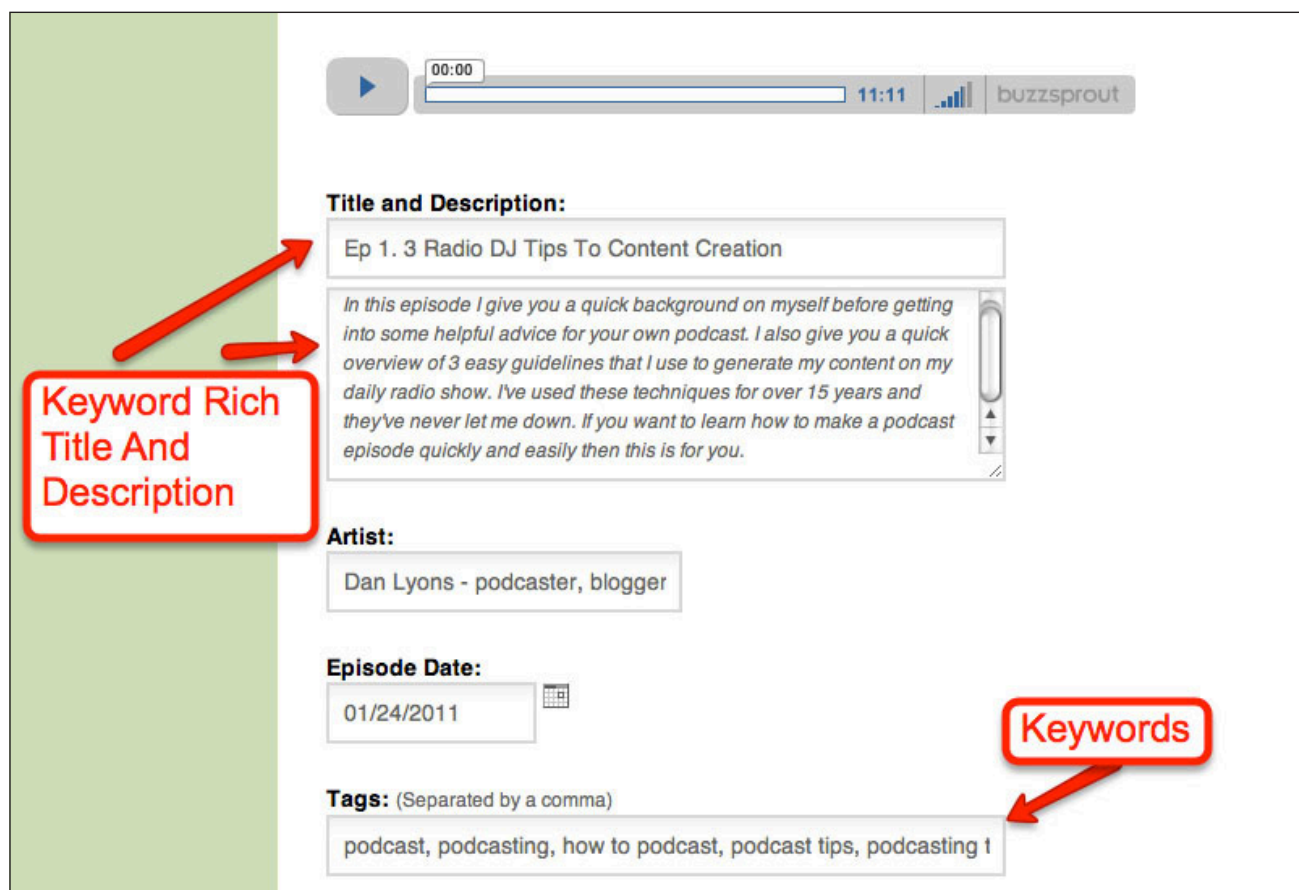
## Making Sure You Get A Good Ranking in iTunes

iTunes is a search engine, which means that all the podcasts in the iTunes store are subject to a ranking system just like Google. iTunes have always been a bit 'cloak and dagger' when it comes to revealing how they rank podcasts, but in my research I've found some common methods that some very successful podcasters have used to get a better position.

### Be Smart With Keywords

In Buzzsprout when you're filling out the details for each podcast episode, make sure you include keywords that relate to your niche in your podcast title and description.

I've found a great bit of software that can help you see what keywords people are using to search for topics within your niche. It's called Market Samurai and you can find it [here](#). Otherwise you can always use the free and very easy to operate [Google Keyword Tool](#).



