

YOUR FREE A-Z PODCAST SETUP GUIDE!



What we will cover:

- Why your business should have a podcast
- What technology (audio and visual) you will really need and how much it will cost
- How to actually Prepare and Produce your podcast (and how much time it will actually take)
- How to Promote your podcast for business leads and referrals!
- How to extract an endless supply of audio, video, graphic, photo and written marketing content from your podcast
- How podcasting leads to incredible Brand Awareness, Collaboration and Business Results that you never saw coming!

and more..

Common challenges many businesses face..

1. The majority of your ideal customers don't know you exist!
2. You spend most of your time “selling” instead of “marketing”
3. Even if you want to “market” more you don't know how and you don't know where..



- Marketing is about creating awareness for who you are and what you do
- It's about ATTENTION. Marketers need to IDENTIFY where the attention is and deliver quality, relevant and consistent content to their audience
- Most of the attention of the world is on a select number of platforms 24/7 - so that's where you have to show up - AND also be NOTICED!

***Why your business should have a
podcast..***



Deliver fresh and varied content to your target audience regularly!



**Build your brand and generate business leads and referrals
without actually "push" selling your product or service**



Gain incredible access to potential customers that you would not normally get access to!



**Extract many forms of marketing content from just one piece -
written, audio, video, graphic, photo**



Leverage your guest's audience - allowing you to build your network, brand as well as attracting more potential customers/referrals



**Collaborate with other thought leaders/influencers and
position yourself as an authority in your field
(Result: more business!)**



Be creative!



Up-skill and get on top of latest technology (digital is the new language of business)



Sharpen your communication and interpersonal skills!



Have fun!



Bonus! You learn SO much from your guest..

Marketing platforms and content..

- *PLATFORMS* - Facebook, Instagram, LinkedIn, YouTube, Podcast, TikTok, Pinterest, email signature
- *FORMS OF CONTENT* - written, audio, video, graphic, photo - can be long and short content
- *STYLES OF CONTENT* - Educational, Documentary, and Promotional (RATIO: 80% Educational & Documentary/20% Promotional)
- *WHEN TO POST* - There are no rules but CONSISTENCY is the secret weapon to building an audience!

Other things to consider about your podcast..

- What genre? Specialised or broad..
- What type? Guests or solo - or both..
- Who is your target audience?
- How to find guests? Friends, contacts, networking groups, Social Media platforms....referrals!
- Monetising your podcast? Direct (advertising) or Indirect (brand awareness, speaking/consulting, other podcasts..)



Technology:

Recording

- Zoom, QuickTime Player, StreamYard, Riverside, SquadCast..

