



FADRA NALLY
@ALLTHINGSFADRA
#BLOGPAWS

THE FUTURE IS AUDIO!

.....
How to Start a Podcast to Complement Your Blog





ABOUT ME



REALLY ABOUT ME

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- Blogger since 2009 at AllThingsFadra.com
- Primary focus is Lifestyle
- Known as a “serial blogger”
- Started women’s travel site ShesOnTheGo.com
- Started entertainment podcast StingerPodcast.com in August 2017

1. What You Need To Know About Podcasting
2. How To Structure A Podcast
3. How Much Is This Going To Cost You?
4. How Do You Make It All Work?

1. WHAT YOU NEED TO KNOW ABOUT PODCASTING

“

There's a level of dedication that comes from podcast listeners that you otherwise don't find. And now the numbers prove it. Podcasts aren't a bubble, they're a boom - and that boom is only getting louder.

-Miranda Katz, wired.com



WHO LISTENS?

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- Everyone! (or 18% of everyone)
- Typically a younger audience (under 25)
- Over 25 crowd is growing
- More male than female

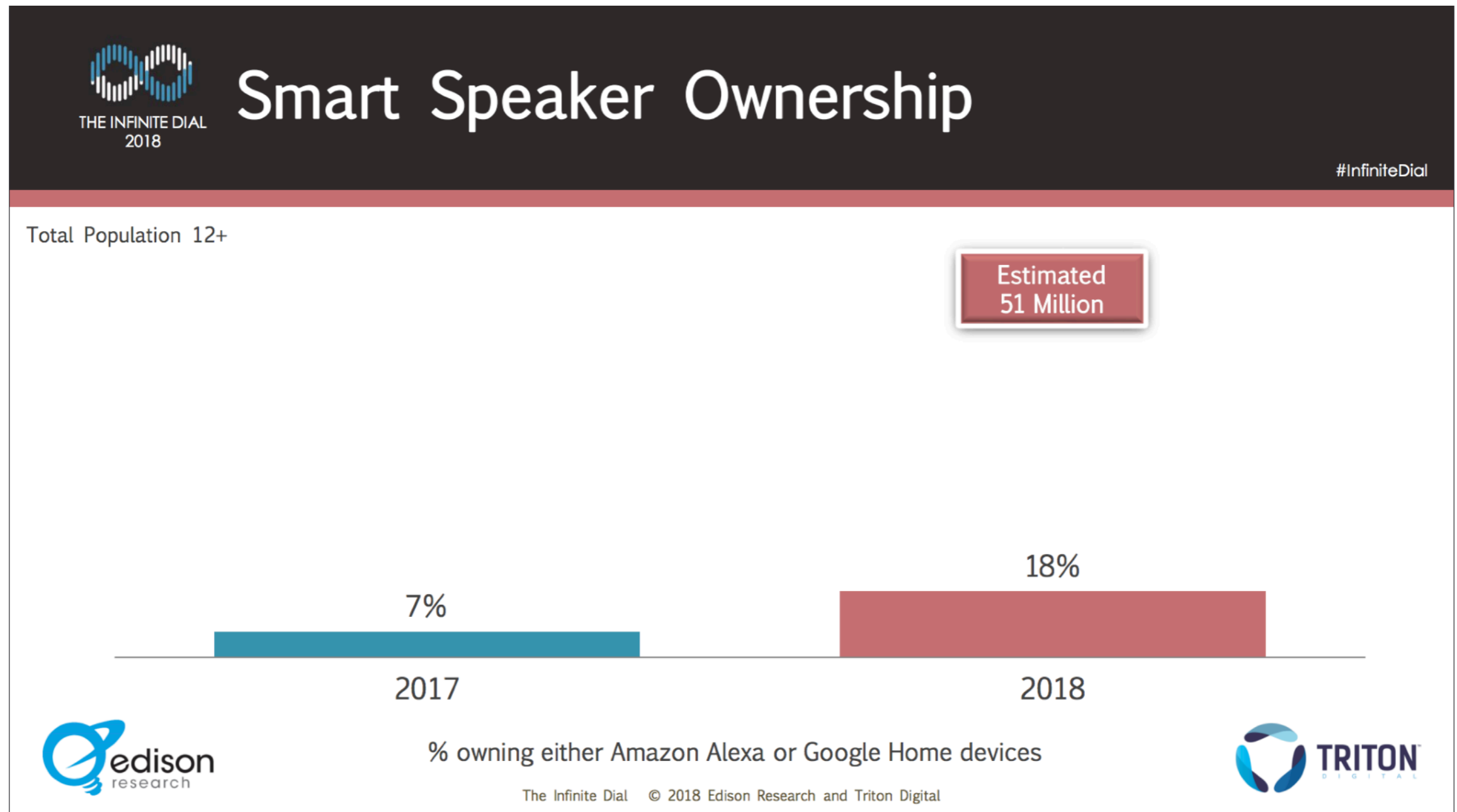
AWESOME STATS ABOUT PODCASTS

- **64%** familiar with the term podcasting
- **44%** ever listened to a podcast
- **17%** listen weekly to podcast
- **48 million Americans listen to podcasts weekly**
 - 15% of the total US population.
 - Only 3% of Americans go to the movies weekly.

