

Podcast Training Made Easy

FROM CONCEPT THROUGH LAUNCH AND INTO MONETIZATION



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PODCAST TRAINING MADE EASY



Do you have a message you have been wanting to share?

Do you have a desire to improve the lives of others through your message?

Do you have a business you want to promote?

Do you have a desire to improve the lives of others through the products you have to sell?

If you answered “YES” to any of those questions...

Then you are in the right place!

Do you have a dream?

Reasons you should start your own podcast...

- Sense of Accomplishment
- Networking
- Promote your own business
- Helping Others!

Why Haven't You Started Yet?

Are they “Reasons?”

Or are they EXCUSES?

- Lack of Confidence
- Do not know how
- Do not know what equipment will be needed
- Do not know the steps involved
- Do not know how to market or promote

Myths or Excuses?

- I Can't – Yes you can!
- I'm not smart enough – Yes you are!
- I don't know if anyone will listen – Yes they will, IF you produce your podcast!
- It's too expensive

Budget can range from FREE to several thousands of dollars...

Your budget surely fits in that range!!!



YOU CAN DO THIS!

Once you go through this book, you will have all of the information at your fingertips to start your own podcast.

DO THE HOMEWORK at the end of each section. If you will do these exercises, you will have all of the elements in place to start your podcast when you finish the book!

SECTION ONE

SELECTING YOUR NICHE

What is the main topic people ask for your help with?

What is your area of expertise, training, etc?

What is your hobby that gives you joy when you just talk about it?

What subject, WITHIN YOUR NICHE, should you focus on?

For Example: GARDENING

- Indoor Gardening
- Outdoor Gardening
- Flower Gardens
- Vegetable Gardens
- Many, Many More!

Format for your Podcast

Video

- Recording Equipment
- Editing Equipment
- Help with cameras, etc.?
- Guests will need to be on camera
- Editing

Audio

- Recording Equipment
- Guests may be more comfortable
- Editing Equipment

Decide on the Length and Frequency of your Podcast

Shorter Podcasts allow more frequent episodes

- Average Drive Time is 20-30 minutes each way
- If you have a 15 minute podcast
- Allows for total consumption in one session
- It will not be “put off” until later due to time

Medium Length Podcasts

- 20 to 40 minutes in length
- Allows for total consumption with a dedicated time
- Publishing 2-3 episodes per week works best

Longer Length Podcasts

- 45 to 60 minutes or more
- They may not be completely listened to
- People are busy
- They tend to forget about your podcast
- Work best for interviews or with guests
- Should not be published more than once per week (or longer)
- On special occasions outside the normal episode publishing frequency

SECTION ONE HOMEWORK ASSIGNMENT TO HELP YOU GET STARTED!

Write out the answers to the following questions:

1. What is the main topic people ask for your help with?
2. What is your area of expertise, training, etc?
3. What is your hobby that gives you joy when you just talk about it?
4. What format are you considering for your podcast?
5. List the “pro’s and con’s” of each format for your podcast
6. Write a one paragraph statement of “WHY” you are choosing your particular format.
7. What length is your average podcast episode going to be?
8. What frequency will you publish your podcast?
9. WHY do you want to start a podcast??? Write a one paragraph answer to that question!

SECTION TWO

GOALS AND PLATFORMS

In this section I want to discuss the next two areas you will need to focus on in developing your podcast or online radio program. Those two areas are:

The Ultimate Goal of Your Podcast and Choosing a Hosting Platform for Your Podcast

1. Decide the ultimate GOAL for your Podcast!

- a. - Sell or increase sales of your products / services
- b. - Increase traffic
 - i. – Online
 - ii. - Foot Traffic through the door
 - iii. - Monetization of your podcast
 - iv. - List Building
 - v. - Provide Information Only
- c. I CANNOT ANSWER THIS QUESTION FOR YOU!

2. Choosing a Hosting Platform for Your Podcast

- a. This really depends on how you answered Question #1 (your ultimate goal).
- b. Self Hosted Platforms:
 - i. Word Press is the most common
 - ii. There are others out there, but you must know really know coding to do this
 - iii. Postive Aspects:
 - 1. You are the one in complete control at all times

2. Free or very minimal cost (once set up)
3. Nobody can take your content away or hold it hostage!

iv. CON's

1. No support help
2. No Promotional or Marketing help
3. No monetization help

v. ***Blubrry.com is the largest WordPress Theme podcast integration.***

1. Pricing begins at about \$12 per month
2. Increases based upon the amount of data you use for storage.

c. Professionally Hosted Platforms

- i. Too many too list completely
- ii. Costs and benefits may vary
 1. Dedicated support staff
 2. Help with Apple Podcasts (iTunes)
 3. Some help with marketing
 4. Some help with monetization
 5. Some have dedicated websites for you
 6. Will not slow down your website
 7. Sharp, well designed players

