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presents

Mastering Audio Podcasting – Part 2

Created by David H. Lawrence XVII with Trevor Algatt

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This is an Art, Commerce and Science class.

This class covers all three disciplines.

Art

The skill of **storytelling**. How to voice commercials, animation and narration. It's where almost all other voice over classes stop.

Commerce

The **business** of the business. How to attract customers, how to show them your wares, how to fill their needs, and how to price your services and collect your fees.

Science

The **technology, tools and digital skills** needed to create and sustain your voice over practice. The science is always changing.

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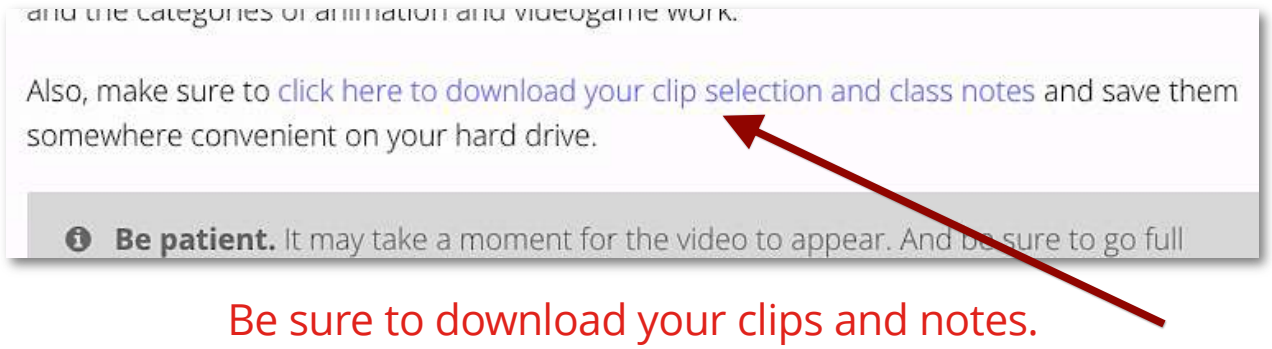

Be sure to download your clips and notes.

They are right above the video for this lesson on the VO2GoGo site: click on the link, download the zip file, and unzip to get the two PDFs.

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Here's the plan for class.

Introduction
A look at how podcasting has had a huge impact.

Lesson 01
Produce: Workflows for efficiency and high quality.

Lesson 02
Publish and Promote: Internet presence and distribution.

Lesson 03
Profit: Monetize in different ways and currencies.

3 Or More Things To Explore
Your homework and other actionable items.

Questions. Answers. Quiz. Certificate.
Save your questions until the end, then fire away.

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Introduction

A look at how podcasting has had a huge impact.

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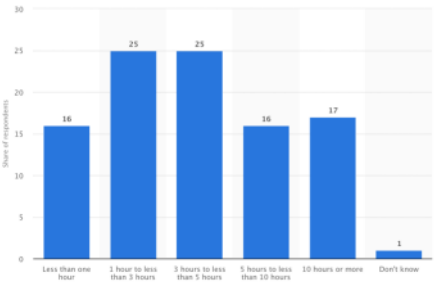
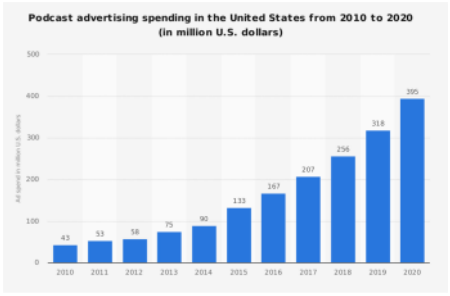
Boy, is podcasting popular. At least, a few of them are.

Podcasting is racking up big time-spent-listening and ad sales. But the vast majority are hardly even heard.

Listeners spend time listening:



Ad spending is still growing:



But the median number of downloads is disappointing.

The average podcast gets just 173 downloads. Total. Over its entire lifetime. That's nowhere near enough to attract advertising or subscriptions.

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More amazing facts about podcasting.

Once you know these stats, think about how your avatar fits in to this ecosystem.

"

Half of all podcasts are listened to at home.
On the move, or in your kitchen, podcasting is easily available.

23% of Americans have listened in-car.
More gains will be made as it becomes as easy to listen to podcasts as audiobooks.

64% of Americans know what podcasts are.
That's more than know the Vice President's name.

One third of Americans listen to podcasts monthly.
That's if you're 25-54. 55 and over, just 13%: lots of growth there.

18% of Americans now own smart speakers.
That's 51 million people who have Alexa, Google Home and others.

69% of podcasts are listened to on a mobile device.
Phones and tablets, as opposed to smart speakers and computers.

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Lesson 01

Produce: Workflows for efficiency and high quality.

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Remember the 5 Ps of Podcasting?

Part 1 covered **Plan** – we'll cover **Produce** in this lesson, **Publish** and **Promote** in the next, then **Profit**.

Plan
Lay out the roadmap to creating each episode of your podcast.

Produce
Record, edit and master each episode, and isolate samples for promotion.

Publish
Upload each episode to your host and update your website.

Promote
Place pre- and post-release promos on social media for each episode.

Profit.
As your podcast grows, monetize it in many different ways.

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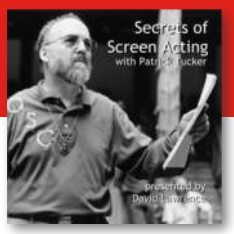
Let's examine some sample clips and workflows.

Once you get your final MP3 episode finalized, everything else is then the same.

Open

Open

Open Close



Open Close

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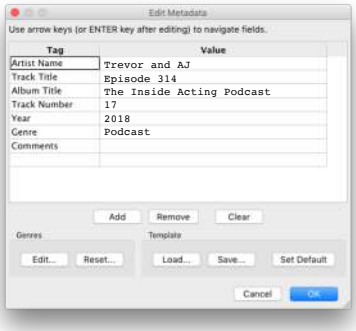
Tags and tagging:

Adding metadata, like show name, episode title, artist, and the artwork to your podcast. It's like adding a label to a package that has information about what's inside.

"



Text

Added as you export from Audacity.

Artwork

The 1400x1400 graphic. Added in iTunes.

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Sample Workflow: Inside Acting Podcast.