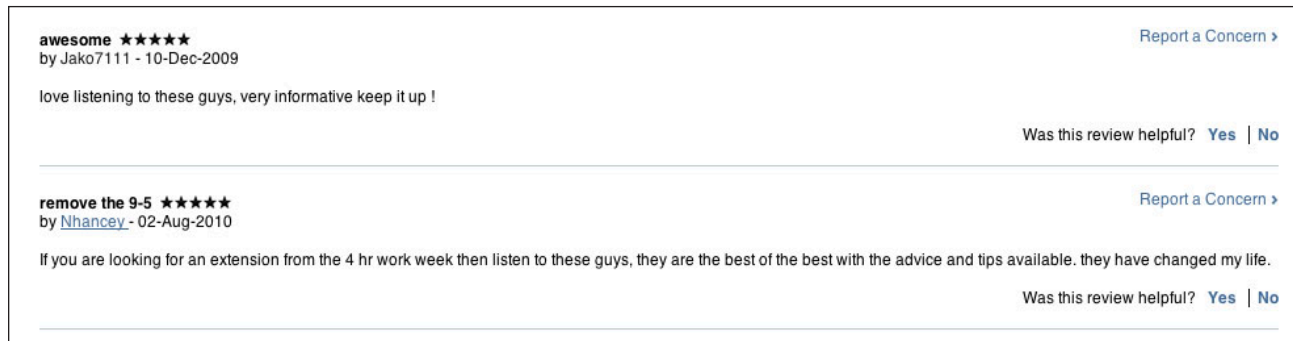
The image shows a screenshot of the Buzzsprout podcast episode creation interface. At the top, there is a media player with a play button, a progress bar showing 00:00 / 11:11, and the Buzzsprout logo. Below the player, the form is divided into sections:

- Title and Description:** A text box containing "Ep 1. 3 Radio DJ Tips To Content Creation". Below it is a description box with the text: "In this episode I give you a quick background on myself before getting into some helpful advice for your own podcast. I also give you a quick overview of 3 easy guidelines that I use to generate my content on my daily radio show. I've used these techniques for over 15 years and they've never let me down. If you want to learn how to make a podcast episode quickly and easily then this is for you." A red box labeled "Keyword Rich Title And Description" with two arrows points to the title and description fields.
- Artist:** A text box containing "Dan Lyons - podcaster, blogger".
- Episode Date:** A date picker showing "01/24/2011".
- Tags:** A text box with the label "(Separated by a comma)" containing the text "podcast, podcasting, how to podcast, podcast tips, podcasting 1". A red box labeled "Keywords" with an arrow points to this field.

***Filling Out Episode Details In Buzzsprout And Using Plenty Of Keywords***

## Ask For Listener Reviews And Comments

Rumor has it that iTunes rely pretty heavily on listener reviews to determine the rank of a podcast. If listeners are leaving comments in iTunes about how much they enjoy your podcast then it makes sense that iTunes will give you a better position and expose you to more people.



### *Listener Reviews And Comments in iTunes*

So always ask for listeners to leave you a review and comment on iTunes during each episode (although make sure that you're podcast is good cause you don't want bad reviews! Yikes!)

## Make Sure Listeners Subscribe To Your Podcast

There's a big difference between someone **listening** to your podcast and someone **subscribing** to it, and understanding what sets them apart is the difference between having an excellent ranking and a mediocre one.

The difference is this:

**Listening** to a podcast means a listener clicks play, and then when they're done turn off their computer with no commitment of whether they'll listen again (it can be a once off experience).

**Subscribing** means a listener clicking on a button that says "I like this podcast so much I want iTunes to automatically download a new episode when it's released." This is telling the content maker (you) and iTunes that you've got a fan and a regular listener. It's the 'regular listener' bit that iTunes loves, because it means this person will keep coming back to the wonderful iTunes to listen to your show. And on the way iTunes are hoping that they might even see an album, TV show or movie that they'd like to buy. You get the idea (oh I am so cynical).

Now to make things even more interesting what you probably don't realize is that most listeners don't know about subscribing. After all they don't have to subscribe when they:

- ❖ Play your podcast off your blog (usually off a flash player)



- ❖ Download the mp3 from a link on your blog post
- ❖ Play it directly from iTunes
- ❖ Play it directly from your Buzzsprout page

Subscriptions are what iTunes really pay attention to. So in every episode of your podcast you should encourage your listeners to subscribe (they do this by pressing the subscribe button on your iTunes page).

