PODCAST MASTERY

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Podcasting for Profit

How to Create, Promote and Make Money From Simple Audio Recordings

I've got to admit, the recent boom in the popularity of podcasting took me completely by surprise...

In fact, at first I thought my marriage was in trouble! Midway through 2015 my wife – Heloise – suddenly started wearing headphones hooked up to her iPhone at every available moment: in bed, preparing a meal, in the car...

Thankfully, this wasn't a sign of marital boredom. Instead it was her near-pathological obsession with getting through episodes of Serial – a serialised documentary podcast about an American murder mystery.

To be honest, I thought podcasts had peaked years ago, but very quickly realised they were back in a big way. Not only is it a great way to get on-demand entertainment and learning, but a fantastic platform to promote you and your business online.

And that's why I've devoted this issue to showing you how to get the best results from creating your own podcasts. And don't worry, you don't need lots of technical knowledge or expensive equipment. And you certainly don't need to have great presentation skills.

I'll show you how to quickly and cheaply create great content that you can share with your prospects and customers to build a list and ultimately generate sales. First, let's take a quick step back in time...

In 2005, Apple launched a new version of the iTunes music service with a podcast section – breaking down transmission barriers and opening up the possibility of aspiring radio DJs, pundits and experts from every field possible to share their knowledge and opinions!

A podcast is a digital audio broadcast that you can download to a computer or mobile device. Rather than being live and general interest, like traditional radio broadcasting, they're designed to be super-niche, reaching out to smaller, more dedicated and engaged audiences who can listen to them whenever they choose.

There was an early surge in interest. For instance, the Ricky Gervais's podcast had been downloaded nearly 18 million times by September 2006. Despite this,

they never really took off as a publishing medium or mode of communication in the way that blogs or email had done before.
Then in October 2014, the phenomenon known as Serial became a worldwide must-hear. This big-hitting American investigative documentary series was a breakout success, with 77.6 million downloads in its first month alone. It proved a huge global advert for the power of podcasting.

Podcasts Are Booming... Again!

With more than 65 million unique montly listeners, the podcast audience has trebled in the last five years.

As well as must-listen sensations like Serial, growth has been driven by the boom in smartphones. As they make downloading and listening to podcasts so much easier, the only limit potential podcaster listeners encounter is how many free hours they have in a day.

As you'd expect, music, comedy and documentary genres are popular podcast choices. But podcasts are springing up in all kinds of smaller niche areas, too, including: how to start a business, beer-making, coffee appreciation, model railways, motivation and inspiration, fitness, cookery, Trekkies, travel, video gaming, book and film reviews. If people are interested in a subject, you can guarantee there will be a podcast, somewhere, that caters for that interest.

Whatever your interest, passion or business, a podcast is a fantastic way to build an audience.

All it takes is a microphone and some free software to get started. You don't even need your own website or a product to sell.
You don't need to write scripts or do it alone. And even if you're shy and lack confidence, there are ways of creating podcasts using other people's knowledge and speaking skills.
I want to show you a step-by-step way to create, promote and make money from your own podcasts. Soon, you'll be able to...

» Turn your hobby or interest into a regular audio show that generates a loyal audience, and keeps it hooked week after week. It's fun, rewarding
and will turn you into an authority or influencer, even if you're an amateur. Over time could start making money from recommendations and advertising, or expand into your own information publishing business.

» Collaborate with friends, colleagues, social media contacts who have similar enthusiasms for a subject to build up a following for your podcast, with all kinds of potential for spin-off projects – including books, eBooks, subscription websites and products.

» Grow an existing business (offline or online) by attracting and engaging with a whole new audience, build your business's credibility, find a new audience and

stand out from all the other businesses in your niche. There's far less competition in this medium than in blogging and social media, and it's easier (right now) to get noticed and become dominant. This is something you can do whether you're a lone entrepreneur, small start-up, bricks 'n' mortar business or a successful business looking for new customers.

It works for any kind of business area, from publishing, crafting and hobbies, to food and drink.

I'll begin with the easiest way to get started...

Podcast Your Hobby or Interest

I'm sure you have certain passions or interests in your life. It could be that you support a football team, enjoy a hobby like gardening or hiking or have a special skill
– for instance, you can speak Spanish, you do magic
tricks or you're a trained salesperson.

You might even have a blog or social media feed based on one of these interests. For instance, perhaps you like to tweet film reviews or put photos from your fishing trips on Instagram. You could be in a Facebook community for your local town, or for a topic of interest like horror films or folk music.

If so, then you can base a podcast on this special interest and use it to start building an audience, with a potentially profitable back end further down the line. In the short term it could very quickly direct a flow of traffic to your blog, email newsletter and social media feeds.

It won't cost you anything more than a basic microphone (with models available on Amazon from as low as £15 [http://amzn.to/1T5hhVb]).

You can upload your podcast onto ready-made platforms for people to hear, such as SoundCloud.com so you don't need a website to get started (although creating one to go with your podcast will help).

The first thing to realise about podcasts is that they work like other forms of content marketing, including emails and blogs. The rules are pretty much the same:

» Pick a niche (special interest), then deliver regular information on that topic, making it as interesting as possible.

» Make it personal, direct and 'in your own voice' so you build up a human-to-human relationship.

» Encourage feedback, questions and interaction so that the information flows both ways, and you gently train the listener to trust you and take action.

» Keep people coming back for more by enticing them with what's coming next. And there are plenty of advantages to setting up a podcast compared to blogging.

» LESS COMPETITION. There are so many blogs out there for all kinds of niches, you'll be very lucky if you're the only one doing it. But podcasts, despite the recent boom, are relatively under-used. Many people still don't know about them, or are frightened away by their lack of confidence or fear that it's complicated or technical. While both fears are understandable, they are also unfounded as I'll show you later. It's highly likely that by setting up a podcast in your chosen niche it will be one of the few, making it easier to become known and even dominate.

» MORE INTIMATE. There is nothing more direct and powerful than the sound of the human voice, particularly when it is telling you stories. Radio is known as the most intimate medium, where listeners consider DJs as their friends and become fiercely loyal to certain shows and presenters. With a podcast you get to talk direct to your listeners on a regular basis until they are as familiar with you as their friends or favourite radio DJ. You can build loyalty very quickly using a podcast.

» DEVELOP TRUST. In the previous issue of Digital Upstart I told you how storytelling creates addictive, compulsive chemical reactions in a listener's brain, making them more likely to feel trusting of you, and more likely to subscribe or send you money when you ask. This works at its best when you're using your voice rather than words on a page. Throughout history, and long before the Internet and printed books, people liked to sit by the fireside and listen to stories. It's known as the 'oral tradition' and podcasting is the closest online version of this.

» ADDICTIVE. Podcasts are designed to form an ongoing series. Like TV and radio soap operas, they lure people into coming back every week at the same time to hear what happens next. This makes podcasting an engaging form of content marketing. It solves one of the biggest headaches that bloggers have – how can you keep your readers coming back for more?

» GAIN AUTHORITY. Even if you aren't an expert or a professional in your field, podcasts give you authority. This is because you can use your podcast to pass on news, deliver content you've found on the Internet and interview people who have expertise. You'll be amazed at how many writers, journalists, PhD researchers, artists, bloggers and CEOs just love to be invited onto podcasts to talk. You can allow them to create most of the content each week. What's more, you become an expert by association.

