

# How To Start Podcasting

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## Why I started podcasting:

- Love radio - NPR
- Was blogging [taotechingofsales.com](http://taotechingofsales.com)
- [Golfsmarter.com](http://Golfsmarter.com)
- [AutomateMySmallBusiness.com](http://AutomateMySmallBusiness.com)
- IBM

## Why SalesBabble.com?

- Chance to share to non-sellers
- Meet interesting people
- Grow my craft

## Reasons to Podcast

- Create authority
- Direct access to experts
- Try out ideas
- Marketing products and services

## Types of podcasts for content creation

- Teach (focus on others)
- Journal (focus on you)
- Solo
- Interview
- Storytelling

## How to publish your content to the world

1. Record audio
2. Upload onto media server and get unique URL
3. Create blog post, share URL on blog with player on webpage
4. Share RSS from website or media server to syndicate channel:
  - a. iTunes
  - b. Stitcher
  - c. GooglePlay



- d. Spotify
  - e. YouTube
  - f. PlayerFM
5. People subscribe on players and when a new episode arrives it's on their list

### **Equipment for recording**

- Does quality of sound matter? Yes AND No
- Mike-USB-Computer
- Mike-USB-iPad
- Mike-USB-DAR (digital audio recorder)
- Two feeds require a mixer
- I recommend the ATR2100

### **How To Record**

- Audacity recording software - it's FREE
- Concerned about level - Goldilocks settings, not too high nor too low but JUST right
- Echo - good microphone and a mixer can remove echo
- Tracks - to overlay sound
- Format - intro/outro/
- Music - don't infringe on copyright
- Edit vs no edit

### **Media Servers**

- Designed to stream audio quickly
- Allows for sudden scaling
- Website hosting could have issues with speed
- I use **Libsyn** - comes with a player to post on website (plugin and embed)

### **The Trouble with Metrics**

- Many players in the world (not one like Youtube)
- Can only measure if file downloaded
- No metrics on where play starts or played to completion
- Some systems download it local, you don't get metrics
- Downloads aren't people

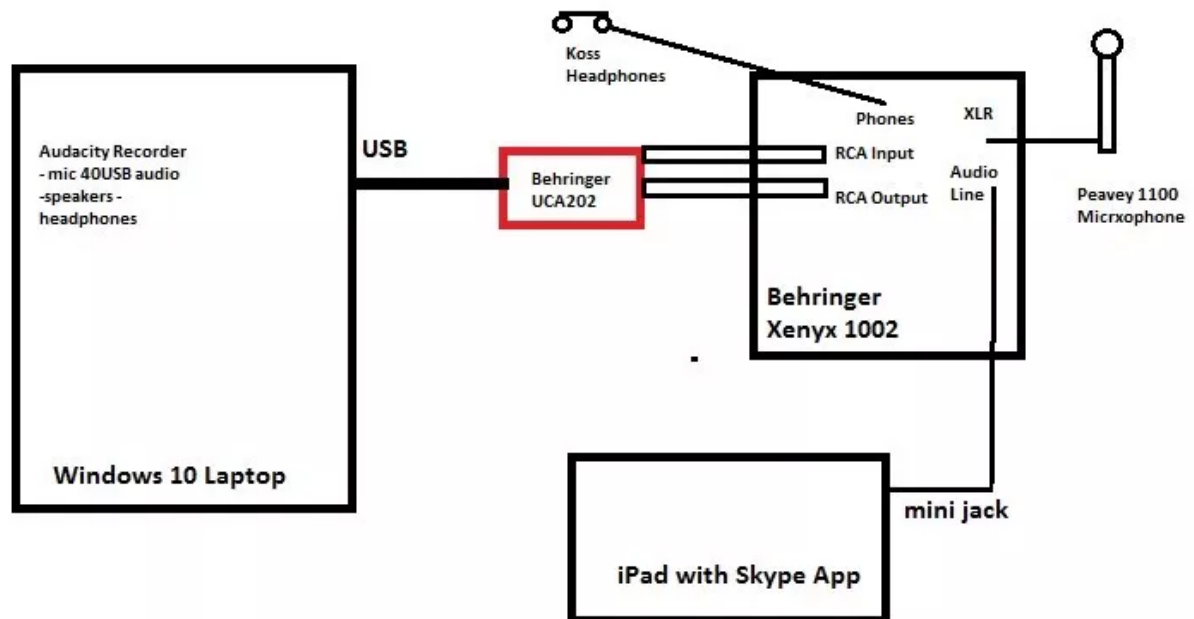
### **How to market a podcast**

- Word of mouth - not the traditional manner.
- P2P People to People
- Podcast to people

## Email

- Automated email - I use Active Campaign
- Keep people up to date on the podcast
- Social media too, again what really matters is what people subscribe on players

## Sales Babble Studio



## Mobile Podcasting Demo

- Two ATR2100 mic with foam wind screens and stands
- Two XLR cables
- Mixer - USB Dual Pro
- USB connector to computer
- USB connector to iPad
- BossJock app (\$10)