But **don't just ask your audience to subscribe to your podcast, make it a no brainer for them.** There's so many benefits to subscribing that they might not know about. Like how every episode will automatically download to their computer so they'll never miss an episode, how convenient it is for them to sift through your entire back catalogue of episodes, etc.

**Podcast Like A Radio DJ | How To Make Podcasts | Podcasting How To | Learn Podcasts | Podcast Media |**

**Podcast Description**

International Radio DJ of over 15 years, Dan Lyons gives you podcasting tips and tricks to get you podcasting like a professional. Learn how podcasting equipment you'll need to get started and plenty more. If you're a blogger wanting to start a blog podcast then you'll learn a lot how wanting to start a business podcast then this podcast is for you as well. This really is the ultimate how to podcast guide. Sit down, have a listen.

▲	Name	Time	Released	Description
1	Ep 10. Creating An Intro, Outro And Other Cool Imag...	20:58	5 5 11	In this episode I answer a listener email about cr...
2	Ep 9. To Script Or Not To Script	20:38	17 4 11	In this episode I reveal how I got an invite to the ...
3	Ep 8. Part 2 Interview With Pat Flynn From Smart Pa...	16:38	3 4 11	Here is the much anticipated Part 2 of my chat wi...
4	Ep 7. Part 1 Interview With Patt Flynn From Smart Pa...	20:20	27 3 11	In todays episode I chat with Pat Flynn from Sma...
5	Ep 6. 3 Easy Tips To Getting A Better Voice For Your...	19:20	14 3 11	In this episode...the 3 basic steps to getting the b...
6	Ep 5. Part 2 - Interview with Podcaster And Internet ...	14:26	5 3 11	This is part 2 of my interview with Yaro Starak fro...
7	Ep 4. Part 1 - Interview with Podcaster And Internet ...	18:47	24 2 11	In this episode, I chat with internet marketer Yaro...
8	Ep 3. How To Interview Like A Radio DJ	21:26	18 2 11	In this episode, I share some hot tips on doing a ...
9	Ep 2. Working With A Co-Host And The Key To Maki...	10:53	30 1 11	In this episode I'll talk about some of the common...
10	Ep 1. 3 Radio DJ Tips To Content Creation	11:11	24 1 11	In this episode I give you a quick background on ...
Total: 10 Episodes				

**The Subscribe Button In iTunes**

### *The All Important Subscribe Button On Your Podcast Page In iTunes*

## **You're Broadcasting To The World**

Once you've made it into iTunes, congratulations! Your voice is now in the iTunes store where millions of people search every day. Now at this point there's a few easy things you should do to spread the word about your new podcast.



## Getting The Word Out About Your Podcast

### Sending Your Audience An Email

Email your blog list (if you have one) and let them know of an exciting new way for them to consume your content. This is also a good chance to ask your audience what they'd like to hear in upcoming episodes of your podcast (which you'll thank yourself for later if your finding content a little hard to generate). Remember to direct them to iTunes and click on that subscribe button!

### Have An "Add to iTunes icon" On Your Blog

This was a little above my head so I got a tech friend to install an iTunes icon on my blog that links directly to iTunes. This means that someone can subscribe to my podcast from my blog.

The screenshot shows a blog post interface. At the top left is a video player with a progress bar at 00:00 / 20:38 and the 'buzzsprout' logo. Below it is a link 'Download the MP3'. The post date is 'April 17, 2011' and the author is 'Dan Lyons - podcaster, blogger and Radio DJ'. The description reads: 'In this episode I reveal how I got an invite to the Royal wedding in London. Plus I ask the famous podcasting question "to script or not to script". Finally I wrap up with 5 tips to help you write a script for the ear so you can sound less like a podcaster and more like a Radio DJ.' Below the description are social sharing buttons for Facebook (2 shares) and Twitter (0 tweets). The post title is 'My Portable Studio For The Royal Wedding' with '2 comments'. A small profile picture of 'Dan' is shown. The main text begins: 'Just recently I found out that my Radio station is sending me to London to cover the royal wedding of Prince William and Kate Middleton. I've checked my passport and it's still valid and as far as I'm aware, I don't have any convictions so I'm ready to go! I'll be there for a total of 7 days and will be on air for 5 of those. I'll be doing my regular drive show from a studio in London that will then be beamed live back to Australia (I know crazy!)'. On the right side, there is a 'Submit' button, a privacy notice: 'I hate spam as much as you do. I guarantee your information is NEVER shared, sold or rented to ANYONE.', and a row of social media buttons: 'Add podcast to iTunes' (highlighted with a red box and a red arrow pointing to it from a label 'Add To iTunes Icon'), 'Subscribe to my rss feed', 'Become a fan on Facebook', and 'Follow me on Twitter'. At the bottom right is a 'CATEGORIES' section with 'Podcasts' and 'Videos' listed.

