



MAKE ME A PODCASTER

2 DAYS, HANDS-ON WORKSHOP

This is what we are going to cover

- Change the next year of your life
- Clarify your concept
- Working on your podcast brand
- Hardware & Software systems
- Recording your intros & outros
- The format of your show
- Record, edit & publish your first episode





BUT FIRST ...

- I have NO filter
- Bear with my accent
- There is a lot of content here, so I will try to get through as much as possible; and give you some homework
- There is NO silver bullet, or a one size fits all strategy
- My main aim here is to remove the 3 main obstacles for first time podcasters
- You will have access to the membership for the next year, so please use the accountability sessions to make sure shit gets done

The great thing about the next 2 days are...

- we have some pretty cool people in the room
- we are going to work on your best thinking
- we are going to learn how to use recording equipment best
- we are going to collaborate
- we are going to record, edit & publish



Lets meet the peeps...

- Name
- What you do?
- What part do you really love to do?
- What is the one thing that you'd like to get today?

[illegible]

A dreamcatcher is centered in the upper half of the image. It features a black circular frame with a white web inside. The web is made of black threads forming a series of concentric circles and radial lines. Several light brown feathers are attached to the bottom of the frame. The background is a plain, light gray surface.

Time to catch some dreams...

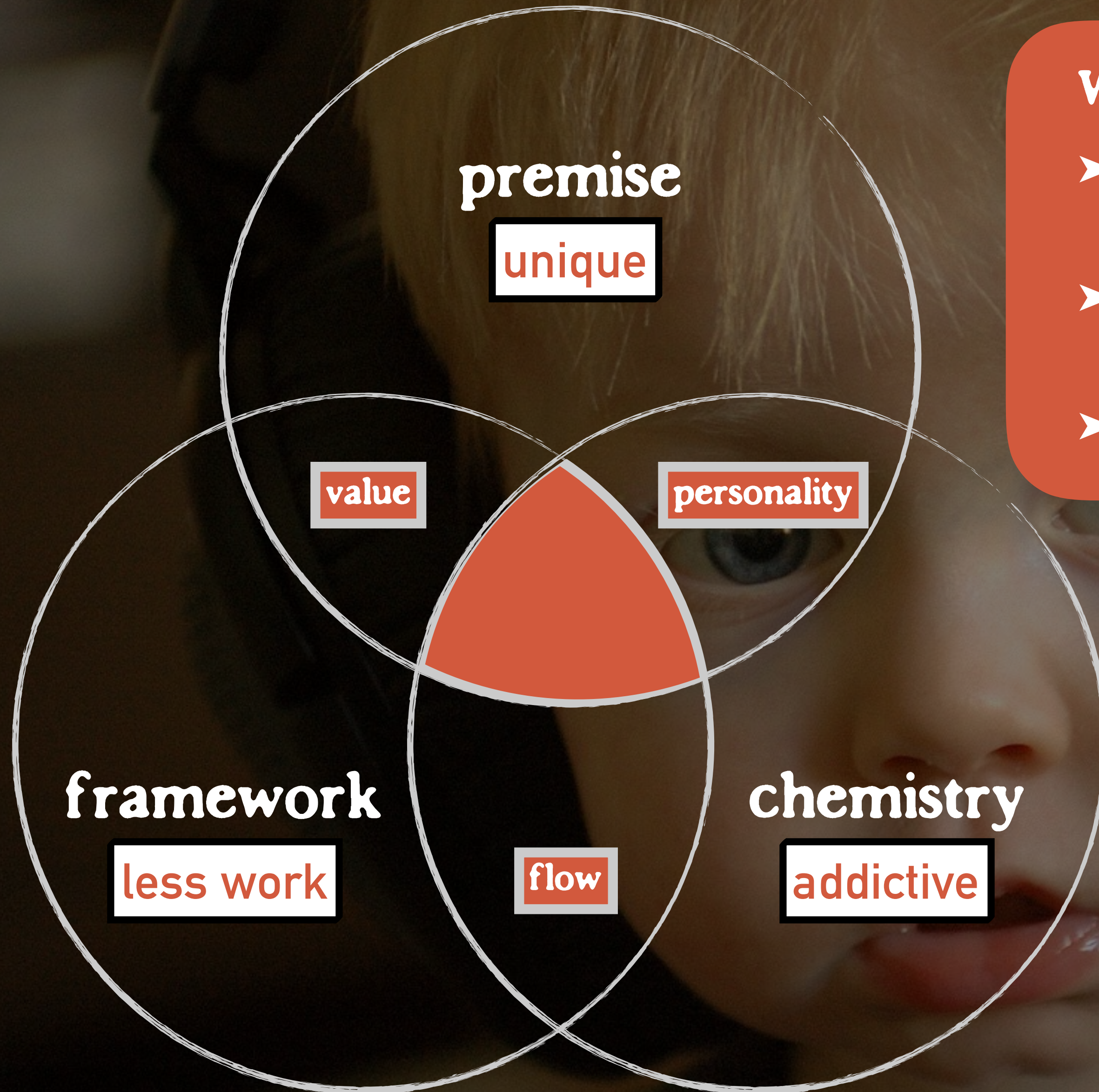
How do you feel?