WHAT'S HAPPENING?

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In a word... Smart Speakers



2. HOW TO STRUCTURE A PODCAST

“

Before even starting your podcast
come up with a unique premise that
will appeal to a specific audience.

-Taki Moore, Marketing Machine



THINGS TO THINK ABOUT

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- Format
 - Dive deeper into a topic area
 - Relay your posts verbally
 - Interview/guests
 - Variety show!
- Logistics
 - Frequency: daily, weekly, monthly
 - Length: 5 minutes to 1 hour or more
- Quality, consistency, and ENTERTAINMENT value matter!

**3. HOW MUCH IS THIS
GOING TO COST YOU?**

“

I think if you're just getting started with your podcast, you should do everything yourself.

-Omar & Nicole, The \$100 MBA

GETTING STARTED

1. Decide your subject matter and format
2. Find a creative partner/co-host
3. Dive into the details
 1. Name
 2. Logo
 3. Website and social handles



We're StingerPodcast everywhere!



FIGURING OUT THE BIG THREE

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1. Recording
2. Editing
3. Publishing

FIGURING OUT THE BIG THREE – RECORDING

➤ You need good equipment.



- Audio Technica ATR2100
USB Dynamic Microphone
- Quality Headphones
- Pop Filter
- Windscreen
- Mixer (optional)

(You'll read about top of the line mics and "make do" ear pods. Just trust me. People don't have much of a tolerance for poor audio. Invest in a decent mic.)

FIGURING OUT THE BIG THREE – RECORDING

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► Recording software - everyone has an opinion

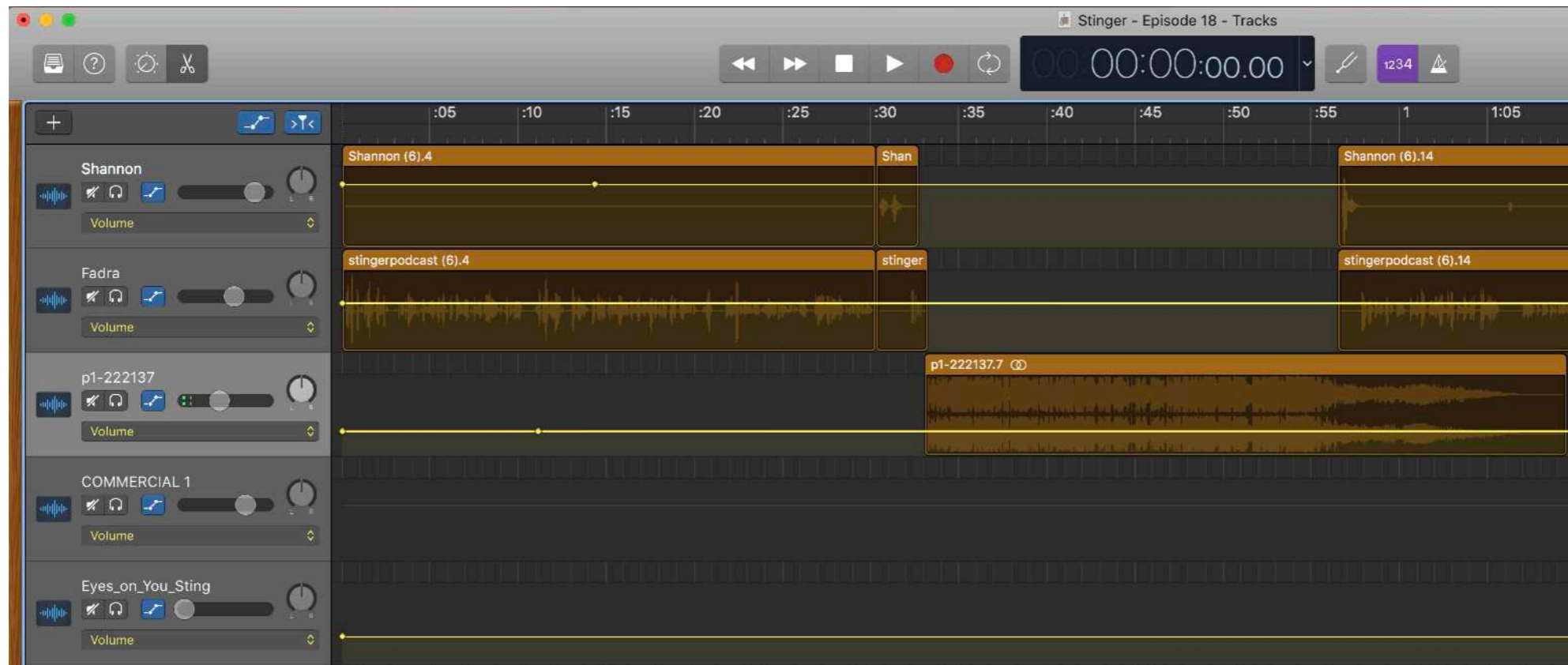
1. *Cast*
2. *Zencastr*
3. *Skype*
4. *GarageBand*