A multi-host, densely produced advertiser supported podcast with many elements in the final product.

1. SCHEDULE, RECORD INTERVIEW AND BOOKENDS
2. CREATE SHOW NOTES
3. EPISODE PRODUCTION AND MASTERING
4. ENHANCE TAGGING IN ITUNES
5. UPLOAD AND SCHEDULE RELEASE
6. PROMOTE VIA SOCIAL MEDIA

Recording

Interviews are conducted by one or both hosts, then edited to prep for insertion into final episode. Hosts record bookends via Skype.

Show notes

As all elements are being produced, notes are kept and shared via Dropbox with team. Show notes are used on website, and in description.

Mastering

Producer listens to elements, tightens, trims, takes more show notes, and exports as MP3. Also, grabs clips for promotion.

Tagging

Using iTunes as a tool, artwork is added, along with notes, genre and other IDv3 tags we click through when exporting auditions.

Upload

...to Podbean, with release date. Podbean feeds podcatchers. Also upload to YouTube and Soundcloud. Prep website.

Promote

Create promotional assets and schedule posting on all social media channels prior to and during episode release.

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Sample Workflow: The Brian Trust.

A dual-host, simply produced podcast with no advertisers and few extra elements in the final product.

1. RECORD DIALOGUE OR INTERVIEW
2. CREATE SHOW NOTES
3. EPISODE PRODUCTION AND MASTERING
4. ENHANCE TAGGING IN ITUNES
5. UPLOAD AND SCHEDULE RELEASE

Recording

Hosts record entire podcast via Zoom. When there are interviews, guests are added to Zoom call. Final audio is run through Levelator.

Show notes

Show notes are created and used on website, and in description.

Mastering

Levelated audio is edited in Audacity, with potentially more show notes, and exported as MP3.

Tagging

Using iTunes as a tool, artwork is added, along with notes, genre and other IDv3 tags.

Upload

...to roll-your-own site, with release date. Site is set to feed podcatchers. Episode is scheduled.

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Sample Workflow: Personal Netcast.

A solo, templated podcast with advertisers and immediate release.

1. RECORD PODCAST
2. CREATE SHOW NOTES
3. EPISODE MASTERING
4. ENHANCE TAGGING IN ITUNES
5. UPLOAD AND RELEASE

Recording

Recording done in Audacity, with prebuilt template(s). No need to run through Levelator.

Show notes

Show notes are created and used on website, and in description.

Mastering

Final audio is trimmed in Audacity, exported as MP3, and tagged with metadata as the export is occurring (except for the podcast artwork).

Tagging

Using iTunes as a tool, artwork is added, along with notes, genre and other IDv3 tags.

Upload

...to podcast site, released immediately. Site is set to feed podcatchers. No promotion was done (as social networks weren't a thing).

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What these workflows all have in common:

No matter what type of podcast you do, these three things are universal.

1 Record your audio

Record separate elements to be assembled in editing, or record live to tape.

2 Edit your audio

It may be as simple as trimming your live-to-tape content, or it might require assembly of different elements for each episode.

3 Export to MP3 and tag

Unless you are featuring hi-def audio, 64k mono is more than good enough. Tagging is super simple.

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Tagging: for those who want to be discovered.

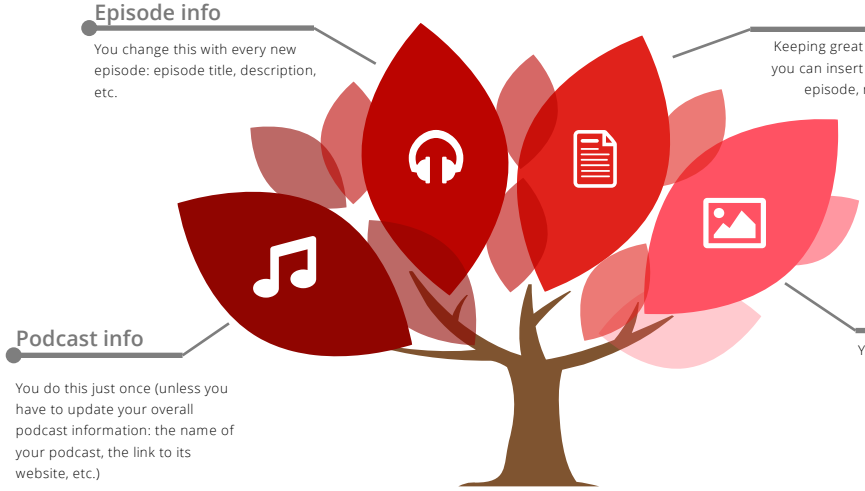
Adding information to your podcast's RSS feed and to your individual episodes is how people find you.

Episode info

You change this with every new episode: episode title, description, etc.

Show notes

Keeping great show notes means you can insert a summary of your episode, right in the episode itself.



Podcast info

You do this just once (unless you have to update your overall podcast information: the name of your podcast, the link to its website, etc.)

Artwork

You create artwork to brand your podcast itself, and then you use that artwork in every episode.

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Creating a template for simple podcasts.

Build audio donut templates, that you can use over and over, to make producing each episode a snap.

OPEN

Theme, announcer, music, whatever. Volume managed so you can talk over it, and it fades to silence.

BED OF SILENCE

The bulk of the template, where you deliver your content. Once you hear the closing, start to wrap things up.

CLOSING

Theme sneaks under you at a very low volume for a set period of time, then increases in volume to end.

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Live Demo: Recording and Tagging The Personal Netcast

Using pre-built templates, a look inside the production process of a daily short-form podcast.

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Sample Workflow: Secrets Of Screen Acting.

A daily, dual-voiced, premium podcast, with no advertising, and dripped release to paid subscribers.

1. RECORD EPISODES (x20)
2. CREATE SHOW NOTES
3. EPISODE MASTERING
4. ENHANCE TAGGING IN ITUNES
5. UPLOAD AND RELEASE

Recording

Recording done in Audacity, with prebuilt template(s). No need to run through Levelator. 20 episodes recorded at once for future release.

Show notes

Show notes are created and used on website, and in description.

Mastering

Final audio is trimmed in Audacity, and exported as MP3.

Tagging

Using iTunes as a tool, artwork is added, along with notes, genre and other IDv3 tags.