3. Some Common Podcast Hosting Platforms

a. This list is not complete and not intended to “endorse” any particular company. This information is provided to give you a brief comparison between companies. You need to research each one (and possibly others that are not listed) to do your own due diligence according to your own needs, abilities and ultimate goal for your podcast.

b. buzzsprout.com

- i. Pricing Starts at FREE and increases based on the total number of “hours” you upload each month.
- ii. Buzzsprout is one of the easiest platforms for entry level podcasters to use.

c. podbean.com

- i. Pricing Starts at FREE and increases based on the total number of “hours” you upload each month
- ii. Podbean has a wonderful user interface that allows you to upload, publish, manage and promote your podcast within its platform.

d. libsyn.com

- i. Pricing starts at \$5 per month and increases based upon total storage on their platform. (which means it gets more expensive the longer you are with them).
- ii. Libsyn was one of the first podcast hosting platforms (2004) and is the largest in the world (at this time).

e. SoundCloud.com

- i. Pricing plans start at Free and increase based upon total number of hours uploaded each month.
- i. SoundCloud is used by many musicians to host their music. Which there may be a built in audience of like minded followers if your niche would support them listening to you.

f. PodOmatic.com

- i. Starts Free and increases based upon storage use.
- ii. You are able to record your audio directly to the web and PodOmatic will produce a feed that loads directly to Apple Podcasts for you!

g. audioboom.com

- i. Audioboom is becoming a rising star in podcast hosting.
- ii. Prices start at about \$10 per month and increase based upon the number of episodes AND the number of plays each month.
- iii. This means the more popular your podcast becomes, you will pay a little more each month, based on your listeners use plus the number of episodes you load.

h. [speaker.com](https://www.speaker.com)

- i. Pricing starts at Free and allows you to increase based upon how often you want to go LIVE!
- ii. This could be considered a type of “online radio hosting” as well.

i. [blogtalkradio.com](https://www.blogtalkradio.com)

- i. Pricing begins at Free and can go to well over \$200 per month, based upon the broadcast time each month.
- ii. Blog Talk Radio is an online leader in LIVE, online radio because of its “Call In Feature” for guests.

There are many, many more platforms out there that will adequately service your needs. As I mentioned, there are too many to go into any detail here concerning them. Those platforms mentioned are not “endorsed or recommended” - I have only provided this list so you can do a good comparison of each platform through your own research.

Let me talk for just one minute about conducting LIVE, online radio. [BlogTalkRadio.com](https://www.blogtalkradio.com) and [Speaker.com](https://www.speaker.com) will probably offer the best “bang for the buck.” They are both well established and well known in the podcasting / online radio market place. So IF you are thinking of hosting your own online radio program AND want to have LIVE call in’s for your program, either of these two platforms would be a good place to begin your research.

SECTION TWO HOMEWORK ASSIGNMENT TO HELP MOVE YOU ALONG!

1. Make a list of the “goals” you have for your podcast. List at least 5 goals.
2. Choose ONE major goal
3. Research the professionally managed platforms
4. Compare multiple companies
 - a. The ones provided here should be a “start”
 - b. Do a “Google Search” to find more...

DO NOT SIGN UP FOR ANY HOSTING - YET!

Most companies will give you a FREE trial for a limited time...

We are not at the point of starting your podcast...

Wait until you are a little closer to publication...

Then use the Free Trials to do your “live” comparisons!

AND SAVE YOU MONEY!!!

SECTION THREE - EQUIPMENT

In this section, I want to discuss the equipment you may already have, the equipment you may need to invest in to get started and the equipment you may want to consider in the future.

First, let's look at the equipment you will need:

A computer!

A computer that should have as fast a processor as you can afford. The faster, the better.

Just about any computer built since 2015 should have the processor speed you need.

- PC: Windows 7, 8, 10 or later
- Mac: OS X or later

- RAM: 4gb is adequate
- If you can upgrade to between 8-16gb is better

Audio Software

PC: Audacity is a popular choice - Works on both Mac and PC

Mac: Garageband (usually pre-installed)

There is other editing software out there! Choose based upon your needs, desires and knowledge.

If you will be conducting interviews:

Skype is very popular and used throughout the world.

I also use Zoom - but there are many others that will work also.

The Microphone

In addition to the computer, the microphone is probably the most important item of equipment!

