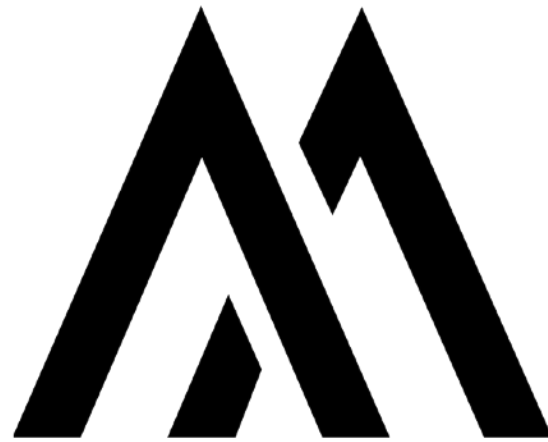


Podcasting 101

Easily Creating Your First Podcast Episode



ASYND MEDIA

What we will cover

- What is podcasting?
- How to position yourself as the expert
- Basic tech and smartphone apps to get started
- How to technically record your first podcast episode

What is Podcasting?

- Audio or Video file available LIVE and or On-Demand
- People subscribe to shows
- Shows are downloaded automatically to device in WiFi
- Produced in an episodic series Daily or Weekly
- Playable on Smartphone, Tablet or PC, Amazon Alexa and Google Home

Key Podcasting Stats

- 112 Million Americans have listened to a podcast
- 42 Million Americans listen to podcasts weekly (5x more than go to movies)
- Podcasting is growing between 10%-20% per year
- Growing fastest among 25-54 year olds
- People subscribe to an average of 6 shows
- 85% of people listen to the entire podcast

Source

EdisonResearch.com



How to Position Yourself as An Expert

- Talk about what you know and your experiences
- Set up your show as an authority
- Clear branding
- Beautiful graphics
- Professional Intro and Outro (Call to Action)
- Fill out your show description

How to Position Yourself as An Expert

- Syndicate Everywhere
- Be consistent Daily, 3x a Week, Weekly (people are counting on you)
- Have a plan - have a point for each episode
- Tell them what to do next (action step)
- Interview well-known and respected people



PREMINENCE
PODCAST WITH MATTHEW J. PETERS

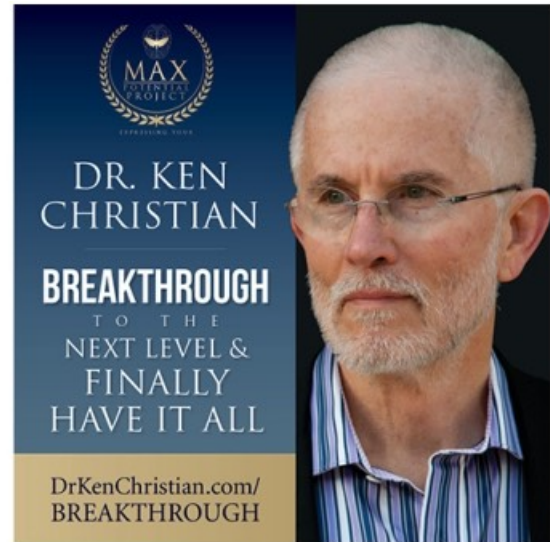
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Basic Tech & Smartphone Apps

- **Podcast Content Hosting**

Spreaker.com

- **Recording via Phone**

Voice Recorder 7 (VRP7)

- **Show**

Spreaker Studio

- **Intro**

fiverr.com

- **Transcription**

temi.com

Approaches to Podcasting

- **Do it Yourself**

- Learn the software and produce your show

- **Done with You**

- Have someone guide you through the process and create templates for you

- **Done for You**

- Record content and send the file to a producer

Podcast Hosting

- [Spreaker.com](https://www.spreaker.com)
- Syndicates it out automatically (reference files)
 - iTunes, Google Play, Stitcher, Soundcloud
 - iHeart Radio, Twitter
 - Amazon Alexa, Google Home
 - *YouTube

