

# **Make Your Own Podcast:** **Bring it to Life**

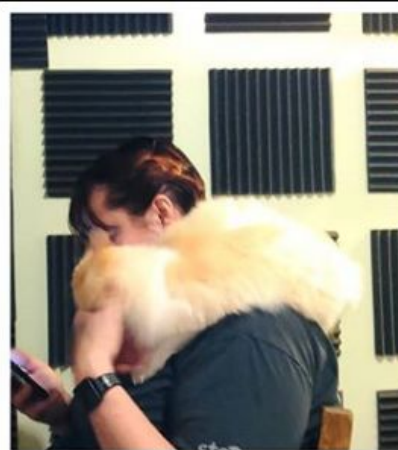
**Spark Central**

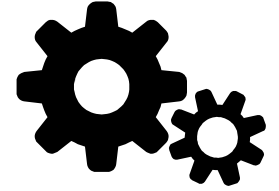


# Intro!

**Andrea Parrish**  
**Jeremiah Puhek**

A Thousand Things to Talk About  
(With Aspen the PodCat)





# Podcasting 101

**Pre-production**

**Audio Basics**

**Launching!**

1.

# Parts & Pieces

The things you need to launch



**Name**



# Naming your pod

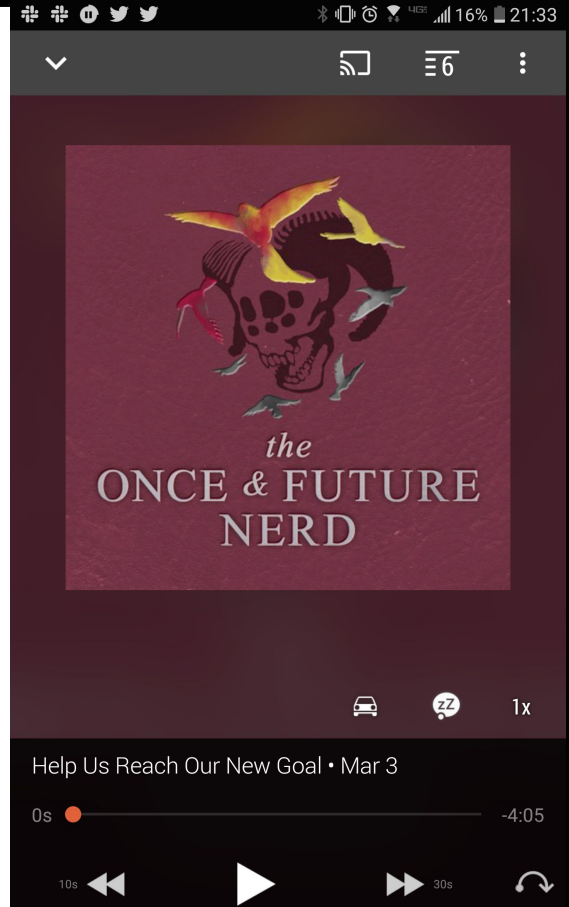
- Easy to say
- Easy to spell
- Not easily confused with other media
- Not too long
- Available! [namechk.com](https://namechk.com)