*An Example Of The Add To iTunes Icon On My Blog*

## Post Your Podcast Episode As A Blog Post

It almost goes without saying but in case you've forgotten, be sure you use the Buzzsprout plugin in Wordpress to import your episode over to your blog. It's really easy and it's a great way to capture a new audience of people who've found your blog through Google (and not iTunes).

The screenshot shows a WordPress blog post for a podcast episode. The post title is "Podcasting: To Script Or Not To Script... That Is The Question", dated April 18, 2011, with 0 comments. The author is Dan Lyons. The episode title is "Ep 9. To Script Or Not To Script (20:38)". A red box on the left contains the text "A Podcast Episode On Your Blog" with an arrow pointing to the episode title. A red box on the right contains the text "The Buzzsprout Player" with an arrow pointing to the audio player. The audio player shows a progress bar at 00:00 / 20:38 and the Buzzsprout logo. Below the player is a link to "Download the MP3". The post includes a date, author bio, description, and a call to action to subscribe and review on iTunes.

**Apr 18 2011** **Podcasting: To Script Or Not To Script... That Is The Question** **0** comments  **Dan**

**Ep 9. To Script Or Not To Script (20:38)**

 [Download the MP3](#)

**Date:** April 17, 2011

**By:** Dan Lyons - podcaster, blogger and Radio DJ

**Description:** In this episode I reveal how I got an invite to the Royal wedding in London. Plus I ask the famous podcasting question "to script or not to script". Finally I wrap up with 5 tips to help you write a script for the ear so you can sound less like a podcaster and more like a Radio DJ.

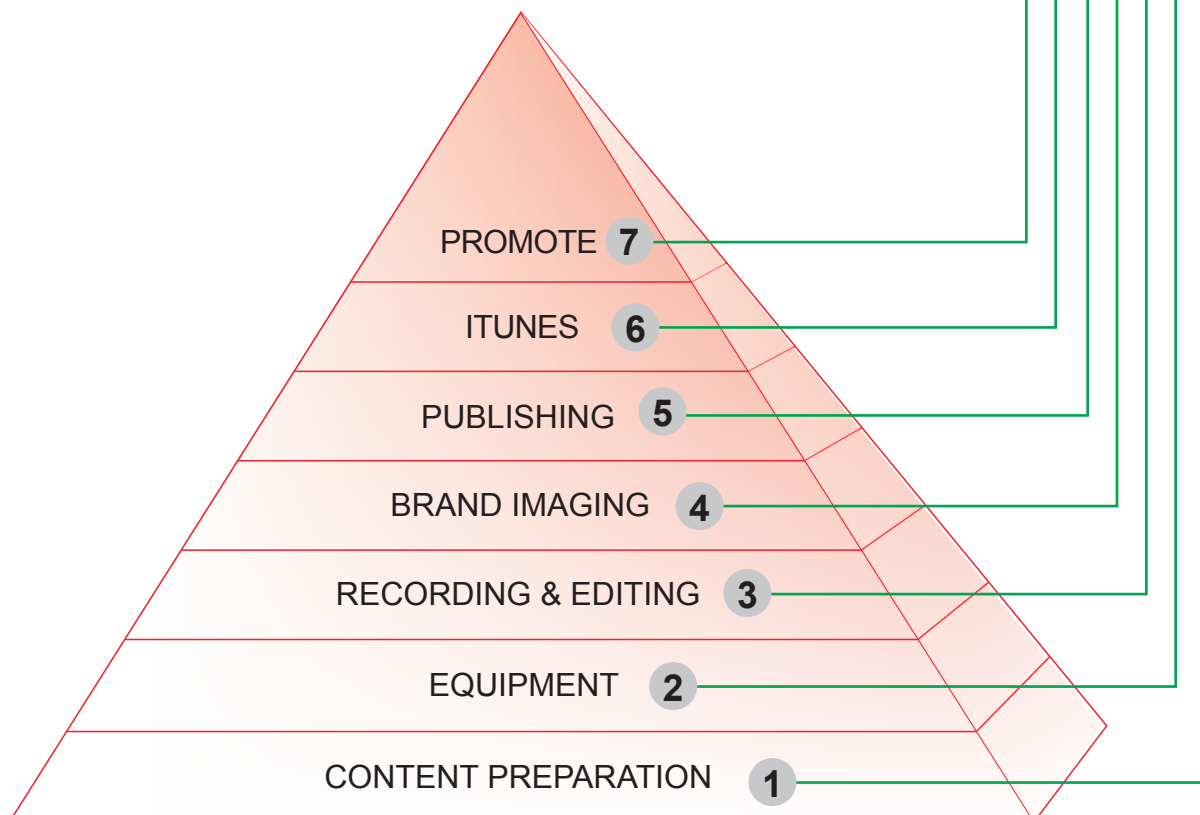
If you found this podcast useful (and I hope you did) then please subscribe to my podcast and review me over at iTunes. You can do that by clicking [here](#).

