



Expand Your Reach

— With Podcasting —

EASILY DESIGN AND LAUNCH YOUR PODCAST
WITH BONNIE GROESSL

Podcast Framework - Create



Title (Show Name) Guidelines

- Obvious name that clearly relays the subject – What is it about?
- Other option - invoke curiosity
- Catchy, short and concise
- Use subtitle only if you have to
- Don't Waste Space
- Some directories cap the name at 25 Characters
- Use relevant Keywords
- Focus on Potential Audience

Who is Your Ideal Audience?

What is your purpose or goal?

Who is most interested in your subject and will be hungry for more?

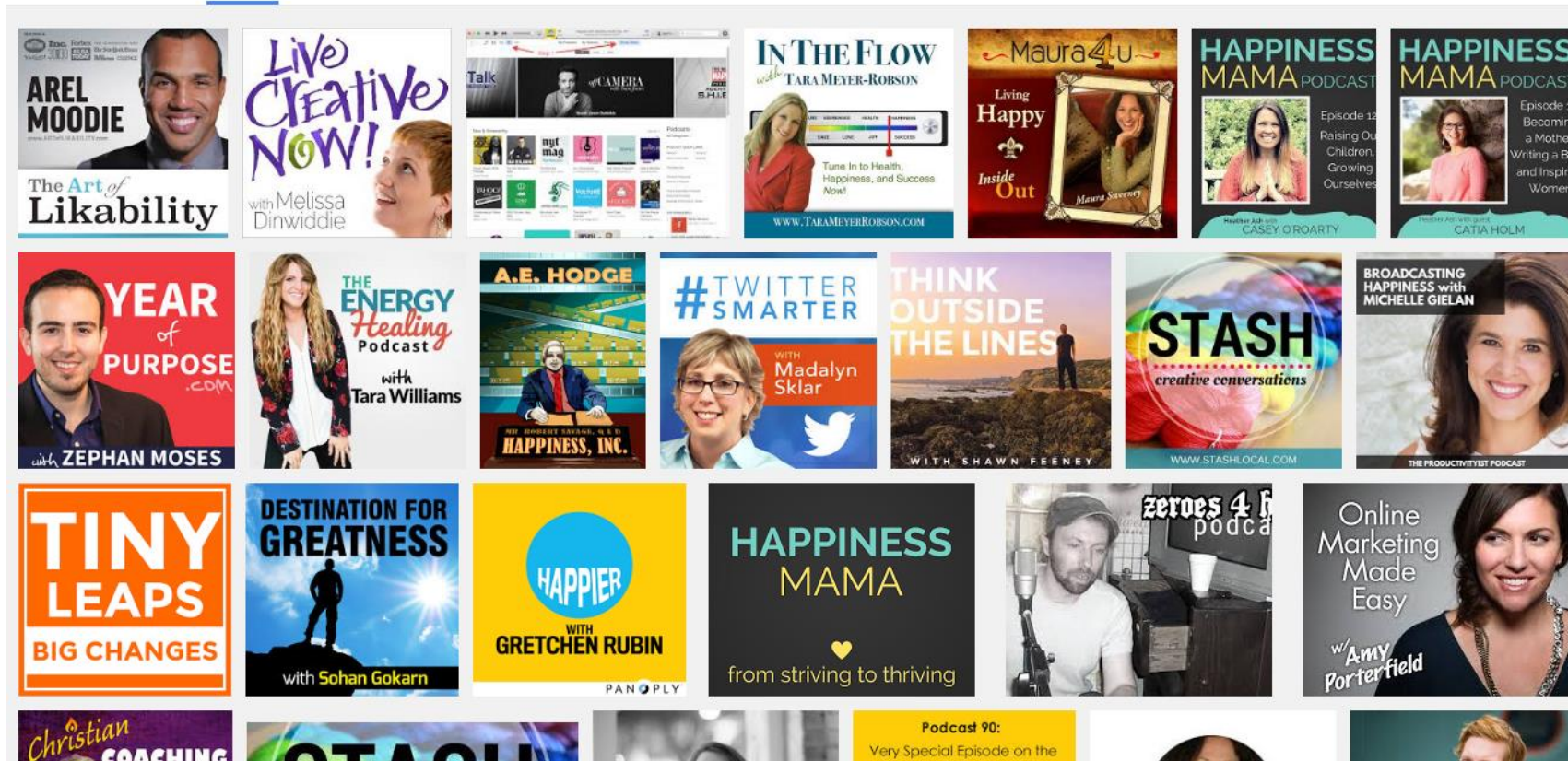
Who do you want to consume your content?