# Visuals

# Get the look right

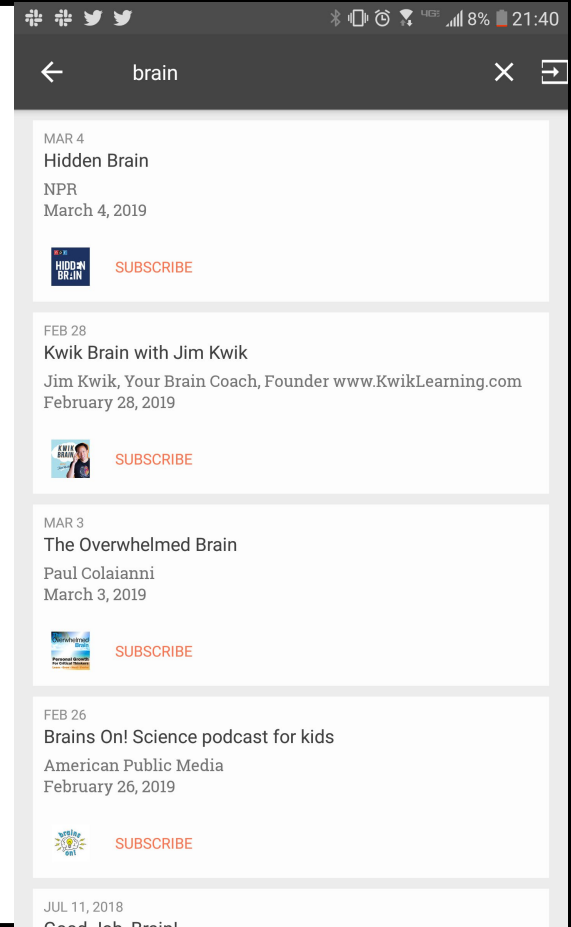
- Featured tile
  - 3000x3000
  - 72 dpi
  - RBG color space
  - JPG or PNG
  - Displays as small as 50x50
- [Pablo.buffer.com](https://pablo.buffer.com) square





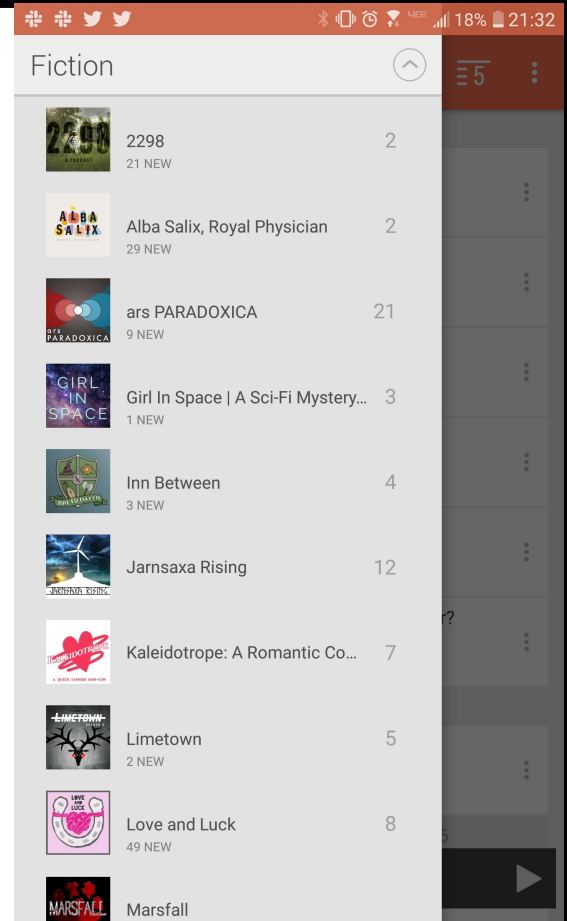
# Get the look right

- Specific
- No more than 3-4 words
- No more than 2 fonts
- Avoid microphones in 99% of cases
- Match with your branding



# Get the look right

- Build branding standards
- Horizontal, vertical, & square
- Write down the details
  - Font
  - Colors (in 6-digit HEX code)
  - Save raw images





# Hosts

# Two kinds of hosts



## Website host

- Online home
- Transcripts
- Press kit
- Social media links
- Etc etc

## Audio host

- Stores & serves up files
- Provides RSS feed
- May provide statistics



# What you need:

- Website host & website
- Audio host
- RSS feed with metadata
- Statistics engine

# Your options : Free



## Website Hosts

- Wordpress.com
- Wix
- Weebly
- Google sites

## Pros

- Free!
- Easy to build

## Cons

- Not flexible
- Need separate audio host
- Long domain names

# Your options : Free



## Audio Hosts

- Soundcloud
- Archive.org
- Podomatic
- Podbean
- Amazon S3

## Pros

- Free!
- May help you get found

## Cons

- Very limited upload length
- May lock down your files
- No scheduling

# Your options : Paid



## All-in-one solutions

- Simplecast (\$12 / mo)
- Libsyn (varies)
- Blubrry (varies)