» Fun, social and collaborative. Finally, while blogging and writing emails is a solitary business, podcasts can be much more social. You can get together with friends, colleagues and experts in your niche to create the podcast. You can present it with as many people as you like, or even record natural conversations

as they happen, meaning there is no need to be sat alone agonising over a blank computer screen. Podcasts don't even need to be written.
So the first thing to do is start with a special interest. Perhaps you have three or four. That's fine. But you'll need to base your podcast on just one. To help you pick, I've listed the seven types of content marketer below to show how they apply to podcasting.
Find out which one applies to you...

1. ENTHUSIAST Podcast

Your podcast will see you gather up all the latest news, gossip and expertise in a specialist niche. You don't have to be an authority or an expert, but you need passion and dedication. To give yourself credibility you can interview more authoritative people than yourself- experts, writers, influencers.
Examples:

» Local news and events (e.g. podcasts about your home town and events)
» Fandom (e.g. podcasts about film or music genres, pop stars, sports teams)
» Hobbies (e.g. video games, model railways)
» Sports (e.g. cycling, golf, long-distance running, rugby)

CASE STUDY: How One Man Set Up His Own Local Community Podcast

This is Rammy (www.thisisrammy.co.uk) is a podcast about the town of Ramsbottom. Set up by a resident named Lee, passionate about where he lives, it has interviews with businesses and interesting locals, as well as news of events.

Lee says: "The podcast came about simply out of wanting one myself. I listen to hours of podcasts each week, and when I thought about it, I wanted to listen to a podcast about my town, then, I found that there wasn't one."

He set up his podcast, started to build an audience and in September 2015 won the first UK Podcasters Award for Best Places and Travel podcast.
To earn money for his efforts, he has affiliate links to local business he trusts and likes on his website.

You could do the same for your local area, or for a place of local historical interest such as a castle, museum or railway station. Or you could focus on a group of people – perhaps a local community that feels under-represented.

2. SEEKER Podcast

Your podcast will share your journey to achieve a goal, whether it's learning a skill (like learning a language), completing a task (such as renovating a home) or changing your life in some way (for instance, giving up smoking).

There's no need for special expertise, but you need to be prepared to share all your successes and failures, trials and errors. The idea is that you are gathering knowledge, ideas and inspiration on behalf of your readers. So you could interview experts to get advice, or talk to other people who are on the journey just like you. Perhaps you're going through the experience with a friend who could join you?

Examples:

» Business (e.g. setting one up, getting a promotion, developing a product, learning a new business skill, advancing your career)

» Educational (e.g. learning a language, getting a qualification, achieving a standard)

» Skills and Hobbies (e.g. learning chess mastery, cookery, yoga or cross-stitch)

» Sports and Fitness (e.g. reaching a weight or fitness goal, starting a new sport, training for a marathon)

» Lifestyle (e.g. veganism, giving up smoking, starting again after divorce)

CASE STUDY: A Document of Life as a Young American Person In 2016

The Millennial Podcast (www.millennialpodcast.org) is about how to get through life successfully in your twenties. It began as a serialized podcast by four friends documenting post-graduation life. Then in Season Two they began to track down stories of other people who are going through their 20s, sharing their highs and lows.
You could apply this to other phases of life – including parenthood or retirement. You could be trying to raise a child alone, or sharing your journey as you leave your job to set up a business, sharing the challenges you face.

3. PROSUMER Podcast

Your podcast shares your self-taught knowledge and insight into a particular niche. Your podcast will share strong opinions on the subject or perhaps review products in a brutally honest way. You could interview consumers, CEOs, influencers and critics, have a good old-fashioned debate in a group, or get together with a like-minded friend for a rant.

Typical examples here include:

» Media and Entertainment (e.g. video games, books, films, popular music)

» Sports and Leisure (e.g. photography, digital filmmaking, rock climbing, sailing)

» Art and Culture (e.g. theatre, architecture, philosophy, classical music, ballet)

» Food and Drink (e.g. wine, beer, whisky, fine dining, local restaurants)

CASE STUDY: Passionate About Their Niche, 3 Friends Look at Gaming From a UK Perspective

The Retro Asylum (http://bit.ly/1pJXb79) is a long- running fortnightly podcast that looks at the retro gaming culture from a British perspective. It was launched in 2011 by Andy Godoy, Dean Swain and Glenn Atkinson to focus on their passion for the video games that they had grown up with. They combine conversation, music and stories from their youth with analysis of computer systems including the ZX Spectrum, Commodore 64, Amstrad CPC and Sega Mega Drive. They also interview influential game makers.

You could apply this to any number of life interests. For instance, if you share a love of Chelsea FC with a bunch of friends, you could get together for lively conversations and debate. Perhaps you have a few friends who love collecting vintage blues vinyl, model trains or taxidermy. You could create a podcast out of what you probably already talk about whenever you meet up with them.

4. CREATOR Podcast

From clothes and furniture designs to watercolours and fantasy novels, the creator shares their love of what they do: the process, their inspirations, the techniques, the challenges and the joys of turning ideas into a reality. Your podcast could combine talks of your latest obsessions, influences, creations and topics of interest with interviews with other creators and people in the same field.
Some possible inspirations here include:

» Art and Design (e.g. sculpture, painting, performance, interiors)

» Non-fiction writing (e.g. subjects such as landscape, history, the occult, religion, relationships)

» Music (e.g. folk, sound recording, punk, guitar, jazz)

» Crafts (e.g. embroidery, origami, knitting)

» Food and Drink (e.g. beer making, wine making, baking)

CASE STUDY: Sharing Creative Ideas for Knitters

Shiny Bees (http:shinybees.com) is a weekly podcast that shares techniques, inspirational stories and knitting chat. It was created by Jo Milmine, who works with people who are interested in running a creative business. She set up her own yarn company and website in the past, so has experience and insight to offer on how to both knit one and purl one. In her podcasts she interviews top designers and shares how they make their way in creative business. The podcast is light-hearted, irreverent and not afraid to laugh at itself.

You could apply this same format to any creative hobby you might have. If you're not an expert like Jo, then come at it from the point of view of a seeker (see the SEEKER podcast). If you are a writer or artist, rather than doing a podcast about 'writing', also think about doing a podcast on the subject of your work. For instance, if you write about travel, then do a travel blog. If you paint seascapes then consider a podcast about the love of the British coast. This way you can bring a variety of other writers, experts and bloggers into the podcast.

5. CHAMPION Podcast

You are so passionate about a certain product, service, business or industry that you feel compelled to share it with others. Your podcast will contain news, breakthroughs, interviews with key players. It's about sharing your belief and passion with others.

Examples:

» Media (TV, radio, journalism, newspapers, social media)
» Industry (e.g. automotive, telecommunications)
» Professional (for instance, teaching, accountancy)
» Health and Fitness (for instance you could champion a specific diet, sports training method or approach to healing disease)
» Spirituality and self help (e.g. you champion a methodology or belief system that's helped you)

CASE STUDY: Champions of the Mac Share Their Nerdy Insights

Mac Power Users (www.relay.fm/mpu) comes from London-based Myke Hurley and US-based Stephen Hackett. They are passionate about Apple Macs and have both worked in marketing and IT. Their podcast is geeky without being too scientific and packed with jargon – they use an approachable, amusing style and are full of enthusiasm.