Upload

...to podcast site, released daily on set schedule to paid subscribers only. Site is set to feed podcatchers. No promotion was done.

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> **The premium podcast:** a podcast subscription that is paid, contains no advertising, and is only available to those paid subscribers. Offered by Libsyn and other podcast platforms.

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Lesson 02

Publish and Promote: Internet presence and distribution.

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"**What happens when you publish? Your RSS feed updates.**

When you add those tags, and publish your new episode on your **podcast platform**, that lovely text file updates **automatically** with all the new information."

<item> <title>EPISODE 314: POSSIBILITARIANISM</title>
<link>http://insideacting.net/episode-314-possibilitarianism/</link>
<pubDate>Tue, 19 Jun 2018 14:00:44 +0000</pubDate>

<item> <title>EPISODE 313: DAMON LINDELOF (PART 2)</title>
<link>http://insideacting.net/episode-313-damon-lindelof-part-2/</link> <pubDate>Tue, 05 Jun 2018 22:24:53 +0000</pubDate>

<item> <title>EPISODE 312: DAMON LINDELOF (PART 1)</title>
<link>http://insideacting.net/episode-312-damon-lindelof-part-1/</link> <pubDate>Thu, 31 May 2018 16:57:02 +0000</pubDate>

<item> <title>EPISODE 311: CHIP CHINERY (PART 2)</title>
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<item> <title>EPISODE 310: CHIP CHINERY (PART 1)</title>
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<pubDate>Tue, 24 Apr 2018 23:13:12 +0000</pubDate>

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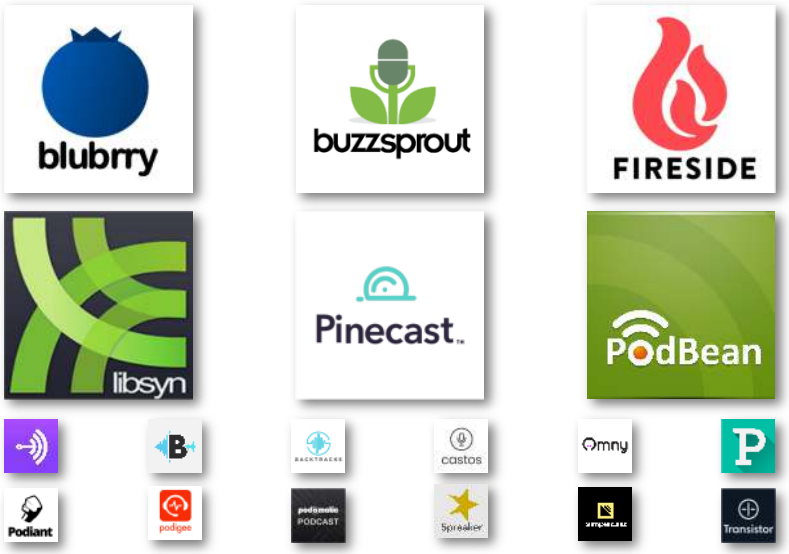
"Choose your podcast platform:"

It's where you put your episodes. They are all very similar with slight variations, but all are less than $20 a month (or even free) to start, and include hosting and analytics."



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Podcast platform: **blubrry**

Founded by podcasting legend Todd Cochrane, blubrry does it all, and at a reasonable cost.

Podcast Hosting

CDN-based storage and hosting – your episodes live on their servers and are played from them, distributed around the world.

Other services

- PowerPress WP podcasting plugin
- Free full site hosting
- Easy migration from other hosts
- Email support

blubrry

Stats/Analytics

Downloads | Plays | Traffic sources | Geographics | Devices | Platform and OS

Cost

$12/mo for 100 MB
Up to $80/mo for 1 GB
Unlimited bandwidth
No overage charges

https://vo2gogo.com/get-blubrry

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Podcast platform: **buzzsprout**

Founded by Tom Rossi, buzzsprout specializes in faith-based podcasts, but serves everyone.

Podcast Hosting

CDN-based storage and hosting – your episodes live on their servers and are played from them, distributed around the world.

Other services

- Optimizes to 64kbs mono, 128 extra
- Overage: $4 per hour
- Free full site hosting
- Easy migration from other hosts
- Email support

Stats/Analytics

Listeners | Plays | Traffic sources | Locations | Devices | Platform and OS

Cost

2 hours/mo free w/ ads
$12/mo for 3 hours
Up to $24/mo for 12 hours
Unlimited bandwidth/storage

https://vo2gogo.com/get-buzzsprout

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Podcast platform: **Fireside**

Founded by Dan Benjamin, Fireside specializes in faith-based podcasts, but serves everyone.

Podcast Hosting

Cloud-based storage and hosting – your episodes live on AWS and Cloudflare servers and are played from them, distributed around the world.

Other services

- No overage fee
- Sponsorships management
- Free responsive website
- Easy migration from other hosts
- Email support

Stats/Analytics

Downloads | Plays | Traffic sources | Locations | Devices | Platform and OS

Cost

No free plan, 7 day free trial
$19/mo for first podcast
$8/mo for additional podcasts
Unlimited bandwidth/storage

https://vo2gogo.com/get-fireside

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Podcast platform: **Libsyn**

One of the very first podcasting platforms created (2004), Libsyn is also the most popular.

Podcast Hosting

Cloud-based storage and hosting – your episodes live on 44 different servers and are played from them, distributed around the world.

Other services

- Custom iOS app for certain accounts
- Premium subscription management
- Advertising network
- Free responsive website
- Easy migration from other hosts
- Email support

Stats/Analytics

Downloads | Plays | Traffic sources | Locations | Devices | Platform and OS

Cost

No free plan, no free trial
$5/mo for 50 MB
Up to $75/mo for 1.5 GB
Unlimited bandwidth

https://vo2gogo.com/get-libsyn

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Podcast platform: **Pinecast**

Created by Matt Basta, Pinecast is very podcaster-centric: tip-jars, networks and encoders.

Podcast Hosting

Cloud-based storage and hosting – your episodes live on Amazon servers and are played from them, distributed around the world.