Editing and Housing

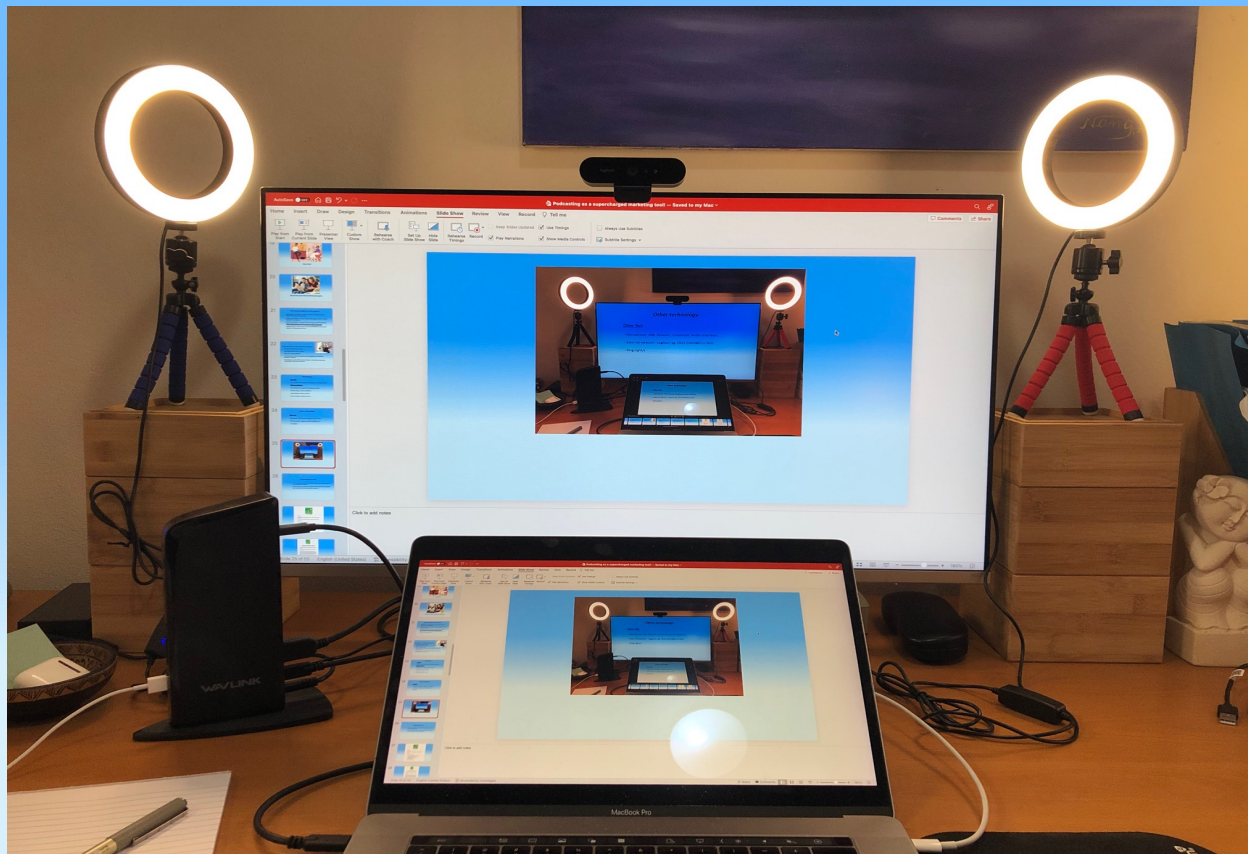
- Audio Editing - GarageBand, Audacity, Pro Tools..
- Audio Housing - Anchor, Podbean..
- Video Editing - iMovie, Filmora..
- Video Housing - YouTube, Vimeo..

.

Other technology:

Other Tech

- Microphone: USB, Dynamic, Condenser, Audio Interface..
- External webcam - Logitech eg. C922 (HD1080) or Brio
- Ring Light/s



Preparation is key!

- The more prepared you are and the more prepared your guest is - the better the show!
- Always useful to provide your guest with a draft of the episode and a document outlining what to expect :-)



Hey everyone!

Welcome to episode xxx of (insert your podcast name) – I am your host (insert your name or business name)

The topic for today is - "(insert episode title)" with (insert guest's name and organisation)

Briefly intro guest -

Questions to ask the guest during the episode:

1. So – John - tell us a little more about your story - how did you get into this area - why you do what you do – why are you so passionate about it etc?
2. Start with a high-level question about the theme
3. Start to drill down – further conversation, tips and strategies etc.
4. Tell us more about how you work..
5. Any case studies/examples you can share? (optional)
6. How can the audience find you?
7. Any last thoughts to leave us with..

Thank the guest as well as the audience and sign off..



"PLAYING WITH PERSPECTIVE" PODCAST

Thank you so much for being a guest on my show. I really appreciate it and I'm very much looking forward to the discussion. I love connecting with people and I learn so much from every guest!

Here is a brief guide on what to expect, how to prepare and what I need in order to draft the podcast episode.

To ensure the best sound find a quiet room and use a headset with a microphone, earphones with a microphone, or even a podcast microphone. If not - the computer audio will still be just fine. Re. lighting – if you have a light that illuminates you from the front that can be very handy to balance out contrasty, back-lit lighting conditions. Alternatively choose a spot that is evenly lit rather than being right next to a window (which lights only one side of you). The podcast usually lasts 30-45mins but always good to allocate an hour for the process.