The screenshot displays the Stingerpodcast web interface. The top navigation bar includes 'CAST', 'STUDIO', 'EDITOR', and 'PUBLISHER'. The main area shows a recording session titled 'BlogPaws Episode' with a timer at 0:00:00 and a 'START RECORDING' button. Below this are input fields for 'Add a show note' and 'Send a message'. A sidebar on the right shows the user 'STINGERPODCAST' with a microphone icon. The bottom section, titled 'SESSIONS', lists four episodes with their dates and durations. Each episode entry includes links for 'Show Notes', 'Audio Tracks', and 'Mix in Editor, or upload'.

SESSIONS			
SORT BY: OLDEST FIRST, NEWEST FIRST, TITLE			
EPISODE 1			
Jul 31st, 2017	0:04:04	THE REAL EPISODE 1	0:52:16
Show Notes		Show Notes	
Audio Tracks		Audio Tracks	
Mix in Editor, or upload	2	Mix in Editor, or upload	2
EPISODE 2		EPISODE 2 - THE REAL ONE	
Aug 10th, 2017	0:02:01	Aug 10th, 2017	0:56:17
Show Notes		Show Notes	
Audio Tracks		Audio Tracks	
Mix in Editor, or upload	2	Mix in Editor, or upload	2

FIGURING OUT THE BIG THREE – EDITING

- This is really a personal preference.



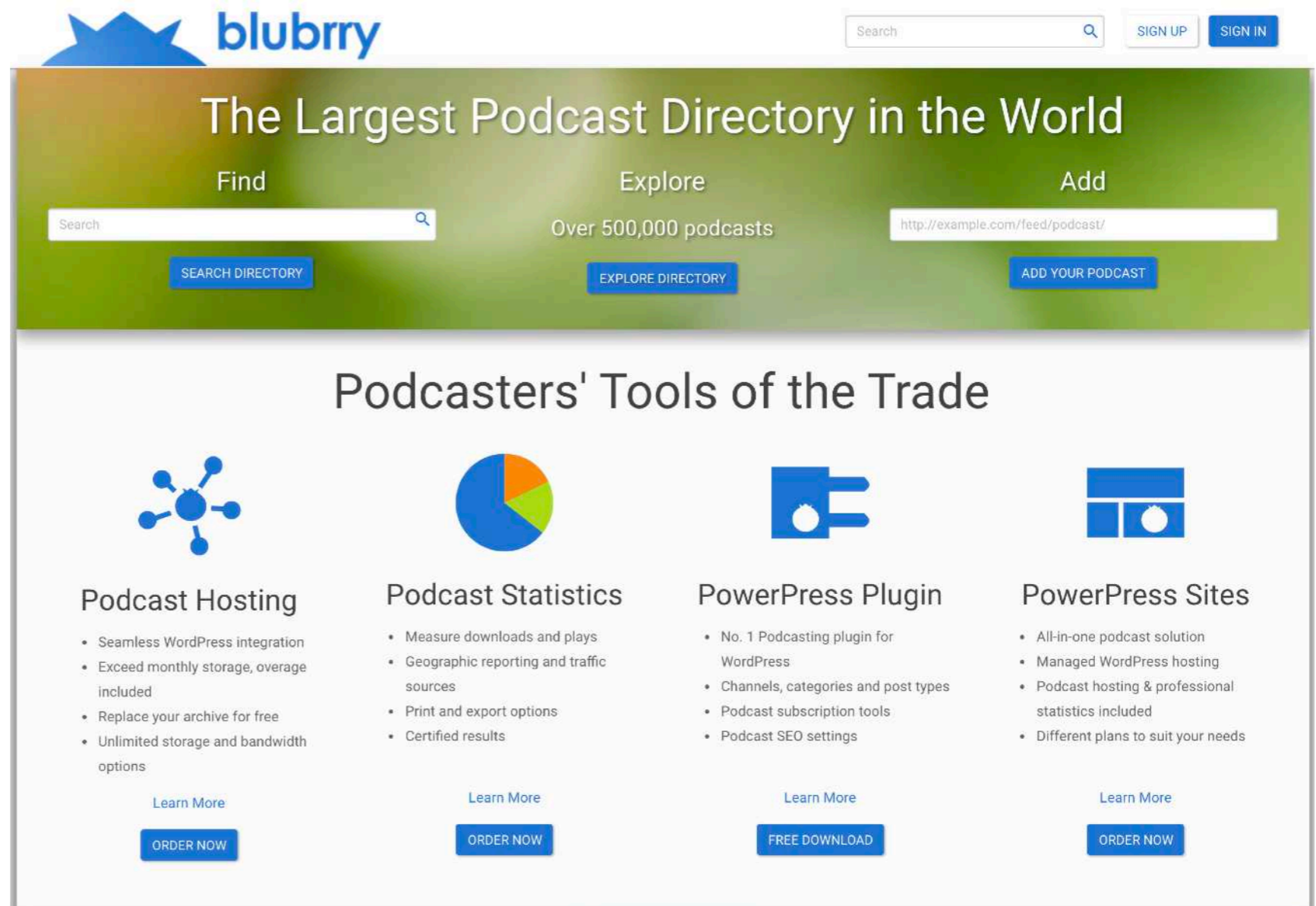
1. *GarageBand*
2. *Audacity*
3. *Adobe Audition*
4. *Cast*

