



***LOOK
INSIDE!***



An Earful of Advice for the Podcasting Beginner



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AT A GLANCE

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INTRODUCTION

Tune in to the podcast boom

Podcasting has developed steadily and become an important element in the mix of millions of content marketers. A [2017 report from Edison Research](#) indicates:

- 60% of Americans are now aware of the term “podcasting,” a 6% increase from the prior year.
- 40% claim to have listened to a podcast.
- Listening has increased across all age groups.
- 24% listened in the last month, 15% in the last week.
- 28% of Americans say they follow companies and brands in social media, but among podcast listeners, 47% do so (from the 2016 report).
- 65% use portable devices to listen to podcasts.

Edison concludes podcast listeners are affluent, highly educated, and committed to tuning in. They report a mean time amongst weekly listeners of over four hours.

Clearly, podcasting represents an amazing opportunity to be heard by and connect with your audience. Podcasting gives you the power to educate, entertain, inform, inspire, get laughs, incite tears, and touch listeners on an emotional level.

It’s easy to get started with podcasting. This beginner’s guide was developed to help you understand the essentials. It features six top podcasting experts who offer insights and advice to help you get the ball rolling and master the medium quickly.

So, listen to this...

THE AUTHENTIC CONNECTION



Jon Nastor is the host of [*Hack the Entrepreneur*](#) and co-host of [*The Showrunner*](#), from the Copyblogger/Rainmaker podcast network. Jon is an entrepreneur in the software industry, a rock 'n' roll drummer, and author of the book [*Hack the Entrepreneur*](#).

Highlights from my interview with Jon include:

- How podcasting appeals to the new on-demand media audience
- How podcasting connects the host and listener
- Why the podcast audience is special
- Getting over the reasons to avoid podcasting

To listen to the interview, make sure to open the PDF in a desktop application, such as Adobe Reader, and not a browser.

Audio files are available in the full version.

The following is an edited transcript of the interview with Jon on **THE BENEFITS OF PODCASTING.**

A minority of content marketers host a podcast (though the percentage appears to be growing). I began by asking Jon, “Why podcast?”

Jon: It can completely transform your life and your business. I’m Canadian, so I’m going to give you a hockey quote. Wayne Gretzky, who played in Los Angeles for a long time but was our Canadian hero... one of his definitions of why he was so successful was because when he played on the ice, he didn’t go where the puck was, he went where the puck is going. And, to me, we are 100% moving.

[*The Long Tail*](#) book came out 10 years ago now or something, and it was an idea that maybe is where we were heading, but now with on-demand publishing, and on-demand Netflix, everything is going on-demand. We want to consume our content when we want to consume it, where we want to consume it. We want to consume as many episodes or as many TV shows in a row as possible. So, to me, not only is that where the puck is going in some aspects of our lives, but with radio, and as we commute, we are absolutely 100% heading into that.

In the next year or two, we’re going to be there with technology in phones and cars and everything. Everyone is going to want to consume their audio when and where they want to. So, as a personal brander or as a business, we should all be focusing on on-demand audio, which is in essence, is podcasting. And that is just positioning yourself so that when the puck ends up there, you’re there waiting for it just like the great Wayne Gretzky. You’re just already there when the market appears and shows up there.

So, go where the market is going. It’s going to on-demand audio, video, everything. Be there when it arrives.

Barry: *Gretzky also said something to the effect of you can’t score if you don’t shoot. (It was actually, “You miss 100% of the shots you don’t take.)*

Jon: He took shots, and took shots, and took shots. And those are all things that we need to do. I’ve literally built an audience from scratch, as they say, with nobody knowing who I was 18 months ago—in my own house, in a tiny little city in Canada, in the middle of nowhere, not in New York, not San Diego—with a laptop and a relatively cheap microphone.

It has brought me here with you, Barry. It has brought me to the table with Copyblogger and Rainmaker. It has brought me into millions of peoples’ earbuds. That’s a pretty powerful thing. All else being said, to me, that’s why to podcast. I didn’t have special skills. I didn’t have special technology. I wasn’t in the right place, but I was in the right time. And we all are right now in the right time to take advantage of this movement and shift in the marketplace.

I asked Jon if podcasting delivers a degree of connection that goes beyond the written word.

Jon: Yeah, it does. I think it allows you to go deeper. The written word obviously has a powerful place for connection, but this is where we are unedited, for the most part—unscripted. Once we attain that level of comfort behind the microphone, this is where, as writers, you write and then you edit, and you edit, and you edit, and you edit, and then you publish.

SOUND GOOD WITH SOLID TECH



[Pamela Muldoon](#) has decades of experience in podcasting, radio, and voiceover services. Pam is a content strategist at The Pedowitz Group and has two podcast shows in the works: VO B.O.S.S. and [Content Strategy 365](#).

Here are some of the highlights from my interview with Pamela:

- Why it's important to get a host and RSS feed
- The key podcast distribution networks to use
- Smart software choices for recording and editing
- Suggestions for selecting your microphone

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WHAT TYPE OF SHOW SHOULD YOU HAVE?



Jay Baer is the founder of [Convince & Convert](#), which offers five popular podcasts including *ContentPros* and *Social Pros*. Jay is a popular keynote speaker and the author of multiple best-selling books, including [Hug Your Haters](#) and [Youtility](#).

Here are some highlights from my interview with Jay:

- The many benefits of the interview format
- Insights about co-hosted and solo podcast formats
- Recommendations for your program's length and frequency
- When and why to outsource some of your podcasting tasks

(This audio interview is not available.)

BE MY GUEST



Kerry O'Shea Gorgone is the host of the [Marketing Smarts](#) podcast, from MarketingProfs. She's also the company's Director of Product Strategy, Training. Tune in every week for Kerry's podcast, featuring in-depth interviews with smart marketers from all walks of life.

These are the highlights from my interview with Kerry:

- Tips for getting experts to be guests on your show
- How to prepare to do a great interview
- Creating programs your audience wants to hear
- When to talk and when to listen

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BUILDING AN AUDIENCE FOR YOUR PROGRAM



Seth Price is the chief instigator at Placester, where he has multiple marketing-related roles and currently serves as the VP of Industry Relations. He hosts two podcasts: [Craft of Marketing](#), his personal show; and [Marketing Genius](#), for Placester.

Here are the highlights from my interview with Seth:

- Important things to consider when creating your podcast
- How to publish your programs on your blog
- Using social media and email to promote your program
- Building a tribe of advocates
- A rapid-fire session on effective promotion tactics

Listen to the interview:

[Audio files are available in the full version.](#)

HELLO... IS ANYONE LISTENING?



Christopher Penn is the co-host of the long-running and popular podcast, [Marketing Over Coffee](#). He's the VP of Marketing Technology at SHIFT Communications.

These are the highlights from my interview with Chris:

- Where to look for useful analytics
- A "rapid fire" session on potential metrics
- The best tools for evaluating your podcast
- Smart ways to continuously assess and refine your podcast

Listen to the interview:

[Audio files are available in the full version.](#)

ABOUT



MarketingProfs is a rich and trusted resource that offers actionable know-how designed to make you a smarter marketer—from social media and content marketing to lead generation and online conversions. Nearly 600,000 MarketingProfs members rely on our free daily publications, virtual conferences, and more to stay up-to-date on the most important trends in marketing—and how to apply them to their businesses. Plus, MarketingProfs delivers enhanced professional development training through online seminars and short webcasts, in-depth how-to reports, research, interactive planning tools, online courses, and in-person events. MarketingProfs helps the smartest marketers worldwide turn even the toughest marketing challenges into success stories.

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