



Introduction to Podcasting

increMental-U
small steps. big results.



New FREE programs designed for YOU!

What is a podcast?



Word Origin: from i([Pod](#)) + broad ([cast](#))

Noun

1. A digital audio file (mp3), which can be downloaded or streamed, and listened to ON DEMAND via a computer, mp3 player, tablet, or mobile phone.
2. The Internet equivalent of a radio show.

Verb

1. “To podcast.” To deliver a web-based audio broadcast via an RSS feed over the Internet to subscribers.

The New York Times



Farhad Manjoo
STATE OF THE ART

Email

Share

Tweet

Pin

Save

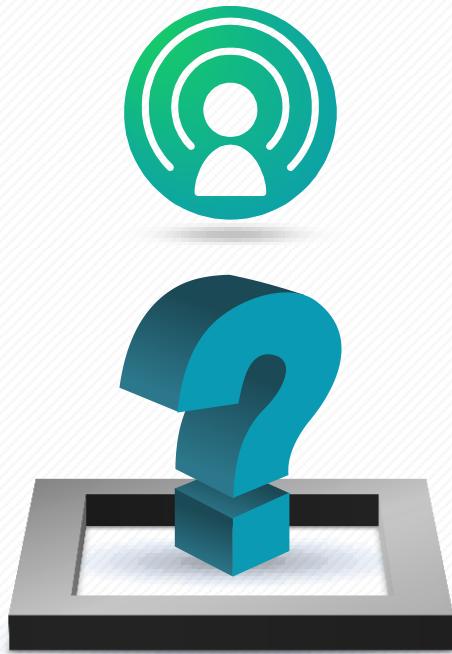
More

“ Don’t call podcasting a bubble or a bust. Instead, it’s that rarest thing in the technology industry: a slow, steady and unrelentingly persistent digital tortoise that could eventually slay the analog behemoths in its path. ”

PERSONAL TECH

Podcasting Blossoms, but in Slow Motion

WHY should you start a Podcast?

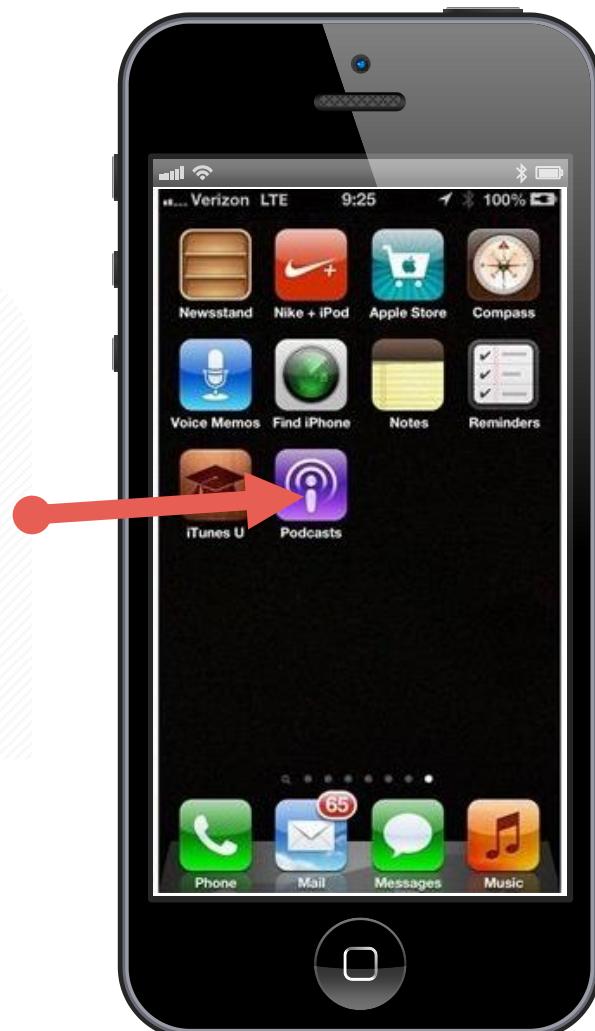


- Reach a new audience (via iTunes, Stitcher, SoundCloud, etc.)
- ***Leverage these large directories through their search algorithms**
- Build on your existing authority
- Elevates your perceived status (social proof)
- ***Less competitive than written blogs**
- Easier to get guests for an interview than to write a guest post. (Can lead to getting “bigger” guests than you’d otherwise have access to.)
- “Easier” to create content
- Create multiple types of content at once (record video of interview; use transcribing service; ex. “Outsource to Africa,” about \$20/30 minutes)
- ***Fans can download episodes and listen “on the go” instead of in front of their computer. At the gym, in the car, etc. This removes a HUGE barrier!**
- By the way, how many of us actually read blogs on our smartphones? Many blogs aren’t even mobile friendly (responsive). But within iTunes, your podcast will *always* look native to the platform.
- ***Compared to written blogs, it’s easier to convey emotion through your actual voice. It’s “speaks” to a deeper part of our consciousness.**
- Right now, podcasting is **HOT!**

And it's here to stay...

It's now *native* to the iOS platform. You **CAN'T** delete the app, even if you wanted to!

(Can written blogs or video apps say the same?)