The better the microphone - the better you will sound. But you do not need to spend several hundreds of dollars just starting out!

Your computer "probably" has a built in microphone - Low quality - but it will get you started! Use what you have to see if it something you want to invest more money in!

USB Microphones is the most convenient to start.

Blue Yeti is a very good, USB microphone for the money. I have used the Blue Yeti for almost 5 years and have not had any problems at all. Cost will range between \$100-\$130 or so...

Rode Podcaster Microphone - A very good, USB Podcasting Microphone

- Used by many professional podcasters
- Cost will between between \$250 - \$300 or so

You can purchase a cheaper USB Microphone as well. Some podcasters like the microphone / headset combination. I used this when I "graduated" from using a cell phone to "call into" the hosting program and record my podcast. The difference in sound quality was dramatic! This is a good alternative to a stand alone microphone!

- Costs will vary between \$25-\$50 or so

Speaking of Headsets:

You SHOULD use a headset to help eliminate any feedback from listening to the interview over the computers speakers.

Things to consider as you get started:

Your first few episodes (maybe first 5-10 episodes):

- Use the equipment you have to start!
- Do not spend hundreds of dollars to “experiment”
- See if you enjoy podcasting
- Test your system to see what you “need”
- Only invest to increase the quality

Identify what is already installed on your computer!

Search for:

- Built in microphone
- Built in recording device
- Adequate storage space to store your files
- Any editing software already installed
 - Mac: Check for Garageband
 - PC: Check for “Windows Movie Maker”

Pro’s and Con’s of upgrading to better Equipment

Pro’s

- Better quality sound with better quality equipment.
- Will attract a more appreciative audience.
- Only have to learn how to use it once.

Con’s

- There is an outlay of additional funds.
- There is a learning curve you must go through.
- Many people do not know if they will “like” podcasting in the long run

Pro's and Con's of Using the Equipment you HAVE versus The Equipment You Want (or need)

Pro's

- Get started quickly.
- Get started as cheaply as possible.
- Maybe more familiar with existing software.

Con's

- Probably a lower quality product.
- Harder to switch to new equipment.
- Need to learn all over again.

Pro's and Con's of Purchasing New Equipment

Pro's

- Better quality sound.
- Will attract a more appreciative audience.
- You only have to learn how to use it once.

Con's

- There is an outlay of additional funds.
- There is a learning curve you must go through.
- Many people do not know if they will "like" podcasting in the long run.

What Equipment Will Be Nice To Have (at some point in the future)

I want to emphasize YOU DO NOT NEED THIS TO START

Quality microphone
Advanced editing software
Fancier Computer

Start With What You Already Have

Review

Start with what you already have

Only upgrade when necessary

- For processing speed
- Your RAM
- Your Storage Capacity

Be sure to SEARCH YOUR COMPUTER for software you already have!

SECTION THREE HOMEWORK ASSIGNMENT TO HELP YOU GET STARTED!

1. Search your computer for the equipment I listed previously.
2. Research the cost of upgrading if necessary.
3. Make a couple of short practice recordings using the software and equipment you already have!
4. Practice editing those files as well.

SECTION FOUR – Choosing a Topic and Developing an Intro and Outro

Choosing a Topic

This should be relative to your niche (which we discussed back in training #1).

For many people, they are experts at “something.” When you talk about something you are passionate about, you can talk for hours!

To keep track of topic ideas and to help keep track of topics you already talked about, I use what I call a **10 x 10 Matrix**

It is basically a spreadsheet. You can use an Excel Spreadsheet or just a piece of paper (if you want to go "old school").

In the first row across the top, write down DIFFERENT TOPICS around your niche that you could discuss or teach on for your podcast.

The first row should contain as many individual topics as you can think of in just the first few minutes...

For sake of this example, let's say that is 10 Different Topics!

The first row now has 10 major topics to discuss (within your niche).

As you talk about a sub-topic in an episode, Change the font color or draw a line through it, indicating you already discussed that sub-topic!

That way, you do not risk repeating yourself (which could happen if you have multiple topics to discuss).