- Who are they?
- How much are they like you?
- Who else and what else is your ideal audience listening to or reading?
- Describe your ideal audience

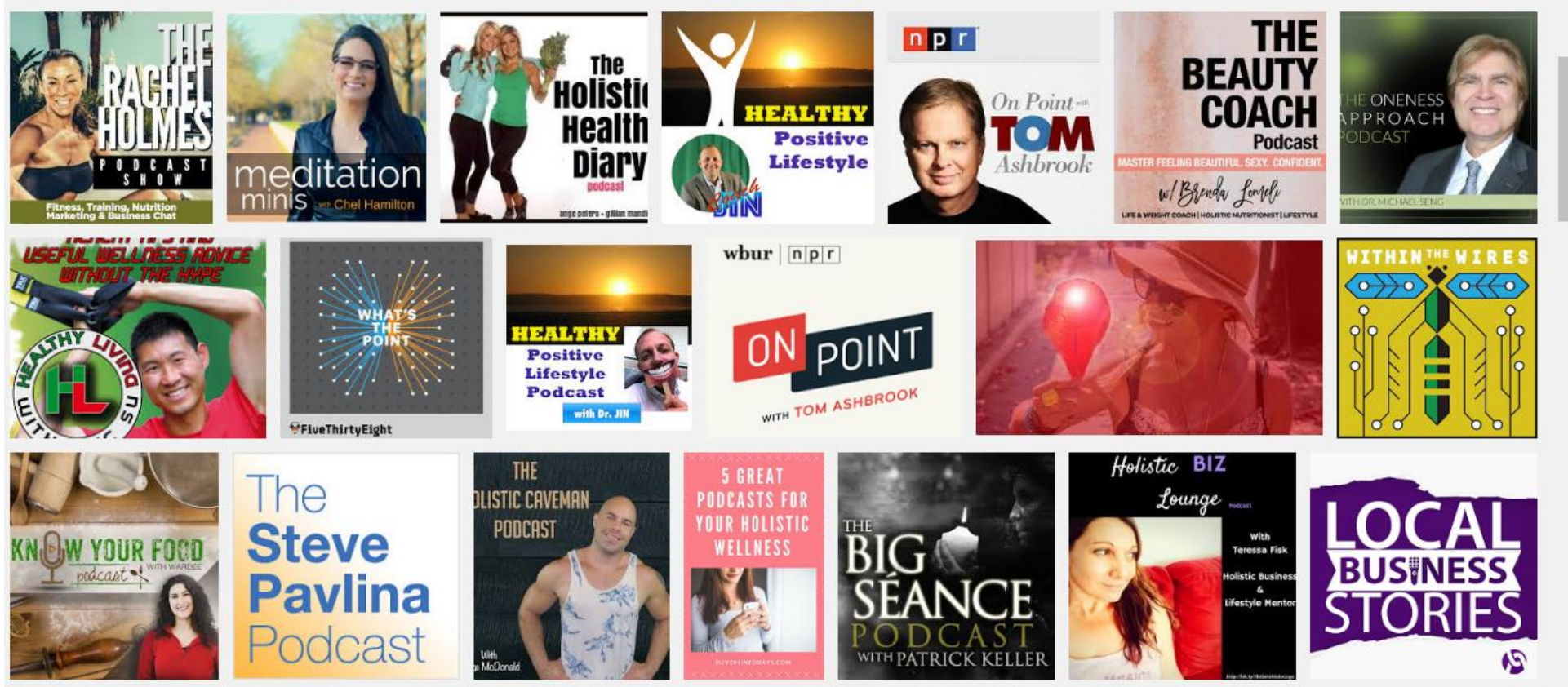
Artwork – Cover Art

- 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 or Designer you work with

