

INVEST IN YOURSELF, AND OTHERS

LEARN TO PODCAST

PODCASTING MADE EASY: HOW TO
LAUNCH A SUCCESSFUL PODCAST
IN 8 WEEKS OR LESS!

GET STARTED →

The Ultimate, Step-by-Step Beginners Guide for
Launching Your Podcast in 8 weeks - *or less!*

WEEK 4 OUTLINE

The Right Content, Pitching Your
Podcast, and Recording Episodes



DISCLAIMER: Please note and understand that the contents of the assignment guide, other class materials, resources, videos, podcasts, coaching sessions, emails, texts, and any and all suggestions and recommendations that Dave makes to you are made in good-faith with the sole intention of helping you succeed. His recommendations are his opinions based on his own experiences. You are 100% responsible to do your own research and make your own decisions. Furthermore, by taking this class you acknowledge, understand, and agree that you are 100% responsible for your own actions.

FINDING THE RIGHT TOPICS/GUESTS/SCRIPTS

While the cover art, intro reel, episode structure, and recording quality all make an important impact in hooking a listener, what keeps them around is your core episode content. We need solid and consistent material that is engaging, welcoming, and delivers the value we promised our audience in full. With that said, here are some questions that you may want to consider when picking your episode topics, guests, and/or scripts depending on your podcast format.

Question 1. What format will your podcast be?

- Interview Style (Single host or Dual / Co-hosts and Guests)
 - The right guest needs to have something to say that your audience is interested in
 - You can find guests in people you know, want to know, heard about, or online in Google and Social Media searches, as well as word-of-mouth referrals
 - The episode needs to have a clear purpose and outline for the guest to follow
 - It does not have to be scripted, but it needs to be planned
 - Make your guest look good and lead them where you want the conversation to go; wherever the most value will be for your guest and audience
 - **Pitch the Guests**
 - Honestly and enthusiastically. If you're excited, they'll be excited!
 - Be short, sweet, and to the point
 - 30-second elevator pitch to sell you show and get the guest interested
 - Mention something specific about them and/or their work that shows you actually know who they are and why they'd be a great guest on your show
 - How will being on your show benefit them?
 - How will being on your show benefit your audience?
 - Some Ways to Find Guests
 - Emails / Contact Pages
 - Phone Calls
 - In Person
 - Direct Messages
 - Word-of-Mouth Referrals
 - Podcast Networks and Booking Agencies
 - Social Media Groups
 - "Expert" Searches

RECORDING YOUR EPISODES

Question 2. Where and how will you be recording your episodes?

- Where / Environment / Location
 - In Studio
 - On Location
 - Home / Office
 - Virtually / Remotely
- Tools & Technology
 - Website
 - Scheduling Tool
 - Automated Forms
 - Virtual Meetings Software
 - Squadcast
 - Zoom
 - Ect.
- Hardware
 - Headsets
 - Mics
 - Computers
 - Filters (Pop, wind, foam, ect.)
 - Ect.

ADDITIONAL TIPS / INTERVIEW CHECKLIST

- Send guests reminder “thank you” emails the day before the recording; sometimes a text message an hour before the show if you think they may forget
 - Send them a checklist of what they need for the interview
 - For Instance
 - Computer with Google Chrome as the browser
 - Mic
 - Headset
 - Etc.
- Test your equipment & software ahead of time; record test episodes/segments
 - Know the “sweet spot” of your mic and equipment
 - Know how to use your equipment ahead of time
- Always completely restart your computer and equipment before recording
- Go over what to expect with guest and/or cast before recording starts and answer any questions they may have
- Mute your mic when others speak
- Turn off ceiling fans & AC units, put the dogs outside, and remedy anything you can that makes background noise that could ruin a great episode or cost you time and money editing
- Turn off you cell phone and computer notifications
 - Ask your guest to do the same
- ALWAYS wear headphones- you AND your guests/cast/hosts
- Record a sound check every time even if you used the software 100 times before
- Have some pre-recording conversation to break the ice and relax the guest (and yourself)
- Bring a notepad/interview sheet and a NON-clickable pen (don’t fidget on air)
- For in person meetings, bring tissues and water bottles
- Use Checklists like this so you don’t forget anything important 😊
- And most important, **HAVE FUN!** 😊

You are going to be Remarkable! 😊 Enjoy the Journey and have some fun!!