Intro

Content

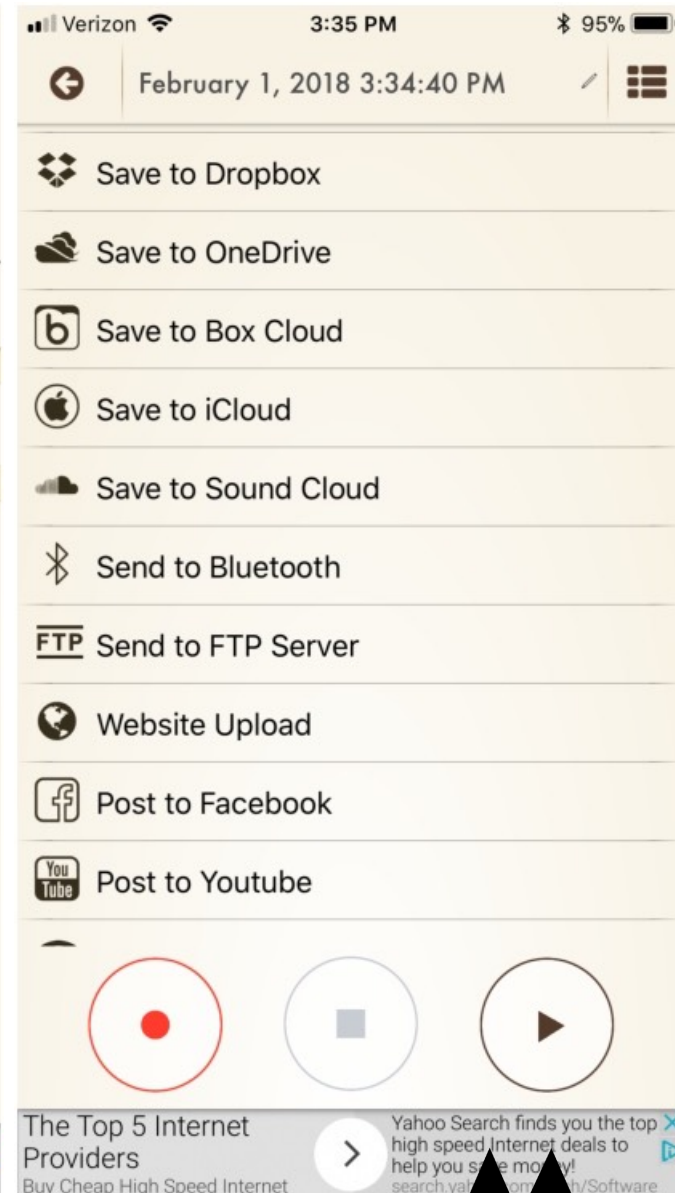
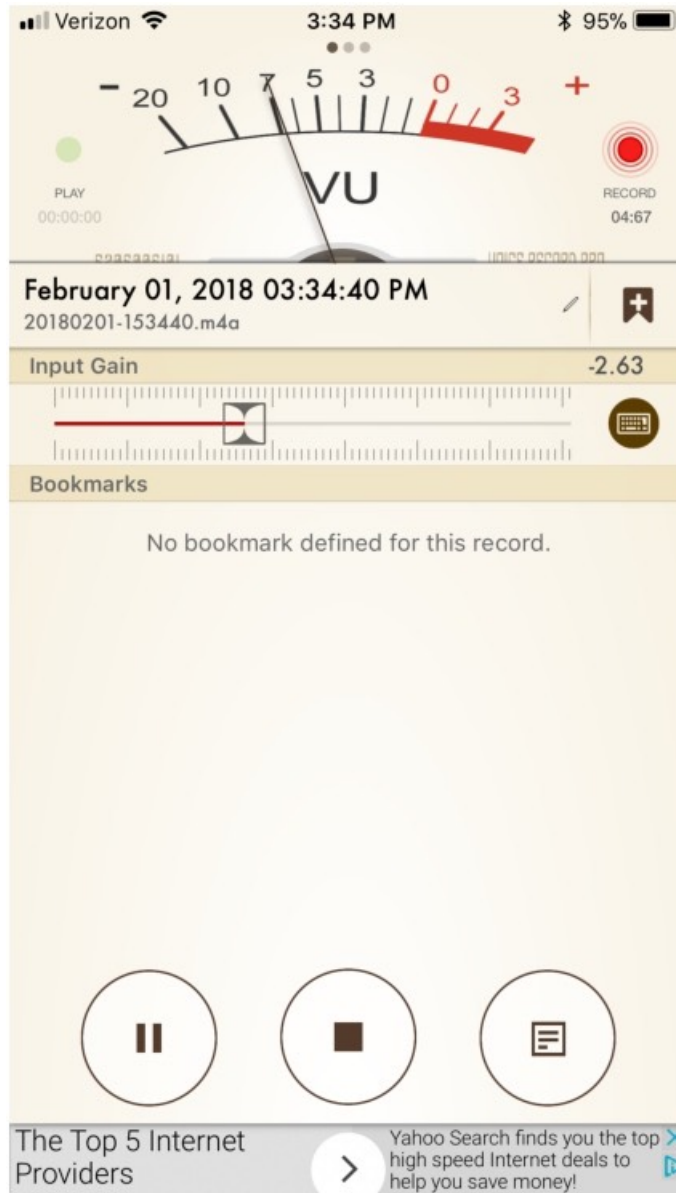
Outro