Other services

- No overage charges
- Tip jar for all accounts
- **Pinecoder**
- You can create a podcast network
- Free responsive website
- Easy migration from other hosts
- Email support

Pinecast™

Stats/Analytics

Downloads | Plays | Traffic sources | Locations | Devices | Platform and OS

Cost

Free plan: 3 podcasts, 48 MB
$5/mo for Starter package
$50/mo for Pro package
Unlimited bandwidth/storage

https://vo2gogo.com/get-pinecast

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Podcast platform: **Podbean**

With over 5 billion downloads, and over 212,000 podcasters, Podbean's reputation is stellar.

Podcast Hosting

Cloud-based storage and hosting – your episodes live on AWS servers and are played from them, distributed around the world.

Other services

- Free iOS and Android app
- Free responsive website
- Domain mapping
- PodAds sponsor marketplace
- Premium (paid) podcasts
- Crowdfunding management
- Easy migration from other hosts
- Email support

Stats/Analytics

Downloads | Plays | Traffic sources | Locations | Devices | Platform and OS

Cost

First month is free
$9/mo for audio
$29/mo for video
Unlimited bandwidth/storage

https://vo2gogo.com/get-podbean

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Some really good news about your platform choice.

You really can't make a mistake, because each of the contenders is so good. Competition will do that.

The hosting is all via redundant servers in the cloud.
No matter who you choose, your podcast episodes are distributed and backed up.

The cost is relatively the same.
No one's raking podcasters over the coals for fees. And you can usually start small or for free.

They all have great connectivity with the podcatchers.
More on that in just a moment, but know that each platform makes sure you're highly discoverable.

They all know each other and care about the podcasting community.
This is not a cutthroat area of service – they are all friendly competitors, and it shows in their care for you.

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> "Your choice of platforms is, however (for all practical purposes), permanent. Even though all claim easy migration, it's anything but."

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Once you choose **a** platform, get listed with **all** podcatchers.

These are the main superhighways of podcast discovery. You want to be on all of them.

iTunes

The big dog on the block, Apple was the first to treat podcasts as important.

Stitcher

Designed to be platform agnostic, Stitcher integrates with smart speakers and car audio systems.

Spotify

Spotify began as an internet radio network, and added premium podcasts. Now, everyone can play.

Google Podcast

A parallel to iTunes, but for Android users.

TuneIn

A cross between, and competitor of, Stitcher and Spotify.

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"And if you really want to geek out on analytics, you can sign up for Podtrac, the Mercedes of podcast analytics."

- Unique monthly audience for publisher and podcast audience
- Unique downloads per episode
- Unique downloads per source
- Unique downloads per country
- Free to use (they use your data to create their industry reports)

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Voilà! You're a podcaster! But there's a bit more to do.

Once you get the hang of it, creating a podcast episode is a cinch. But you still have to **promote** it.

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Don't just publish your first episodes. Launch them.

Apple might be more interested in you if you can attract enough attention as your podcast starts.

Launch with three tentpole episodes.

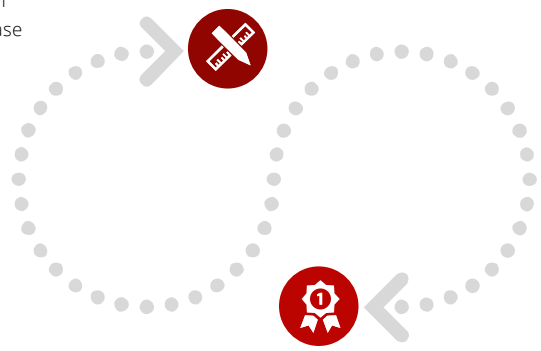
These are episodes that make great **samples**, ones you can **refer** back to in future episodes, saving you **time** by not **repeating** yourself, and they increase your **rankings** and **listens** as you send any new listeners back to them.

Run a contest to get on iTunes' New and Noteworthy.

Email your community 3 times just after the 3rd tentpole episode, directing them to post to all social media,. Keep track of their posts, and offer a prize that your avatar highly values (not cash). Run for 2 weeks.

Maintain exposure after New and Noteworthy.

Release on a **regular** schedule, tease for a few days **before** each episode, staggering promos across social channels for three days **after** release, asking **guests** to promote as well, and teasing **future** episodes in current ones.



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Promotion begins with repurposing content as promos.

Using pre-built templates, a look inside the promo process you'll need to do for each episode.

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Promoting each episode: get a system in place.

How do you get the word out on your latest creation? Pick great snippets, and post like a pro.

Grab 2 great 30-second clips

Follow the lead of network TV promos: go for emotion, controversy or open-endedness. Pick things that will fascinate your avatar.

Use headliner.app

Templating your promo backgrounds, create audiograms for each new episode that are sized for each social network.

Grab 3 awesome quotes

What would make your avatar think, feel, laugh, cry, cheer, or boo about something you (or a guest) might have said?

Or use a service

There are several services that will do this for you: you just provide the audio and quotes.

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"What you'll need for re-use: three **background templates**, covering all social media formats. Note the blank areas on the iPhone graphics"

Square

Portrait

Landscape

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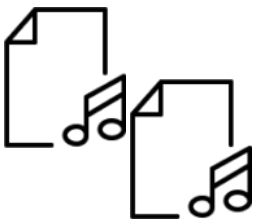
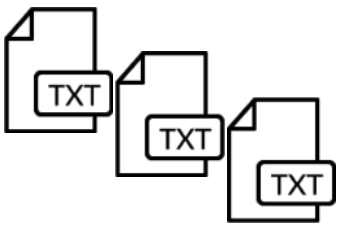
Lay audio and text clips over the template.

Make the clips as provocative and moving as your content can provide. Save them alongside their episode.



Audio

Two :30 second safe-for-work MP3 clips



Text

3 awesome quotes, just a short sentence or phrase

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"Here's what a **square audiogram** will look and sound like, on social networks like Pinterest and the Instagram Feed."

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"Here's what a **portrait audiogram** looks and sounds like – this is for Instagram Stories (and who knows what in the future might appear on your phone)..."

