

# Intro to Podcasting



Shari Medini

# In This Session...

Why you should consider podcasting

How to start podcasting (software, hosting, equipment, etc)

Q&A

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You can view the slides for this presentation any time by going to

*PushPullSales.com/BYI*

# About Me - @ShariMedini on Social Media

I live in Lititz with my husband & two little boys & have been working from home in the world of digital marketing for over 7 years.

- Co-Host of the Push Pull Sales & Marketing podcast
- Co-Owner of the parenting site AdoreThem.com
- Speaker, Consultant, Freelancer



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# About the Podcast - @PushPullSales on Social Media

Push Pull Sales & Marketing focuses on bringing actionable & effective sales & marketing strategies to the business community.

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Why we started the podcast...

Top guests include:

- Robin Fisher Roffer, Premiere Brand Strategist
- Tom Hopkins, Author of *How to Master the Art of Selling*
- Yali Saar, Co-Founder of Tailor Brands
- Jon Gordon, Author of *The Energy Bus*
- Louie La Vella, Entertainment Branding Expert

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# Why Should I Consider Starting a Podcast?

Audio is growing in popularity because it saves time



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# Why Should I Consider Starting a Podcast?

It is a very personable way to connect with your audience



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# Why Should I Consider Starting a Podcast?

People are intrigued with podcasts, & it adds credibility.



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# Why Should I Consider Starting a Podcast?

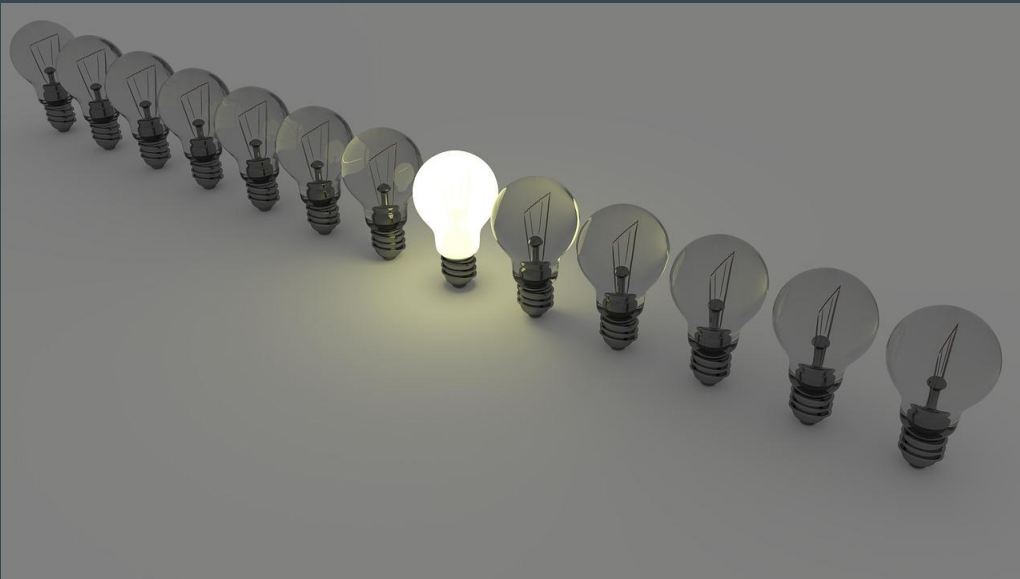
It has unique potential for collaboration



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# Why Should I Consider Starting a Podcast?

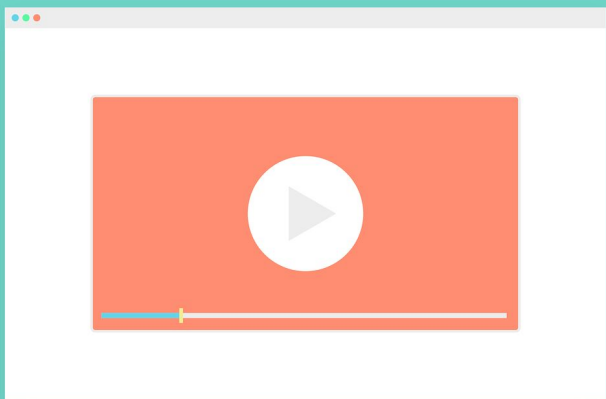
Yes, there are a lot of podcasts out there, but not a lot of *great* podcasts



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# Why Should I Consider Starting a Podcast?

