## 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
		- 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