CREATING YOUR OWN PODCAST

Part 1
Recording & Uploading
Your Show

Instructor:

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@LynetteRadio

About Lynette Young

- Founder, Purple Stripe Productions

- Co-Founder, ClaimWizard.com

- LynetteYoung.com/social

- @LynetteRadio

- Geek Girl #50

Get This Slide Deck!!

PurpleStripe.com / geekgirl

to get a PDF copy of this
slide deck & links
to every resource!!

Why Podcasting??

49% of Americans Have Heard of Podcasting
(161 million people)

1/3 of Americans Have Listened to a Podcast
(107 million people)

17% of Americans Have Listened to a Podcast in the Past Month
(50 million people)

Edison Research, April 2015

What You Need To Get Started

Initial Show Setup

Regular Episode Production

Podcasting Workflow

1. Record Episode

2. Edit Episode

3. Tag Episode

4. Episode Show Notes

5. Upload Episode

6. Promote Episode

What You Need To Get Started

Hardware

Software

Hosting

Podcasting Hardware

USB Microphone
Blue Microphone

Recording Device
PC

Laptop

Mobile

Podcasting Software

MAC
Garageband

Audacity

PC
Audacity

Podcasting Software

iOS

Garageband

BossJock

Android

Cogi

Skyro Voice Recorder

Podcasting Software

MAC

Skype

Call Recorder

Windows

Skype

Pamela

Podcasting Hosting

libsyn

10 YEARS +
SERVING
THE PODCAST
COMMUNITY

25 THOUSAND +
PODCASTS
HOSTED BY
LIBSYN

44 MILLION +
MONTHLY
AUDIENCE
MEMBERS

2.6 BILLION
PODCAST
DOWNLOADS
IN 2014

Starts at $7 per month

Initial Show Setup

Show Branding

Record, Edit & Tag Show

Submit to Directories

Show Branding

Cover & Episode Art

JPEG or PNG file format (RGB color)

Minimum size of 1400 x 1400 pixels

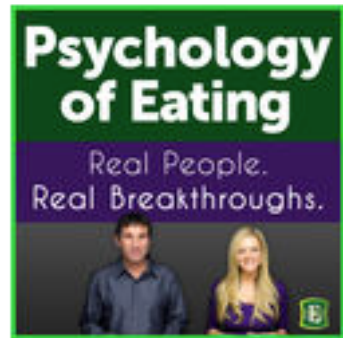Maximum size of 3000 x 3000 pixels

Tips

Use bold color

Avoid white background

EASY TO READ TEXT (san serif)

Avoid fine details (gradients, sketch drawings)

Show Branding

Psychology of Eating
Marc David and Emily…

The Giant Beastcast
Giant Bomb

Mystery Show
Gimlet

The SourceFed Podcast
SourceFed

Reconcilable Differences
Relay FM

Olympus Inspiration | For Your | Success |…
Gene Giannotta

Write With Impact with Glenn Leibowitz
Glenn Leibowitz

Nom Nom Paleo Podcast
Nom Nom Paleo Pod…

KickAss Politics (Preview Station)
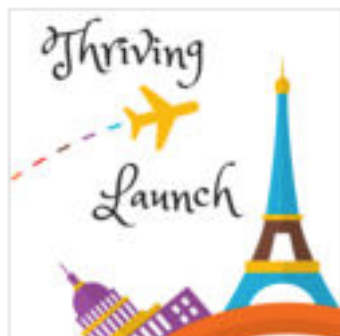Mathis Entertainment,…