Cover Art Examples



Cover Art Examples





Psychology of Color

Marketing and Branding

<https://www.helpscout.net/blog/psychology-of-color/>

Psychological Properties

<http://www.colour-affects.co.uk/psychological-properties-of-colours>

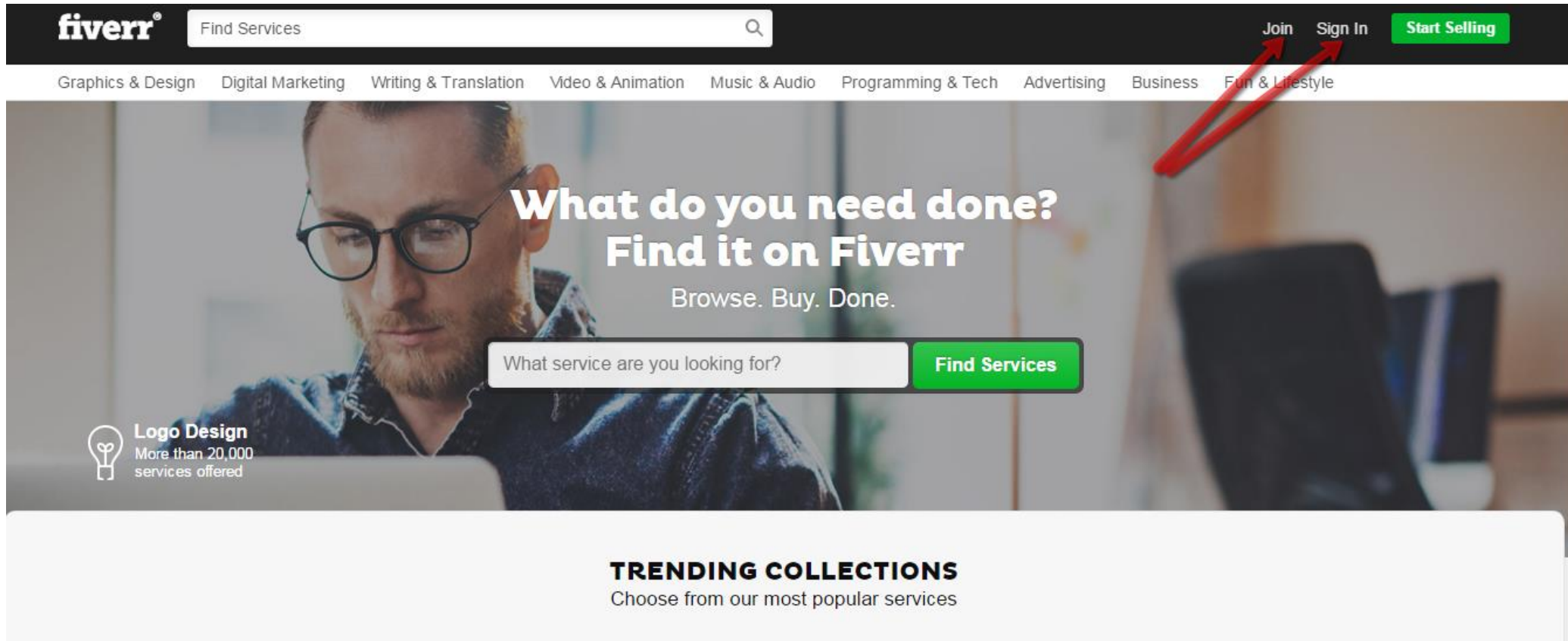
Art Therapy – Emotional Effects

<http://www.arttherapyblog.com/online/color-psychology-psychologica-effects-of-colors/#.WG5DMfBOKrU>

Creating Cover Art

- Use a free program like Canva
- Hire a designer
- Outsource Option (examples)
 - www.fiverr.com
 - <https://99designs.com>
 - <https://www.elance.com>
 - <https://www.upwork.com> (previously Odesk)
 - Or search “graphic design”

Start a free account



Finding a Designer on Fiverr.com

The screenshot displays the Fiverr.com interface for searching 'podcast cover art'. The search bar at the top shows the query 'podcast cover art'. The navigation bar includes categories like Graphics & Design, Digital Marketing, Writing & Translation, Video & Animation, Music & Audio, Programming & Tech, Advertising, Business, and Fun & Lifestyle. The user profile 'Bonnieg' is visible in the top right corner.

