

Podcasting for Authors

What's Up With Audio?

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| Audio is the fastest growing part of the publishing industry. |
| Audiobooks saw a growth of 22.7% from 2016 to 2017! |
| 1 out of every 10 books sold is in audio |
| At least 21% of Americans own a smart speaker (Amazon Echo, etc.) up from 7% in 2017 |

**Edison Research, Nielsen*

Why Podcast?

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| Audio is big - both podcasts and audiobooks are growing rapidly. |
| Your voice in listeners' ears creates a strong connection and fosters engagement. |
| You can stand out since few authors have their own podcasts. |
| Interviews can help you build relationships with people in the industry. |
| It's another platform to share your creativity and ideas |
| People listen longer than they watch a YouTube video or read a blog post. |
| You learn to be a better communicator and storyteller. |
| Possibility for monetization |

Starting Your Podcast

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| What are Your Goals? | <ul style="list-style-type: none"> • What do you hope to accomplish? • Is it measurable? How will you know when you've succeeded? |
| Determine Your Why | <ul style="list-style-type: none"> • Who is the show for? • How will it benefit them? • How will you stand out? |
| What Kind of Podcast? | <ul style="list-style-type: none"> • Solo • Interview • Multi-host • Roundtable • NPR-style audio magazine |
| Choose a Name | <ul style="list-style-type: none"> • Create a subtitle, short & long descriptions |
| Other Questions | <ul style="list-style-type: none"> • How long will it be? • What's the format? |
| Content | <ul style="list-style-type: none"> • Brainstorm potential topics & guests |

Distribution

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| iTunes / Apple Podcasts |
| Spotify |
| Google Play |
| Stitcher |
| Soundcloud |
| YouTube |

What Do You Need?

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| Equipment <ul style="list-style-type: none">• Microphone (Audio-Technica ATR2100-USB)• Mic stand• Windscreen or pop filter |
| Recording & Editing Software <ul style="list-style-type: none">• Quicktime• Audacity• Garage Band• iMovie |
| Interview Software <ul style="list-style-type: none">• Skype• Zencastr• Ringr• Cleanfeed• Zoom |
| Podcast Host <ul style="list-style-type: none">• anchor.fm (record & host for free)• Podbean• Buzzsprout• Libsyn |
| Cover Art |
| Optional <ul style="list-style-type: none">• Domain name• Transcription• Music & professional intro• Post-processing: Auphonic.com |

How to get on podcasts

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| Listen to the show first. |
| Follow their pitch directions. |
| Pitch in a way that centers them and their audience. |

Be a Good Podcast Guest

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| Listen to several episodes. |
| Record in a quiet space. |
| Silence your phone & computer notifications. |
| Prepare, but don't sound rehearsed. |
| Relax and talk to them like you're just having coffee. |
| Smile when you talk. |
| Have a beverage nearby, but space out drinking and talking. |
| Promote a single URL at the end, not every social site you have. |
| Promote the episode when it goes live. |
| Send a thank you note. |

Resources

<https://www.podcastinsights.com/start-a-podcast/>

<https://www.thecreativepenn.com/how-to-podcast/>

<https://pages.smartpassiveincome.com/the-podcast-cheat-sheet/> *list sign-up required