A	B	C	D	E	F	G	H
Indoor Gardening	Outdoor Gardening	Greenhouse	Sheds	Potted Plants	Vegetable Gardens	#7	#8
seed plants	tilling the ground	controlling temp.	heated or not	sub-topic	sub-topic	sub-topic	sub-topic
tomatoes	fertilizer	materials	too hot in summer?	sub-topic	sub-topic	sub-topic	sub-topic
flowers	controlling weeds	raised platforms	Too cold in winter?	sub-topic	sub-topic	sub-topic	sub-topic
bulbs	time to plant	humidity control	Too dark?	sub-topic	sub-topic	sub-topic	sub-topic
sub-topic	seasonal plants	cold climates	Lilly's?	sub-topic	sub-topic	sub-topic	sub-topic
sub-topic	growing trees	hot climates	What other plants?	sub-topic	sub-topic	sub-topic	sub-topic
sub-topic	growing bushes	what types of plants	sub-topic	sub-topic	sub-topic	sub-topic	sub-topic
sub-topic	sub-topic	sub-topic	sub-topic	sub-topic	sub-topic	sub-topic	sub-topic
sub-topic	sub-topic	sub-topic	sub-topic	sub-topic	sub-topic	sub-topic	sub-topic
sub-topic	sub-topic	sub-topic	sub-topic	sub-topic	sub-topic	sub-topic	sub-topic

Intro's and Outro's for Your Podcast

The INTRO should reflect YOUR personality and the theme of your podcast! For example, I would not use a “Hip-Hop” song if my Podcast was about Country & Western music.

REMEMBER: People are coming to listen to your podcast to learn something! If you do not catch their attention immediately - they will be gone forever!

Keep your Intro SHORT - No more than 30-40 seconds or so...

It should welcome the listener to the podcast...

It should inform the listener about the subject matter (or niche) of your podcast...

...and it should introduce you as the host.

If you play 60 seconds of music and then have someone introduce your program for another 30 seconds, you have wasted 90 seconds of someone's time!

Other than raving fans - very few "new listeners" will stick around to even hear what this episode is about.

Just keep it SHORT, upbeat and go quickly into the actual podcast!

Your OUTRO is where you can take a little longer...

You have already provided the important information!

If they have listened all the way through, you can now provide them with your "call to action!" Ask them to:

Subscribe

Purchase

Leave a Review

You should only provide your contact information in the Outro:

Website

Email

If you have a "traditional retail establishment," then you should provide your physical address as well.

I would try to stay away from phone numbers and physical addresses, if possible. Especially if you are conducting an online business. You will receive calls from all over the world, at all hours of the night! (Don't ask me how I learned that lesson...)!

Many people listening to podcasts are doing so on their phones and do not have the ability to write down detailed information. So keep it short and give your website address. Ask the listener to contact you through the website. Make it easy for them to remember.

What is easier to remember while driving:

"Use the contact form at bobthibodeau.com."

Or

"Email me at bob@bobthibodeau.me or visit my website at www.bobthibodeau.com/contact or you can mail me at Bob Thibodeau, PO BOX 4936, Baltimore, MD 21220"

If you were driving in rush hour traffic or trying to cook dinner for the family, which method would you prefer?

How to Make Your Intro and Outro

Make it yourself...

Have a friend make it for you...

Hire a Freelancer to make it for you...

Fiverr.com is a great place to start - Try to have them put Royalty Free Music on the track and make your Intro and Outro even more professional sounding!

REVIEW

Use a 10x10 Matrix to help you create topics for your podcast episodes and to keep track of topics you have already discussed

Go ahead and create your Intro and your Outro!

HOMEWORK FOR SECTION FOUR

Create YOUR 10x10 Matrix for YOUR podcast!!!

Plan out your Intro and Outro.

Write out the exact script you want to use...word for word...

Keep it less than 40 seconds for the Intro not more than about 100-125 words...

Not more than 60 seconds for the Outro. Not more than 125-150 words total.

Search on Fiverr.com for voice over talent.

Go to Fiverr.com and research Voice Over talent...Listen to the samples and check out the rates...

Do not purchase the services at this time...Wait a bit more to make sure you are ready with the final scripted product before you spend the money to make your Intro and Outro!

SECTION FIVE - PLAN THE RECORDING SESSION AND EDITING THE RECORDING

Use your 10x10 Matrix

- Choose a topic from the top row (main topics).
- Chose up to three topics in the main topic column to discuss in that particular episode.

Create an outline of each topic you will discuss.

Plan the time you will spend on each topic (based upon the length of the podcast episode).

PRACTICE!

- There is nothing like practice!
- It will help you to stay on topic and on time.

Lay Out Your Recording Area

- Stay organized.
- Prepare yourself to record.

Try to stay ON TOPIC!

Try to stay ON TIME!

- If conducting interviews – Be sensitive to the TIME of your guest! They have dedicated a "portion" of their day for this interview. If you go over, you are interrupting other events they have scheduled into their day!

Don't forget to SAVE YOUR FILE!

Load your file into your editing software.