If you are in a business or industry, this could be a great way to raise your credibility and employability within your sector. It would also work well if you

are a consultant or offer services (for instance you're a homeopathic healer, IT advisor or relationship counsellor).

6. PERSUADER Podcast

The Persuader is a not-for-profit crusader looking for solutions to social, environmental, spiritual or political issues. Your podcast could very well be the mouthpiece of your campaign – announcing the latest news, challenging stories in the mainstream media, rallying other interested people to your cause, and debating the issues.

Topics you may wish to consider:

» Environmental (e.g. stopping a new development, cleaning a river)

» Political (e.g. campaigning for a referendum, supporting a party or lobbying for an interest group)

» Social (e.g. challenging a perception, fighting for rights, creating a community)

CASE STUDY: Fighting for Women in the Workplace

The Broad Experience (www.thebroadexperience. com) presents itself as a conversation about women, the workplace and success. Focusing on issues such as institutional sexism, maternity and even toddlers in the workplace, their positive approach could be applied to any number of causes.

Perhaps you're a parent with an autistic child who feels that people misunderstand the condition? Perhaps you're sick of ageism in the workplace – or society on a wider level – and wish to address that? If there's anything that gets you riled up and ranting about the world, then why not get it onto a podcast and attempt to right it?

7. PROFESSIONAL Podcast

You are a distinguished expert willing to share your story and insights freely with those who are in the same field or industry. For instance, you are CEO of a company, a published author, a professional accountant, a bookie, a university professor, a marketer, doctor accountant, architect or teacher. Your podcast will no doubt be authoritative, offering advice, or maybe inviting credible guest interviewees and speakers to share their views and wisdom.

Subject areas this could apply to:

» Media (TV, radio, journalism, newspapers, social media)

» Industry (e.g. automotive, telecommunications)

» Professional (e.g. teaching, accountancy, legal)

» Arts and Culture (e.g. poetry, design, publishing)

CASE STUDY: Chartered Financial Planner Shares His Belief in Good Finance for Everyone

In the Meaningful Money podcast (meaningfulmoney. tv/mmpodcast), Pete Matthew discusses personal finance in simple, everyday language. He is a Chartered Financial Planner, Certified Financial Planner and Managing Director of Jacksons Wealth Management in Penzance, so has professional credibility.

His aim is to make financial planning simple for the vast majority of us all. He writes: "It IS possible for anyone to achieve their goals, whether financial or otherwise, by following some pretty basic rules."

This could be applied to almost any professional job and used to create a legacy for yourself, make yourself known in your field, increase your credibility and find a higher level of recognition or influence.

Of course, the idea of doing all this might sound frightening. And I can understand why...

Common Podcasting Objections:

When you suggest the idea of doing a podcast to people, there are several common fears, worries and concerns:

'I haven't got the technical skills to put a podcast together'.

Don't fret. Very often, all that is required is to download a piece of software, plug a microphone into a laptop or tablet, then hit 'record'. The software allows you to tidy up mistakes and turn it into an audio file ready for uploading. That's it.

You don't have to create a slick, BBC radio quality production. In fact, the simpler and more personal podcasts are more charming, realistic, authentic and the best way to show you're a genuine person trying to help the listener (rather than some big marketing outfit.) Everything else that might worry you, like a musical jingle or coming up with a front cover for the podcast can be outsourced for a few pennies to designers on online marketplaces such as fiverr.com.

'I hate my own voice.'

Everybody does! And podcasting favours the brave – which is why not everyone does it and the market is wide open for you. But remember, you don't have to speak much if you don't want to, you can get guests and contributors to do it all for you. Mistakes and flubs
can be edited out after recording, too – just cut anything you're not happy with.

'I don't have the confidence to speak for that length of time with any authority.'
If you feel you lack confidence you can do a podcast with other, more confident people (if you run a business with staff, you can find someone else to be the company voice). Remember this isn't going out live, simple editing is possible on your laptop or PC!

'I don't have the knowledge of expertise.'
You don't necessarily need expertise – you can interview people with more authority, get others to do most of the talking, or pass on knowledge and news you find elsewhere.

'What could I possibly put into a podcast?'

If it can be recorded, it is potential content for your podcast. You can record conversations, interview people, invite guests to talk, get news from the internet, repurpose old written blog posts, invite listeners to send emails with stories and tips. You'll be surprised at just how much content you can gather...

TASK – have you matched one of your interests to one of these podcast formats? If you need some guidance, you can email me. But please make sure you include the following:

» One or more special interests (brief explanation of what they are)

» Details of any blog, email or social media accounts if you've got them set up.

» Your goals – for instance, are you looking to create a small home business, or to promote a specific product or service that you own, or are you looking to use this to drive traffic to an existing business?

I can use this information to give you my advice on what special interest to pick.

If you do have an existing business, no matter how small or profitable, then here's what you need to do...

Get New Customers, Build Loyalty and Dominate Your Niche

Podcasting is a fantastic opportunity for businesses, whether you're offline or online, established or still setting up. It offers you a quick, easy and cheap way to find an audience, build up your credibility and drive them to your website, products and services.

With a podcast you can market your business using the technique that have worked in the written form: offering free advice, views, news and opinions that attract potential customers and build trust. Except this is an audio version.

It's amazing how few businesses use this medium. Compared to blogging, article-writing, eBooks and social media posting, this free content advertising platform is surprisingly underdeveloped as a business marketing tool.

And yet, just look at the advantages. With a podcast you can...

» Differentiate yourself from the competition – ask yourself who else in your niche/industry is doing a podcast? If there's nobody, then the very fact you are the first will get you all kinds of attention. And if your competition ARE podcasting, it only goes to show there's an audience there for you. Devise a better, more interesting version with your own spin and you can take your share of the interested audience.

» Give your business an authentic, unique human personality – with a podcast your prospective customer can hear your voice. They will know you're a genuine, real person and not a faceless corporate entity. This is a valuable shortcut to building trust. What's more, nobody can copy your voice and personality, so this will be a totally unique hook for your business.

» Make your content more interesting – you can link to a podcast in your emails and social media too, offering something different to the competition. Having audio on your website gives it another dimension on top of the visual, making it more credible and interesting.

» Build loyalty – regular podcasting is like email marketing in the sense that you create regular pieces of content that tell a story over time. This kind of regular content helps build trust and establish loyalty, as well as encouraging people to keep tuning in again and again.

» Get free content – as I'll show you in a moment, you can create podcasts by getting experts, CEOs, influencers, writers and bloggers to contribute their time and advice for free. This is effectively high- quality content from other people that you can use to grow your business and give yourself more credibility and usefulness to your audience.

» Website traffic – by promoting your podcast, you can start to pull in website visitors who might not have otherwise found you. When you share podcasts then you will find that they get shared with a wide group of people on social media who might not already be following you. More social media followers means more clicks on your website. Invite an influential person with lots of social media followers on to your podcast, post it on your site and watch the traffic flow in as they share it with their legions of fans.

» Boost your Google ranking – through syndicating your shows via various podcasting directories, you can build valuable links (and potential relationships)

back to your website. Google's algorithms value links as 'Internet votes' – the more links your content has, the better it will rank.

» Revitalise old content – if you've been online for a while, your website will contain plenty of old blog posts, articles, reports and information that isn't being read or shared about online. You can take this content and turn it into an audio podcast, allowing you to re-use old material in a fresh, interesting way, and get it out there onto a new platform.