## Pros

- Built for podcasting
- Does a lot of your heavy lifting

## Cons

- Websites are very limited



# Your options : Paid



## Website hosts

- Squarespace
- RadioPublic Podsites
- Wordpress

## Pros

- Much more flexible
- Domain names
- Much more user-friendly

## Cons

- May require an audio host
- Depends on the host

# Your options : Paid



## Audio Hosts

- Bluburry
- Castos
- Art19
- AudioBoom
- BuzzSprout
- Podiant
- Pinecast
- Spreaker
- Etc etc etc...

## Pros

- Pricing is often flexible
- Help troubleshooting
- Can do some heavy lifting

## Cons

- Read agreements carefully
- Requires a separate website



# Documentation

# Internal Notes



## Show Paperwork

- Co-host agreements
- Guest releases
- Season 1 sketch
- Financial agreements
  - Artists
  - Editors
  - Actors

## Metadata

- Naming scheme
- Full - Special - Trailer
- Category
- Keywords

## Project Management

- Have a system!

# Press Kit



## Basic information

- Introduction
- 1-paragraph summary
- Release schedule
- Accessibility
- Contact information
- Social information
- Download & Subscribe info

## Cast & Crew

- Names
- Contact / social info

## Share the joy

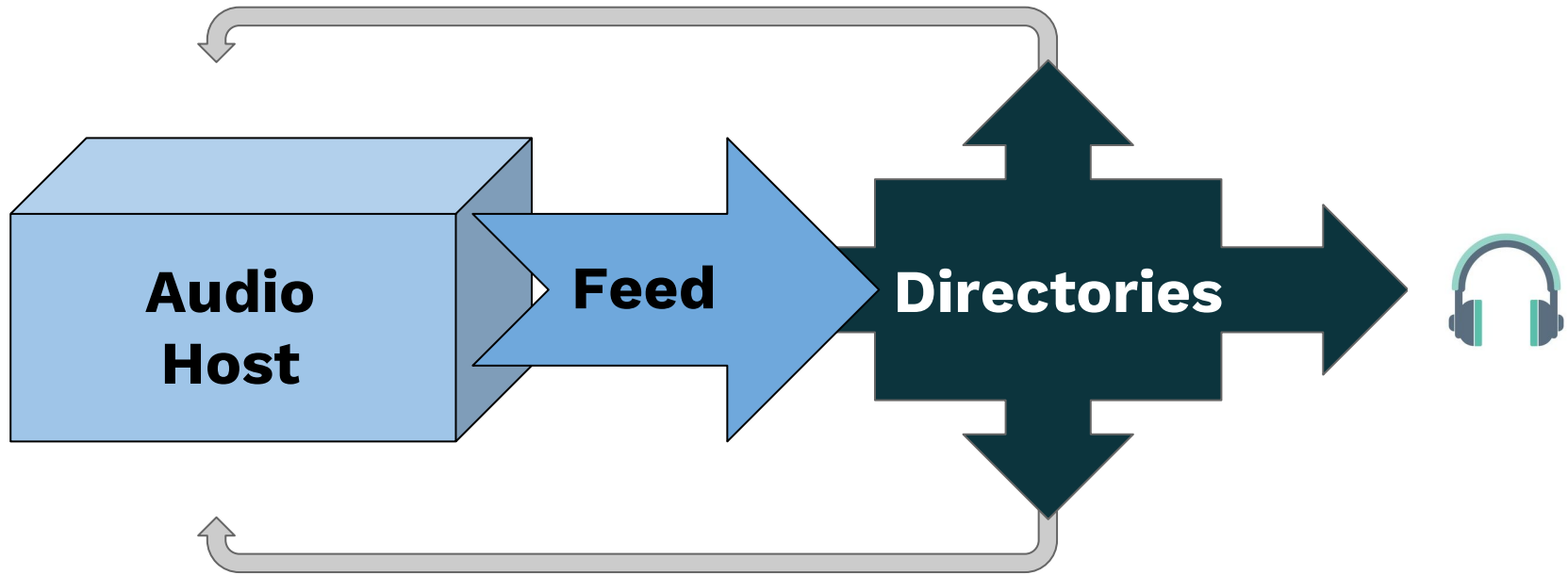
- Press quotes & coverage
- Stats & data
- How to support the show

2.

