

PURSUE YOUR PASSION

Proudly Presented by:



DAVIDPASQUALONE.com

Home of the

REMARKABLE PEOPLE
PODCAST

Presented Exclusively for the

Powerful  Women
of
the Gulf Coast

**Podcasting 101:
The Why, The How
(and everything in between)**

DAVID PASQUALONE • NOVEMBER 2020

WHO

▶ Who is David Pasqualone?

- ▶ Host of the Remarkable People Podcast
 - ▶ Podcast to help people grow
 - ▶ Heard in over 70 countries
 - ▶ Hard costs fully funded since the first month
- ▶ Owner of Ascend 2 Glory
 - ▶ A Sales & Marketing Consulting, Coaching, and Training Organization
- ▶ 25+ Years of Experience Helping People & Organizations Successfully Grow
 - ▶ For More Details Check Out [Ascend's About Page](#) or [David's LinkedIn Profile](#)
- ▶ Degrees in Marketing (BA) & Leadership Psychology (MA)
- ▶ The Guy That Has the Face and Hairline for Podcasting 😊



What Are We Doing Here Today?

- ▶ **Podcasting 101!** 😊 We'll Answer the Questions:
 - ▶ **What** is a Podcast?
 - ▶ **Where** Do People Listen to Podcasts?
 - ▶ **Why** Would Someone *Listen* to a Podcast?
 - ▶ **Why** Would Someone *Start* a Podcast?
 - ▶ **Who** Should Start a Podcast? Should I?
 - ▶ **When** Should I Start a Podcast?
 - ▶ And, **How** Do I Start a Podcast?



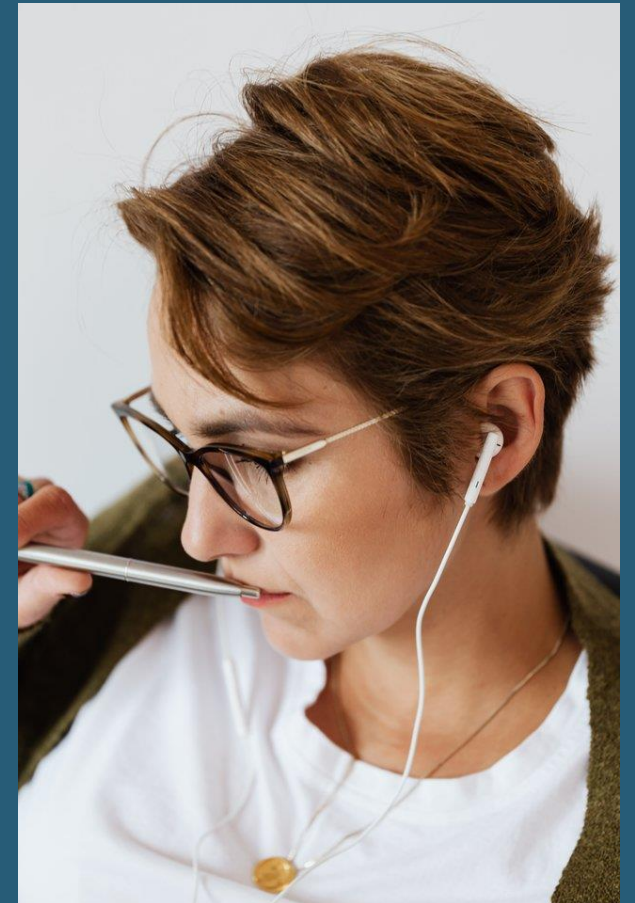
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 - ▶ And, **How** Do I Start a Podcast?



What is a Podcast?