» Diversify and repurpose – every time you create a recording, you have a new product or gift that you can package up to utilise in a different manner at a later date. You may wish to sell it, give it away as a bonus or offer it in return for email address (to help with your list building). You could even take podcasts, transcribe the content and turn them into an eBook for making the most of your content in a different medium

» Sell products – through a podcast it's possible to recommend your products and services, get across your sales message, deal with feedback, tell product success stories or encourage people to visit your premises, website, sales pages or to look out for your products.

» Affiliate advertising opportunity – it is also possible to build up a podcasting audience of regular listeners, then approach businesses whose products and services are relevant to your listeners to offer them sponsorship of your podcast. Or you could just sell advertising space.

Of course, there are likely to be many concerns you have, so let me address them.

Common Objections to Podcasting for Business:

'My business doesn't fit podcasting'

In the same way as content marketing (blogs, social media, email newsletters, eBooks, videos) can be used for almost any business, podcasts are universal. Yes, there are some that are more obviously classic podcast fodder, requiring a certain level of advice – for instance, you have a fitness business, a relationship counselling business, a DIY equipment shop or you're a writer.

However, where it is less obvious, remember that you don't always have to pass on information about the business itself.

For instance, let's say you run a Chinese restaurant in Hull. A 'how to' culinary tips and tricks podcast, or a podcast about what's going on in Hull, could be the manner in which you wish to promote your core business.

Or let's say you're a freelance garden designer from Cumbria. Your podcasts could teach people garden design, or how to grow vegetables. Or – yes, you've guessed it – you could wax lyrical on Cumbria's awe- inspiring landscape.

Or maybe you head up a small paper supply firm. Your podcast could be a business-to-business podcast that examines the ins and outs of your specific industry to others.

'My business subject matter is too boring'

If you think your business is boring, then think how much more interesting it will be with a podcast! Personal finance, accountancy, computer maintenance – these are all prime subjects for podcasts.

Take a look at the Accounting Best Practices Podcast (www.accountingtools.com/podcasts) which has been downloaded more than 2.6 million times. It covers topics such as accounting technology, acquisitions, controls, closing the books, financing, investor relations and metrics with a level of enthusiasm that listeners
may not initially expect.

With these less prolific business podcasts you have more of an opportunity to stand out, find an audience and become well-known within your sector.

'I don't have enough experience, skills or confidence yet'

Podcasts can be collaborative. For instance, get together with another blogger or business with the same passions and share the broadcast. Two coffee roasting businesses could join forces to create English Coffee Lover's Weekly, combining business and personal enthusiasm and both businesses get the publicity, traffic and audience engagement in the process. Or you could bring a writer, expert, journalist or super-fan into your regular podcast to host it with you or be your regular interviewee. You'll be surprised how many people will be willing to do this for free to build their social media following, increase their
reputation or get their ideas across.

'I don't have the time or resources'

This is a bit like saying 'I don't have the time or resources to do marketing'. Ultimately, your business will live or die based on the number of qualified prospects you can reach, and podcasting is a superb way to help achieve that. Moreoever, you'll be surprised at how quickly and
easily you can create a podcast.

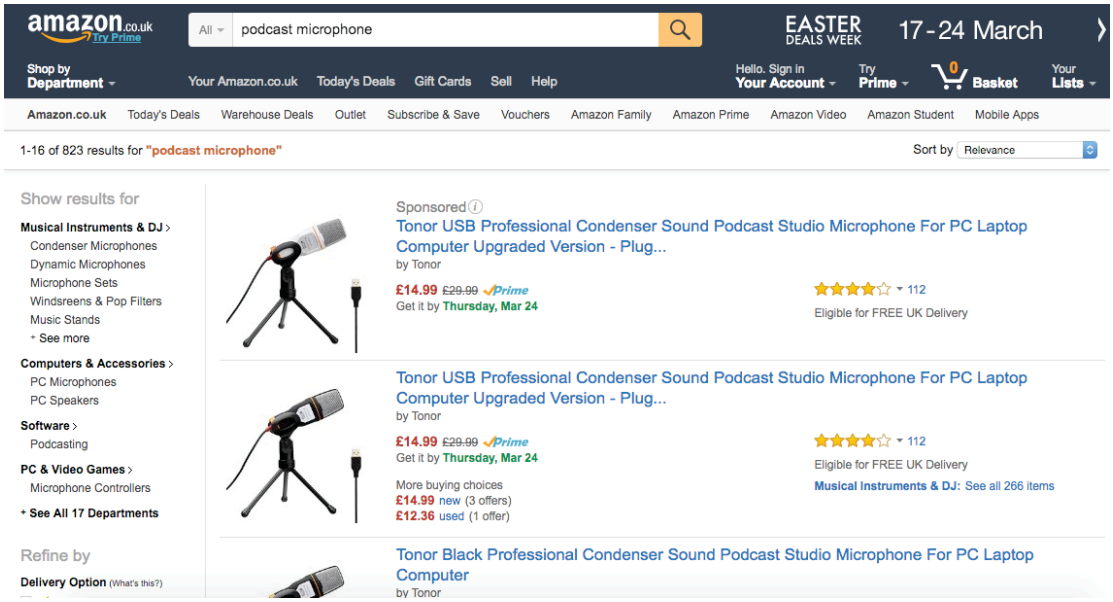
Let me show you...

Podcasting Equipment

It might be a little scary if you've never done audio editing on your computer before BUT the new applications and tools allow you to create audio with no special technical skills. You'll need:

» Computer – you can use a desktop, laptop, PC, Mac or tablet.

» Mic – you will need a microphone that you can plug into your computer. If you type 'mic', 'microphone' or 'podcast microphone' into Amazon.co.uk you'll see a range of options.



» Audacity app – this downloadable application allows you to record and edit the audio (for blips and mistakes, but also to add in jingles, clips and music). It works for Windows, Mac OS X, GNU/ Linux and other operating systems. Type 'audacity app download' into Google.

» Call recorder – this is so that you can interview people over the phone. You can get this as a download from iTunes (http://apple.co/25lPmVO) or for Android (http://bit.ly/1LGhsEZ) and then use a smartphone to record.

SHORCTUT TIP: For £72 you can get a complete podcasting bundle (http://amzn.to/1MBKQaj).

Creating Your Podcast

FORMAT

First, decide on what kind of format you're going to choose for your first effort. A podcast can be styled and presented in many ways. Let's take a look at a few options...

» One person (either you or someone you nominate from your business) expressing their views – optionally interspersed with recordings, interviews, music, clips.

This is an option if you are a:

- solo entrepreneur
- guru/single expert-based business
- an authority, expert or experienced in your field

TIPS: Write out a map of what you're going to talk about. All you need is an outline, a prompt and some notes, rather than a script. Talk in five-minute chunks rather than attempt a whole podcast in one go. Record them and then piece them together at the end.

» A two-header where two of you swap presenting roles or an unscripted conversation between two people.

This is an option if you're:

- in business with a friend or colleague
- have a friend or associate in a similar niche or industry
- have a friend or family member who would like to have a go at co-presenting and has enthusiasm for what you do
- feel more comfortable in conversation than speaking alone

TIP: Make sure you create an outline of where you are going (a list of topics with bullet point facts beneath), but when there's two of you, don't be afraid to let the conversation go where it wants to. Be natural and spontaneous – you can always cut and edit after.