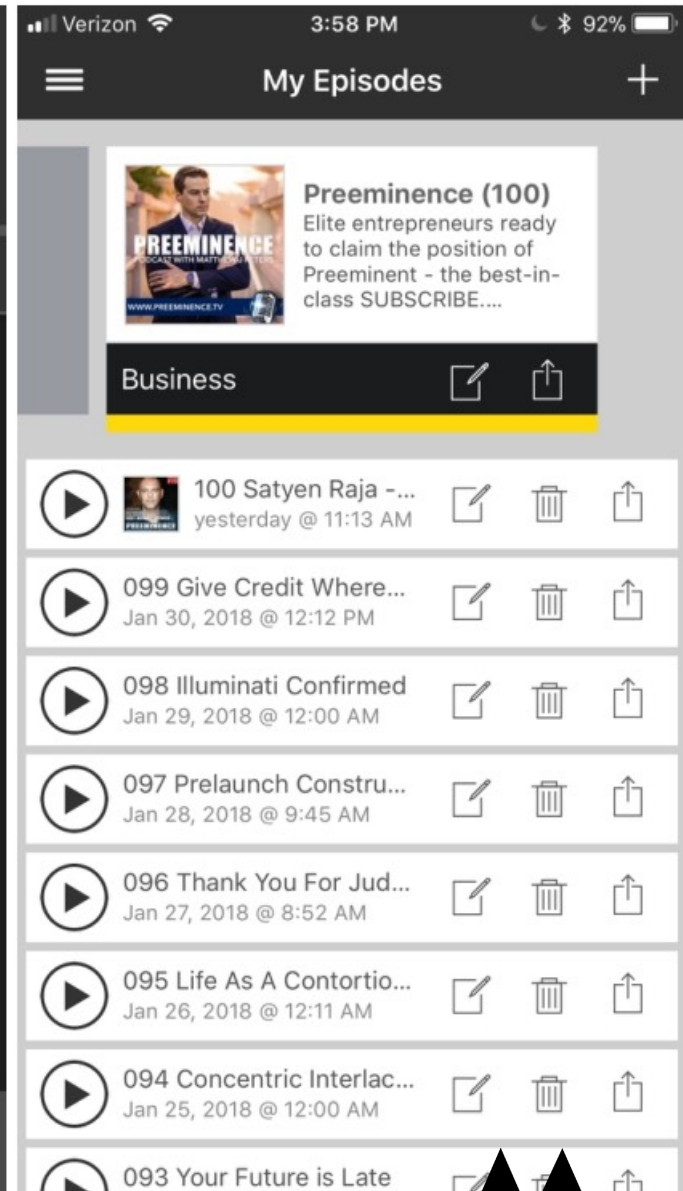
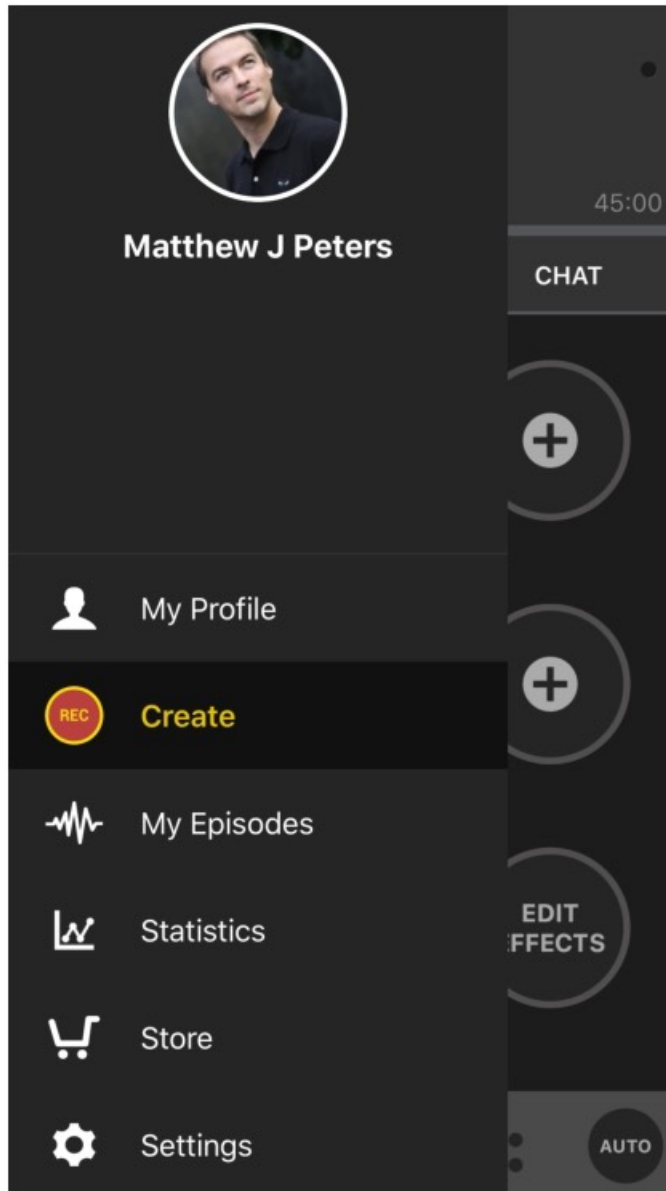
