## ****PODCASTING GEMS****

### What is Podcasting?

**Paul:** There is a lot of debate over the word podcasting. For most people that listen to podcasts, they are listening to pre-recorded audio, and they will be listening to it played back through a podcast player or podcatcher. The most popular being Apple with their Podcast App on their iPhone and then a whole range of podcast apps on Android. There is also iTunes as well where people pull down their podcasts. To define it in its entirety is a bit broader. There are video podcasts and certainly BLAB fits into that. People are now using apps to get Podcasts on demand. It’s audio on demand the same way that Netflix is video on demand.

Part of the reason I do podcasting is the social interaction, I like to hang out with people – it’s fun’

**Natalie**: ‘Podcasting is so amazing for sharing knowledge consistently. I have people contact me regularly and say, I have been listening to your podcast for 2 years, I thought I’d get in touch and see how you can help my business.’

## ****Where to start?****

The key is finding something that you are really passionate about, knowledgeable about and you are prepared to put that time together each week. (Paul)

Understand what you are going to podcast about, why you are going to podcast, what is the benefit? What is it going to do for your business or your online presence and what do you want to achieve out of it.

For Natalie – it is about dedication. It can take 3 hours per episode.

Prepare your show notes.

#### ****Understand the 4 P’****

* Profile
* Positioning
* Passion
* People – know your niche

## ****How to structure your podcast.****

#### Plan

* Plan your podcasts in advance.
* Have some in the ‘bank’ for when you go on holiday.
* Make sure you save episodes in a dedicated folder using a date format and the name of the person being interviewed.
* Get a good microphone and test that it works. Later, you can get better equipment like a mixer. If you don’t have a good microphone and you your content is great – you can still loose people because their method of learning is audio.

#### ****The one in 5 – by Natalie****

* Monologue episode – me just talking
* Four interviews

**Intro and Outro**

* Always try and do this in real time. (Natalie)

## ****Prepare your Guest****

Work out your formula and format so that your guests are prepared so that they look and sound good. This produces great quality podcasts and results. Here are a few examples of how to prepare your guest.

* Have a page on your website to brief the guest – e.g. here are a couple of previous podcasts to listen to, these are the questions we would be asking, this is how you prepare. Wear headphones and have water available etc.
* Give personality types what they need – for example an opportunity to practise ahead of time with questions. (ps Do be prepared yourself on the day and don’t ask different questions. This happened to me once and it threw my flow completely. Not because I am not flexible but because I knew the interviewer was very structured and so I was thrown by their unpreparedness).

## ****How to create your content.****

Natalie – It’s good for people to know their goal. If they have an upsell, it’s good to know so that you can link it in. For example, if you have a 6 weeks’ course that you run, it’s good to theme your podcasts in the lead up to that course so that you are sharing snippets or knowledge, you’re dropping breadcrumbs throughout the podcast.

[Natalie Eckdahl](http://bizchix.com/author/neckdahl/) from the bizchix podcast does very well because she does themes. For example, at one point she was doing one all about masterminding and then you can do three of four podcasts around this theme.

## Running a podcast.

* Ideally at the same time next week
* Be consistent.
* Having someone come and record in studio produces a different vibe and dynamic.
* Natalie does not edit out the um’s and ah’s as people are not perfect. It creates an authenticity. Other people would edit this out. Choose what works for you.
* BLAB is as real and authentic as you are going to get.

## Editing a Podcast

* If you have the finances, try and employ a podcast editor
* Make it professional with the intro, outro and music.

## ****Getting Followers****

Paul – You must work at building an audience whether it’s a mailing list, or through social media. These channels will help you. You can move this into an offline context too. Listen to how Paul did this at an Apple Store. (29 minutes). Also, spread the word amongst your friends.

* If you can get into the charts on iTunes, that certainly helps.
* Think about how you can get found in search engines.
* Create creative content – if the content is awesome and relevant to your audience, then over time they are going to tell people.
* Ultimately getting good people on your show.
* Connect with the right people – they can.

## ****What would you have done differently if you knew what you know now?****

**Natalie:**

No 1: Have an opt-in form and made sure that it is compelling – for example ‘Sign up for our ten top tips’. Amy Porterfield creates an offer for everything she does.

No2: This is one of John Loomer’s tips – Boost your posts. Schedule 40 tweets over a two-week period about that one podcast. Schedule about 5 posts on Facebook over a two-week period. This way you ensure you capture your people and you build a following.

**Paul:**

No 1: Planning is very important. One of the first things I did was create a document that we could share and talk about. Set this up in a way that everyone can collaborate so that if others have ideas and they want to contribute. That document helps us keep on track with some of our ways of doing podcasting’s. For example – comments around certain language to use i.e. don’t use acronyms because you might leave people behind. Makes it easy for me because I can just add to the document anytime and anywhere I go. I can add content as I am consuming it online and add this to the agenda.

The document is usually a very simple document. It includes the title for the episode, the date, who the guest/s are, three of four key instructions, area where guests can add in their comments in relation to topics that can be discussed, then bullet points of the topics to discuss and each of those has a web link back to them.

No 2: The more that you can learn from others techniques, the better.

Thank you for joining is and we look forward to our next BLAB, don’t forget to join.