» One person interviewing another person (expert, influencer, colleague, customer) or a group of people having a discussion or debate, recorded as if live. This is an option if you:

» know of experts you can ask (if you're on Twitter for instance you should know people in your niche)
» have friends, colleagues and associates either within your business or associated businesses in your niche
» have a website already in order to show you're credible
» are lacking in expertise or knowledge yourself and would like to build your authority

TIP: To get a good interviewee, find people who have just released books or launched a product as they will be keen to promote them. Or find people who have been interviewed in other podcasts, YouTube videos and blog posts, as they'll be naturals. Remember not to ask questions that may stimulate basic 'yes' or 'no' answers. Instead ask open questions, for instance, 'Tell me about a time when...'... 'What do you think about this?'... or 'I'd love to hear more about...'

Once you've worked out what kind of format you feel happiest with, you need to work out what kind of content you're going to focus on.

CONTENT

Options for the kind of content in your podcast include:

» Discussing industry/niche news, gossip and the latest developments
» Interviewing customers, or following customer stories (trials of products, tests and experiments)
» Interviewing influential people, CEOs, authors, experts and journalists in your field
» Giving practical tips and advice (how to, recipes, methods)
» Offering encouragement, motivation and insights
» Reviewing products
» Repurposing previous content (for example taking old blog posts you've produced and turning that information into a podcast)

Certainly to begin with, I would recommend each episode is between 30 minutes and 60 minutes maximum. Leave your listeners wanting more! If you want to podcast every day, or every week, you might even choose to record for a shorter amount. Conversely, if you're dropping once a month, it may be necessary to go for longer.

TIP: You can also take podcast content and turn it into written content for a blog, special report or book. You can also convert your podcast into a video by doing a version live to a camera, or adding the audio to a slide-show series. This means you can then upload to YouTube or Vimeo and capture the imaginations of even more enthusiasts.

Where to Get Content

I've covered this in previous issues of Digital Upstart, but to get your content please use: news websites, specialist blogs, Google searches, articles you find through Twitter, Facebook and other social media, plus content-gathering tools like Stumbleupon.com and scoop.it, as well as other aggregate sites relevant to your business.

An easy way to create your first podcast is to take material you've already researched and written for blogs, emails and special reports. What has been the most popular (the most shared on social media, the most read on your website, or the highest open rate and response rate on email)? Straight away you have tried-and-tested material you can use to give yourself an easier start.

How to Plan Your Content

Don't script your podcast but do give it a structure. That means flagging up topics and creating notes to work from.

Solo or Double-Header Podcast:

1. Come up with a theme for the episode.

Take the most interesting, unusual, timely and relevant topic you've found and then collect up information on that topic.

2. Break that theme up into subsections or chapters, using headings to guide you.

3. Underneath each headline, list bullet points with all the relevant facts, numbers and details you need.

4. Work out the timings for each section so you have a rough idea of the total length, plus the length of each section. Go through the information, recording yourself talking out loud, but not worrying about mistakes or quality. You'll get a better idea of how long it will take.

5. If it's a double-header, allocate sections.
Consider how you'll balance the presenters of the podcast – too much switching between voices can be confusing.

Interview Podcast:

1. Contact the interviewee via social media and ask for their email address, or contact them on email if you already have it. Explain who you are, what your podcast aims to do, and show them your website. Ask them politely if they'd be interested in your talking to them on the podcast. Emphasise that they will get publicity, you can plug their website address or product and you'll be sharing this podcast with your social media followers, blog readers and email subscribers.

2. Write down all the questions you'll be asking and email that to them once they've agreed to take part. Make it clear that there's a theme and what it is, rather than this being a talk about absolutely anything they choose. If there's anything they're unhappy about they can let you know. Also ask whether there's anything they'd like to talk about that you've haven't included - they are the expert in their field, after all!

3. Arrange a time to call them and record the conversation on your smartphone. Or arrange a meeting in a quiet place where you can record the conversation.

Multi-Person Conversation:

1. Invite the participants as above.

2. Rather than a list of questions, send the participants a list of the topics you'll be covering and suggest a running order.

3. Find someone (you, ideally) to be the host or anchor, almost like you're the chairperson of a debate.

4. When recording a multi-person conversation, it can be good to use Skype because it gives you visual cues as to how the other person is feeling or reacting, making the conversation sound more
organic. Even better, try to be in the same room to record – this will give it real intimacy and energy.

Whatever you decide, the structure should work like this:

» Introduction – introduce yourself, the title of the podcast and your website address.

» Lead – explain what the episode is about and what the listener is going to discover in the next 30-60 minutes. Include the names of the people you are going to be talking to and interview.

» Opening topic – start with the most unusual, urgent and interesting topic (in other words, front- load the episode with the juiciest information) or with the highest profile interviewee.

» Interview – before the listener hear's an interview or conversation, explain precisely who the participants are, including a brief biography and links to their website, or where you can buy or view their products and services.

» Call to action – make sure you ask the listeners to send in their thoughts, feedback, ideas for the next episode, questions for the guests. Also push them to your website and primary social media account.

» Close – always thank your guest or sum up the theme of your podcast at the end and encourage listeners to subscribe to the podcast to keep up with all the episodes.

» Trailer tease – suggest what's coming up in the next podcast

TIP: For your very first launch podcast, maybe give away something of value to your ideal customers. It could be a free subscription, free tickets, vouchers, sample, discount, eBook, report – anything relevant to your niche subject.
Make sure you ask them to do something to enter, for instance:

» Send an email with a specific subject line (this will get you their email contact).

» Leave a comment beneath the podcast on the blog or dedicated page (this will make your website more Google friendly and encourage others to leave comments).

» Tweet an answer with a hashtag (#) you create for your podcast (this will help give it status on social media).

» Retweet your tweet to enter (this will get you plenty of shares and therefore free marketing).

» You can then announce the winners in the 3rd or 4th podcast, which is a great way of getting those initial listeners to keep tuning in.

STYLE GUIDE

What Makes a Great Podcast?

Your podcast needs to follow the rules of content marketing:

» Make it personal: Talk in an everyday language, no jargon, no corporate speak or flowery language. Speak as if to one listener, not a crowd.

» Make it human: Don‘t script your conversation. It will sound like you're reading from a script. This will make it sound like marketing or a boring business presentation. Mistakes, pauses, sighs and coughs all make you sound genuine and personable, and you can always edit out bits where you dry up or say something stupid (as we all do!). Don't be afraid to add personal details about yourself – your favourite film, your dog's name, your pet hate, what you did at the weekend.

» Make it useful: You need to pass on information that will help your listener achieve their goals, avoid problems, overcome fears, or feel enriched in some way. Rather than talk about yourself and your products all the time, consider what your target customer is likely to want or need, and deliver that.

» Make it interesting: Passion is key! You'd be better off with a five-minute podcast of inspired chat about something of interest than 30 minutes of droning on. Try and find stories, opinions and angles on the news that are unexpected, contrary to what others might say.

» Make it opinionated: Don't be afraid to voice your opinions and give your personal slant on things. Embrace your weird side, even. Let your voice be heard!

» Call-to-action: A call-to-action is that point in any article, blog post, email or sales page where you strongly encourage the reader to take action (click on a link, reply to the email, call a number). They're vital for podcasting too. It doesn't have to be a sales action. Ask questions, do quick surveys, run contests and offer giveaways for those who interact with you (they can email you, comment below the post or contact you on social media, for instance Twitter or Facebook).