Increasingly Mobile

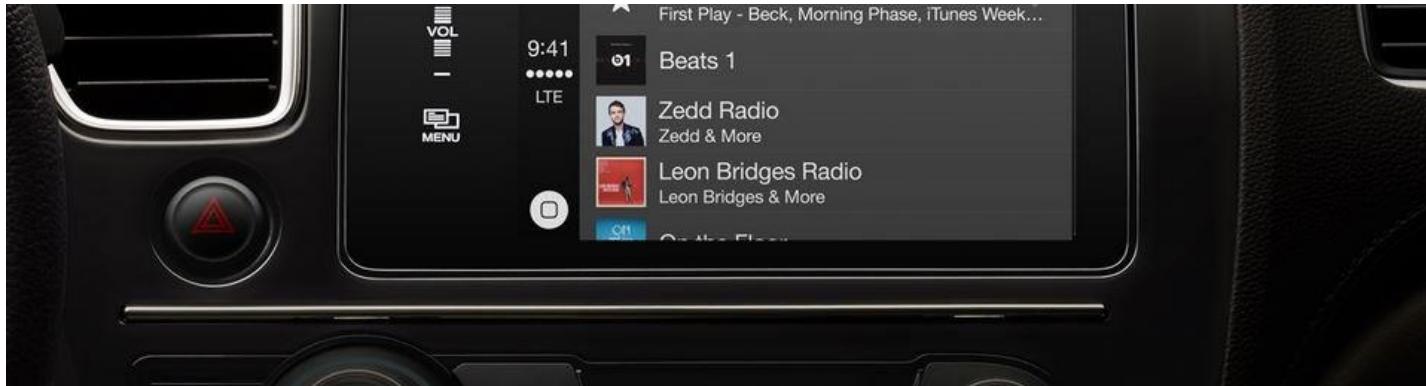
“On a global basis, people are going online primarily via mobile or splitting their internet time roughly equally between mobile and the PC.”

(source: *InMobi, 2015*)

Those who go online “mostly via desktop” are now a tiny minority:

- Mostly via Desktop — 11 percent
- Evenly split between both mobile and PC — 28 percent
- Mostly via mobile — 37 percent
- Only via mobile — 23 percent

Podcasts are being integrated into automobile audio systems with Apple Car Play and Android Auto.



Invite more apps along for the ride.

CarPlay supports other apps on your iPhone. Here are a few of them. Stay tuned for even more supported apps coming soon.



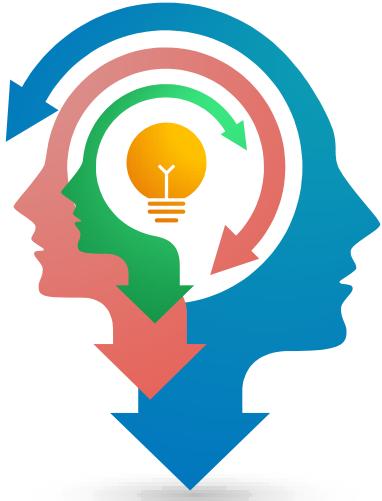
According to a Forbes article in April of 2014, Apple reported **800 million** iTunes users, up from **525 million** just 10 months earlier in June of 2013.



We can assume now that the number is
well over a BILLION.