Thanks for listening.

*What A Podcast Can Look Like On Your Blog Using The Buzzsprout Plugin*

# The Podcasting Pyramid of Success Action Plan

- 1 Decide whether your podcast will feature new content, premium content or re-purposed blog content. Decide on format, scripting style etc.
- 2 Get all your equipment including microphone, headphones and Audacity. Spend time setting up studio and familiarizing yourself with your rig.
- 3 Record and edit your podcast. (then edit some more, and some more! agghhh that's it....perfection ☺)
- 4 Get a professional sounding opener and closer. Consider a professional voice over. Get your snazzy looking artwork done on Fiverr.com
- 5 Tag your .mp3 and then upload to Buzzsprout. Don't forget to write some show notes with good keywords!
- 6 Submit the RSS feed that Buzzsprout give you and then submit to iTunes. Wait for the confirmation email before you throw a party!
- 7 Congratulations, now it's time for the party! Also a good time to tell your blog and the world you are podcasting. Send an email to your list, twitter, Facebook, do a blog post etc.



# **CONNECT With Your Audience In A Powerful New Way With My Podcast Like A Radio DJ™ Masterclass**

## **LIMITED RELEASE: After 8 Months Researching And Testing I Am Finally Ready To Release My Comprehensive, Step-By-Step, Instructional Videos To People Just Like You**

When you secure your very own LIMITED RELEASE copy of my Podcast Like A Radio DJ™ Masterclass I'll show you:

- ❖ How to dodge the technical confusion by following **my simple podcasting steps that are so easy** even your Grandma could do it ...
- ❖ How to **do a podcast that will turbo charge your blog** or business and get you instant respect, credibility and fans right away!
- ❖ Behind the microphone secrets of the worlds best Radio DJ's ... to guarantee you **serve up astonishing content every time!**
- ❖ How to **get your voice in shape and ready for the microphone** no matter how bad you think it is!
- ❖ How to **constantly attract new traffic** using simple but rarely known iTunes SEO tactics ...
- ❖ How to **get your listening audience hooked on you** like a powerful drug ...
- ❖ Several social media **strategies that will get you more listeners whenever you want!**
- ❖ And much MUCH more!

I've used my 15 years experience as an International Radio DJ to give you the very latest information on how you can be a HUGE success in the podcasting field. I am going to show you how to shortcut the mistakes that I made when I first started out. All you need to do is follow the step-by-step path I've laid out for you and you will create your very own successful podcast!

If you liked what you read in this FREE Report, then you will LOVE all of the powerful information I have packed into my **Podcast Like A Radio DJ™ Masterclass**.

I just couldn't pack into this FREE report everything I wanted to, let's face it, I am a Radio DJ not an author. I am more at ease behind a microphone and a video camera then I am at computer keyboard....

...But in the 23 detailed, step-by-step instructional videos that you will receive as part of the Masterclass I have laid it all out for you. I have not held anything back...