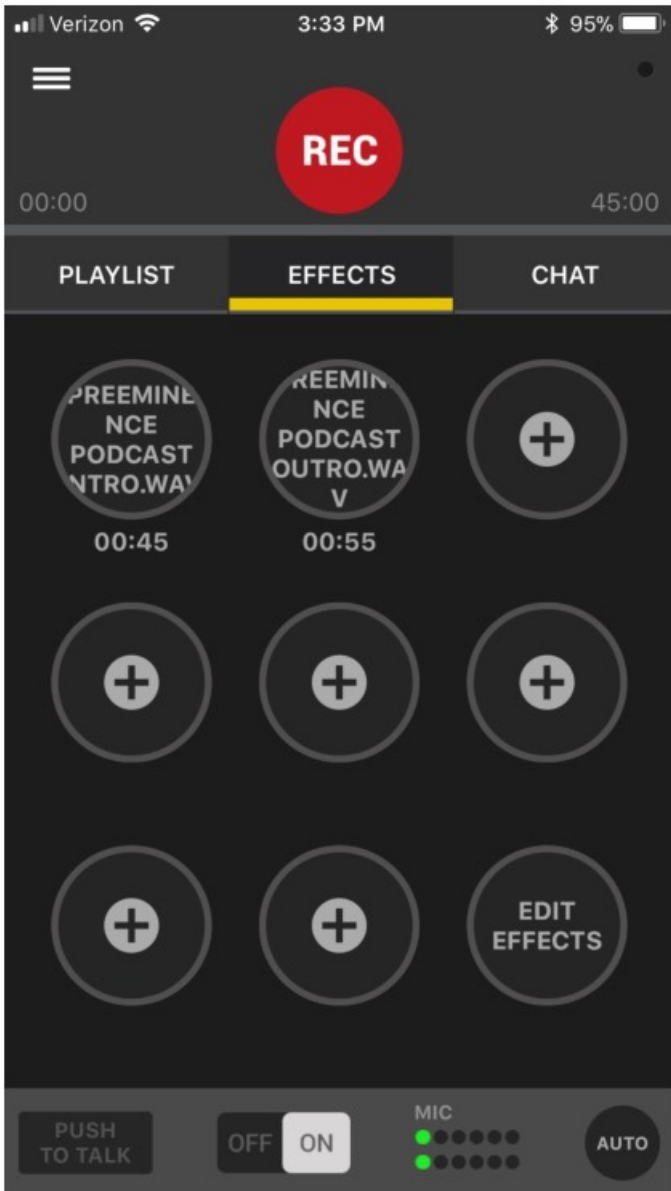
Your Podcast Intro