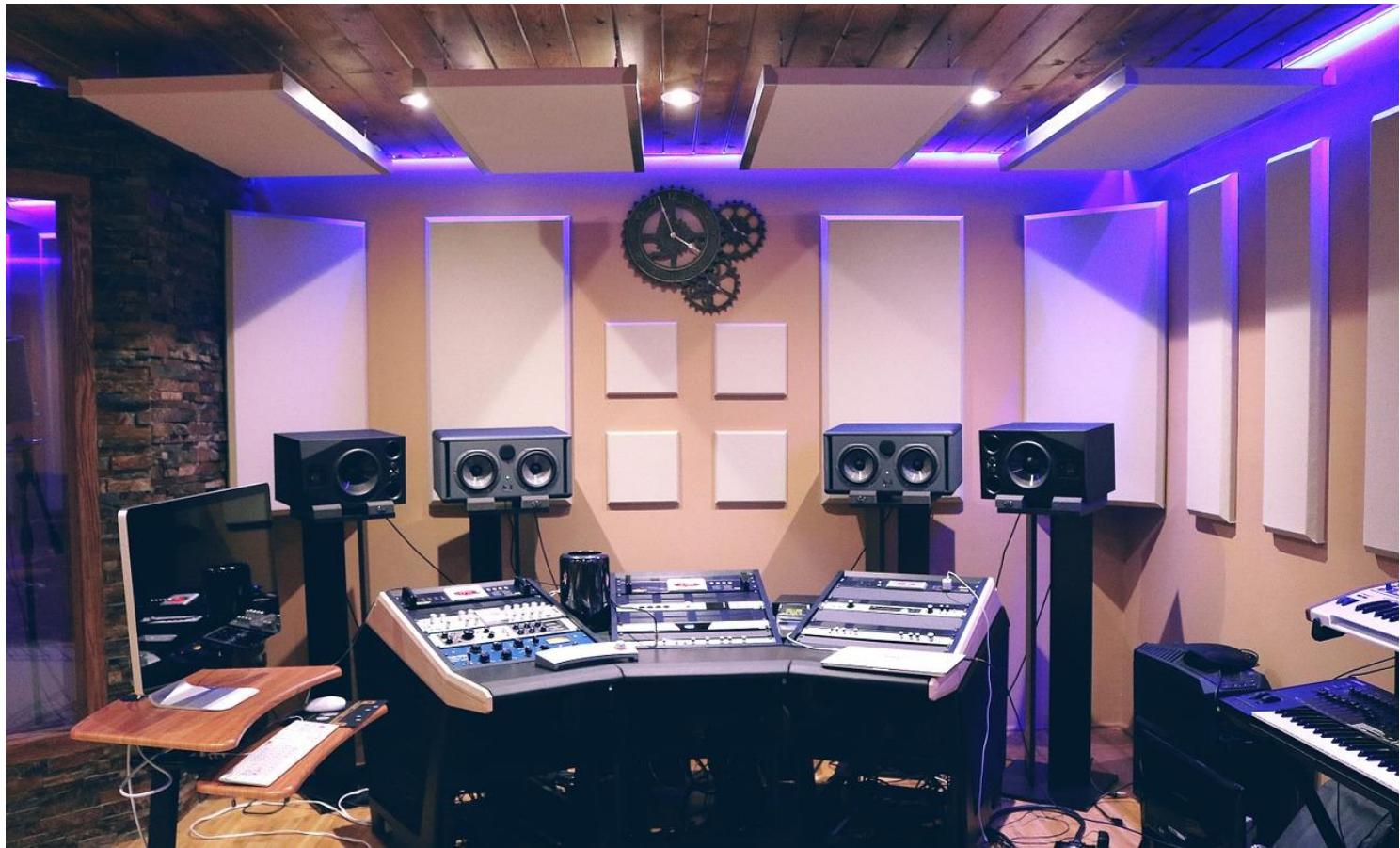
Make YOUR Podcast Stand Out

Best Practices:



1. Be yourself, highlight your personality; it's "radio," after all; THIS is your main selling point...YOU!
2. High quality audio is essential
3. Good Artwork (ideal size: 1400x1400): have an identifiable logo, with text that is visible at very small sizes. Think about the icons on your iPhone. Some devices shrink it to as little as 73 x 73 pixels. Optimize it for 150 x 150 and it should look good everywhere.
4. Meta Data; tags, keywords, descriptions, etc., just like a blog post or YouTube video
5. Choosing your categories and tags on iTunes strategically
6. Embed episodes directly into Social Media streams so people can listen to them while continuing to browse
7. Aim high when considering guests
8. Have a clear call to action (for example: get your listeners to become email subscribers) to create a lasting connection beyond listening to one or two episodes.

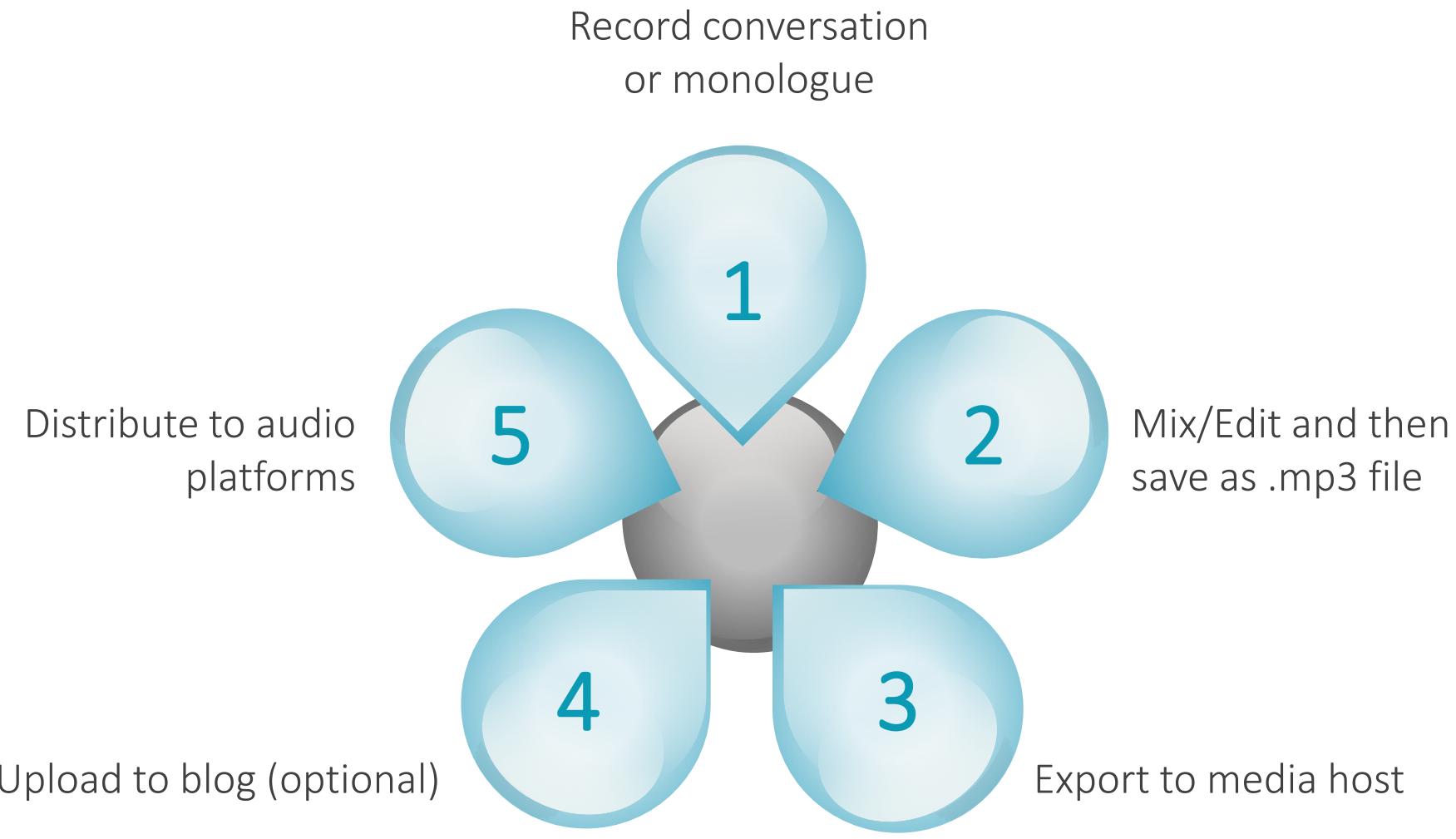
The Technical Stuff...