You can get creative with how you incorporate your podcast into other platforms



# Why Should I Consider Starting a Podcast?

It will help you in other areas of your career - public speaking, interviewing, networking, etc



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# Why Should I Consider Starting a Podcast?

However... you should not start a podcast just to start a podcast.  
You need to have a plan in place!



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# What Will You Get Out of This Podcast?

## Monetization

- Sponsors
- Affiliates
- Patreon
- Products (courses, books, etc)

... But click through rates aren't great, & you need *a lot* of listeners to make any relevant income

## Other

- Increase brand awareness
- Add value to audience
- Extend current brand to new platforms
- Make valuable connections
- Get in front of a new audience
- Improve your own skills

You can also get work! Freelance, speaking, consulting, etc

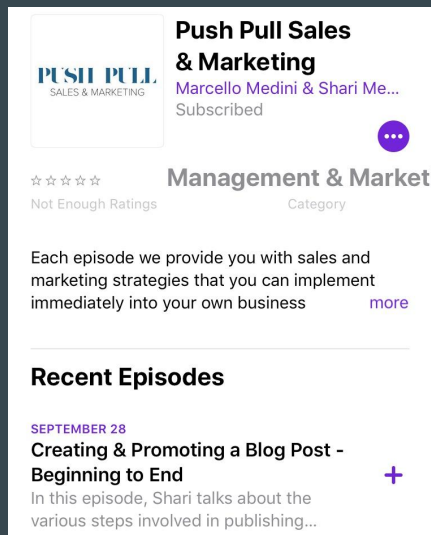
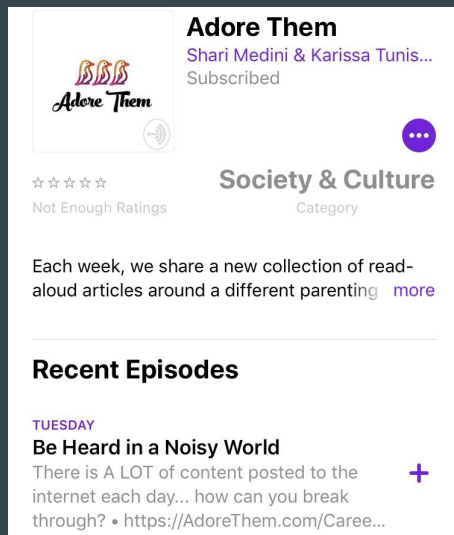
# Know Your Why!



That way you will be able to remain focused  
& get the most out of your time & effort.

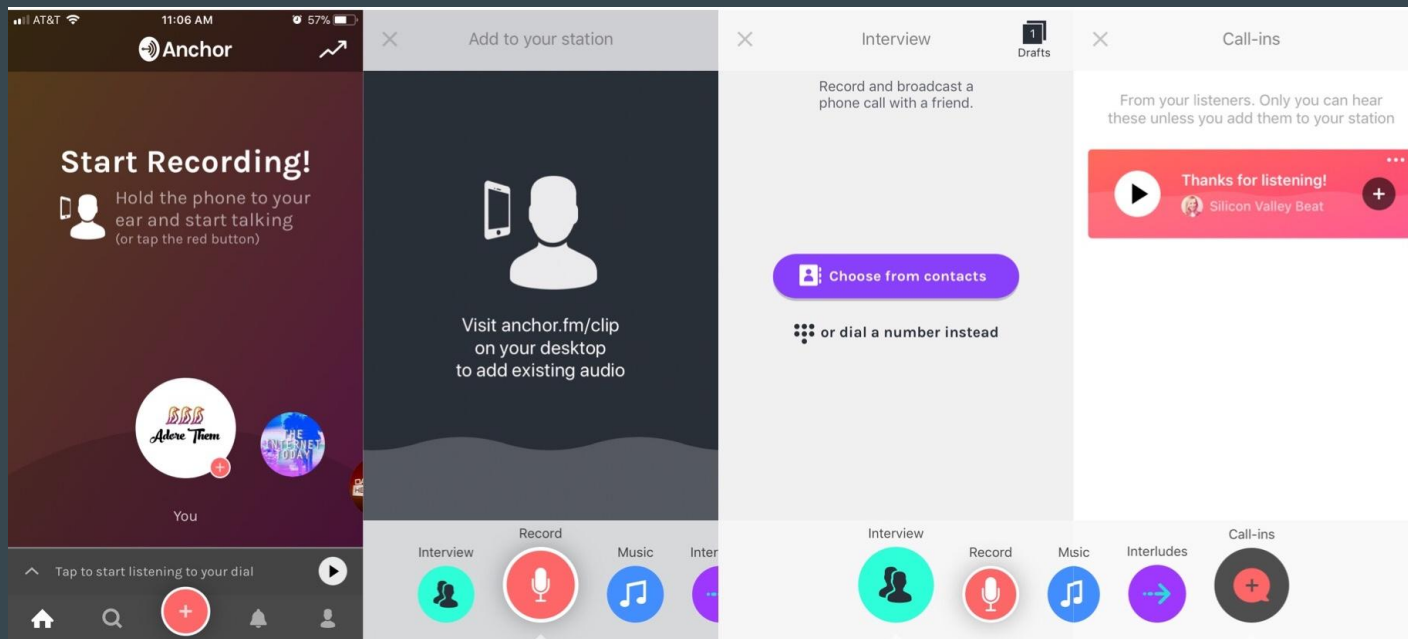
# How Do I Start a Podcast?