I will send you a draft in the next week or so to help you prepare and we will also confirm a time. The episode will be recorded via Zoom and sometimes we stream live to my Facebook page. I will send you a Zoom link once we have confirmed a time.

All I will need from you is a 2-3 line bio which I will use to intro you before I hand over to you to give you an opportunity to tell us a little more about yourself. I like to keep the conversation relaxed, flowing and natural so the questions I have given you are just to use as a prompt and general framework.

The podcast is an incredible opportunity to give value, build credibility and promote yourself to both my audience and yours. Thus it's always good to do a little prep. beforehand. You will receive an email from me when your episode has gone live. The email will contain the links you can use to promote the episode anywhere you see fit. I'll also send you an email with a link to the raw audio and video files to use for your marketing purposes.

What I need from you in the next few days:

- 2-3 line bio which I use to intro you
- Catchy phrase, sentence or theme for the episode
- A few lines discussing what you would like to share
- If there are any particular q's that you would really love me to ask - feel free to let me know and I will gladly add them to my list in the draft I will send you

Once again thank you so much for your time and sharing your expertise. Feel free to get in contact if you have any questions at all before the interview.

It's gonna be FUN!

Here are a few links to the podcast in case you want to take a look:

Audio – <https://suspendedanimation.podbean.com>

Video - <https://tinyurl.com/vkaelka>

Darren Saul

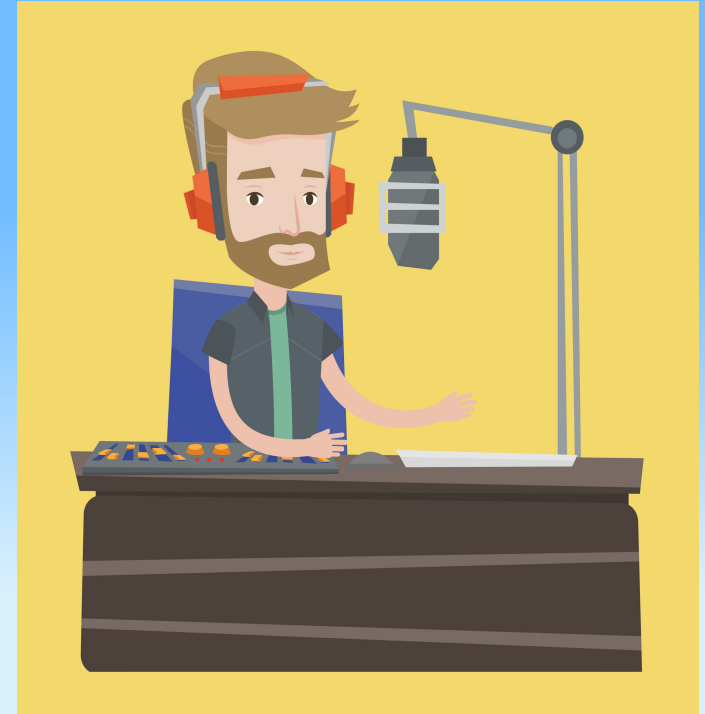
www.suspendedanimation.com.au

Social Media and a Podcast are not just “nice to have” anymore - they are a MUST have!

Remember!!

Podcasting gives you BRAND AWARENESS

and CONTENT!



Production..



Start simple and build from there..

So you have a podcast - now what?..

Once you have produced it you now have to promote it!



Promoting your podcast for real business results!

- Your podcast is a very important pillar within your wider Social Media marketing strategy! My podcasts outperform all other content!
- Think of your podcast like your film, TV series or your radio show!
- You can promote during the lead up to the episodes. You can promote the episode itself. You can promote greatest hits etc..
- Stream live..
- Extract many forms of marketing content from your podcasts - written, audio, video, graphic and photo. And tell your guests to do the same..
- Leverage your episodes - don't just post them once - repost them regularly - not everyone will see them the first time!