- For PC's: Audacity is probably the most popular
- For Mac's: Garage Band is pre-loaded and easy to use!
- If you do not include the Intro / Outro while recording, add it during the editing process.
- If an error was made during the recording, edit that portion of the recording in this step.

Save your “post-edited” file.

Convert your file to an mp3.

Be sure you cross off or otherwise “mark” the topics on your 10x10 matrix!

- Indicating you have already covered those topics.
- You do not want to cover the same things two or three times while leaving other topics uncovered.

HOMEWORK FOR SECTION FIVE

Plan out your first FIVE recordings!

If you are doing interviews:

- Plan on a series of questions you will ask every guest...
- Identify and ask some experts in your niche to be a guest on your podcast...
- Decide upon two or three hosting sites for your podcast...
(This is why we did not sign up for the “free trial offers” before).
- Next time, we will be testing each platform to decide which company you will go with.
- Start to practice with your editing software and become proficient with how to use it, all the features, etc.

SECTION SIX - RECORDING YOUR FIRST EPISODES

Recording your Introduction Episode

Use your 10x10 matrix

- This episode does not need to be an entire, full length podcast episode.
- It should be YOU doing the talking.
- Explain what the main topic is for your podcast. Discuss what the overall goal of your podcast is and how you will be helping the listeners.
- Use this episode to establish a relationship with your listeners!

PRACTICE

- Once you are comfortable with the content...**HIT RECORD!**
- Do it for real and save the file!
- Encourage your listeners to SUBSCRIBE to your podcast.
- Don't oversell this aspect. Just "mention it!"
- Encourage your listeners to SHARE on their social media.
- Encourage your listeners to leave a comment and rating.

If you are providing information or training:

- Use your 10x10 matrix.
- Pick two (or at the most three) topics to discuss.
- Don't rush through them, but don't drag it out either.

If you are conducting interviews:

- Line up two or three guests in advance (one for each episode).
- Send them a request for information.
- Make sure they are aware of the time commitment for the episode.
- Honor your guest's time – DO NOT GO OVER!
- Prepare for the episode.
- ***Do your research.***
 - Use the talking points they provide to you.
 - Go through every menu section of their website.
 - Study their “about me” section.
 - Type out an introduction using all of the information you gathered for the background of the guest.
 - Type out a list of questions and topics you would like to discuss

During the Interview:

- Start your interview by getting them to talk about themselves
- If they have a book, course or program, allow them to give a promo at the beginning of the episode (in case somebody does not listen all the way to the end). They will appreciate that.
- Allow them to talk about their product and to give the URL.
- Then go to your first question on your list.
- At the end of the interview, allow your guest to promote their product one more time.

After the interview:

- Label each episode in sequential order. You can use episode numbers - but for your own use only. Apple Podcasts (formerly iTunes) does not want episode numbers in the TITLE.
- Easier for you to promote and provide links by using episode numbers
- Create a folder labeled “Draft” or “Edit.”
- Place your recently completed recordings in this folder.
- Create another folder for each episode inside the “edit” folder.
- Put all notes, recordings, etc., concerning this episode inside this folder for easy reference.

Practice Editing Your Files and Using the Editing Software:

- You should have decided on what editing software you will use
- You should have been practicing (by now) with this software
- There are too many various programs for me to go into detail on “how to edit”
- Reach out to the software company if you have questions
- Do a Google Search or a YouTube search to learn how to use the software.
- Download some other podcast or music files
- Practice adding your Intro and Outro using your software
- Practice splitting the main recording file into two or more equal sections
- Practice exporting the final file to your desktop

IMPORTANT – IMPORTANT – IMPORTANT

- **DO NOT PUBLISH or even SHARE these edited practice episodes!**
- **This is for YOUR PRACTICE ONLY!**
- **Once finished – DELETE IT!**
- **Copyright violations can cost you BIG FINES and possibly JAIL TIME!**
- **THIS EDITING PRACTICE IS FOR PRACTICE ONLY!**

EDITING SOFTWARE RECOMMENDATIONS

- **For PC's – Audacity is the probably the most popular**
 - <https://www.audacityteam.org>
 - Adobe Audition is another popular PC editing software
 - <https://helpx.adobe.com/support/audition.html>
- **For Mac's – Garage Band is pre-installed, FREE and works great!**

EDIT YOUR EPISODE RECORDINGS

- Create another folder and label it “Ready to Publish” or something similar
- Once edited (Intro/Outro and any other editing is completed), Load it to the “Ready to Publish” folder

