

PODCAST KICKSTART

Share Your Voice & Grow Your Business



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Section 1:

Intro to Podcasting for Entrepreneurs

Are you an entrepreneur who's passionate about something? Okay, that was a trick question... because if you're an entrepreneur, you're definitely passionate about at least one thing: **your brand**. And whether you're looking to promote your brand or grow your audience, podcasting can help you accomplish these things, and so much more!

What is Podcasting?

ThePodCastHost.com defines it as “a series of spoken word, audio episodes, all focused on a particular topic or theme, like cycling or

startups. You can subscribe to the show with an app on your phone and listen to episodes whenever you like on your headphones, in the car or through speakers.”

Some Interesting Stats

According to Edison Research, the total number of Americans who listen to a podcast each week has grown by 120% over the past four years, with around 90 million Americans listening to a podcast every month.

BuzzSprout believes that “[t]here is a lot of unexplored space in the podcasting industry” because they found that “for every podcast, there are 750 blogs and 29 YouTube channels.”

They said that you’d have the same incredible opportunity with podcasting as you would if you had started a blog back in 2004.

IncomeSchool.com reports the start of the week (i.e., Monday, Tuesday, or Wednesday) to be the ideal time to launch your podcast because these are the days that saw the most downloads, on average.

Section 2:

Why Every Entrepreneur Should Run A Podcast

In today's fast-paced and interconnected world, running a podcast has emerged as a powerful tool for entrepreneurs seeking to amplify

their reach, establish authority, and build a loyal community. A podcast allows entrepreneurs to share their knowledge, insights, and experiences directly with their audience, creating an intimate and authentic connection that transcends traditional marketing channels.

By harnessing the engaging nature of audio storytelling, entrepreneurs can effectively showcase their expertise, attract new prospects, nurture existing relationships, and ultimately propel their business forward in a dynamic and ever-evolving landscape.

Here are 6 reasons why Podcasting is great for business.

1. It's Relatively Inexpensive, Low-Maintenance, and Has Minimal Start-Up Costs

Technically speaking, all you need to start your own podcast is a computer, a microphone, and an internet connection. So apart from a microphone, you probably already have everything you need from the get-go. And as you become more invested in podcasting, there are lots of ways to find good equipment online at a fraction of the cost.

2. It's an Effective Way to Gain the Trust of Your Consumers

Needless to say, the best way to gain consumers' trust is by creating human connections. Compared to simply reading words off of an article or email, having a friendly voice that offers helpful advice lends your brand warmth or humanity. Reassuring your consumers that

they're interacting with an actual human being instead of a corporate drone can make a world of difference in fostering meaningful and long-term connections with them.

3. It Can Expand Your Search Potential

Similar to how having a variety of social profiles makes you more visible to the people who search for your brand or other relevant keywords, the same thing goes for podcasting services. Also, having a dedicated page on your website for your podcast not only further increases your visibility, but could potentially enable you to dominate search results as well.

4. It Can Redirect Traffic to Your Landing Pages

Although this benefit is not exclusive to podcasts, their edge over other forms of content is that the barrier to listen to them is really low, so they can be consumed passively. Correspondingly, this makes any calls to action you make seem like less work to your listeners. Surely, you've listened to a lot of podcasts while doing random things like cleaning around the house, but you'd be less inclined to multitasking if you were planning to watch a video, as the latter would generally require your full attention.

While it may not be the case 100% of the time, because your audience uses less effort to consume your content, they're usually more likely to do what you ask them to do afterwards. Additionally,

this ease of content consumption also increases the size of your potential audience because anyone can easily integrate this into their day and tune in even if they're busy doing something else.

5. It's Great for Networking and Advertising

Aside from getting your brand seen (or heard) by a new audience, every industry expert you invite has the potential to become a valuable contact and asset to your business. And once you have a big enough audience, you can attract even more—and even better—experts and make lasting connections with them.

6. Of Course, There's Potential to Monetize

The great thing about starting a podcast as a business owner is that aside from being a source of income in itself, it could also help boost your other income streams. Moreover, since you're already presumably making other forms of content for your brand, modifying existing content into an audio format would be the next logical step to make the most out of what you already have, and vice versa.

Now that you know how podcasting can be an effective tool to help you expand your business, let's talk about how you can start your own podcast and turn your ideas into a reality.

Section 3:

Podcasting

Best

Practices

In this section, we'll be covering the necessary steps to get your podcast up and running, as well as some tips and tricks to get people to tune in.

First, let's delve into some things to do before starting your own podcast:

Know Your Whats and Whys

Before anything else, you should ask yourself: ***Why do you want to get into podcasting? What do you want to achieve?*** You don't need to have a definite answer right away, but finding out what your motivations are early on can help you stay on track and keep going whenever you're feeling stuck or burned out.

Find What Speaks to You

When you're passionate and truly interested in what you're talking about, it shows... and it's infectious. Do some soul-searching and find that one topic that you can talk about for hours, or one that makes your face light up every time you talk about it.