THE
RECIPE
FOR A
PERFECT
PODCAST



THE RECIPE FOR YOUR PERFECT PODCAST



WITH A PERFECT PODCAST

- your audience will market it for you
- your guests will market it for you
- other podcasters will interview you

**So, let's
start with
the end
in mind.
Who the
fuck is
going to
listen?**





Who is your ideal listener?

- WHAT FRUSTRATES YOUR IDEAL LISTENER?
- WHAT DOES YOUR IDEAL LISTENER WISH THEY HAD MORE OF?
- WHAT DOES YOUR IDEAL LISTENER WISH THEY HAD LESS OF?
- WHAT DO THEY SECRETLY FEAR?
- WHAT DO THEY WISH WHY COULD DO, BUT CAN'T?



Ultimate Pain



Problem 1

Problem 2

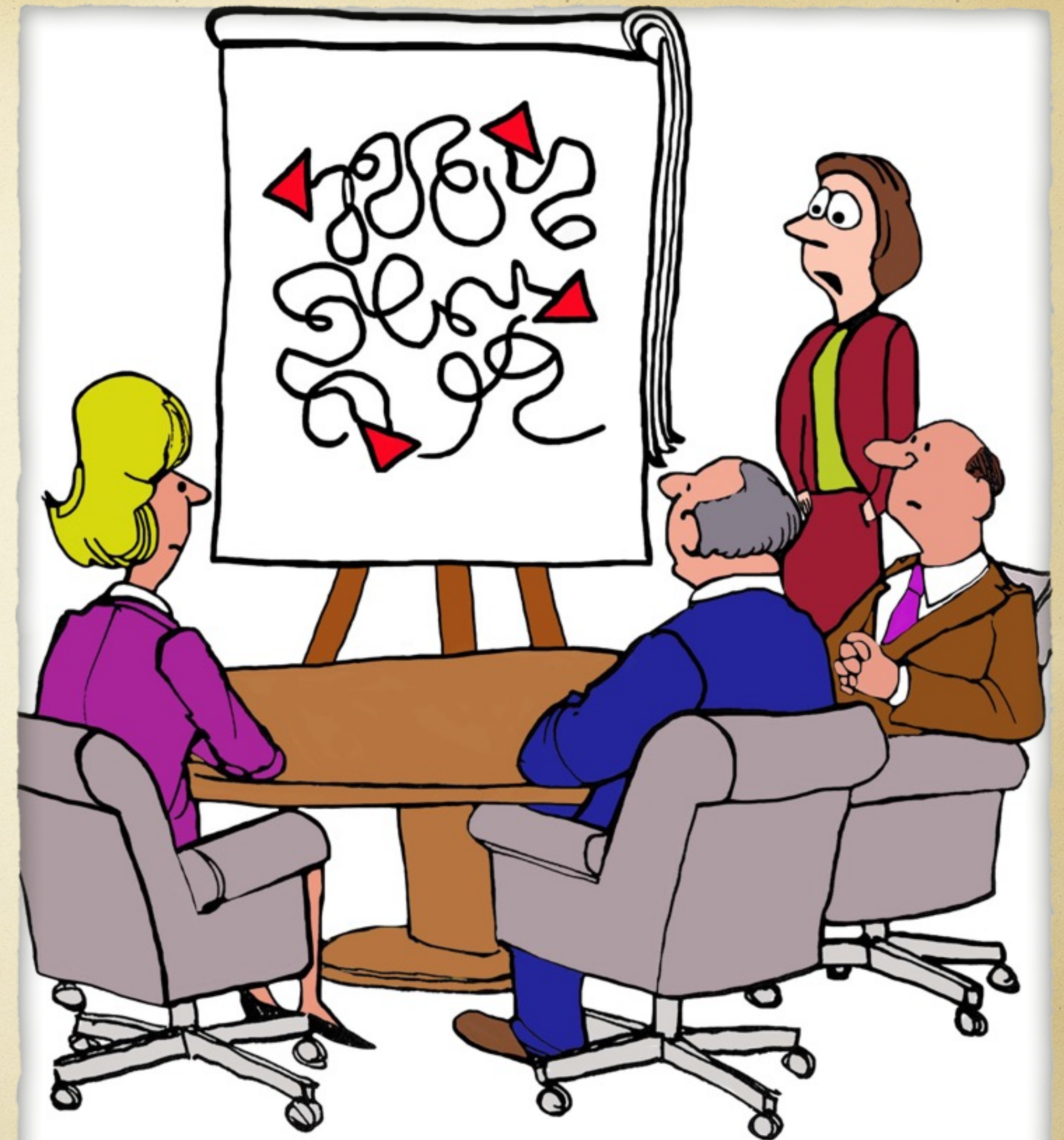
Problem 3



As a result of their problems

...

- ★ THEY OBVIOUSLY HAVE AN
ULTIMATE PAIN
- ★ THEY HAVE A BUNCH OF
SYMPTOMS
- ★ THEY MAKE A BUNCH OF
MISTAKES



“The way forward is clear.”

Morning Tea Time



Why is branding such a big deal?



Top 10 Reasons why your brand is so fucking important

1. Branding promotes recognition
2. Your brand tells people about your podcast's DNA
3. Your brand helps set you apart from the competition
4. Your brand provides motivation and direction for your listeners
5. A strong brand generates referrals
6. A strong brand helps your listeners know what to expect
7. Your brand represents you and your promise to your customer
8. Your brand helps you create clarity and stay focused
9. A strong brand provides your business value
10. Your brand helps you connect with your customers emotionally



What is included in your brand?

- YOUR IMAGES
- WHAT YOU PROMISE YOUR LISTENER
- YOUR INTROS AND OUTROS
- YOUR BACKGROUND MUSIC
- YOUR CONVERSATIONS
- YOUR SOCIAL MEDIA POSTS
- YOUR WEBSITE
- **AND, YOU!**



What is your podcast business about?

- ARE YOU DOING IT FOR MARKETING?
- ARE YOU DOING IT FOR PR?
- ARE YOU DOING IT TO BUILD RELATIONSHIPS?
- ARE YOU DOING IT TO MONETISE?
- ARE YOU DOING IT AS A PASSION PROJECT?

Why is your podcast going to be a



Will you be interviewing?



- Who will you be interviewing?
- What do they do?
- Where will you find them?
- Pick 3 ideal guests to interview