» Be consistent: There's no point in doing a one-off. The podcast should be regular – consider doing it once a month – and with the same person as the

anchor or host each time. Without a regular 'appointment' with your audience, they may miss your future podcasts.

» Stick to your niche: Keep to the same niche topic. For instance, if you run a business with two distinct audiences or themes, don't blend them.

IMPORTANT*:*

Your first podcasts will be a bit shaky and possibly you might feel disappointed. Like everything in life, they take practice. Be aware that EVERYBODY feels like this and very few people like the sound of their recorded voice. Your early podcast will have only a small audience and remember that they're listening for the content, not the style. They won't be expecting professional-sounding audio.

Use these early podcasts to find your ideal format and style, experiment and make valuable mistakes. When you're setting out, try to launch at least three to five episodes and ask your audience what they liked and what they didn't like.

Encourage as much feedback as possible and use it to guide you. Once you crack a format you're happy with, you will find it easier each time and your confidence will grow.

RECORDING A PODCAST

Step 1: Record your podcast

Plug in your mic and record your podcast. You can either do it in one go, then edit out mistakes after, or record in sections that you piece together afterwards.

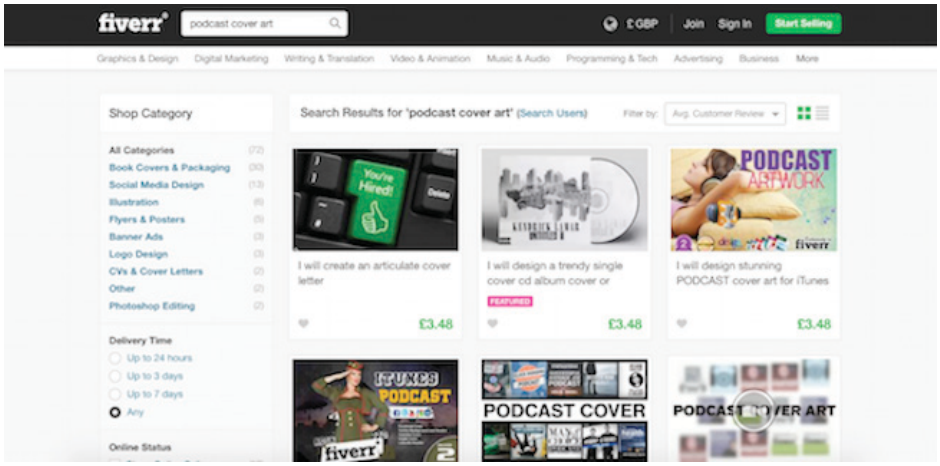
Step 2: Edit your podcast

Listen through and chop out big mistakes or bits that are boring. Use your sound editing software to do this. The key is to avoid worrying about what you sound like ('I sound stupid') and think about what your podcast is delivering for the listener.

Step 3: Add music

You can add music to separate out sections of the podcast or move from one theme to another. This can allow the listener time to let a thought sink in, and help slow down the pace to make the podcast feel less exhausting. Or you can use it to create a mood for the next section coming up.

You can also top and tail the podcast as a form of musical identity (known in old-school radio broadcasting as a 'jingle'). You can get a professional- sounding podcast intro from www.fiverr.com if you type "podcast intro" into the search box.



Step 4. Polish the Audio

To make the whole thing sound good when your listener is on their smartphone or in the car, you need to give it a polish!

» Equalize the voices. Pull out the problem areas in the low frequencies and the high frequencies.

» Compress the voices – this gives you a smooth sound.

» Equalize the voices again, boosting the bass and treble and making it sound smooth.

» Use a limiter on all the audio tracks (music and voices) for consistency.

» Finally, make sure your podcast is in an MP3 format.

Step 4: Add Written Notes

Once recorded, you need to come up with a title.

This should be very short, direct and explanatory, rather than abstract, punning or cute. For instance:

» Horror Writing

» Gluten-Free Mastery

Then there needs to be a description, which should be longer and should push the credibility of the information or the interviewees.

» Horror Writing – Amazon bestseller John Smith reveals the trade secrets of writing terrifying horror short stories.

» Gluten-Free Mastery – Top pastry chef Lisa Jones shares her 5 best gluten-free cake recipes.

» Finally, write some bullet points that explain the benefits of listening and entice the potential listener to tune in:

» The three step formula that allows you to crank up the tension of ANY horror plot.

» What you should never do if you're trying to cook gluten free (too many people make this mistake).

» The title, description and bullets are what will appear with the podcast, so consider them an advertisement to listen in.

UPLOADING A PODCAST

First, get some artwork as a cover for the podcast. It needs to be a image file with dimensions of at least 1,400 x 1,400 pixels (maximum size: 3,000 x 3,000 pixels) in either JPG or PNG format.

As a shortcut, you might want to get your cover commissioned on fiverr.com. You should also sign up to some places where you can upload and host your podcast.

On SoundCloud

You can find out about SoundCloud's podcast hosting at this link http://bit.ly/1Mk0YN6.

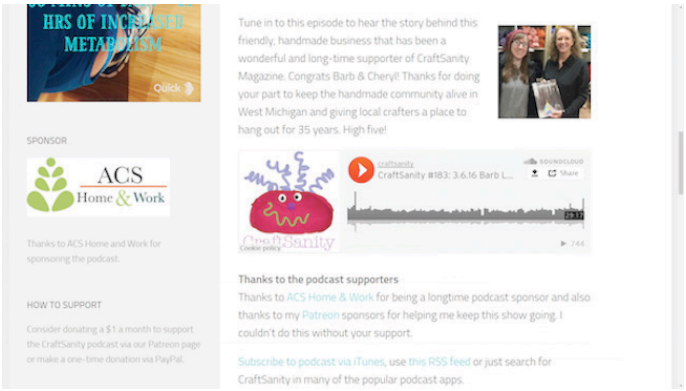
Upload to SoundCloud and you can play it on their network, where you can be searched for by millions of global listeners. Listeners can also leave comments beneath the podcast.

You can directly share your podcast from SoundCloud on social media OR embed the SoundCloud file in a blog post or on a podcast page on your website. They offer detailed stats to show you how many people are listening and sharing your podcast to help you understand and grow your audience. You can analyse downloads and plays by city, country, application and website.

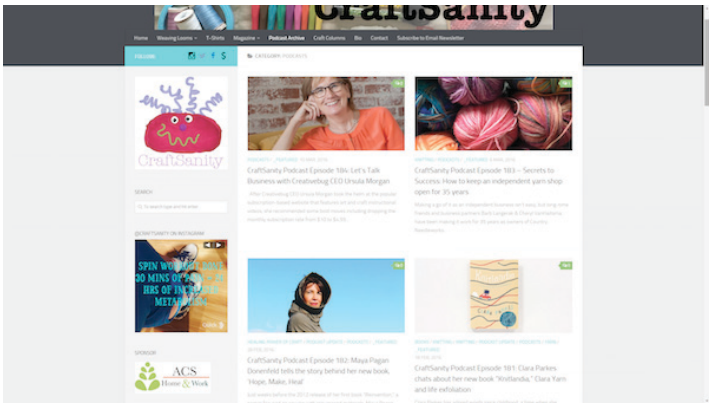
On Your Website

You can take a SoundCloud file and paste it into a blog post on WordPress quite easily. The visitor will be able to listen to it without leaving that blog page. You can add an alluring headline and use the written notes you've created to entice people to listen. What's more, those notes will help it get picked up on Google.