Filters:

- Delivery Time:** Up to 24 hours, Up to 3 days (selected), Up to 7 days, Any.
- Price Range:** \$ [] to \$ [] >
- Online Status:** Show Online Sellers (7).
- Seller Level:** New Seller (63), Level One (27), Level Two (79) (selected), Top Rated Seller (1) (selected).
- Seller Language:** English (81), Spanish (8).

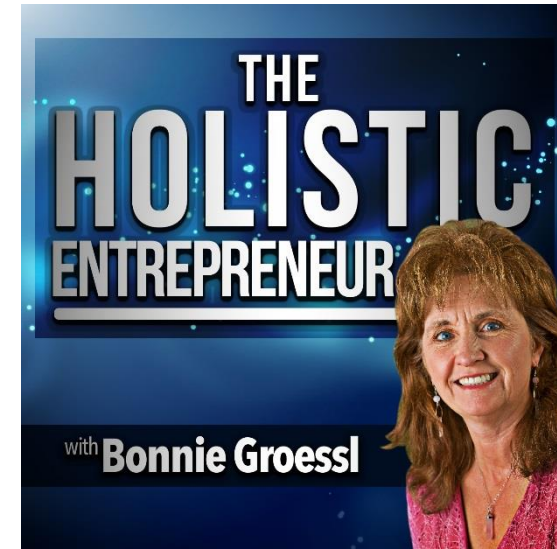
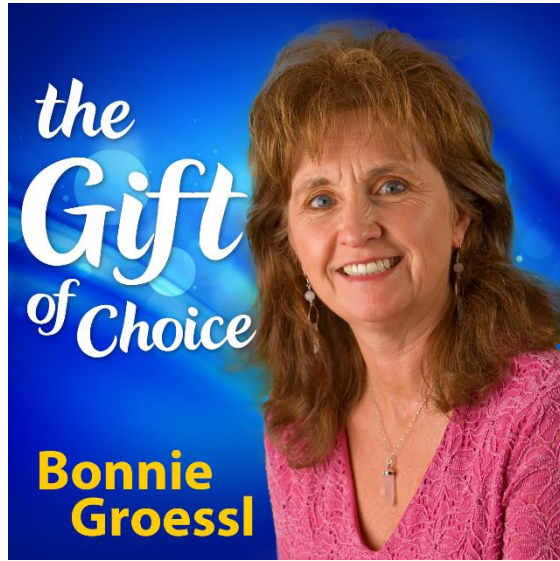
Service Listings:

- Podcast Cover Art:** I will design Stunning Podcast Cover Art That Stands Out. Starting at \$5.
- CD Cover Art:** I will design custom CD Cover Art. Starting at \$10.
- E-book Cover Art:** I will design and add unique art for your e book cover. Starting at \$35.
- CD and Album Art:** I will do fantastic cd cover and album art. Starting at \$10.
- Podcast Cover Art:** I will create your unique podcast cover art within 24. Starting at \$5.
- Album Cover Art:** I will design album cover art. Starting at \$25.
- Podcast Cover Art:** I will create a podcast cover within 24 hours. Starting at \$5.
- Single Cover Art:** I will design a trendy single cover cd album cover or. Starting at \$10.

Do Some Research Before Choosing

- Search cover art podcast and/or voiceover
- Look at how many gigs they have done
- Delivery Time
- Can see online status
- Seller Level
- Rating
- Reviews
- How many gigs waiting
- Can contact them through [fiverr.com](https://www.fiverr.com)

My Podcast covers from Fiverr.com



Show Intro – Voice Over is Optional

➤ Male or female voice?