- ▶ Podcasts are simply pre-recorded audio shows that deliver the specific content people want, when they want it, how they want it, and how often they want it.
- ▶ Sort of like radio or TV shows, but with a lot more options and control to the listener.
- ▶ Any Topic or Interest You Can Think of, There is a Podcast for You! 😊



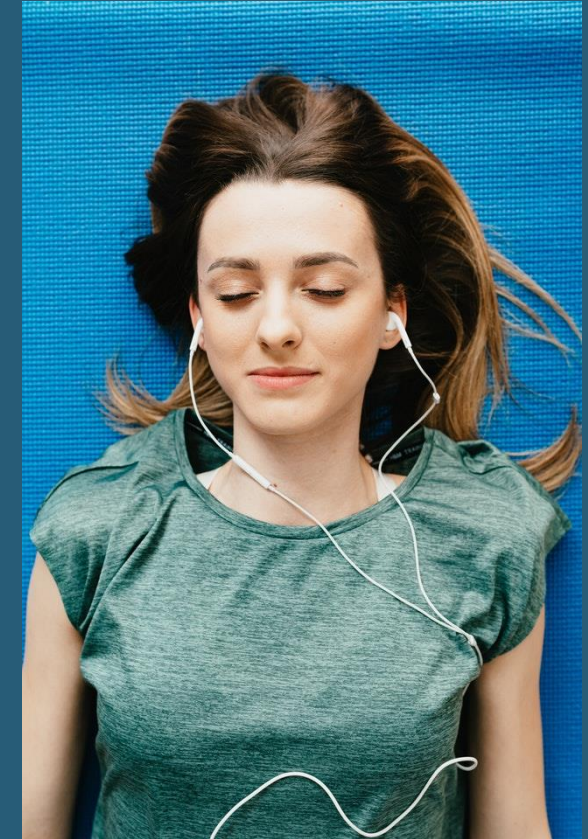
Where Do People Listen to Podcasts?

- ▶ Typically Consumed Through a Smartphone
 - ▶ Many Devices Used Though
- ▶ Most Popular Places People Listen:
 - ▶ Work Commute
 - ▶ At the Gym
 - ▶ Walking or Running
 - ▶ At Work 🗣️
 - ▶ At Home When They Are Alone
- ▶ Truly Global Audience (7+ Billion People)



Why Would Someone **Listen** to a Podcast?

- ▶ On-Demand Content Based on Their:
 - ▶ Mood
 - ▶ Interests/Hobbies
 - ▶ Career Path
 - ▶ Belief System
- ▶ Fills Time
 - ▶ (commutes, runs, boring clerical or repetitive work, etc.)
- ▶ Inspires Them
- ▶ Informs Them
- ▶ Helps Them Feel Not So Alone or Isolated



Why Would Someone **Start** a Podcast?

- ▶ Establishes Trust, Commonality, & Builds a Relationship. People Know, Like, & Trust You from Your Podcast Before You Even Meet!
- ▶ Podcasts generate more ROI than any other form of media advertising today because the end user has so much control and feels a sense of safe intimacy; a personal connection with the host or show.
- ▶ Access to Billions Around the World. No Limits or “Red Tape”
- ▶ It’s Fun! 🧐
- ▶ Meet Remarkable People!
- ▶ Leave a Legacy.



Who Should Start a Podcast?

- ▶ People Looking to Share Their Message and/or Story
- ▶ People **Pursing Their Passion**
(hint-hint 😊)
- ▶ People Trying to Position Themselves as an Expert
- ▶ People Engaging a Community
- ▶ People Willing to Work Hard for Sustainable, Long-Term Growth



How Do I Start a Podcast?

- ▶ Great Question! 🙋
- ▶ In the Next Few Minutes We're Going to Discuss the Basics of Starting a Podcast:
 - ▶ What You'll Need
 - ▶ What to Prepare For
 - ▶ What to Expect



You Ready?

Let's Get Started & Do This! 🙋

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Thanks For Joining Us Today!

Powerful Women of the Gulf Coast

- For more info, or to continue the conversation please visit: DavidPasqualone.com/Schedule
- To save \$375 and sign-up for *Podcasting Made Easy's* 8-week class for **only \$20**, visit and use promo code, "**PowerfulSavings**" at checkout: DavidPasqualone.com/PME

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