Here's how it looks on crafting blog Craft Sanity:



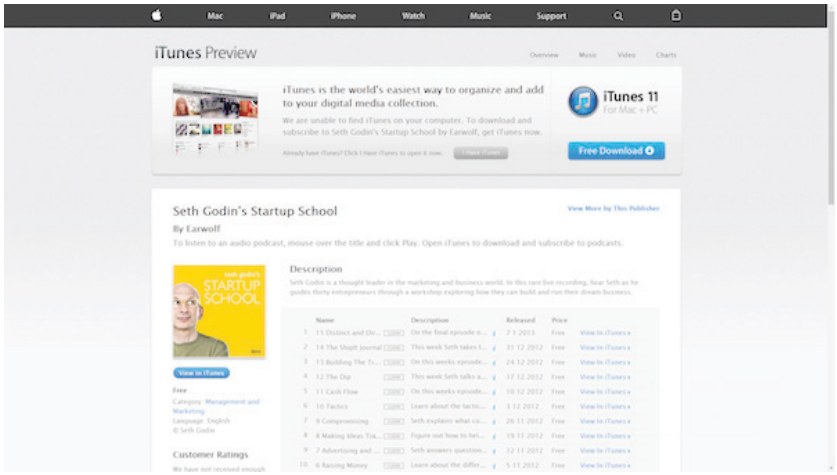
IMPORTANT: Even if you embed your podcast in a blog post, also create a single page on your website to host all the podcasts so that the visitor can browse and dive in. For instance, Craft Sanity's podcast archive page looks like this:



On iTunes

You can't get your podcast directly onto iTunes – you need to host it online first, then pass it over to iTunes for approval.

When that happens, your podcast will appear in their store like this example below of Seth Godin's startup school podcast:



First you have to create an Apple ID, which you can get by downloading iTunes (http://apple.co/1qKS5U0).

Then there's a handy checklist of all the information you need ((http://apple.co/1qKS5U0)) and stages you need to get your podcast up and running.

Apple have very particular rules regarding podcasts which can initially seem a bit fiddly, including creating an RSS Feed, adding metadata and validating your podcast before submitting it to Podcasts Connect for listing on the iTunes Store. But the process is really not too complicated at all and easily mastered.

To illustrate, here's a coffee podcast on Sweet Maria's coffee blog (legacy.sweetmarias.com/library/weblog):

9 Quick Ways to Promote Your Podcast

Now it's time to get your podcast heard and start building an audience.

1. Send an email with a link to the podcast to your database

The simplest and most direct way to get your first listeners is go to your very best customers – your email subscribers. To get the best effect, begin to tease that you have a brand new podcast coming up in the weeks before you launch your first one. Build up expectation and anticipation. Then tell your list they'll be the first to hear it.

The very second your podcast is uploaded, send your exciting launch email. Follow this up a few days later with a reminder that the podcast is up, then make sure you mention it in your regular email contact for a good few weeks after.

2. Post it on social media

Tweet all your followers on Twitter the link to the podcast. Post it on Facebook and add it to LinkedIn and any other social media platforms you are on. Encourage people to share, comment and give feedback.

3. Write a blog post about it

Create a blog post that's all about your first ever podcast. Be excited and make sure you list all the benefits of listening, including details of whoever is involved in it. Then embed the podcast in that blog post or add a link to it. Once you've done that, then Tweet, post, share and distribute that blog post on social media. This will give you a powerful second hit.

4. Contact the interviewees or subjects

If you've interviewed anyone, or mentioned anyone influential in your podcast, then make sure you contact them to say that the podcast is live and encourage them to share it with their followers. If you have collaborators on your podcast, encourage them to share it as far and wide as they can.

5. Run an ad

Create a small advert with the title, description and benefits of listening to the podcast, then run that in your email newsletter, put it on a sidebar or box on your homepage, and also at the bottom of regular blog posts on your website. As much as possible you want to catch people who visit your blog.

6. Send out competition reminders

If you have followed my launch advice, you'll have run a competition in your first podcast, offering a valuable free gift in return for a specific action (feedback, comments, sharing the podcast). Make sure you remind your social media followers that this competition is on, and when it is closing. Also do the same to your email database. Make sure there's a deadline for entry, and then a date for when you are announcing the winner in a future podcast.

7. Share feedback and comments

When you get positive comments, either directly through email, left in the comments section on SoundCloud or your blog post, then share them with others on social media. Compile some of them into an email and send it to your database, encouraging those who haven't heard it yet to listen in.

8. Tease the next episode

Before the second podcast episode, tease what's coming up (topics to be covered, people to be interviewed, secrets or tips to be discovered) then mention this in your email newsletter, on a blog post and on social media in the week running up to it. Remind people where they can still catch the first episode.

9. Go to third parties

Approach bloggers and businesses who are in a similar niche, and share the podcast with them. Ask them if they'd be interested in sharing it, reviewing it, or taking part in a future episode. If they embed it in their own website or blog post you can drive traffic to their site, which will benefit them. But in return you get traffic from their site through the podcast.

How to Make Money From Your Podcast

There are three ways of making money from your podcast:

1. Indirect

By having an interesting, engaging podcast on your website, on SoundCloud and in iTunes, you are effectively advertising your business, website and services to a wider audience. Whenever they find and listen to your podcast they will also be able to find your website or look for your services.

By delivering information and entertainment that's of value to them, you'll build a relationship that will result in a better likelihood of a sale. Then by keeping listeners tuning in for further episodes you deepen the personal relationship over time.

Finally, podcasts are very shareable. By including experts and collaborators in your podcasts you will get them shared by their followers and subscribers, giving you access to a huge number of qualified prospects who might come to your website, browse your shop, follow you on social media, or subscribe to your emails.

2. Direct

Within your podcasts you can also promote products and services. For instance, you could gently remind listeners of an offer or new release within the broadcast itself, for instance, at the end of a show, or where the conversation relates to a product or service that you have available. Try and make it natural and obvious that you would make a recommendation at this point, rather than shoehorn one in.

Tips

» Don't slip into advertising speak or relentlessly plug a product.

» Don't use sneaky product placement to trick the listeners.

You can also put an advertising break into your podcast, much like an ad break in a radio show. Either promote your own products within a podcast advert or go to third parties who have relevant products.

If you do this, read it live rather than record it like a radio advert – but make it clear that it's an advert. Make sure the product is relevant to your audience and to your niche. Yes, listeners can skip through ads, in a survey quoted by Lex Friedman, vice president of sales and development for podcast advertising network Midro, 90% of podcast listeners will listen to the ads.

TIP: Occasionally remind your listeners why your show has ads. It's to allow you to keep producing the podcast and getting guests on that they'll enjoy. What's more, these are products you like and recommend.

Alternatively, add a sponsorship tag to the beginning, middle and end of the podcast that goes something like: 'This episode is sponsored by Bill Bloggs Animal Groomers, visit www.billybloggs.com to find out more.'