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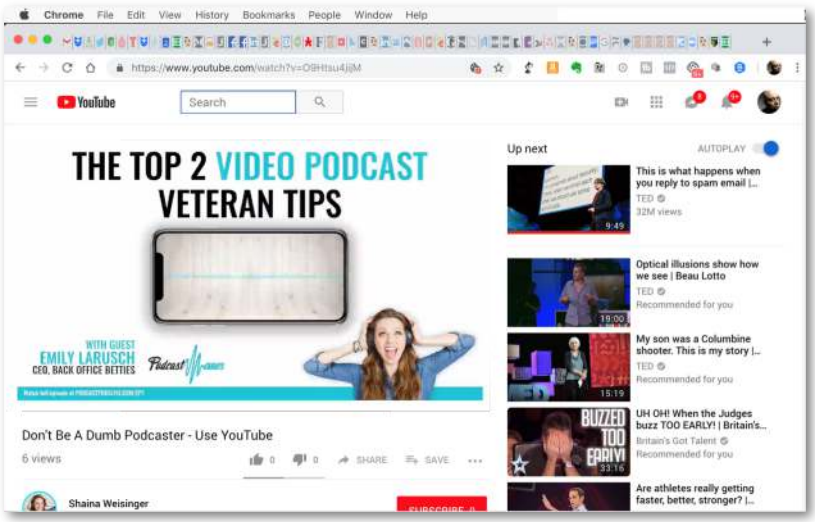

"And here's what a **landscape audiogram** will look and sound like on all the rest of the social networks, like, say, LinkedIn or YouTube."

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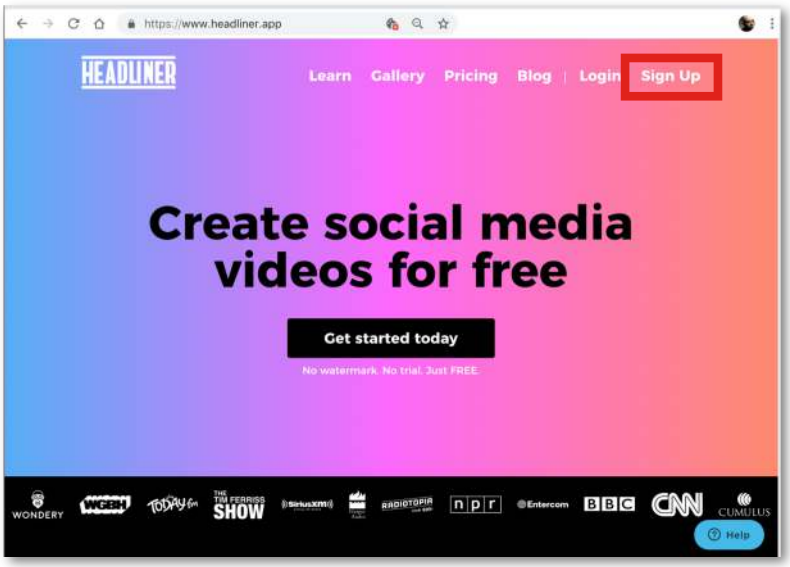
"If you haven't yet, create a free account at **headliner.app**. You can always use this account to post audio to social media."



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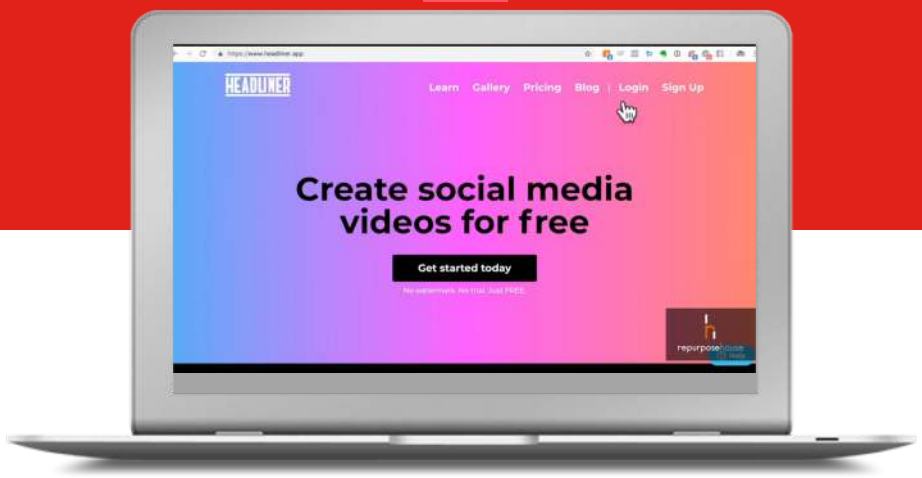
Video demo: Using headliner.app to create audiograms.

Using pre-built templates, here's how to use headliner for each episode.



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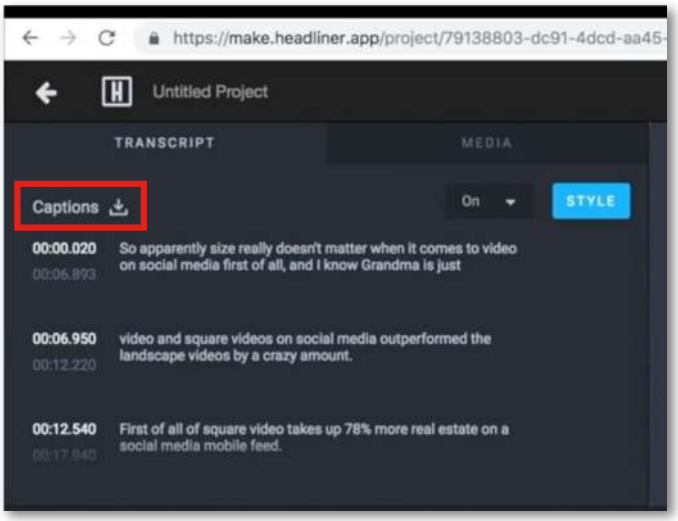

"Transcriptions are so important – it's what Google and YouTube use to search for video content. Be sure to download the captions file, so you can use it on other social networks."