- Make sure you tag as many guests and collaborators in each post as possible!
- Share them on your FB and LinkedIn groups
- You can run a small FB/Instagram campaign for a great episode to create awareness..
- Try to do a contra deal where you interview a guest and they interview you - more leverage!!
- Make sure you link to your audio and video podcasts from your website and email signature
- Mention your podcast everywhere!
- Linking out - the Social Media algorithm..

Podcast/Social Media marketing strategy:

- **PLATFORMS** - It's important to know where your target audience is and WORK that platform heavily.
- **PLANNING/SCHEDULING** – Or not..
- **VIDEO** is the new frontier. It humanises your brand! Video AND Audio version!!
- **AUTHENTICITY** - “Connections are formed in the cracks!”
- **DOCUMENT** - Document your business journey and take your audience along for the ride. “Storytelling” is key!
- **BUILD YOUR MARKETING MUSCLE!**
- **EXECUTE FIRST - ASSESS LATER!** “Ready, Fire, Aim” by Michael Masterson
- **LEVERAGE!** - Extract, repurpose and repackage forever!

Let's get specific! Here are some examples..

Video content

 **Darren Saul** · 1st
Podcaster & Podcast Coach 📞 Always looking for new guests! 📞 T...
6d · 🌐

📺 Episode 198 of Playing With Perspective! 📞 Can you sell your business today?..with [Krish Ravipati, CPA](#)


📞 I chat with Krish Ravipati - CPA, Value Builder, Author, Keynote Speaker and MC - about what really makes a healthy business and what makes a business SALE-able! Krish outlines the 8 key drivers that are absolutely essential to any business - no matter whether you want to sell today, 3 years down the line or not at all! Krish provided STAX of value, insights and invaluable information!!

A TRULY POWERFUL, INSIGHTFUL AND ENTERTAINING EPISODE NOT TO BE MISSED!

Links to the full episode below! 📞

** Always looking for fantastic guests for upcoming shows - feel free to buzz me on 0414659800 to chat..


**CAN YOU SELL YOUR BUSINESS TODAY?..
WITH KRISH RAVIPATI**







because nobody knows.

👍 12 4 comments

Reactions



 Like  Comment  Repost  Send



Darren Saul Author

6d ...

Podcaster & Podcast Coach 🗣️ Always looking for new guests! ...

VIDEO 📺 https://youtu.be/HJwp_MovUEo

AUDIO 🎧 <https://www.podbean.com/ew/pb-vw5gb-1329a98>

👉 Feel free to get in touch with Krish!

Website - <https://peakvalue.com.au/>

LinkedIn - <https://www.linkedin.com/in/ravipati/>

FB - <https://www.facebook.com/krishravipaticpa>

Link to your Value Builder Score
- <https://score.valuebuildersystem.com/peak-value-advisory/krish-ravipati>

Like | Reply



Krish Ravipati, CPA (He/Him) • 2nd

6d ...

CPA Business Advisor 📄 Author 🗣️ Interviewer 🗣️ MC 🗣️ RJ ...

It was a fantastic chat, thanks for having me [Darren](#) 🙏🙏🙏🙏

Like · ❤️ 1 | Reply · 1 Reply



Darren Saul Author

6d ...

Podcaster & Podcast Coach 🗣️ Always looking for new ...

Thank YOU mate!! 🙏

Like | Reply



Nathan Bennett (He/Him) • 2nd


4d ...


\$ Mentoring Australians to overcome their debt positions 💰 Sho...


A great chat [Krish](#)

Like · 🗣️ 2 | Reply


Written content


**Darren Saul** • You


 Podcaster & Podcast Coach 🖱️ Always looking for new guests! 📱 Th...


now • 


I listen to loads of podcasts - they are my personal life and business coaches with me and in my corner every day :-)

 ▼

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 Comment

 Repost

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Audio content

Darren Saul
The Social Media Strategist & Coach | Podcaster & Podcast Coach | ...
1w • 🌐

One of the greatest benefits of having a podcast is you can continuously tap into new audiences..



