



Expand Your Reach

With Podcasting

EASILY DESIGN AND LAUNCH YOUR PODCAST
WITH BONNIE GROESSL

Record



Creating Your First Show



Podcast Structure

Beginning:

- Introduction – voiceover introduction, music, clip from guest, or a welcome from you
- Welcome – if using voiceover introduction, welcome your listeners

Middle:

- Content

End:

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

Show Intro

- (choice point) Male or female voice?
- (choice point) Background music or not
- Permission to use music or royalty free
- Voiceover artist will often add royalty-free background music
- 20-30 seconds is a standard length (about 40-60 words)

Content for the Intro

- Welcome to....
- Hosted by...
- Title or what you do
- What the show is about or what the audience will get
- Here's your host...

Options for Show Intro

- Intro clip by voice over artist or someone other than yourself
- Music clip (royalty-free)
- Record your own intro for each episode
- Intro clip pre-recorded by you
- Take a clip from the show to begin (teaser), then go into the intro
- Just jump into the show live (pre-recorded)

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1st Episode Content

- This is your premier show
- Your story
- Why you are doing this podcast
- What it will provide for the listeners
- Benefits they will get
- What they can expect in future episodes
- Optional: ask for feedback, ideas for topics or future guests, etc.

Share Your Story

- Share a struggle, challenge or the pivotal moment that started you on this path
- Share the story of your journey and how it brought you to the work you do today
- You want to inspire your listeners: if you did it, they can do it too
- Share the insights you learned that allowed you to _____
- Pivot to your audience by letting them know why you decided to share this with them
- May want to summarize at the end or share a key point (golden nugget)
- End with an invitation to take some kind of action

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Close Your Show

- Closing comments
- This can be a pre-recorded clip you add
- CTA
 - Optin
 - Subscribe on iTunes
 - Visit you on Facebook
 - Share
- Sign off – tag line
- Optional place for sponsorship clip