

# Podcasting for Authors

## What's Up With Audio?

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?

Audio is big - both podcasts and audiobooks are growing rapidly.
Your voice in their ear 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

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

## Distribution

iTunes / Apple Podcasts
Spotify
Google Play
Stitcher
Soundcloud
YouTube

## What Do You Need?

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

## How to get on podcasts

Listen to the show first.

Follow their pitch directions.

Pitch in a way that centers them and their audience.

## Be a Good Podcast Guest

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