There's somewhat of a catch, though... you have to make sure that there's a good amount of people who would also be interested in the topic you end up choosing because encouraging people who share similar interests is already a challenge in itself, so imagine having to find an audience for the content you want to create.

Look through online communities and ask around to discover what your potential audience is looking for and how you can help.

Once you figure this out, you can then proceed to determining what your story is and how you can set yourself apart from everyone else.

Do the Legwork... or Should We Say Ear-Work

Resist the urge to “just go for it” and jump straight into starting your own podcast. The key to the long-term success of your show is to do your due diligence.

Research on podcasts that cover the same topics as you plan on covering, those that are popular, and the ones you enjoy the most.

Bear in mind that instead of being a listener as you usually are, you’ve got to put your researcher cap on. Look into what goes into making a good podcast: what works, what doesn’t, and what you like most about your favorite ones. Read their reviews, particularly the more critical ones, so you don’t repeat their mistakes.

Doing this can help you learn from their experience and figure out what unique perspective you can bring to the table.

Repurpose Your Content

If you’ve already created other forms of content (e.g., articles, blog posts, videos, e-books, etc.) on the same topic, don’t be afraid to stretch out what you have and incorporate it into your podcasts. Actually, this is a practical way of maximizing your existing content. And if you’re just starting out, you could use this as a buffer so you

can complete your first lineup of episodes (ideally 3 to 5) and go live in a shorter amount of time.

Do a Few Trial Runs First

When it comes to slip-ups, cringe-worthy content, and things that we wish no one ever saw, the Internet is forever. Reduce the risk of having your bloopers permanently live on the Internet by testing out your format, style, tone, and audio quality first before actually launching your podcast. This way, you also get the feel of things instead of jumping in head first.

Podcasting Best Practices

Choose a Good Name

While they say that you should never judge a book by its cover, we honestly can't help but judge podcasts by their covers... or more particularly, their names. When we're browsing around for a new podcast to subscribe to, we mostly base our decisions on the podcast's name because it's the first thing we see. This is exactly why coming up with the perfect name is crucial. Ideally, it should be something that's catchy, straightforward, and instantly gives people an idea of what you're all about.

If all the pressure's got you feeling stuck, try asking yourself these questions:

- What's your podcast about?
- What do you want to be known for?
- What value does your podcast have to offer?
- What's the overall vibe of your podcast?

Once you've got a shortlist of potential names, make sure that they aren't names of popular podcasts yet. But if you really can't make up your mind, don't let this hold you back from getting the ball rolling. Remember, you can always rebrand later on.

Build a Strong Brand Identity

The great thing about podcasts is that, technically speaking, anyone can start one; the not-so-great thing about it is... well, anyone can start one. No matter how niche your topic is, chances are, a couple of other podcasts are talking about it too. At the end of the day, your brand—which includes your sounds, tone, visuals, and overall vibe—is what'll differentiate you from anybody else that's doing something similar.

It's important to establish your tone, both literally and figuratively. First, you should decide on your signature voice: from the way you speak, to the background music you choose. Having a branded intro, outro, and interludes can also give your podcast a more cohesive feel. Second, you should settle on how you want to sound to your audience in terms of your choice of words.

The strength of your brand lies in its consistency. Through consistency, your audience will eventually associate each of your branding elements with you. And even the littlest things can make a difference, so don't sleep on the details!

Invite Guests to Your Podcast

There are a lot of benefits to having guests on your podcast. One, you get to switch things up a bit with a refreshing change of pace, tone, and perspective. Two, it's good exposure because you've got access to a whole new crowd of potential subscribers.

Stay Connected with Your Audience

Being active in online communities like Facebook, Discourse, Discord is a great way for you to have actual dialogue with your audience to supplement the usual one-way conversations you have in podcasts.

This allows you to build more meaningful connections with them, and really find out their needs and wants. Starting an email list is another effective way to keep in touch and offer unique value to your audience.

When it comes to podcasts, you don't really have to follow a predetermined length, format, style, or production level. And with so much freedom on your hands, this could leave a lot of room for error. In the next section, we'll be listing some pitfalls to avoid.

Section 4:

Common Mistakes/ Pitfalls to Avoid

Although you can take a lot of creative liberties and do your podcast your way, there are a couple of things that might seem like a good idea at first, but could ultimately become a hindrance to your success. Here are some of these common mistakes to take note of:

Don't Take Each Episode as It Comes

No matter how casual your podcast is, you can't just work on your current episode without having the next ones in the works. To a certain extent, you need to follow a schedule and have a bunch of topics lined up in advance. Even the best improvisers need to plan ahead. Make a system, give yourself realistic deadlines, and stick to them. Although planning can sometimes feel unnecessary, just remember that being too prepared never hurt anyone.

Try Not to Be Too Scripted

Even if you're doing a lot of advance planning, you should never sound like you are (unless following a script is a premise of your podcast). Whatever scripts you make should act more like guides than actual scripts. Spontaneity gives your podcast authenticity because it allows your personality to shine through. This makes it more relatable and much easier to connect with.