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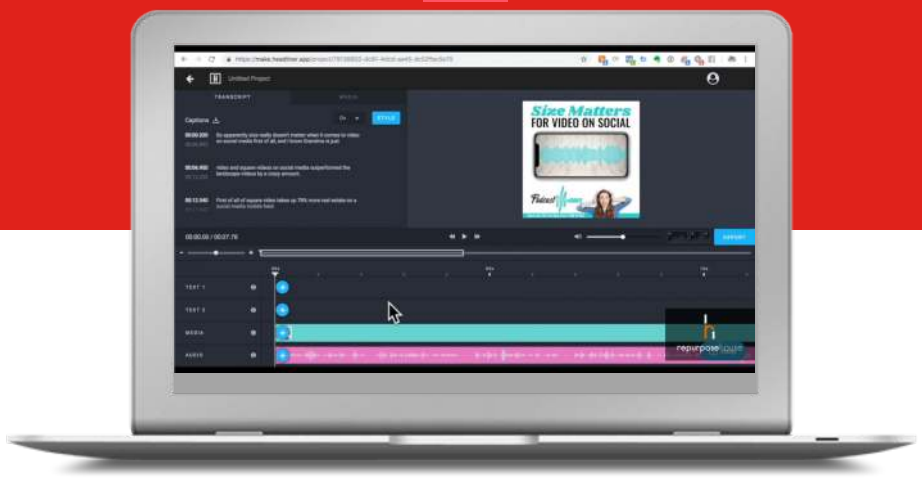
Video demo: working with transcriptions.

Headliner automatically creates a transcription for your video, but you'll need to correct it and properly place it.



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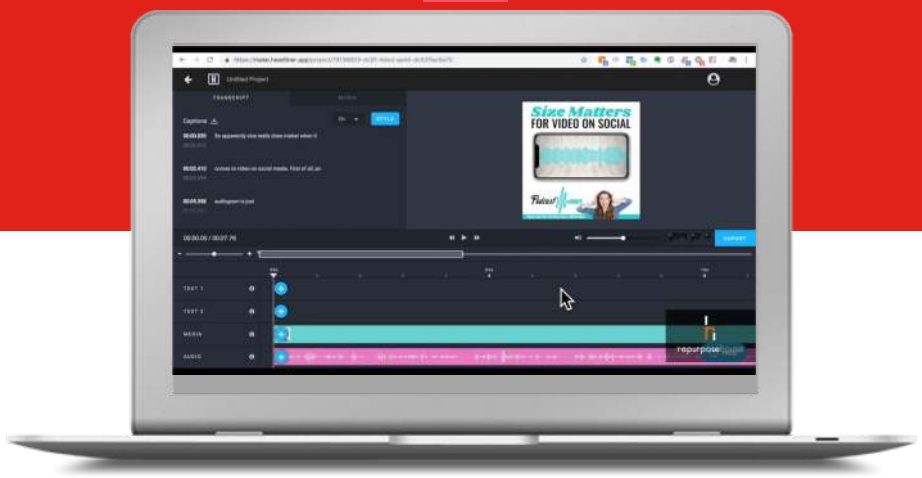
Video demo: Adjusting the format of audiograms.

Headliner makes it simple to create all the formats you need once you've created one.



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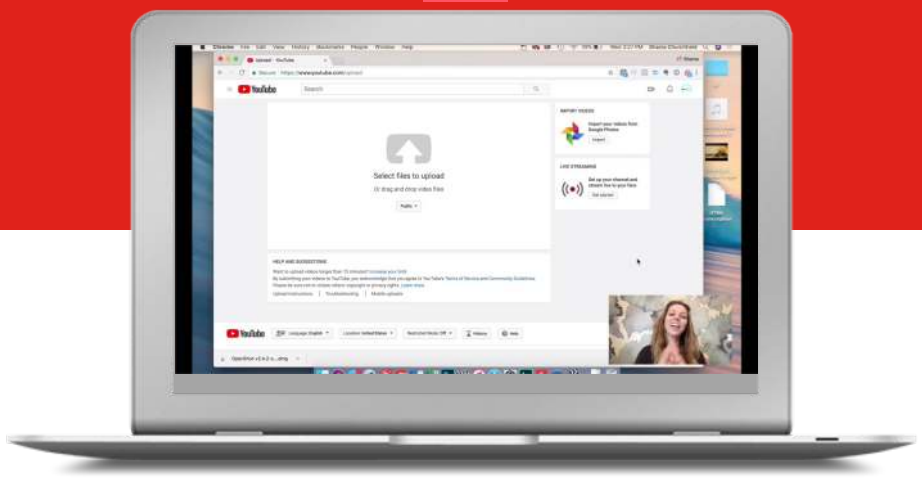
Remember that captions file? Repurpose that, too.

You'll use that captions file you downloaded from Headliner on Facebook, LinkedIn and here, YouTube.



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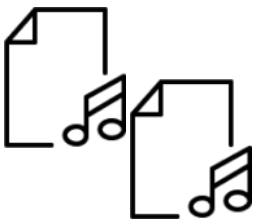
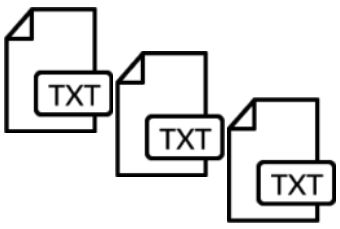
Grab audio and text from every new episode.

Lather, rinse, repeat.



Audio

Two :30 second safe-for-work MP3 clips



Text

3 awesome quotes, just a short sentence or phrase

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Create your audiograms and post them everywhere.

Wherever you have social media presence, upload your different audiograms as your episode is released.

(Instagram Feed)

(Instagram Story and IGTV)

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Along with audiograms, create simple image thumbnails.

These aren't videos with audio, they are simple graphics that you can post as images. Use Photoshop or Canva.