Or...



Technical Steps (an overview)



Recording

Hardware



Logitech ClearChat USB

IK Multimedia iRig Mic
for smartphones



Heil Sound PR40

Software



Skype + ecamm (Mac)



iRig Recorder App

Skype + Pamela (PC)



All of this editing power on your smartphone...



People *want* to talk to you when you hold a mic!



Let's do a class demo...



Photo credit: mashable.com

Mixing and Editing

PC or Mac

Audacity—FREE open source



Mac Only

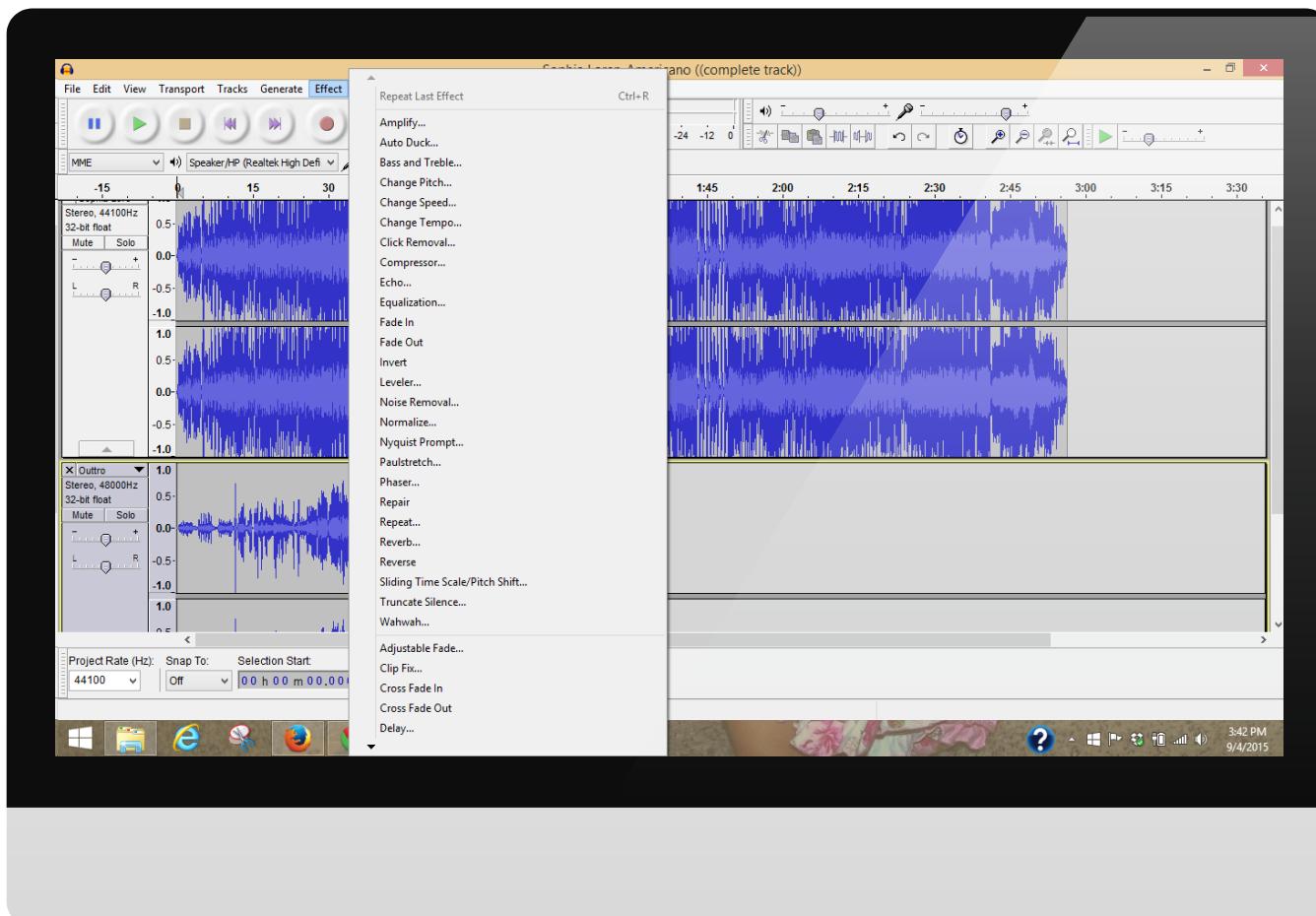
Garage Band—Pre-Installed



Import the mp3 file of your conversation to Audacity or GarageBand, and then you can mix in your intro and outro.

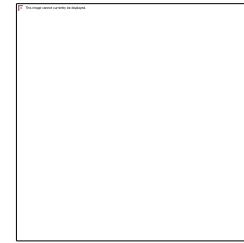
Add the meta data, and save it as a new mp3. This is the file that you'll upload to your media host.

Audacity Mixing Board



Media Hosting

Just as your blog needs a server, so does a podcast.
Most popular options:



I use SoundCloud because I like the integrated social media component, which makes it very easy to cross-promote on other platforms.