Voiceover Script Example: 42 words – about 20 seconds

“Welcome to the Holistic Entrepreneur with Holistic Nurse Practitioner, author and success coach Bonnie Groessl.

Bonnie will support, nurture and inspire you by helping turn your passion in to your life’s work

Now, please welcome the host of the holistic entrepreneur, Bonnie Groessl”

(Note: Groessl is pronounced “GRESS-ull”)

*Best if you can send an audio of how to pronounce your name

Another Example

62 words – 30 seconds

“Welcome to The Holistic Entrepreneur with holistic nurse practitioner, success coach and best-selling author, Bonnie Groessl.

Bonnie and her expert guests share tips, tools and strategies to achieve success on your holistic entrepreneur journey. Each show features answers to common entrepreneur challenges along with a healthy dose of support and motivation.

Now, please welcome the host of The Holistic Entrepreneur, Bonnie Groessl”

Show Intro Script Example

52 words - 25 seconds

Welcome to “The Gift of Choice,” hosted by entrepreneurial coach and holistic nurse practitioner Bonnie Groessl.

Bonnie and her guests offer information and motivation each week to help you live your dream and attain the health, happiness and abundance you deserve.

Now here’s the host of “The Gift of Choice,” Bonnie Groessl.

(Note: Groessl is pronounced “GRESS-ull”)

*Best if you can send an audio of how to pronounce your name

Finding Voiceover on Fiverr.com

The screenshot displays the Fiverr.com homepage with the search term "voiceover" entered in the top search bar. The user's profile, "Bonnieg", is visible in the top right corner. A navigation bar below the search bar lists various service categories: Graphics & Design, Digital Marketing, Writing & Translation, Video & Animation, Music & Audio, Programming & Tech, Advertising, Business, and Fun & Lifestyle. On the left side, a sidebar menu lists "All Categories" (1414) and several sub-categories under "Voice Over" (1290): Whiteboard & Explainer Videos (17), Mixing & Mastering (14), Spokespersons & Testimonials (12), **Radio** (11), Editing & Post Production (10), Promotional & Brand Videos (8), Jingles & Drops (7), and Celebrity Impersonators (7). A red arrow points to the "Radio" category. Below the categories, a "Delivery Time" section shows four options: "Up to 24 hours", "Up to 3 days" (selected), "Up to 7 days", and "Any". Another red arrow points to the "Up to 3 days" option. The main content area displays a grid of eight voiceover service listings. Each listing includes a thumbnail image with a play button icon, a description of the service, and the starting price. The listings are: 1. "I will record any British male voice over Today" (Mike Porter, Starting at \$5). 2. "I will give you a radio tv imaging and promo voice over" (Starting at \$5). 3. "I will record a professional American female voice over" (Starting at \$5). 4. "I will record PROFESSIONAL Radio Voice Over In 24 Hours" (9+ Years Professional, Starting at \$20). 5. "I will give you a high quality" (Thumbnail shows a person in a recording studio). 6. "I will supply a Voice Over in" (Rob Charles Voice Overs Manchester, Thumbnail shows a person in a recording studio). 7. "I will record A British Female" (Thumbnail shows a hand holding a phone with a Union Jack case). 8. "I will create one minute" (Thumbnail shows a person in a recording studio).

fiverr® voiceover

Community

Graphics & Design Digital Marketing Writing & Translation Video & Animation Music & Audio Programming & Tech Advertising Business Fun & Lifestyle

All Categories (1414)

Voice Over (1290)

Whiteboard & Explainer Videos (17)

Mixing & Mastering (14)

Spokespersons & Testimonials (12)

Radio (11)

Editing & Post Production (10)

Promotional & Brand Videos (8)

Jingles & Drops (7)

Celebrity Impersonators (7)

Delivery Time

☐ Up to 24 hours

☒ Up to 3 days

☐ Up to 7 days

☐ Any

I will record any British male voice over Today

STARTING AT \$5

I will give you a radio tv imaging and promo voice over

STARTING AT \$5

I will record a professional American female voice over

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