The video content consists of two parts. The top part is a green background featuring a cartoon illustration of a man with glasses and a yellow shirt, labeled 'PODCAST' and 'SUSPENDED ANIMATION' by 'DARREN SAUL'. To the right is a large white speech bubble containing the text: 'YOUR PODCAST ALLOWS YOU TO TAP INTO NEW AUDIENCES!'. The bottom part is a live video of Darren Saul, wearing a blue cap and glasses, pointing his finger while speaking. The video player interface shows a progress bar at 0:43 / 0:43, a play button, and a share icon.

1

Like Comment Share Send

▶ 6 views of your video

Graphic content

Darren Saul • You
Podcaster & Podcast Coach 🍌 Always looking for new guests! 📞 Th...
now • 🌐

Podcasting is the NEW radio and it is a very strong platform that can bring you incredible awareness and long-term business results..

...see more



SUSPENDED
ANIMATION

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Photo content



Educational content

 **Darren Saul**
The Social Media Strategist & Coach | Podcaster & Podcast Coach | ...
2w • 🌐

 **SUSPENDED
ANIMATION**

**THE 10 MOST VALUABLE
STRATEGIES FOR
RETAINING YOUR KEY
PEOPLE!!**

👍 3

 Like  Comment  Share  Send

 283 views of your post in the feed

Documentary content

**Darren Saul**
The Social Media Strategist & Coach | Podcaster & Podcast Coach | ...
now • 🌐

↑ New posts

...

Big THANK YOU to The Aperture Club for inviting me to present on Social Media last night - had a blast! 🙏




IN A NUTSHELL..

1. Identify where your target audience is, understand how they consume content and where they are.
2. Where are you having a strong presence on all these platforms? Compare and contrast your content.
3. Make content in different ways, video, audio, graphics and photos. Don't just rely on the one platform and content type. Use what you know to create a strong and consistent brand.
4. Think and create for longevity or "moment" that content as far as you can. Think in terms of the whole life cycle, not just the immediate hit. Repurpose it, share and transform it and then you have content for life.
5. Repeat, repeat, repeat content is valuable to your customers. Not a sales pitch, it's a story.
6. Start creating that content consistently, multiple times a day to your platform of choice.
7. Interact with your audience and content.
8. Do this again and do many content groups all day long.
9. If you have the budget, invest in a team and hire an agency to help you create and get it done for the consistency of your content.
10. Start on step 1 and do it all again.

REPEATING THIS UNTIL YOU WILL HAVE AN UNSTOPPABLE BRAND.

 Like  Comment  Share  Send

Promotional content


**Suspended Animation**
October 4, 2022 · 🌐





👉 "Playing With Perspective" - The Suspended Animation Podcast - Real Stories from Real People! We tackle all sorts of fun topics in the areas of business, marketing, entrepreneurship, mindset, health sciences, the arts and life itself..it's amazing what you will pick up..

HUGE thanx to all my featured guests and guests to date who have helped me put together so much value - really appreciate you 🙏🙏🙏

Aveline Clarke
Ren... [See more](#)

"PLAYING WITH PERSPECTIVE" THE SUSPENDED ANIMATION PODCAST!



Play
0:06 / 1:45 **or they've grown massively.**    

[YOUTUBE.COM](#)
Playing With Perspective - Suspended Animation - YouTube [Learn more](#)



Remember!

Your Podcast/Social Media strategy is the engine that drives your business! Put in the work to maintain it and it will take you where you want to go..

EP. 209! HOW TO USE FENG SHUI WHILE WORKING FROM HOME SO YOU PROSPER IN RECORD TIME! WITH BELINDA MENDOZA



Darren Saul





Happy Podcasting!!

THANK YOU!!

**** SPECIAL OFFER: Want to start your own podcast?! Get my new "Zero To Podcast Hero" course now for Only AU\$99 - Special Launch Offer! 4 recorded sessions with homework, actionable tasks and resources/templates! 🙌**

<https://tinyurl.com/huds2uv3>

