## Podcast Notes

**Recording**

* Quiet space
* Invest in a really good microphone
  + Do NOT go overboard
  + USB input to computer is super handy
  + Brands to check out
    - Nessie from Blue Microphones
    - Podcaster from Rode Microphones
      * Both come with a pop filter built in (help w the Pah & other sounds)
* Mobile Recording
  + Download app or use phone audio
  + Still need quiet space + close to mic to be heard
  + Microphones
    - Iphone
      * i-XY from Rode
    - Mobile Unit
      * Zoom H2N
* Music
  + Be sure to use royalty FREE music

**Editing**

* Tools
  + Audacity
    - FREE download
    - Helpful manual for use

**Marketing**

* Writing short blog post or email newsletter w link to audio
* Websites to post podcasts to:
  + [Itunes](https://www.apple.com/itunes/podcasts/)
  + [Spreaker](https://www.spreaker.com)
  + [PodcastOne](https://www.podcastone.com)
  + You **WILL** need the feed URL
    - [www.(website).com/feed](about:blank)
    - Need Branding Information
    - Will take a couple weeks to launch

**Content**

* If you are passionate about it, there is an audience out there to listen to it
* Content options
  + Interviews
  + Thoughts on a topic
  + Curated programs - headlines in the industry you're in
    - Listen to already launched podcasts in your field

**Best Practices**

* Put your best foot forward
  + Put out the highest quality audio
  + Post consistently
  + Publishing a consistent show length
* Promote on Social Media
  + - Twitter
    - Facebook
  + Promote on Website/Newsletter
    - Post CTA for subscription
* Marketing your products/services
  + - Short ads in a consistent part of the podcast
      * Middle (take a short break)
      * Conclude with ad
* Care about what you say
  + If you don’t, then why should anyone else?
* Find your Niche
  + Knowing your buyer personas & attracting the right people
  + Get feedback from your audience
  + Be different! Don’t follow suit with what everyone else is doing
* Educate, Inspire OR Entertain your listeners
  + If this isn’t offered, you will lose listeners
* Listen to yourself
  + Is it what you want it to sounds like, cover, etc
  + Change your perspective to the listener & see how you can improve
* Embrace the format
  + This unique platform will take time to gain confidence & understanding of what your listeners want and need from you
    - Talking to yourself into a microphone