

MADRID BLOGGER NETWORK



PODCASTING 101

Cepee Tabibian and Marietta Sandilands

“

Podcasting is the
new blogging.

”





HOW TO START A PODCAST

TODAY'S TOPICS

- Why start a podcast?
- I'm ready! How do I get started?
- How much does this all cost?
- How do I get listeners?
- How can I make money?
- What are your stats? Is that good?

WHY START A PODCAST?



You have something to say



Build a personal connection with your audience



Build a network

NOT TO



WHY START A PODCAST?

To make money!



I'M READY! HOW DO I GET STARTED?

CHOOSE YOUR TOPIC

- Define your purpose
- Identify your audience
- Find your niche
- Pick a name

DECIDE ON A CONCEPT

- Solo
- Conversation
- Interview
- Repurposed content

BUY YOUR EQUIPMENT

- In person or remote
- Microphone
- Editing software
- Design

PICK A PLATFORM

- Paid platform
- Free platform





START RECORDING

- Recording software
- Back-up



EQUIPMENT

Project Pod – Podcasting 101 – Equipment:

Plug Into Phone	USB - Plug into Laptop	Digital Recorders	Microphones to plug into digital recorder	Mic Stands
 <p><u>Shure MV88</u> £118.70</p>	 <p><u>Blue Yeti USB microphone</u> £119</p>	 <p><u>Tascam DR-05</u> -£86</p>	 <p><u>Behringer XM8500-</u> £13.35</p>	 <p><u>Neewer Desktop Microphone Stand</u> £9.99</p>
		 <p><u>Zoom H4</u> – £175 Connect 2 mics</p>	 <p><u>Shure SM58</u> £107.49</p>	
		 <p><u>Zoom H6</u> - £279 Connect 4 mics</p>		

I'M READY! HOW DO I GET STARTED?



EDIT

- Editing software
- In-house or outsource

PUBLISH

- Use your platform
- Distributed to other audio platforms

PROMOTE

- Social media
- Website
- Podcast groups



LET'S TAKE A LOOK AT THE BACKEND

HOW MUCH DOES THIS ALL COST?

1

EQUIPMENT

- Microphone
- Headphones
- Computer

2

SOFTWARE

- Recording platform
- Hosting platform

3

EDITING + CONTENT CREATION

- Editing software
- Outsource labor
- Theme song, show notes, logo, artwork
- Social media content creation
- Guest research

4

WEBSITE

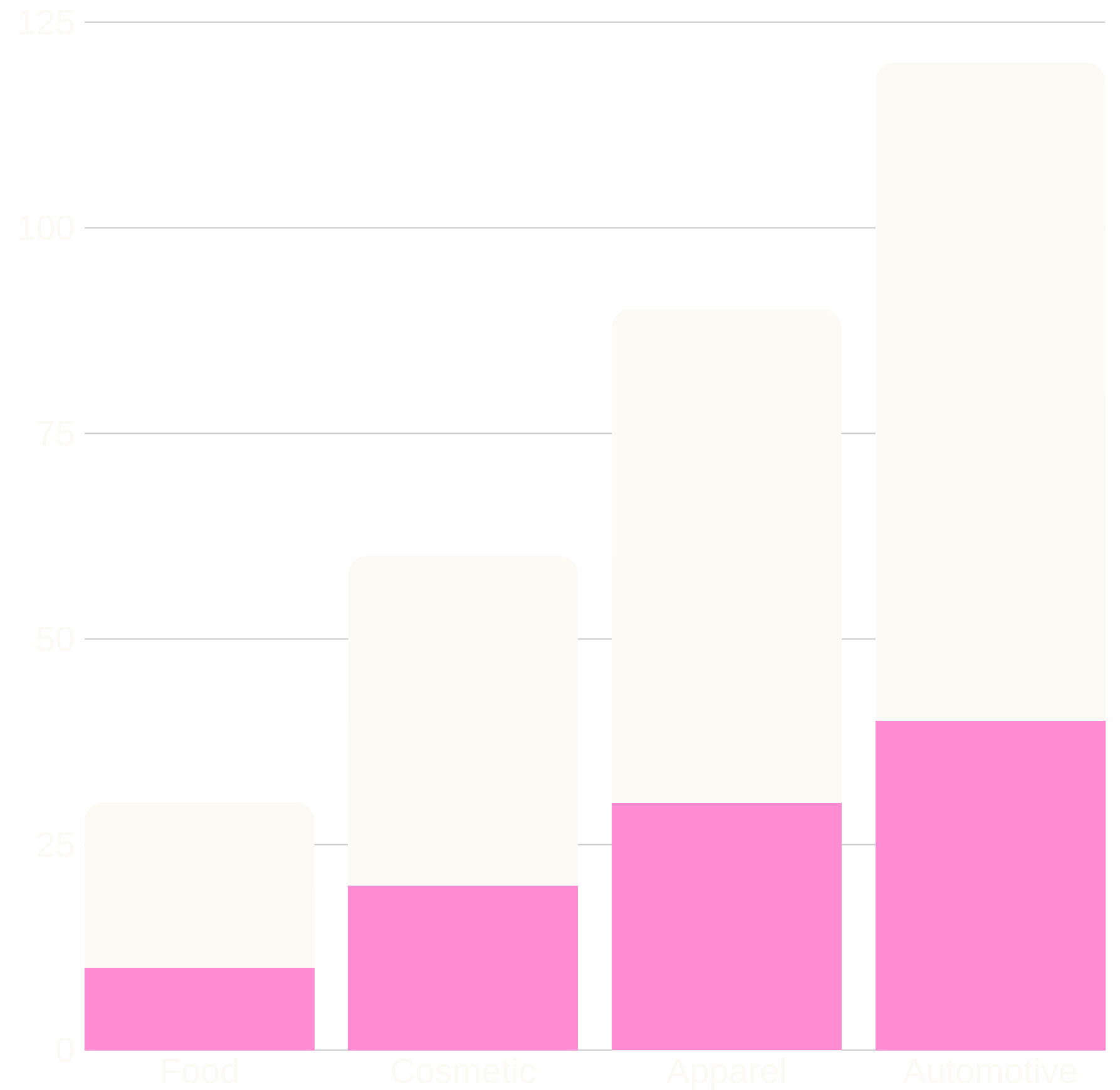
- Pros/cons



HOW DO I GET LISTENERS

- Promotion
 - Social media
- Frequency
- Leverage community
- Leverage guests

WHAT ARE YOUR STATS?



HOW CAN I MAKE MONEY?

ASK FOR DONATIONS

- Patreon

SPONSORS/PAID ADS

- Your platform might have an option
- Pitch
- Audience size

AFFILIATES

- Share your links

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THANK YOU!!

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