UPLOADING YOUR FILES TO YOUR HOST COMPANY

- You should have been reviewing the costs and benefits of the different hosting companies
- Now it is time to sign up for the FREE TRIAL offer on three of them
- You will load the “ready to publish” episodes to each platform
- Load your INTRODUCTION episode first, followed by three or four others
- Test the ease of use
- Test the ability to customize the appearance of the website
- Test the customization of the built in player
- Test the ability to load episodes but “schedule” them for publishing at a later date and time
- Test all of the functions and features you feel you would like to use
- Ask a trusted friend or relative to go to each platform and test these things also
- Ask that person to rate each platform for you

CHOOSE WHICH PLATFORM PERFORMS THE BEST

- Pay attention to the LENGTH of the Free Trial
- Your Free Trial will vary from platform to platform
- ***TWO DAYS BEFORE THE SHORTEST FREE TRIAL EXPIRES***
 - Make the decision on which platform you will initially use
 - Complete the registration for that platform
 - **CANCEL ALL OTHERS**

SECTION SEVEN

APPLYING TO APPLE PODCASTS

(Formerly Known As iTunes)

Just prior to the completion of this book, Apple announced it is revamping and reorganizing iTunes and Apple Podcasts. We knew this was coming, but we did not know when. I believe that is one reason the Lord has not allowed me to complete this book until now. It would have been outdated almost immediately!

So, concerning Apple Podcasts – we do know one thing...

The major hosting sites will be setting their platforms up in order to make it very easy for you to sign up and send your podcasts to Apple Podcasts (or whatever the name of the Podcasting sites will be on the Apple Platform).

These hosting sites MUST adapt. Many were caught off guard and were not expecting these changes to take place this fast. But the ones I have been in touch with have all communicated with me. The common theme is, “We are working on adapting our platform in order to accommodate our customers in their ability to utilize the new Podcast Platform for the replacement of iTunes.”

Every platform I have been in contact with said they were would be developing the changes “behind the scenes” and would automatically implement the changes for their customers.

The major item you will need to be concerned with is the CATEGORIES your podcast will be listed in. Although the hosting companies will provide assistance, it will be YOUR responsibility to make sure the category is correct for your podcast.

We do not have the information at this time on how we can correct and fix the category tags. But it will be EASY to do. Most platforms will probably have the ability to do this “built into” their platform.

Bottom line: CHECK WITH YOUR HOSTING COMPANY!

They will have the latest information for you.

They will be able to provide help through their SUPPORT SYSTEM for you as well.

When you do submit your episodes to iTunes, I recommend you send, at a minimum, the following number of episodes (depending on the length and frequency of your podcast):

Less than 15 minutes in length: 5 episodes if published 1-2 times per week

Less than 15 minutes in length: 10 episodes if published 5-7 times per week

30 minute program: 5 episodes if published 1-2 times per week

30 minute program: 10 episodes if published 5-7 times per week

60 minute program: 5 episodes if published 1-2 times per week

60 minute program: 10 episodes if published 5-7 times per week

WEEKLY or BI-WEEKLY PROGRAMS: 5 episodes

MONTHLY PROGRAM: 3-4 episodes

The reason for this number of episodes is because of TRACTION.

You need to generate interest among your friends, followers and family and ask them to help you in promoting your new podcast. Keep them in the loop on when you will be submitting your podcast to Apple Podcasts.

Then, once approved and you have your links from Apple, PROMOTE – PROMOTE – PROMOTE!

Ask you friends, followers and family to help you by doing the following:

1. Listen to each episode.
2. SUBSCRIBE!
3. Leave a comment AND rating!
4. SHARE with their friends and family and ask for help in promoting your podcast!

By doing this, you will catch the attention of the algorithm being used and, “perhaps” your ranking on the Apple Podcast platform will increase.

Why do I say, "Perhaps?"

Because we do not know WHAT this new platform will be tracking until it is rolled out in the fall of 2019. It will take some time for people to begin to analyze what is being tracked and how to improve their rankings.

BUT – Congratulations!

**You've made it this far and you have your very own
PODCAST!**

Only 1% of the people in the USA have a podcast!

YOU ARE PART OF THE 1% (You should get a T-shirt that says, "I'm part of the 1%" – that will catch people's attention)!

Now, let's move on to the last section: MONETIZATION!

SECTION EIGHT

MONETIZATION OF YOUR PODCAST

Monetizing your podcast is more than just “making money.”

First, you need to promote your podcast and get a following. Nobody is going to invest in you and your podcast if nobody is listening! So you need to start promoting and growing a “raving fan” base of support.

There are various platforms that will help you to do this:

1. Social Media (Facebook, Twitter, Instagram, even YouTube videos).
2. Email
3. Word of Mouth (among friends and family)
4. Attend Conventions and Meet Up groups

Each one of those areas can be a book all onto itself. So I will not go into detail in this book to explain each one of those areas.