# Submitting

Getting your podcast into directories

# RSS Feed Basics



# Once you're ready



## Pre-launch checklist

- Website
- Press Kit
- Launch date
- Audio host
- Trailer
- Artwork
- RSS feed link

## Submit to:

- iTunes
- Stitcher
- Spotify
- Google Podcasts
- RadioPublic



3.

# Marketing

Finding listeners & soon-to-be fans



# Social Media

## **Choose a few networks**

Facebook

Twitter

Instagram

Reddit

LinkedIn

## **80% of the time**

Related topics

Be a fan!

Look & feel

Get involved

Reply & engage

## **20% of the time**

Post about your show

Episode announcements

Topical discussion

Anything but just a link



# Journalists & Press

## **Announcements**

- Big name guests
- New seasons
- Conference presentations
- Guest spots

## **Create Events**

- Trailers & release dates
- Conference involvement
- Crowdfunding efforts

# Press & Media Info



## Information to gather

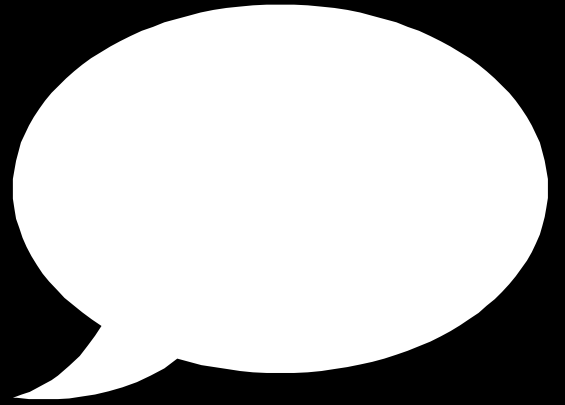
- Names
- Contact information
- Social media info
- Review standards
- Publications

## Podcast Journalists

- Publications
- Indie writers

## Your niche

- Local journalists
- Magazines & blogs
- Indie writers



# Be a fan!

Podcast creators are advocates, too

4.

# **Making Money**

Creating a self-supporting hobby



# **Selling Advertising**

# Advertising Basics



## How to charge

- CPM - Cost per mille
  - Charge per 1,000 listens
  - Based on downloads
  - More assured
- CPA - Cost per acquisition
  - Discount codes
  - Pay per sale
  - More lucrative

## Where they go

- Pre-roll
- Mid-roll
- End credits

## How they sound

- Pre-recorded
- Live read



# Advertising Basics



## Don't get stuck in cash

- Money is great
- Stuff is too
  - For yourself
  - For your Patrons

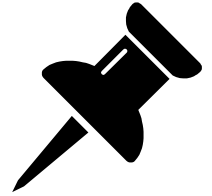
## How to sell

- Advertisecast
- Midroll
- Pitch your own



# Going Direct

# Direct Support

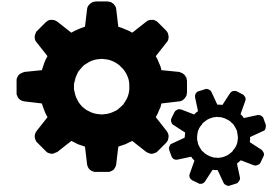


## Free Episode Support

- Ko-Fi
- Patreon
- Kickstarter & GoFundMe
- RadioPublic Paid Listens
- RadioPublic Tips

## Paid Episode Options

- Patreon Extras
- Paywalls
- Album sales



# Podcasting 101

**Pre-production**

**Audio Basics**

**Launching!**

## **More resources:**

**[AndreaParrish.com/podcasting-101](https://AndreaParrish.com/podcasting-101)**

## **Contact Us:**

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