- **Welcome to** *name of your podcast*
- **I am your host** *your name,*
- *Title of organization*
- **Early Call to Action**
- **Today we're** *talking about/interviewing/covering*
- Intro to show - tell them how to prepare for your podcast

Your Podcast Content

- Restate your subject
- Go into your subject
- 3 minutes to 90 minutes
- Action steps, assignment, application





Your Podcast Outro

- **Subscribe to *your podcast name* by visiting iTunes, Stitcher, Google Play or SoundCloud and clicking **Subscribe****
- **Thank you for listening**
- **Be sure to share *your show* with someone you know will get the same value from this as you do**
- **Visit *your.com* to get your free thing or more info on getting result you provide**

Record Your First Podcast

- Fill out the information on [Stitcher.com](https://www.stitcher.com)
- install the [Spreaker Studio](https://www.spreaker.com) app on your phone
- Log in with speaker info in the [Spreaker Studio](https://www.spreaker.com) app
- Write and practice your Intro
- Write and practice your outro

Record Your First Podcast

- *Record your intro on VRP7 or Quicktime*
- *Record your outro on VRP7 or Quicktime*
- *Upload audio file to Dropbox, Google Drive, iCloud*

Record Your First Podcast

1. Open up Spreaker Studio App
2. Go to Effects and select Edit Effects
3. Choose a button position
4. Browse to your intro audio file
5. Repeat 1-4 for outro audio file

Record Your First Podcast

1. Turn off Edit Effects by selecting it again
2. Hit record
3. Select Offline
4. Click on your intro (with mic slid to “OFF” position to hear intro)
5. As it intro is complete, slide mic to “ON” and begin content

Record Your First Podcast

1. As you are finishing up your content be prepared to click on the outro button
2. Click the outro button
3. Slide mic to “OFF”
4. When outro is complete, hit PAUSE “(II)” and then stop

Record Your First Podcast

1. In app menu, go to “My Episodes”
2. Find the New Draft Episode
3. Fill out the information requested
4. Upload it to go public
5. Share it

Have Asynd Media Produce Your Podcast

Contact us at <http://asyndmedia.com/contact>
Schedule a call at <https://asyndmedia.com/call>

