**PODCASTING 1**

INTRO

What is a podcast?

* an audio or video file uploaded to the internet for regular consumption

A podcast

* can be about anything
  + hobbies, interests, interviews, music, etc.
* can be formatted loosely (unlike a radio show)
* can vary in time (yours will be 3-15 minutes each)
* can be subscribed to by listeners
* can drive significant traffic to your website or blog (especially with interviews)
* can also draw big traffic with iTunes
* should have episodes regularly released, preferably once per week
* is portable (you can listen while doing something else)
* is on demand
* can be made anywhere, with a computer, internet connection, and microphone
* can use the audio track from your video podcasts or projects (if relevant)

*Tip: There is a free audio extractor program at aoamedia.com. You can also drop video into GarageBand and Audition and use the audio tracks.*

* is interactive
* is inexpensive
* helps your blog reach more people (who’d prefer listening to reading)
* is your own show
* is a money maker
* builds your brand (Blog, YouTube, Twitter, Facebook, Podcast, etc.)
* is workable in any type of business marketing strategy
* can make you a celebrity
* makes you human (personal connection)
* is a growing medium (1 in every 3-4 Americans listen)

The Podcasting Steps to Success

1. Content Preparation
2. Equipment
3. Recording & Editing
4. Brand Imaging
5. Publishing
6. iTunes
7. Promote

**PODCASTING STEP 1 – CONTENT PREPARATION**

Your purpose:

1. Start a website and blog
2. Provide the same content as your blog in audio format
3. Provide premium content to your blog in audio format

Your reality:

* Get a topic to blog/podcast about that is sustainable

Ways to Sustain:

1. Product reviews
2. “Best Of”
3. Reader/Listener Questions/Comments/Interaction
4. Guest Interviews
5. Polls
6. Reviews of similar blogs/podcasts
7. Add to someone’s idea
8. Success stories
9. Challenges
10. FAQ’s
11. Secrets
12. Contests
13. Follow-ups
14. Instruction

Script It

* for focus
* for making sure you cover all of your key points

Script Tips

1. Write the Way you Talk (read it aloud as you’re writing it)
2. Use Short Sentences
3. Don’t Use Big Words
4. Use Contractions
5. Mark Your Script
6. Bullet Points are acceptable for sections where you are confident enough to go without a full script

*Remember – Talking is not a skill. Talking about a topic with knowledge and expertise is the real skill.*

How Long Should the Podcast Be?

* Brevity is always best
* Strength determines Length
* Try to keep episodes consistent time-wise, but it is not essential

*More Important Than Episode Length is Releasing Regular Episodes*