1. Super simple version for Adore Them
2. More robust version for Push Pull Sales & Marketing



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# Adore Them Podcast



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# Adore Them Podcast

## Benefits

- Super simple
- Smartphone app
- Sends to iTunes & Google Play
- Can conduct interviews via phone
- Can choose interludes
- Can take call-ins
- Has its own platform
- Embed into blog posts

## Drawbacks

- 5 minute recording limit, but can turn multiple “sessions” into an episode
- Sharing limitations
- Editing limitations
- Audio Quality

# Push Pull Sales & Marketing Podcast

There are a lot of options, but here's what we use...



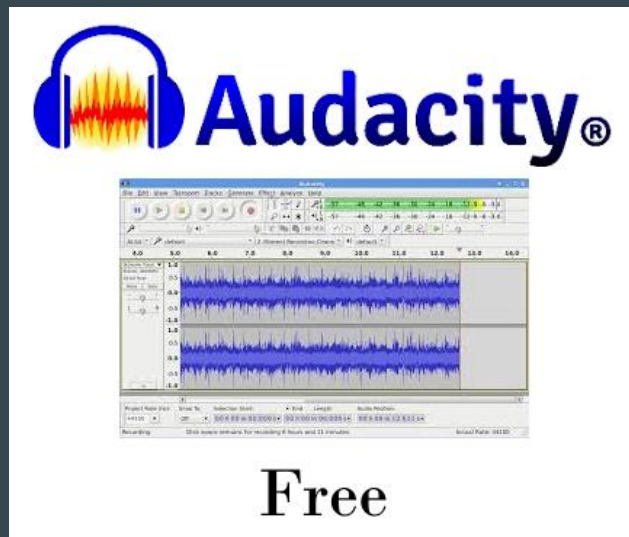
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# Equipment & Software



## Equipment

- Blue Snowball
- Pop Filter
- Headphones



## Software

- Audacity
- Skype
- voipCallRecording.com

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# Audio Hosting



Plans starting at \$5/mo

Stats Available

Easy to Embed

Share Everywhere:

- iTunes
- Google Play
- Stitcher
- iHeartRadio
- YouTube

# Website & Social

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*Listen to Podcast Episodes & View Show Notes*



*Read Sales & Marketing Articles*



*Support the Show on Patreon*



*Purchase Books & Courses via Amazon*

### Wordpress Self-Hosted

- Treat it like a business site
- Resources page
- Apply to be a guest

### Twitter & Instagram

- PR firms search Twitter
- Instagram hashtags

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# Other Tools

## Google Suite

- Google Forms for podcast guest applicants
- Google Doc with podcast interview outline
- Google Drive folder to work with a freelance editor



## Other Tools

- [Audiogram.SpareMin.com](https://audiogram.sparemin.com)
- [MadeWithOver.com](https://madewithover.com)
- [MeetEdgar.com](https://meetedgar.com)

# Streamline Your Process



Find tools that work well together  
& get your process down to a science.

# Final Takeaways

Listen to *a lot* of podcasts & learn from them. Get a feel for style, ad breaks, intros, etc.

Don't over-edit or over-plan.

- Ums & uhs are just fine. Keep it conversational & casual.
- Keep things conversational. An outline is much better than a script.
- Keep segments & transitions to a minimum.

Get started, & then adapt & grow. The best way to become a good podcaster is to simply start podcasting.

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Slides: *PushPullSales.com/BYI*