Cortex
Relay FM

Angela Yee's Lip Service
Loud Speakers Network

Organize Mindfully
Twice a week intervie…

Dear Hank & John
Hank Green and John…

Thriving Launch
Kamala Chambers an…

The Craft of Marketing: Content…
Hosted by Seth Price:…

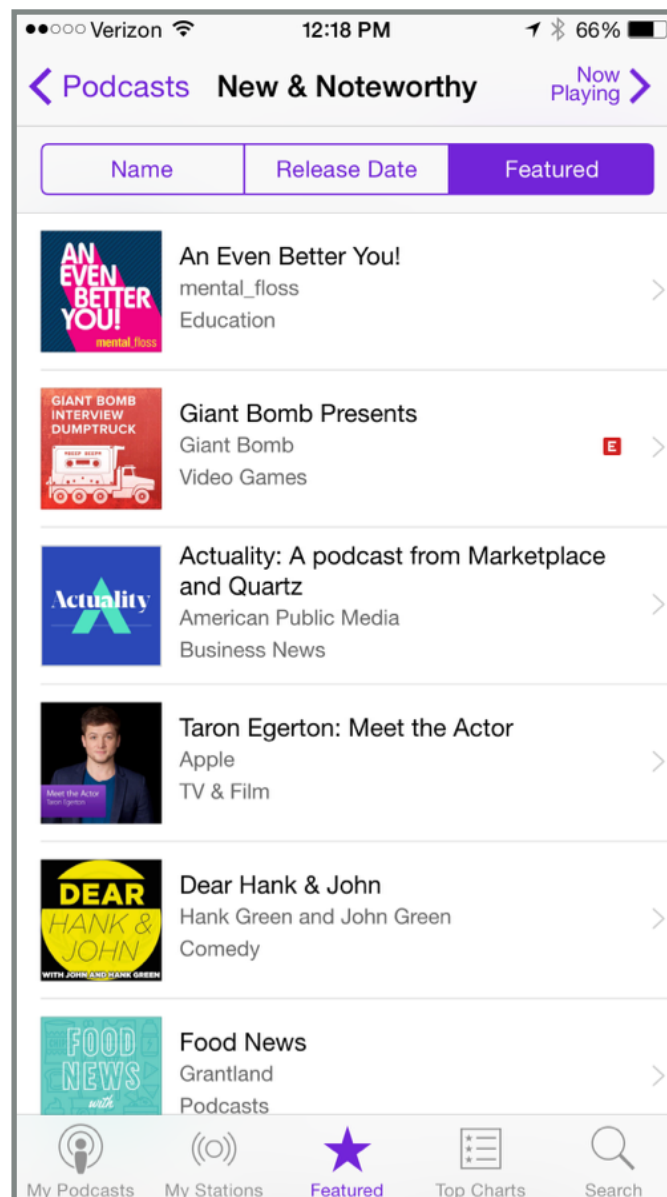**The Big Podcast With Shaq**
PodcastOne

Business Reimagined with Danny Iny | The…
Danny Iny, Creator of …

The Primal Endurance Podcast
Mark Sisson

Show Branding

Record, Edit & Tag Show

USB Microphone

Blue Microphone

Recording Device

PC (Mac or Windows)

Laptop (Mac or Windows)

Mobile (Apple or Android)

Record, Edit & Tag Show

Technical MP3 Specs

MP3 Format ONLY

Stereo Bit Rate: Constant 192 kbps**

Sample Rate: 44.1 kHz

Channels: Mono

http://support.libsyn.com/faqs/

recommended-file-formats/

**gets cut in 1/2 when Mono

** 96 kbps = 0.75 MB per minute

Record, Edit & Tag Show

Intro

Show Number & Title

Host & Show Bio

Episode Topics (TOC)

Outro

Ratings & Reviews

Website URL

Call to Action

Configure Show on Host

Submit to Directories

iTunes

To submit your podcast feed, click Submit a Podcast in the Podcast Quick Links of the Podcasts section in the iTunes Store.

An Apple ID is required.

NEVER let someone else submit your show for you —> THEY WILL **OWN** IT IN ITUNES! <—

Submit to Directories

Stitcher

Content Provider application:

http://www.stitcher.com/content-providers

Regular Episode Production

Record, Edit & Tag Episode

Upload Episode to Host

Promote!

Stick Around
for
Part 2!!

What You Need To Get Started

Hardware ➡ Software ➡ Hosting

Initial Show Setup

Branding ➡ Record/Edit/Tag Show ➡ Directories

Regular Episode Production

Record ➡ Upload ➡ Promote

Podcasting Resources

PurpleStripe.com/geekgirl

★ ShePodcasts.com

★ PodcastingSchoolForWomen.com

★ LearnHowToPodcast.com

★ PurpleStripe.com/product/podcast-consulting

Thanks!!

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