Just understand this – failure to use ALL of them will limit your growth.

If you do not implement ANY of them, it will ensure YOUR FAILURE.

So, even if you can only implement one or maybe two of the above ideas, at least you are doing something!

My suggestion is Social Media and Word of Mouth – FIRST!

You have a relationship with many people on Social Media platforms! It is time to “cash in” some of that “relationship currency.” Ask for their help!

Word of Mouth is based up on “relationships” as well.

Email is kind of “impersonal” but effective. It can also get annoying if you keep pestering people’s inbox all of the time. Which is why Social Media platforms are the preferred way of doing this.

Conventions and Meet Up groups will help you in establishing the RELATIONSHIPS you will need to grow. But this area should be the LONG TERM approach – not short term.

Your first three or four conventions, you will meet many people. Stay in touch with them. Follow them on social media. Comment on their posts.

**DO NOT PESTER THEM ABOUT
SUPPORTING YOUR PODCAST!!!**

You have not established that “relationship currency” yet!

It will take you three or four conventions to have a “relationship” established with “a few” other podcasters who can help you. I emphasize “a few.”

Let’ say you meet 20 podcasters at Convention #1.

At Convention #2, you meet 20 more, but reconnect with 10 from the first convention.

At Convention #3, you meet 10 more, reconnect with 10 from convention 2 and 5 from convention #1.

At Convention #4, you reconnect with the 5 from the first convention, 5 more from the second convention and 5 more from the third.

You now have 15 people you have built a “Social Relationship with. It has taken you at least one year, and probably two years, to do this. But those friends you have made will be able to help you take your podcast to a higher level.

That is what I mean by a “long term” approach to growing your podcast.

Let’s look now at INTERVIEWS!

Interviews are a great way to grow your following!

Why?

Because when you interview someone on your podcast, you can promote their interview to your followers and on social media. This will generate interest in listening to your podcast and possibly more subscribers (followers).

In addition, you provide the other person links to their interview on your podcast. You ask them to share the links on their social media (and 90% will). This exposes you to an entirely NEW audience that you never had access to!

The idea is to leverage THEIR FOLLOWERS to become YOUR FOLLOWERS because of the perceived “relationship currency” you have with the other person!

Obviously, the more influential or famous the other person is – the more impact their interview will have among those that follow you. The more “currency” you will generate as well (both “relationship” and “actual” currency)!

SOME POPULAR MONETIZATION TECHNIQUES

BANNER ADS

You can sign up for Google Banner Ads and have them placed on your website. If anyone clicks a link to check out an ad while on your website, you get credit for the click. In addition, “usually,” if a person should make a purchase through that click, you will earn a commission (called an “affiliate commission”).

You can do a search on how to use Banner Ads on your website and how to sign up for that service.

SPONSORSHIPS

You can approach other marketers, retail establishments and other business owners in your area and ask for their help in promoting your podcast. Usually, the businesses will have to somewhat relevant to what the subject genre is for your podcast.

By that, I mean relevant to what your audience will be expecting.

For example, if you have “car repair podcast,” you would not be advertising things for women’s makeup services. On the same note, if you have a “Beauty Line” podcast, you would not be searching for advertising sponsors from a “hunting club” in the area.

The sponsors you approach should be relevant to the genre and audience of your podcast.

Also, unless you have thousands of downloads “per episode,” do not think you are going to be making a lot of money from your sponsorships. Your sponsors want to see a return on their investment (ROI). If you only have a few dozen downloads per episode, you are not going to be able to get hundreds of dollars from sponsors on a regular basis. The math just does not work in their behalf.

Instead, approach the businesses with an idea of something like, “\$50 for a 30 second – on the air – read of your ad. At the beginning and the end of the show. For an entire month.”

This will allow you to get established at a rate the business owner may be willing to try. It will allow you to practice your ad reading and managing the time during the recording to insert ads. It will allow you to share with other businesses what you are currently offering.

Once you get through the first month, it is time to renegotiate. If you still have no other sponsors, ask the current business to renew for another month. If you have a couple of other prospects that want to sponsor your show, you need to become creative in your offers.

You can offer a “pre-roll” ad to one sponsor and an “end of roll” ad to the other sponsor. Or you can alternate episodes. One episode is “Sponsored by ABC Company” and the next episode you will say, “Sponsored by XYZ Company” – and then read their ads.

Once you utilize this approach and begin to generate a list of sponsors, you can then change your offers to “sponsoring an episode” itself. If you are offering a 5 day per week episode publishing plan, you could have five different sponsors. Offer each sponsor “Monday” or “Tuesday,” etc.