FIGURING OUT THE BIG THREE – PUBLISHING

➤ My best piece of advice: find a service that does it all for you

1. *Blubrry*

2. *Libsyn*



The screenshot shows the Blubrry website homepage. At the top, the Blubrry logo is on the left, and a search bar, 'SIGN UP' button, and 'SIGN IN' button are on the right. Below the logo is a green banner with the text 'The Largest Podcast Directory in the World'. Underneath the banner are three columns: 'Find' with a search bar and 'SEARCH DIRECTORY' button; 'Explore' with the text 'Over 500,000 podcasts' and 'EXPLORE DIRECTORY' button; and 'Add' with a URL input field and 'ADD YOUR PODCAST' button. Below the banner is a section titled 'Podcasters' Tools of the Trade' with four columns, each featuring an icon, a title, a list of features, a 'Learn More' link, and an 'ORDER NOW' or 'FREE DOWNLOAD' button.

Podcast Hosting	Podcast Statistics	PowerPress Plugin	PowerPress Sites
<ul style="list-style-type: none">Seamless WordPress integrationExceed monthly storage, overage includedReplace your archive for freeUnlimited storage and bandwidth options	<ul style="list-style-type: none">Measure downloads and playsGeographic reporting and traffic sourcesPrint and export optionsCertified results	<ul style="list-style-type: none">No. 1 Podcasting plugin for WordPressChannels, categories and post typesPodcast subscription toolsPodcast SEO settings	<ul style="list-style-type: none">All-in-one podcast solutionManaged WordPress hostingPodcast hosting & professional statistics includedDifferent plans to suit your needs
Learn More ORDER NOW	Learn More ORDER NOW	Learn More FREE DOWNLOAD	Learn More ORDER NOW

**4. HOW DO YOU MAKE IT
ALL WORK?**

“

You just need one person to listen, get your message, and pass it on to someone else. And, you've doubled your audience.

-Robert Gerrish, author

A FEW SLIGHT OBSTACLES – BLOGGER VS PODCASTER

PROs

- You know about websites
- You get social and you probably already have a presence online
- You know how to write
- You can expand on something you're already recognized for

CONs

- Not everyone knows what a podcast is
- Not everyone is interested in listening to podcasts
- It's a totally different community



*If you build it,
they won't
necessarily come.*

MARKETING YOUR PODCAST

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- Join podcasting groups on Facebook
- Connect with your friends that have started podcasts
- Educate your audience about podcasts (what they are, how to listen to them, what value it brings)
- Do “commercial swaps” with other podcasts
- Bring on guests
- Create audio teasers for social media
- Be patient!

“The medium of podcasting and the personal nature of it, the relationship you build with your listeners and the relationship they have with you – they could be just sitting there, chuckling and listening... there’s nothing like that.

-Marc Maron

THANK YOU!

Find all notes and slides here:

allthingsfadra.com/blogpaws

stingerpodcast.com/blogpaws