3 words to represent your



brand

3 words to represent your



tone

Images you need



YOUR PODCAST TILE - SQUARE



EACH EPISODE TILE - SQUARE



BLOG FEATURED IMAGE



It's Lunch



Oh-no! Its hardware time

What hardware you have



How it all plugs in





It's time to work the software

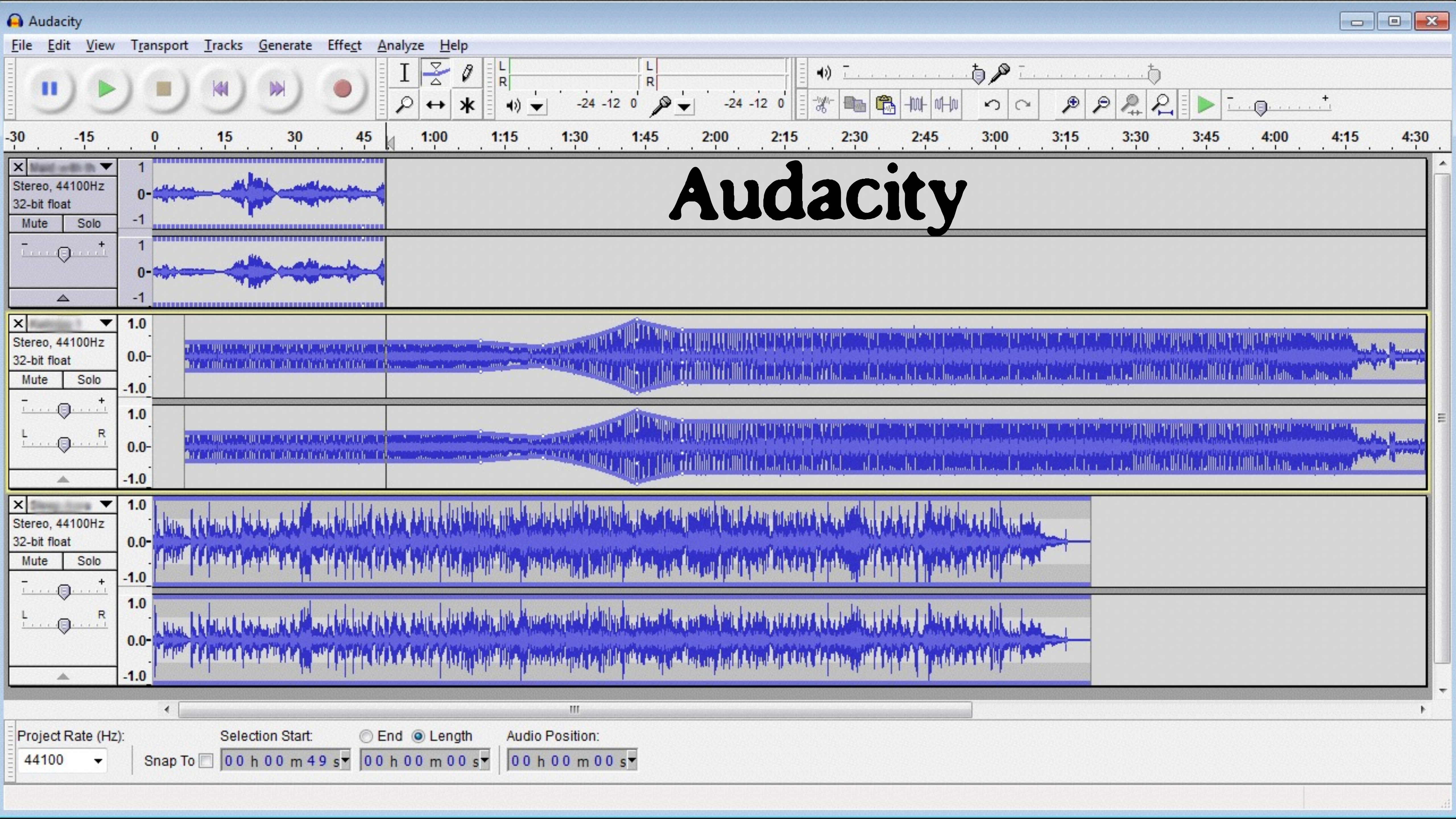
1. Software to establish connection
2. Software to record