The screenshot shows the SoundCloud profile for 'Indie Travel Podcast'. At the top, there's a navigation bar with 'Home', 'Collection', 'Search', 'Upload', a user profile for 'Rick Zullo', and other account options. Below the navigation is the podcast's cover art, which features a travel map with yellow arrows pointing from 'EQUATOR' to 'VANCOUVER' and 'TOKYO', and a red arrow pointing to 'INDIE TRAVEL PODCAST'. The title 'Indie Travel Podcast' is displayed with a star icon, and the hosts are listed as 'Craig and Linda Martin' from 'Auckland, New Zealand'. A large red arrow points from the travel map area towards the central player. To the right of the cover art is a player window showing a track titled 'What Is Indie Travel' by 'Indie Travel Podcast'. The player includes 'Share', 'Embed', and 'Message' buttons, and shows the track was posted '2 months' ago with the hashtag '#indie'. Below the player is a timeline with two tracks: 'Bye bye, Berlin! Dreaming And Reminiscing' and 'Learn A Language (episode 284)'. Each track has a play button, a preview waveform, and social sharing links for Twitter, Facebook, Google+, and Pinterest. The bottom right corner of the profile page shows follower statistics: 1.1K Followers, 330 Following, and 245 Tracks. A sidebar on the right lists various social media links for the podcast.

Home Collection Search

Upload Rick Zullo

Indie Travel Podcast • Craig and Linda Martin • Auckland, New Zealand

Share Embed Message

Indie Travel Podcast What Is Indie Travel 2 months #indie

All Tracks Playlists Reposts

Share

Indie Travel Podcast Bye bye, Berlin! Dreaming And Reminiscing 23:41

Indie Travel Podcast Learn A Language (episode 284) 24:47

Following

Followers 1.1K Following 330 Tracks 245

Subscribe to the award-winning Indie Travel Podcast in iTunes: indietravelpodcast.com/itunes for weekly travel stories, tips and destination advice from full-time travellers.

Show more ▾

Indie Travel Podcast Facebook Google+ Twitter YouTube iTunes Podcast

Embedded Social Sharing

Rick Zullo @RickZullo1 · 5m
Have you heard 'FCI 019 - Finding A Job In Italy With Liz Knight' by Rick Zullo on #SoundCloud? #np soundcloud.com/rick-zullo-1/f...

SoundCloud

FCI 019 - Finding A Job In Italy With Liz Knight

The Fatal Charm of
ITALY
Q and A

FCI 019 - Finding A Job In Italy With Liz Knight
The biggest obstacle for many North Americans who would like to live in Italy is the prospect of finding a job. Actually, there are two hurdles to overcome: legal permission to work in Italy, and then

[View on web](#)

TWEETS 10.6K FOLLOWING 4,375 FOLLOWERS 5,150 FAVORITES 3,739 LISTS 14

#TRLT 1,210 Tweets about this trend
#oysterfest 171 Tweets about this trend
#bxwine 82 Tweets about this trend
#spycate Fred Jackson explains why he chose Seahawks over Patriots - BN Blitz 101K Tweets about this trend
#osusvt College football preview: No.1 Ohio State Buckeyes vs Virginia Tech... 87.9K Tweets about this trend
#fbchat 2,487 Tweets about this trend
#dalalama Dont Underestimate China's Economy 250K Tweets about this trend
#internationalLiteracyDay #internationalLiteracyDay: Celebrities that support the cause of... 38.2K Tweets about this trend

SoundCloud to Twitter

Distribution Networks (Players)



iTunes – By far the biggest player, accounting for about 80-85% of podcast listeners.
<https://itunespartner.apple.com/en/podcast>



Stitcher



SoundCloud



Spotify (for now only major brands like BBC, ESPN, etc.)

***Google Play**, coming soon!

Insert RSS feed into Blog Post

(PowerPress Plugin by Blubrry)

Rick's Rome 4 0 + New View Post SEO Purge SG Cache Delete Cache Howdy, Rick

Links Pages Comments Feedback Portfolio Genesis Appearance Plugins 4 Users Tools Settings SEO Pin It Button PowerPress Pretty Link

Podcast Episode

Modify existing podcast episode

Remove Podcast episode will be removed from this post upon save

Media URL <http://feeds.soundcloud.com/stream/214322003-rick-zullo-1-fci-013-the-e> [Verify URL](#)

[Link to Media hosted on Blubrry.com](#) Don't have Blubrry Podcast Media Hosting? [Learn More](#)

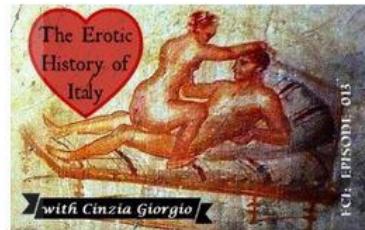
File Size Auto detect file size
 Specify: 36962277 in bytes

Duration Auto detect duration (mp3's only)
 Specify: HH : 38 : 30
 Not specified

iTunes Subtitle Italy is a republic founded on pleasure.
Your subtitle may not contain HTML and cannot exceed 250 characters in length. Leave blank to use the first 250 characters of your excerpt, or blog post if no excerpt is set.
SEO Suggestion: Write something concise and compelling that includes keywords not mentioned in the episode title.

iTunes Author Rick Zullo, an American expat in Rome
Leave blank to use post author name.
SEO Suggestion: Include talent names and slogans not mentioned in the episode title.

Featured Image



The Erotic History of Italy
with Cinzia Giorgio

[Remove featured image](#)

Twitter Image Size

Image width 280

Image height 150

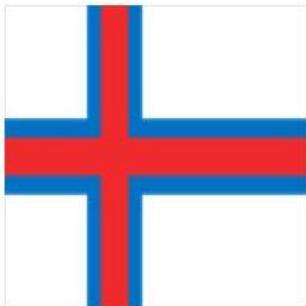
Podcasts from Travel Bloggers



No specific travel niche, so he has a large potential audience. Started in 2005; over 480 episodes.



Medium-sized niche aimed at middle-aged U.S. road-trippers.



Tiny niche; in fact, they are the only ones podcasting about the Faroe Islands.