When you grow beyond those five sponsors – then you can shape your advertising plan even more unique to what your program is about. You can offer Sponsor #1 a pre-roll. Sponsor #2 a “mid-roll ad” (where you take 30 seconds and read the ad in the middle of the podcast). Sponsor #3 can have the “end of roll” ad. That allows you to have up to 3 different sponsors for each episode.

Of course, once you get to this level, you should be charging each Sponsor PER EPISODE. That may mean dropping your price to \$10 per episode. Or even lower if you see fit to do so. If you have 10 sponsors all giving you \$10 per episode and each sponsor 5 episodes per month, you are \$500 income.

The possibilities are almost endless with this technique.

DONATIONS

Donations are handled almost in the same manner as Sponsorships. The only difference is you will not be reading an ad in the pre, mid or end of roll sequence. You will simply have a spot at the beginning of your program where you will announce, “This episode is brought to you by the ABC Company! If you are looking for _____ then you need to contact the ABC Company at 123-456-7890 or ABCCO@ABC.com

SELLING ADVERTISING

Similar to BANNER ADS, this method of advertising is to take LOGO, PICTURE or to create a type of ad that will appear on your website (clickable, of course). Visitors to your website will be able to see the ad and click on the ad for more information.

Be prepared to attach a pixel to the ad and share the stats with the client. They will be interested in seeing the ROI for their ad.

You can also offer this method of advertising as an “upgrade” to your Sponsors! Not only will you read their ad during your recording, they can also have their own “banner ad” on your website throughout their contract period of sponsorship (one week; one month, three months, etc.).

PRODUCT SALES

You can offer your own products for sale through your podcast episodes.

The most successful of these is the FREE OFFER.

Create a comprehensive “checklist” or “e-book” that you can offer your listeners for free. It should be immediately downloadable. To do this, you should have three things set up to help you.

1. A stand alone page on your website that will “hold the offer.”
2. An auto-responder landing page to collect the contact information of the listener desiring the free offer.
3. A simple URL to send your listeners to to “get the free offer.”

For example, let’s say you have a free offer of “7 Steps to Effective Weight Loss” for your listeners. During the podcast episode, you will direct them to go to your website at mywebsite.com/7stepstoweightloss.

Have this set up to direct them to your auto-responder landing page. Have a short description of the offer and ask for “the best email so I can send you your report now.”

When your listener completes the form and hits, “Send My Report,” they are immediately redirected to the page on your website (for example: mywebsite.com/7stepstoeffectiveweightloss). Once on that page, they will see the link to directly download the report.

Simple! Effective!

How does having a FREE OFFER help to generate revenue for your podcast?

GREAT QUESTION!

Remember “Relationship Currency?”

If all you are doing is “selling” to your listeners, some will buy, but many will not. You have no idea who is even looking at the ads.

But if you offer a QUALITY product for FREE – you will generate more interest.

By providing the free offer immediately, you build credibility with your listeners.

Switching your free offers at least once per month also adds credibility.

Since you now have the contact information, you can stay in touch through email marketing and offer books, coaching programs, etc. This is how you can generate additional income through your podcast.

CROWD FUNDING SOURCES

You can also use PATREON and other sources to help generate income. Some people have a lot of success in using these platforms. That being said, many do not.

Each platform has its own way of doing things. Each platform has its own target market.

You may even be on multiple crowd funding platforms. It all depends on what you feel comfortable doing.

I recommend you go to the various platforms and read up on each of them.

IN CONCLUSION ON MONETIZATION:

I cannot say you will generate ANY income from ANY of these sources. It is entirely upon YOU to decide which, if any, of these ideas you choose to test and implement.

There is nothing wrong with testing all of them.

Typically, most successful podcasters will use a combination of each of these ideas.

Think of it like this. If you generated \$50 per month from each of these ideas, you would have over \$250 of income.

You would also have a good, working idea, of which type of monetization techniques you enjoy the most. You can also keep track of your "Return on Investment" (ROI) for each technique. Then, maximize the one or two or three that are working the best and eliminate the techniques that are not working.

CONCLUSION

CONGRATULATIONS!

If you have made it this far – you should have your podcast up and running!

You should have some listeners!

You should have some reviews!

You should be on iTunes!

You should be all over social media!

You could even have some income starting from podcasting!

YOU ARE AWESOME!

I want to stay in touch with you. If you have any questions, do not hesitate to reach out to me through my website: www.bobthibodeau.com

HAPPY PODCASTING!

BOB THIBODEAU