Don't Get Caught Up in the Editing Process

We all know that editing plays a huge role in storytelling and keeping your audience's attention. And especially if you're a newbie podcaster, you want each episode to be absolutely perfect. Know when to stop editing and to leave certain things as they are. Yes, it can be difficult to determine when you've done enough editing, but don't worry because in time, you'll get better at it, and eventually find your own editing style.

Don't Be Afraid of Deleting Full Episodes

The mere thought of canning even a single episode and essentially throwing away all the time and effort it took to make it can seem utterly excruciating, but the truth of the matter is that... it's the worst. Of course, it's never easy to scrap something you've worked so hard on. But if you set the bar high for the content you create and you accept the fact that some things that initially sound like an amazing idea may not work out in the end, you subconsciously push yourself to be better. Trust us, once you've experienced the heartbreak of deleting your first couple of episodes, you'll soon be doing it less and less.

You Don't Have to Invest in Expensive Equipment Right Away

Yes, we've all been there... we get into something and want it to work out so badly that we mistakenly assume that using the most expensive equipment we can afford will magically result in equally amazing content. Remember, having a brush and some paint doesn't automatically turn you into an artist. Focus on developing your skills and content before anything else.

However, if you want to take your sound quality to the next level without breaking the bank (spoiler alert: you won't need to spend a single dollar), Saron Yitbarek of Medium.com has 2 creative hacks to achieve a professional sound with some common items we all have at home:

- If you have a walk-in closet—or one that's big enough for you to crawl into—your clothes will get rid of most of the reverb and bouncing sound waves for you. She says you can take it up a notch by hanging a comforter on your closet door to eliminate any hard surfaces for sound to reflect on.

- If you don't, then using two pillows and a blanket is the next best thing. All you have to do is create a little mic fort on your desk by propping up your pillows lengthwise and having them positioned diagonally like they're forming an arrow pointing forward. Place a towel or blanket underneath your mic to reduce echo from the desk, and let the pillows rest against your mic while making sure that there aren't any gaps.

Of course, you can achieve a nice clean sound through editing, but you could end up distorting your audio files in the process. And if you're new to the game, all this editing software is probably new to you too. Best advice is to invest your time in your content rather than equipment, and once you start seeing results and you're convinced that podcasting is really for you, only then should you consider splurging on some fancy equipment.

Section 5:

Essential Tools & Resources for Podcasters

There are several important tools and resources you need to invest in to record and publish high-quality audio content. Here are some of the key ones:

1. **Microphone:** A good-quality microphone is crucial for recording clear and professional-sounding audio. USB microphones like the Blue Yeti or Audio-Technica ATR2100x-USB are popular options for beginners.

2. **Headphones:** Invest in a decent pair of closed-back headphones to monitor your audio while recording and editing. This will help you catch any issues and ensure your audio quality is consistent.

3. **Audio Editing Software:** Choose a user-friendly audio editing software to edit your podcast episodes. Some popular options include Audacity (free), Adobe Audition, GarageBand (for Mac users), or Reaper.

4. **Pop Filter and Shock Mount:** A pop filter helps reduce plosive sounds (such as "p" and "b" sounds) that can distort your audio. A

shock mount helps isolate your microphone from vibrations and handling noise.

5. Recording Space and Acoustic Treatment: Find a quiet space to record your podcast. Consider adding some basic acoustic treatment to minimize echo and background noise. This can include foam panels, carpets, or blankets.

6. Hosting and Distribution Platforms: Choose a podcast hosting platform to store and distribute your episodes. Popular options include Libsyn, Podbean, Anchor, and Transistor. These platforms provide an RSS feed that you'll submit to podcast directories.

7. Music and Sound Effects: Royalty-free music and sound effects can enhance your podcast. Websites like Epidemic Sound, Artlist, and YouTube Audio Library offer a wide range of music and effects you can use legally.

8. Podcast Artwork and Branding: Create eye-catching artwork for your podcast cover art. Canva is a great tool for designing custom graphics, and it also offers templates specifically for podcast covers.

9. Transcription Services: Consider using transcription services to create written transcripts of your episodes. This can help with accessibility, SEO, and repurposing content. Services like Rev and Trint offer reliable transcription options.

10. Podcasting Communities and Resources: Join podcasting communities and online forums to connect with fellow podcasters, seek advice, and learn from experienced professionals. The Podcasting subreddit and Podcast Movement are great places to start.

Conclusion

Regardless of what your intentions are for getting into podcasting, the pros of starting one far outweigh the cons. Indeed, it could really open the door to a lot of opportunities, especially if you're a business owner. And if you're still second-guessing yourself and wondering whether podcasting is a right fit for you, just remember that if you've

ever spoken to people about a certain product, or given your consumers some sound advice... all you need to do is to hit record, and that's already podcasting in a nutshell.

Remember, the most important aspect of podcasting is creating engaging and valuable content. While the tools and resources are important to create and enhance your production, focus on delivering compelling episodes that resonate with your audience.

So, why not give this promising marketing method a shot?

To your success!

Stuart Stirling

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