Amateur Traveler

AT#482 - Hiking the Camino de Santiago in Spain Interview View -39:55 Richard Search

My Podcasts My Stations Playlists iTunes Store

Podcasts > Society & Culture > Places & Travel > Amateur Traveler Podcast

Amateur Traveler Podcast (iTunes enhanced) | travel for the love of it

Chris Christensen >

Details Ratings and Reviews Related

Description

The Amateur Traveler is an online travel show that focuses primarily on travel destinations and the best places to travel to. It covers everything from knowing what to put on your Chicago dog when you go to the Windy City to swimming with whales in Tonga.

▲	NAME	TIME	RELEASED	DESCRIPTION	POPULARITY	PRICE	
1	AT#484 - Travel to Michigan's Upper Peninsula (and Mac... [i]	50 min	Sep 19, 2015	Michigan's Upper Peninsula	[i]		Get ▾
2	AT#483 - Travel to Cameroon [i]	44 min	Sep 12, 2015	Cameroon	[i]		Get ▾
3	AT#482 - Hiking the Camino de Santiago in Spain [i]	41 min	Sep 5, 2015	The Camino	[i]		Get ▾
4	AT#481 - Travel to Santa Barbara, California [i]	43 min	Aug 31, 2015	Santa Barbara	[i]		Get ▾
5	AT#480 - United States UNESCO World Heritage Sites [i]	46 min	Aug 22, 2015	USA UNESCO	[i]		Get ▾
6	AT#479 - Hike Japan's Nakasendo Trail [i]	42 min	Aug 15, 2015	Nakasendo Trail	[i]		Get ▾
7	AT#478 - Travel to Kyrgyzstan [i]	47 min	Aug 8, 2015	Kyrgyzstan	[i]		Get ▾
8	AT#477 - Travel to Hyderabad, India [i]	51 min	Aug 1, 2015	Hyderabad	[i]		Get ▾
9	AT#476 - Travel to New Orleans, Louisiana [i]	50 min	Jul 25, 2015	New Orleans	[i]		Get ▾
10	AT#475 - Travel to the Philippines [i]	57 min	Jul 18, 2015	Philippines	[i]		Get ▾
11	AT#474 - Ontario Road Trip [i]	45 min	Jul 11, 2015	Ontario	[i]		Get ▾
12	AT#473 - Cruising Southeastern Alaska on Un-Cruise [i]	29 min	Jul 4, 2015	Alaska	[i]		Get ▾

RoadTrekking (began in Oct. 2014)

- The RV Podcast reached the “one million downloads” milestone in a little over 10 months.
- Sold out his sponsorship slots: four major sponsors, all committed to a one year program with two others on a waiting list. This earns him a full-time income from this show alone.
- Keys to success: following a passion and delivering consistent, useful content of high production quality.

Roadtreking – The RV Podcast

By Mike Wendland

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.



[View in iTunes](#)

Free

Category: Places & Travel
Language: English
© Mike Wendland

Customer Ratings

★★★★★ 158 Ratings

Links

[Podcast Website](#)
[Report a Concern](#)

Description

Award-winning journalist Mike Wendland travels North America in a small motorhome, reporting about the interesting people and places he meets, offering RV and camping tips, tapping into his network of Roadtreking reporters, reviewing the latest in traveling technology and discovering destinations you'll want to put on your bucket list.

Name	Description	Released	Price	
1 RT54 How Class B ... [CLEAN]	Why the small motorh... i	9/22/2015	Free	View In iTunes
2 RT53 What you ne... [CLEAN]	Escape the cold and s... i	9/14/2015	Free	View In iTunes
3 RT52 How to Make... [CLEAN]	Just as people buy a b... i	9/8/2015	Free	View In iTunes
4 RT51 One Couple'... [CLEAN]	How to maximize you... i	9/1/2015	Free	View In iTunes
5 RT50 What's Comi... [CLEAN]	Big changes are swee... i	8/25/2015	Free	View In iTunes
6 RT49: What You N... [CLEAN]	Don't get ripped off! i	8/18/2015	Free	View In iTunes
7 RT48 What you ne... [CLEAN]	We have lots of RV ne... i	8/11/2015	Free	View In iTunes
8 RT47 How to earn ... [CLEAN]	Reader questions, RV ... i	8/4/2015	Free	View In iTunes
9 RT46 What to Kno... [CLEAN]	Don't let being a solo ... i	7/28/2015	Free	View In iTunes
10 RT45: Managing y... [CLEAN]	How to enjoy the RV li... i	7/21/2015	Free	View In iTunes
11 RT44 Is it time to ... [CLEAN]	Wood smoke in overcr... i	7/14/2015	Free	View In iTunes
12 RT43 Is Internet S... [CLEAN]	Sometimes, in some p... i	7/7/2015	Free	View In iTunes
13 RT42: How to Cho... [CLEAN]	10 Reasons why we w... i	6/30/2015	Free	View In iTunes

Example of Small Travel Brand Leveraging a Podcast

The Faroe Islands Podcast

EP 250: Driving from Vagar to Torshavn

Tuesday, June 2, 2015

Podcast 249: Mykines, Part Two

This week, part two of our visit to Mykines. After missing our ferry back to the "mainland" we head back to the village and catch a music festival. We weren't supposed to be around for any of this, but happiness is a journey, not a destination... or something like that.

As always, you can listen on iTunes, on the media player at the top of the page, or you can download the show directly [here](#).

Also, time is running out to contribute to this year's Kickstarter campaign, and we still need your help. Head on over to our [Kickstarter page](#) before June 4th and help us fund another season of our award-winning podcast.

Posted by [Workman](#) at 12:26 AM [Links to this post](#)

Friday, May 22, 2015

Podcast 248: Mykines, Part 1

This week, we head to the island of Mykines. Many Faroese consider this the most beautiful island in the country, and it's hard to argue against that. This western-most island contains a hill that combines jaw-dropping beauty with thousands of puffins and a historic lighthouse.

