



Expand Your Reach

With Podcasting

EASILY DESIGN AND LAUNCH YOUR PODCAST
WITH BONNIE GROESSL

Podcast Framework



Title

- Learn and get ideas from searching similar podcasts
- Engaging Title, makes people curious and want more
- Think about branding (include name of product, program or website, your name, etc.)
- Subtitle can give more about the show in the subtitle
- There is opportunity to expand on what the show is about in the show description created in Libsyn

Artwork – Cover Art

- You can learn a lot when searching podcasts similar to yours
- Like a book cover (people judge a book by it's cover)
- Color
- Fonts
- Style
- Headshot (yes or no?)
- JPEG or PNG file formats and in the RGB color space with a minimum size of 1400 x 1400 pixels and a maximum size of 3000 x 3000
- Fiverr.com, Canva or Designer

Podcast Choice Points

- Title
- Cover Art
- Type of show: Solo, interview guests or both
- Audio, video or both
- How will you engage and interact with your listeners?
- Length and frequency of show
 - Consistency is important
 - Needs to be doable
 - Avoid overwhelm and batch recordings



Podcast Structure

Beginning:

- Introduction – Voiceover introduction, music, clip from guest, or a record you own
- Welcome – Welcome your listeners

Middle:

- Content – yourself or your guest (conversation or interview style)

End:

- Close – summary or sign off
- CTA – visit me on Facebook, website, subscribe on iTunes, optin, etc.

Equipment and Tools

We will be using these:

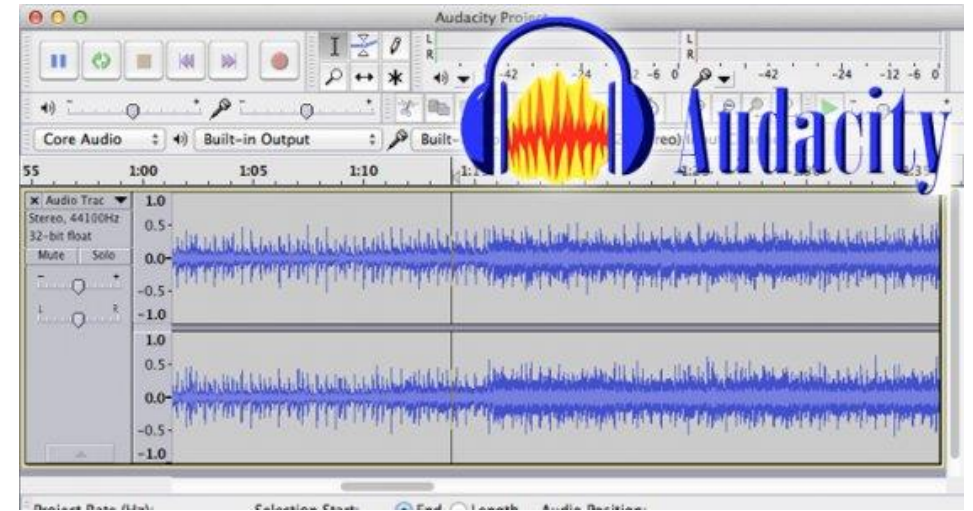
- Microphone (order one if you have not already)
- Audacity (recording and editing) free
- Zoom (records audio and video) free version
- Libsyn (hosting, sends RSS feed to directories you are approved for and social media promotion) \$5/month and up, based on storage space, can change from month to month, no annual contract



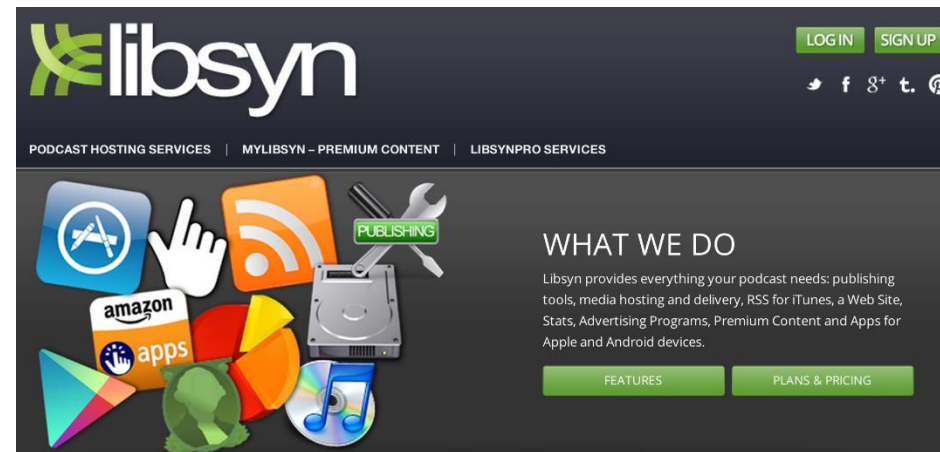
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ATR 2100



zoom



Homework

- Research podcasts similar to yours and pay attention to titles, cover art, content (listen to some shows) and read some reviews
- Download audacity
- Join the Facebook Group and introduce yourself
- Get familiar with the members page and print off Accomplishments handout
- Get feedback from me and others in the group by posting your thoughts, title and cover art ideas in the Facebook group