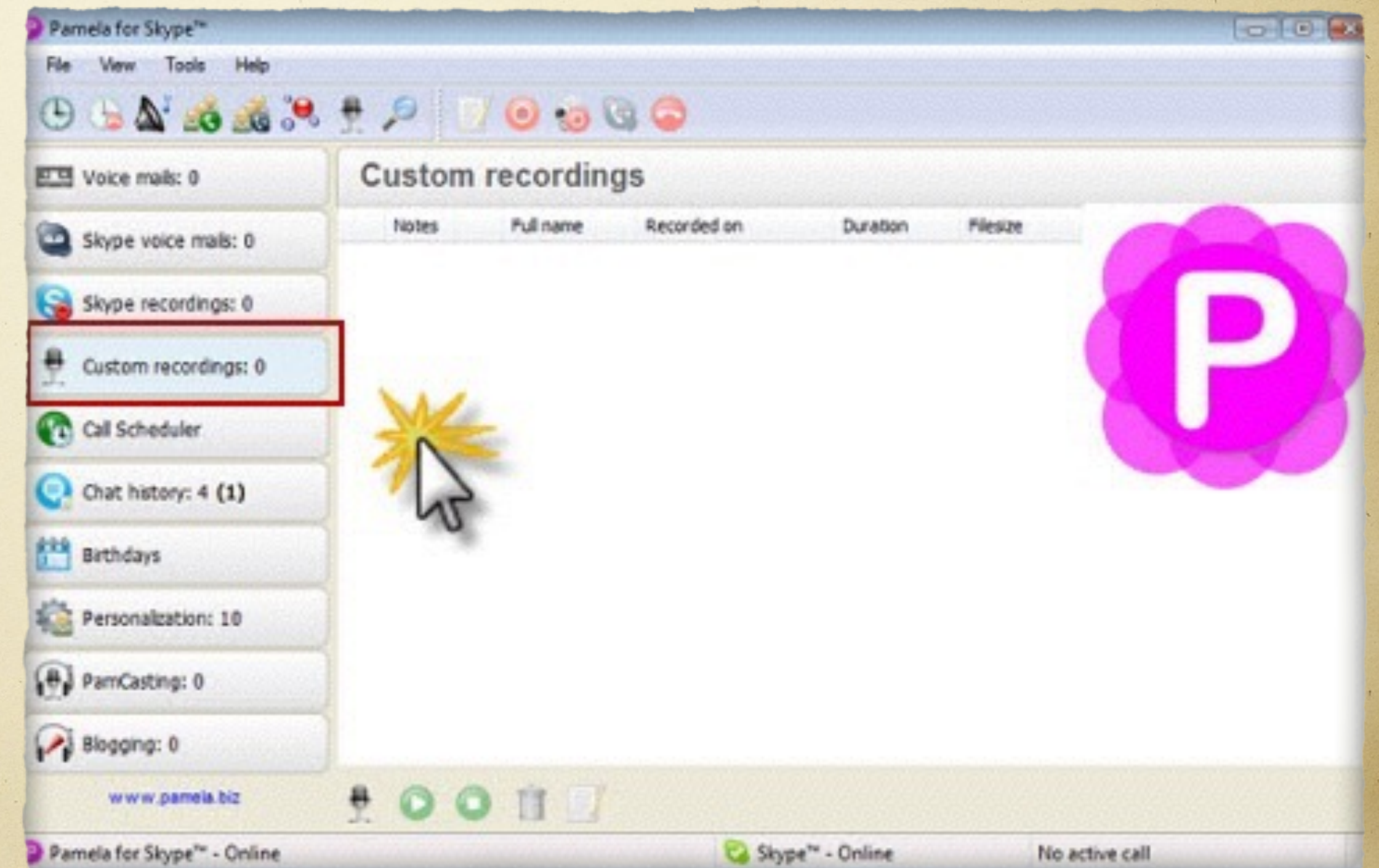




Adobe Audition



Other Recorders



Afternoon Tea



Why are intros & outros important?



Intro components

SHOW NAME

HOST NAME

QUICK SUMMARY OF THE SHOW

INTRODUCE THE HOST

Outro components

SHOW NAME

HOST NAME

CALL TO ACTION

WEBSITE URL



Let's record some shit





The road to
SUCCESS
is always under
construction

End of Day 1