## **When You Invest In My Podcast Like A Radio DJ™ Masterclass Today You Will Also Receive This HUGE Stack Of Bonuses**

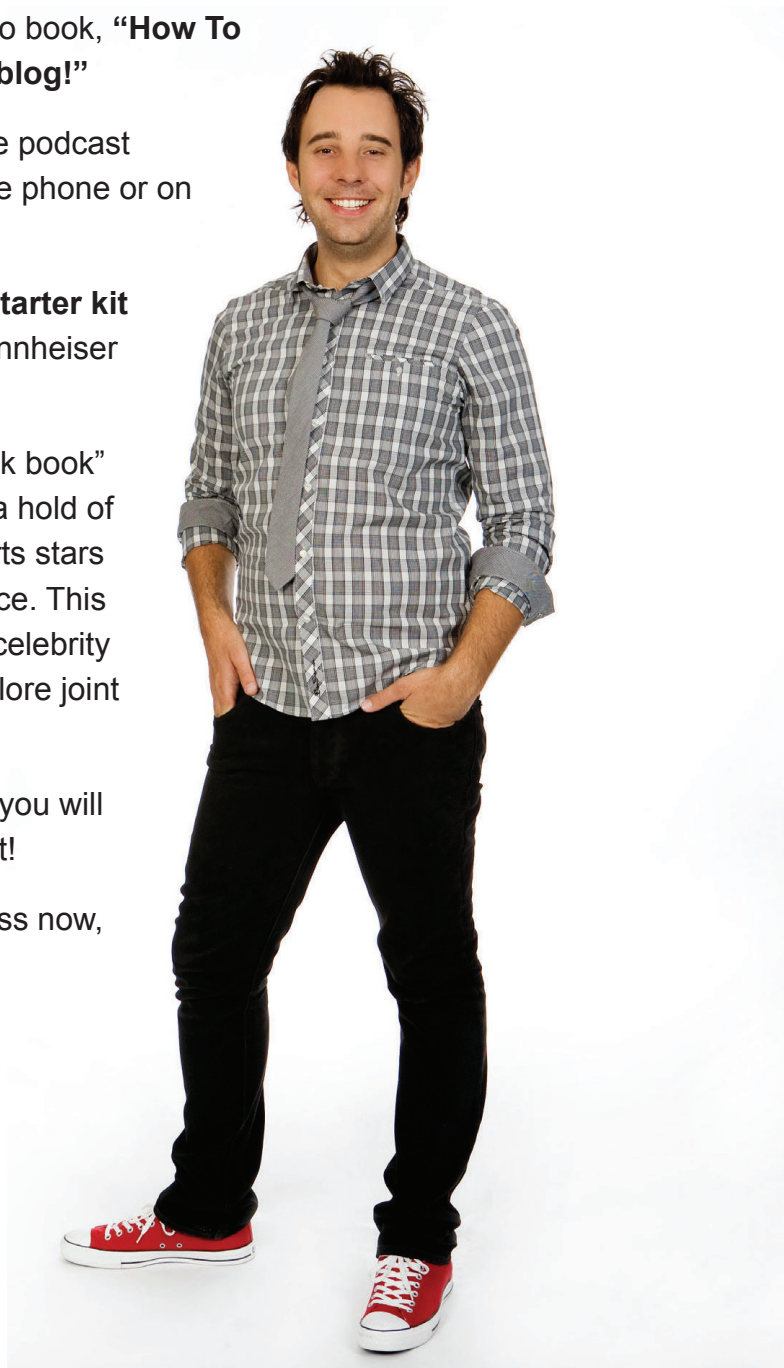
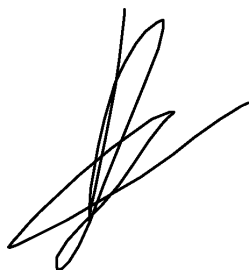
- ❖ A pre-release copy of my 30-minute audio book, **“How To Get Radio stations raving about your blog!”**
- ❖ The chance to have a special one on one podcast air-check (coaching call) with me over the phone or on Skype
- ❖ The chance to **win your very podcast starter kit** featuring a Blue Yeti Microphone and Sennheiser HD202 headphones
- ❖ A guided tour of my online “celebrity black book” that’s got all the contact numbers to get a hold of any celebrity! Movie stars, TV stars, sports stars if they are famous they are in this resource. This resource alone is invaluable if you want celebrity endorsements, interviews or even to explore joint venture opportunities!

Consider this free report as a taster, an entrée if you will to the big, main meal oh and of course the desert!

To join the Podcast Like A Radio DJ™ Masterclass now, just visit this page:

❖ <http://PodcastLikeARadioDJ.com/Join>

Thanks for listening,





## Did You Like It? Then Why Not Share It?

Did you find this report useful? Then why not share it around. If you think I've been a nice guy by **releasing this totally free** report then why not do your friends and family a favor and spread the word to them?

They would totally thank you for it (and so would I!).

Just click on the image below to automatically retweet to all your friends on twitter....



**Click Here To  
ReTweet This Report**



And you can even share it on Facebook, which will make you look like a champion...

**Click Here To Share  
This Report on** **facebook**



Thanks for your support!

**Dan Lyons**