Season 7 of the Faroe Islands Podcast

The award-winning podcast returns to the Faroes to record more stories.

by Matthew Workman and 43 backers

Subscribe to the Podcast

- Our RSS Feed is Here
- Subscribe on iTunes

Faroë Islands Resources

- Faroë Islands Review
- Visit Faroe Islands
- Faroë Islands Webcams
- Interactive Map of Faroe Islands
- Information on Faroëse Towns and Villages
- GI Festival
- Atlantic Airways
- Faroëse English Dictionary
- Prime Minister's Office
- Faroëse Information and Cartoons
- Faroëse Election Results

Music from the Faroes

- Ever
- Markus
- Stanley Samuelson
- Gudrid Hansdóttir
- Hogni
- HEIDRIK
- B.A.B.Y.
- Valrave
- ORKA website

- You don't have to be a huge travel brand to gain attention. Look at these guys:
 - <http://www.faroeodcast.com/>
- A tiny, *tiny* niche. The islands are an autonomous country within the Danish kingdom; 2015 population of 48,700.
- Mediocre blog on the free Blogger platform.

And yet...
- They've successfully used KickStarter to completely fund their podcast, paying for all their travel expenses and equipment (\$2,589)*.
- They were recognized by The Podcast Awards, (operated by the New Media Expo) against much "bigger" competition.

How have they become so successful???

The screenshot shows the homepage of the 10th Annual Podcast Awards Show. At the top left is a logo of a microphone on a stand with a signal icon above it. The title "10th Annual Podcast Awards Show" is in large blue text, with "April 14, 2015 WestGate Resort and Casino Las Vegas" in smaller blue text below it. To the right is the NABSHOW logo with the tagline "The Media Revolution".

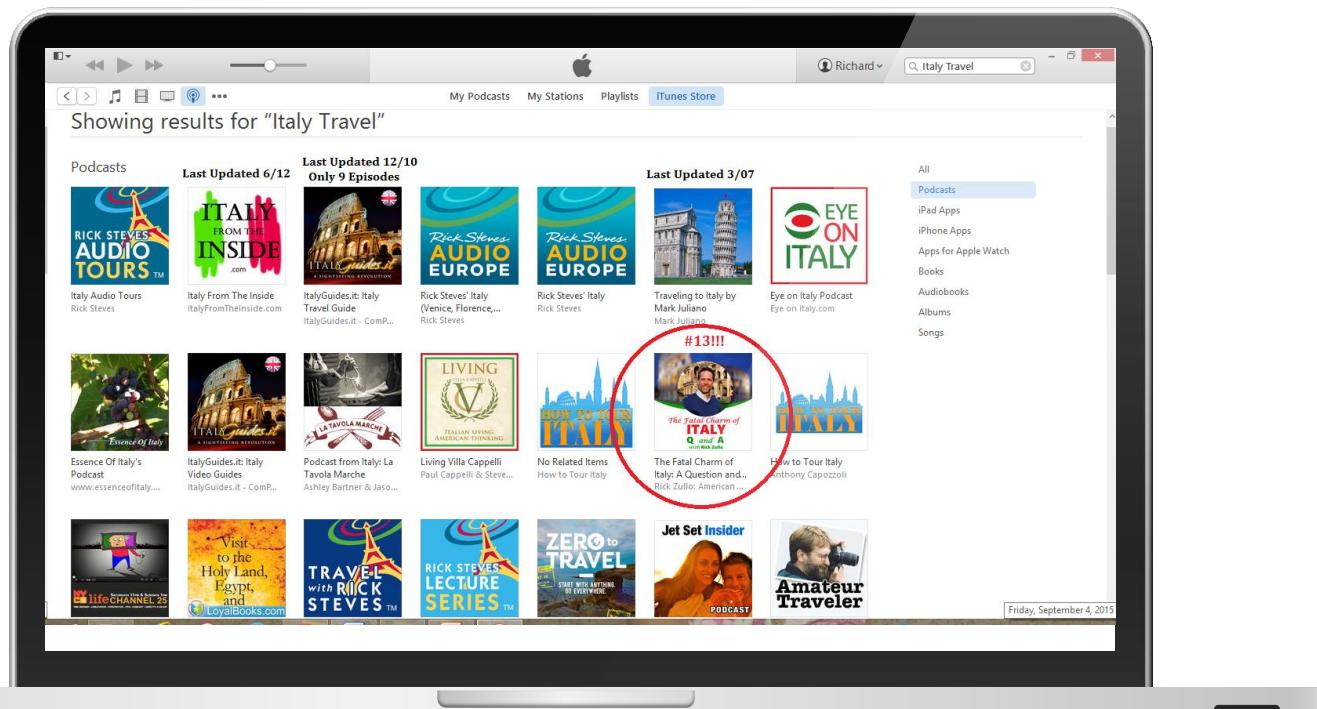
The page features several sections:

- Technology** section with links to "Security Now!" [url] [rss], "Today in iOS" [url] [rss], "The Audacity to Podcast" [url] [rss], "The Waves of Tech" [url] [rss], "Reply All" [url] [rss], "Maccast" [url] [rss], "No Better Than Average" [url] [rss], "This is only a Test" [url] [rss], "Daily Tech News Show" [url] [rss] (marked as [Winner]), and "This Week in Tech" [url] [rss].
- Travel** section with links to "WDW Radio" [url] [rss] (marked as [Winner]), "Coaster Radio.com" [url] [rss], "Wedway Radio" [url] [rss], "Mousestalgia" [url] [rss], "The Budget Minded Traveler" [url] [rss], "The Faroe Islands Podcast" [url] [rss] (circled in red), "Amateur Traveler" [url] [rss], "Just Japan" [url] [rss], "Daily Travel Podcast" [url] [rss], and "Special Mouse Podcast" [url] [rss].
- The People's Choice Podcast Awards** section with a disclaimer: "Podcast Awards is being managed by New Media Expo". It includes links to "About New Media Expo", "The Podcast Awards is owned and operated by the New Media Expo", and copyright information: "© 2014 · PodcastAwards.com".
- Navigation links at the bottom: "< Return to the Home Page :: Contact Us".