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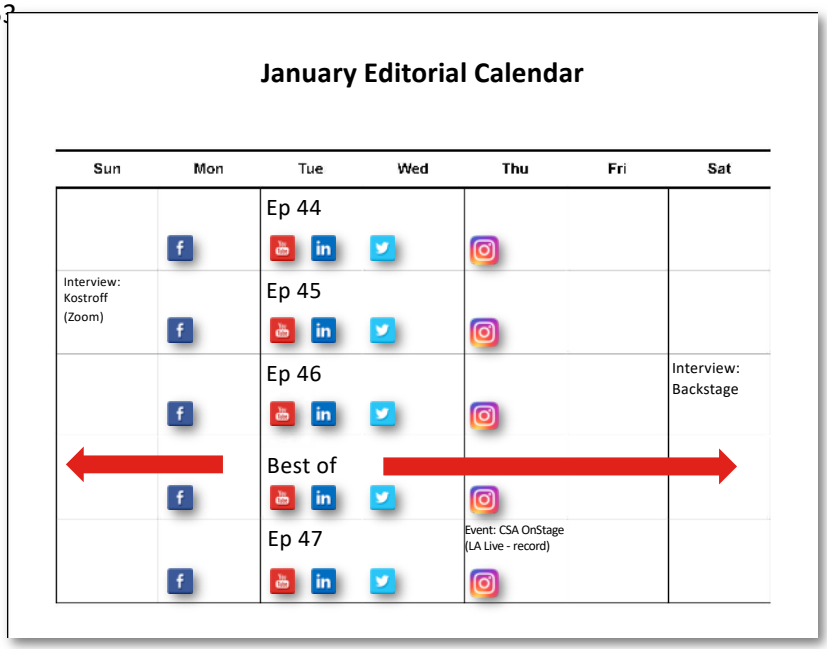

"

Don't promote all at once:

Add the promos to your editorial calendar, and space it out over a 4 day period, surrounding your release day. That way, listeners won't be fatigued by repetitive messaging all on the same day.

"

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"

Promotion is essential, but not quick. If you don't want to do all the audiogram and quote/thumbnail creation yourself, **RepurposeHouse.com** can do it all for you – for $50 a week!

"

https://vo2gogo.com/get-repurposehouse

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Lesson 03

Profit: Monetize in different ways and currencies.

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Monetizing is optional. Would it keep you motivated?

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"Money is not your only currency."

- ✓ **Experience**
- ✓ **Exposure**
- ✓ **Expertise**
- ✓ **Reputation**
- ✓ **Authority**
- ✓ **Influence**
- ✓ **Change**

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Two types of monetizing: direct and indirect.

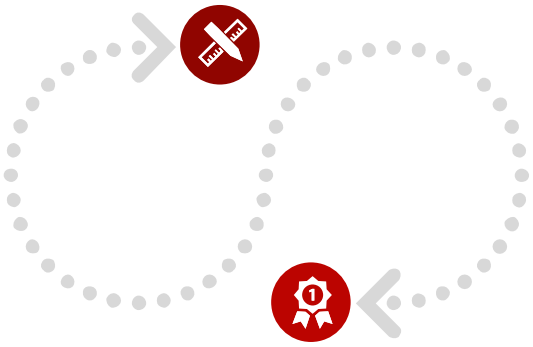
You could be in it for the straightforward profit, and you can also benefit from indirect income.

Direct monetization

Making money specifically on the content of your podcast, and access to it or your audience.

Indirect monetization

Selling or developing items that are adjacent to the podcast itself: products, services and assets.



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Types of **direct** monetization.

Making money specifically on the content of your podcast, and access to it or your audience.

Crowdfunding

Donations

Swag

Subscriptions

Ads

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"**Crowdfunding:** individual money-raising events via **Kickstarter**, **Indiegogo**, **GoFundMe** and others."

KICKSTARTER

FUNDED WITH INDIEGOGO

gofundme

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PayPal

patreon

donorbox

Ko-fi

Donations:

As simple as a **PayPal** button, or via tip-jar services and plug-ins like **Patreon**, **DonorBox** and **Ko-Fi**.

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Swag:

You can sell podcast-related items to your listeners, like mugs, t-shirts, and the like, via **CafePress, Zazzle, TeeSpring**, and others.

cafepress

Zazzle

teespring

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Flattr

Digital Access PASS

member mouse™

Subscriptions:

Manage via **Podia**, **Flattr** and WordPress content protection plugins like **DAP** and **membermouse**. Also called memberships or premium podcasts.

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Advertising:

Simply sell direct to interested parties. When your audience grows, contact ad networks like **Midroll**, **AdvertiseCast** or **PodGrid**.

MIDROLL MEDIA

ADVERTISECAST

PodGrid

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What should you charge for advertising?

Taking a page out of the radio and television ad sales playbook, you have options.

01 By the thousand
Called CPM, or cost per thousand, you set a price based on the number of impressions each ad will get. $25-$50 CPM.

02 By the click
Called CPC, or cost per click, you price based on the number of clickthroughs the ads generate, usually via a tracking URL. Negotiable.

03 By the action
Called CPA, or cost per action, this pays you a fee for every sale of the product being advertised. Negotiable, but higher than CPC.

04 By star power/sustaining
If the audience isn't huge, but a podcast is targeted well, the price can be whatever the buyer is willing to pay. Negotiable.

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Types of **indirect** monetization.

Selling or developing items that are adjacent to the podcast itself: products, services and assets.

Listbuilding

Clients

Repurposing

Community

Events

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Listbuilding:

Use your podcast to build your email list, and to co-market and affiliate with guests. And remember, your number one job as an an entrepreneur is to build your list.

AWeber

drip

MailChimp

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Clients:

By building authority with your podcast, you can use it to gain paying clients in your area of expertise.

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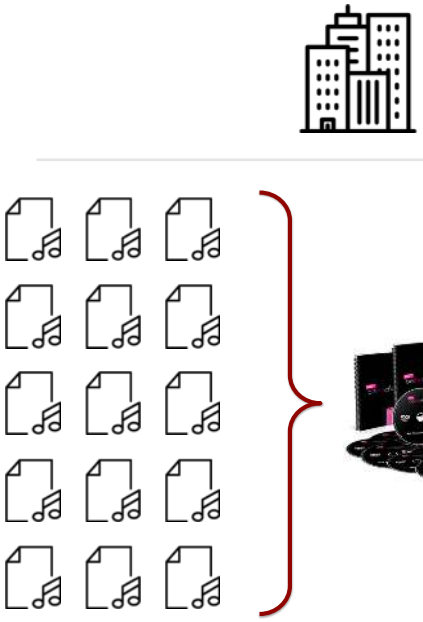
Repurposing:

Design and produce your podcast episodes to become the building blocks of a digital product you can later market.



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Community:

You can aim your podcast at a specific group to build a community, and serve that community with future episodes.