Further Recommended Reading

Podcast Launch: A complete guide to launching your
Podcast with 15 Video Tutorials! How to create, launch, grow & monetize a Podcast – (2015)

http://amzn.to/1o4eJK8

Podcastnomics: The Book Of Podcasting... To Make
You Millions – by Naresh Vissa (2014)

http://amzn.to/1pH9G41

The Complete Guide to Maverick Podcasting: A
Manual for Nonconformists by Micah A Hanks (2015)

http://amzn.to/1S3tzsp

Launch It!: How to Use Videos, Podcasting, Online Media and Viral Marketing to Become a Recognized Expert in Any Industry by Jonathan R Taylor (2015)
http://amzn.to/1U52T0c

Podcasting Pro Basics: A Beginner's Guide To Producing, Editing, and Publishing A Podcast Paperback – by Orlando Rios (2016)
http://amzn.to/1q009Vw

Podcasting Swipe File

To give you a quick introduction to the world of podcasting, I've picked out a few examples that will give you a flavour of just the beginning of what's possible. Have a listen to these for inspiration and ideas:

Film

A personal favourite is Kermode and Mayo's Film Review (http://bbc.in/1NuMA6j). For the uninitiated their weekly 5 Live show involves verbose, terrifically- expressive movie reviews from Kermode, down-to- earth questioning of said reviews from Mayo, listener correspondence, good-natured bickering and interviews.

Design

Design Matters (http://bit.ly/1LjNuAO) was the world's first podcast about design and an inquiry into the broader world of creative culture through wide-ranging conversations with designers, writers, artists, curators, musicians, and other luminaries of contemporary thought.
Debbie Millman writes:

'I started broadcasting Design Matters live from a telephone modem in my office at Sterling Brands in the Empire State Building. After the first dozen episodes, I began to distribute the episodes free on iTunes, making it the first ever design podcast to be distributed in this manner. I've done nearly 200 episodes to date. In 2011, the show was awarded the People's Choice Cooper Hewitt National Design Award. In 2012, at a celebratory luncheon at the White House, I was congratulated by the one and only First Lady of the United States, Michelle Obama.'

Design And Technology for Business

Dorm Room Tycoon (http://drt.fm) shares conversations with thinkers in business, design and technology. It's available on iTunes and SoundCloud. Career/Personal Interest

Betty in the sky with a suitcase (http://bit.ly/1Ui69G0) is a regular podcast in which a flight attendant 'relays anecdotes from life at 34,000 feet – sleepwalking passengers, misbehaving celebrities, Ebola-related mix- ups and all – as well as recordings of the places that she's visited'.

This is a classic example of turning a hobby, job or special interest into a podcast.

Social/Lifestyle

The Art of Manliness (http://bit.ly/1FMOijj) is dedicated to 'uncovering the lost art of being a man' and is a content medium for the blog. According to their website:

'Many men today feel adrift and have lost the confidence, focus, skills, and virtues that men of the past embodied. In an increasingly androgynous society, modern men are confused about their role and what it means to be an honorable, well-rounded man.

The causes of this male malaise are many – from the cultural to the technological. One factor is simply the lack of direction offered men in the popular culture. Men's magazines today are largely about sex, sports cars, and getting six-pack abs.

The Art of Manliness seeks to fill this void and offer an alternative to those who believe there's more to being a man than expensive clothes and the hot babe of the month.'

Business Start Ups

The Fizzle Show (http://bit.ly/1pfgHZG) is for creative entrepreneurs and honest business builders.

There is also Seth Godin's startup school. Seth is a well-known marketer and writer with his own blog. These shows are workshops in which he records himself working with entrepreneurs.

Pat Flynn started a podcast called Smart Passive Income (http://bit.ly/1hvBC3o) in 2010.

It became one of iTunes' top-ranking podcasts and was featured in the New York Times. It has since been downloaded over 18 million times. He then transferred the same technique to his side-business Food Trucker School (http://bit.ly/1U55Gqk) which was, as the name suggests, a service for helping people start their own mobile fast food service.

Collecting

Finders Keepers is a small record label that specialises in finding obscure global records from the 1960s, 1970s and 1980s and releasing them in the UK. It has a special podcast called FK Radio (http://bit. ly/1PpRYeG) where the label owner and invited guests share obscure records.

Cookery

Whet your appetite with Gastropod (http://bit. ly/1pH9O3o) where co-hosts Cynthia Graber and Nicola Twilley serve up a new episode every two weeks, alternating longer, in-depth reporting with quicker, bite-sized stories. They say:

'Each episode, we look at the hidden history and surprising science behind a different food and/or farming-related topic, from aquaculture to ancient feasts, from cutlery to chilli peppers, and from microbes to Malbec. We interview experts, visit labs, fields, and archaeological digs, and generally have lots of fun while discovering new ways to understand the world through food. We think these stories are fascinating, and we hope you will too.'

Religious/Spiritual/Well-Being

Philosophy Bites (http://bit.ly/1szLQ6K) is a UK-based podcast where top philosophers are interviewed on bite-sized topics... David Edmonds is an author, Nigel Warburton is a freelance writer and podcaster with a blog called Virtual Philosopher.

Crafts

Curious Handmade (http://bit.ly/1Zovcq0) is a weekly show by knitwear designer Helen Stewart about crafting and how it contributes to a life of creativity and happiness. Helen began designing and recording with the idea of connecting knitters all over the world and challenging them to make something truly unique.

Whether it's sharing a story, a technique or an affection for the way a lace stitch captures the perfect tone of the yarn, Helen documents it for the knitting community.

Events

There is a regular podcast of an open mic live event called Spark London (http://bit.ly/1WFCAMd).

'Spark London was founded in 2007 by Joanna Yates, a business psychologist who overcame dyslexia to become an expert on the art of storytelling. Since then, thousands of true stories have been told live from Spark stages.'

At Spark events you will hear personal stories not by professional storytellers but by anyone with a great story to share.

Local

Love Lewes (http://bit.ly/1trhZ46) is a podcast that looks at some of the events happening in and around Lewes in East Sussex. You can hear it on their website, via Stitcher or on iTunes.

Self-Help

Changeability (http://bit.ly/1pH9OAo) is a UK-based weekly podcast 'exploring how to manage your mind to make changes in your life, through lively discussion & engaging entertaining interviews that empower, inspire & motivate the listener to pursue their dream/vision of a better, happier, successful life & business.'

Over in the US, there's Eric Zimmer and Chris Forbes' The One You Feed (http://bit.ly/1WFCOCZ) – a life- coaching style podcast with open-minded discussions of habits, meditation, wisdom, depression, anxiety, happiness, psychology, philosophy, and motivation.

They write: 'We started the show for a few different reasons. As we both got older we started seeing less of each other and the show seemed like a great way to rectify that problem. In addition we are both prone to being sad sacks so we

figured we needed the content of the show as much or more than any listeners. The other reason is that Eric gets easily bored and this was simply the most recent of his half-baked ideas that actually got some traction.'

Hobbies

Model Rail Radio (http://bit.ly/1T5iv2O) 'provides the best model railroading content. It is an open format where anyone can participate. The big names in model railroading call in to talk to regular folks and people who are quickly emerging as new greats in the hobby.'

Internet Marketing

Digital Marketer's Perpetual Traffic podcast (http://bit. ly/1WFCRPh) was launched in July 2015. It rose to number one in 'Business Category' on iTunes in less than eight hours, and reached 'New & Noteworthy' within a week. Six months later they'd had 340,000 downloads!

They say: 'The value of a podcast is much more than the numbers. With the podcast, you can give value to people who've never heard of you (TOFu); prospects who're interested but haven't decided to buy yet (MOFU); and existing customers (BOFu) – by giving them another media to consume your content.