- VERY high quality audio production.
- Radio “magazine” format, not unlike NPR or BBC.
- The host has a great “radio” voice.
- Cool background music.
- Lots of episodes over several years.
- Perhaps most importantly, they OWN their little niche. **ZERO competition!**

Number 11 in iTunes!

If you Google “Italy Travel,” my blog isn’t even on the 11th page!



Make the best of “New and Noteworthy”

The screenshot shows the iTunes Store interface on a Mac. The top navigation bar includes icons for back, forward, search, and user profile (Richard). The main menu items are My Podcasts, My Stations, Playlists, and iTunes Store, with iTunes Store being the active tab. A large, abstract orange and red background image of people walking is visible.

New and Noteworthy

Podcast	Description	Host	Website
	On Air with Stephanie Sinclair	Stephanie Sinclair	Podstars.com
	Cruise Radio News	Cruise Radio News fe...	iTunes Store
	The Specialist	Casey Miner	iTunes Store
	Entertain to Educate my child	Mercy Kay. The show ...	iTunes Store
	Faces And Aces: Las Vegas	Faces And Aces: Las V...	iTunes Store
	The Maine Show	Ben Sprague	iTunes Store
	WDW Navigators	WDW Navigators	iTunes Store
	Living The Dream Podcast	Krista Joy and Joe Par...	iTunes Store
	The NomadTogether Podcast Location...	Paul and Rebekah Ko...	iTunes Store
	Tiny House Podcast	Tiny House Podcast	iTunes Store
	Off The Grid Podcast	Off The Grid Podcast	iTunes Store
	Lost River, WV: An Unexpected Gay...	Jon Kuhl	iTunes Store
	LAST BEST STORIES	Jule Banville	iTunes Store
	The GrisRod's Podcast Show	The GrisRod's Podcas...	iTunes Store

Podcasts ▾

All Categories ▾

PODCAST QUICK LINKS

Redeem Account
Send iTunes Gifts Support

Podcasts App

Podcast Resources Submit a Podcast

Podcast Collections Featured Providers Episode of the Day on Twitter

TOP EPISODES ▾

1. #189 TAXI: History of the New York City...
The Bowery Boys: New Y



Now What?

Have a clear idea what action you'd like your audience to take when they've finished listening to an episode.

- *Subscribe to your podcast on iTunes and download some past episodes (can be done directly on your iPhone).
- Leave a rating or review (also helps boost your show's ranking within iTunes).
- Visit your website (or your sponsor's website).
- With a little clever automation, you can build a hot, targeted email list through your podcast. Use a tool like [Call Loop](#) to get listeners to sign up for your opt-in offer just by sending an SMS.

Monetizing Your Podca\$t

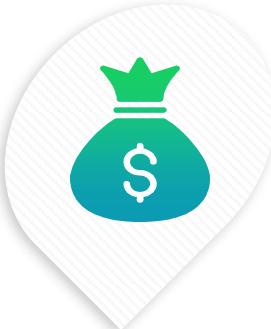
By far, the best opportunity is through sponsorships.



“Podcasting operations are attracting sizable audiences and advertising revenue. **The ads work.** Large and small advertisers report a significant upside to the campaigns they run on podcasts, and ad rates on top-tier podcasts approach *\$100 per thousand listeners (CPM)*, which is many times what it costs advertisers to reach audiences in most other digital formats.”

[Farhad Manjoo of The New York Times.](#)

How to Calculate Your Show's Value:



According to [Entrepreneur on Fire](#), the current “Industry Standard” podcast sponsorship is a combination 15-second Pre-Roll and a 60-second Mid-Roll.

- A 15-second Pre-Roll commands \$18 per 1000 CPMs (listens) in a six week period.
- A 60-second Mid-Roll commands \$25 per 1000 CPMs (listens) in a six week period.
- For ease of math, let's say your podcast averages 10,000 listens per episode.
- 18×10 (for the 10,000 listens) = \$180 is the cost to the sponsor for a Pre-Roll.
- 25×10 (for the 10,000 listens) = \$250 is the cost to the sponsor for a Mid-Roll.
- Therefore, your 10,000 per episode podcast would cost a sponsor **\$430** for the combination.

If you don't want to start your own show...

Be a “Guest Podcaster”

Guest podcasting is the new “guest blogging.”

- Unlike writing a blog post for another site, the traffic that comes from your interview will already have a “relationship” with you, since they will have heard your voice. Therefore, traffic from guest blogging is **warm**, but traffic from guest *podcasting* is **hot!**
- Unlike guest blogging, it's much easier and less-time consuming. An interview will last less than an hour, but a guest post can take many hours to write.

Podcasting Resources



Cliff Ravenscraft

(A blog about podcasting)



Pat Flynn

(YouTube Tutorial)



John Lee Dumas

(A Podcast about Podcasting)

Key Takeaways



- Podcasting is here to stay
- It provides a very different (more personal) vehicle in which to reach your target audience
- Can be consumed anywhere
- Low technology barriers
- Much less competition
- Relatively “easy” to monetize as compared to a written blog alone