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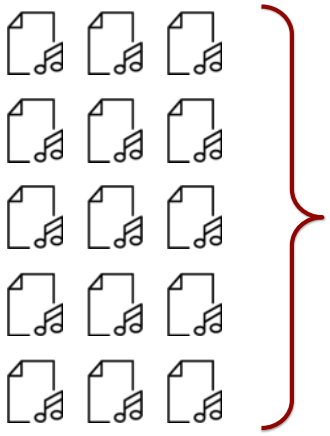
Events:

Format your podcast episodes to promote and lay the groundwork for a live event for your community.



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Finally, create vanity podcasts for others.

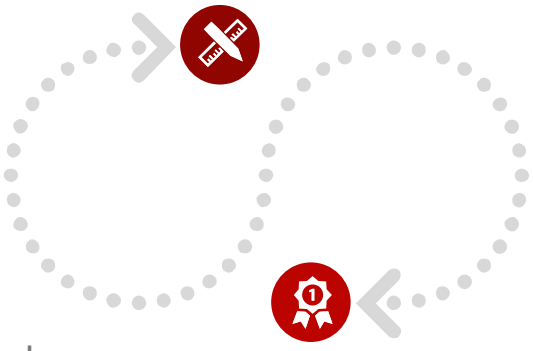
Here's how Tim Carter of Ask The Builder made $20,000 for a 10-episode limited-run vanity podcast.

Be a recognized expert in your field.
You must have authority and an audience of avatars.

Find a client that needs promotion.
Pitch them on interviewing their expert on their stuff.

Do a series of interviews over Zoom.
Interview their expert on their process and products.

Produce those interviews as podcast episodes.
Do all the work for the client, turnkey. All 5 Ps of podcasting.



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It's time to surprise and delight your avatar.

Get going. She's waiting for you and your awesome podcast. Why keep her waiting any longer?

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3 Or More Things To Explore

Your homework and other actionable items.

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But first, some things NOT to explore.

Resist the urge to reinvent the wheel – don't change these best practices.

- Don't decide that MP3's sound sucks and you can do better.
- Don't stuff keywords into title, author, description or any other tag.
- Don't use anything but FIRSTNAME LASTNAME for your author tag.
- Don't vary from 1400x1400 for your artwork. Apple won't list you.
- Don't turn your podcast name or episode title into a description – keep it brief.
- Don't disappoint your avatar by "taking things to the next level."
- Don't try to get advertisers with very few downloads (<500 per episode).

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3 or more things to explore.

Next steps: take what you've learned, explore and learn more, then put that all to work.

- Determine what type of podcast you want to create. Solo? Panel? Other?
- Create your format and workflow. Pick a platform and type of monetization.
- Create a clipping system to promote and publish your podcast regularly.
- Get started. Now. Don't wait until everything is perfect. Have fun. Get jets.

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Once you get started, get better. You might even be honored.

Version Done of your podcast is better than Version None. And you might just nail it.

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Questions

Fire away. Or send them to **david@vo2gogo.com.**

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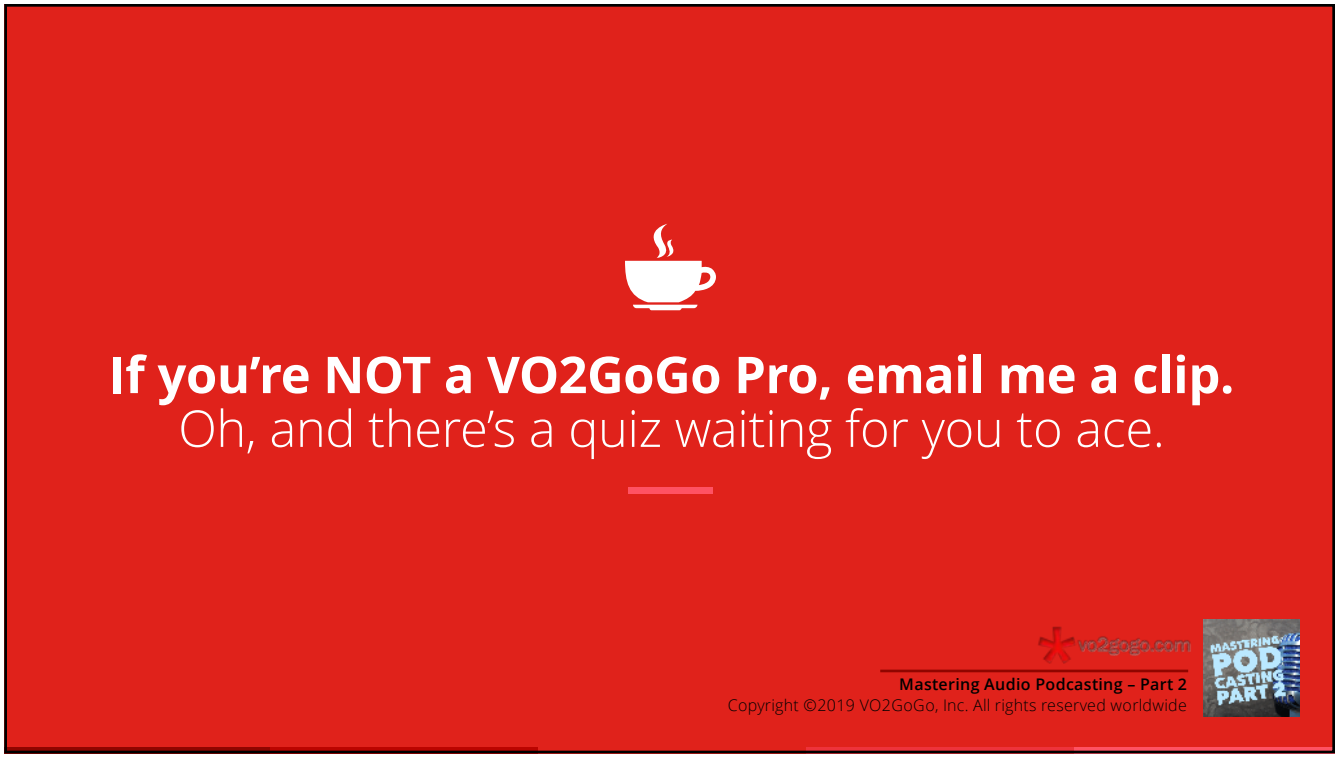

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