

IS PODCASTING RIGHT FOR YOU?

THE 14 QUESTIONS YOU **MUST** ASK!

Gene Monterastelli



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Welcome

Thank you for taking the time to find out if podcasting is the right choice for you and your business. I am a huge fan of podcasts both as someone who listens to a lot of them AND because podcasting has been the **single best marketing choice** I have made in my business.

My simple one-man podcast was started with a free Skype account, \$19 in recording software, free editing software, and a \$17 microphone. From this modest beginning I have been able to create over a quarter of a million dollars in sales of services, become recognition as an authority and thought leader in my field, and invitations to speak at and lead trainings in Europe and Asia.

By the time you finish answering the questions in this guide you will have a clear understanding of how podcasting can be a very powerful marketing tool and if it would be a good fit for you and your business.

The guide is broken up into three parts.

Part 1 covers the basics of podcasting. We will explore what a podcast is and the 3 basic types of podcasts. It is hard to know if podcasting is something you should explore further if you don't know exactly what it is.

Part 2 will help you to determine if podcasting is right for you.

When deciding to try something new, we need a two-pronged approach. First, we need to gauge if it is a good fit for us. Second, we need to find out if it works for us. It is important to look at these two questions separately.

When considering if something is a fit for us we are finding out whether it would be beneficial to us, our lives, and our business. For example, I live in Brooklyn, NY. Mass transit is available everywhere and there is no parking in my neighborhood. If you offered to sell me your car it would be a waste of time for both of us because owning a car is not a fit for me.

The first 14 questions in this guide will help you decide if podcasting is a suitable tool for you. If not, there is no reason to see if it will work for your business.

The last question of this guide is to help you decide if podcasting will work for you.

Here is an example from my own business...

I have done a fair amount of research into using Pinterest as a marketing tool for my business. After doing the research I realized it is a viable tactic for me to use. In other words, it works for me.

But when I look at the amount of time that it would take, it is not something that fits into my schedule. No matter how useful Pinterest is, there is no way I could be successful with it because I don't have the resources available.

It is a good fit, but it does not work for me. Therefore I shouldn't do it.

Finally, in **Part 3** I will share a list of resources that I use. These include my exact equipment, the software I use to record and edit, and the podcasts I listen to for inspiration and personal enjoyment.

I know you will find this guide useful. If you have any questions please don't hesitate to ask. I can be contacted directly at gene@podcastforprofitandauthority.com. That is my personal email address.

Please let me know how I can be helpful.

Gene

Introduction

What Is A Podcast?

I know that might seem a silly question because you wouldn't be reading this if you didn't already have some idea of the answer. But I think it is important that you have a clear idea of what a podcast is and how it differs from other types of online audio so that you can see how it could work for you.

The defining features of a podcast: a podcast is a digital audio file that is episodic in nature and can be downloaded or streamed free of charge over the internet.

Let's look at that definition one piece at a time.

Digital Audio: This is the most obvious part of the definition. The audio is stored as a digital file which requires no physical medium like a CD.

Free: Podcasts are almost always free. There are a few cases where podcast providers charge for premium content (the Monday show is free and the Thursday show is only available to paid premium members) or they charge for their back catalog (this week's episode is free but you must pay for older episodes).

You can provide audio which you charge for such as digital training products or audio on a membership site. These are both examples of digital audio but they would not be considered a podcast.

Downloaded or Streamed: Podcasts can be downloaded or streamed to your computer or mp3 player. Once a podcast episode is made available it can be listened to on demand whereas radio must be listened to when it is being broadcasted. This gives the listener the flexibility to listen when they want.

If the podcast is downloaded it can be listened to at a future date without an internet connection. For example, I load up my iPhone with new podcasts before I ride the subway in New York. Because the podcasts are downloaded I can still listen to them underground where there is no cell or internet connection.

Episodic In Nature: Podcasts are produced at some consistent interval. New episodes can come out daily, weekly, or even monthly. Releasing a 10-part training program as digital audio all at once would not be considered a podcast.

Not Better Or Worse

In the definition above we talked about a few differences between other types of audio content like trainings, membership sites, and digital products. This is not to say that any of those are better or worse than podcasts. They simply have different goals than podcasts. If you want to achieve the goals of podcasting then you need to be producing a podcast and not some other type of digital audio.

The 3 Main Types Of Podcasts

There are three main types of podcast. When I talk about the three types I do not mean how the content is organized, presented, or the type of content (eg: interview, news, teaching, comedy). What I am talking about is the types of infrastructure behind the podcast and the motivation for doing the podcast.

The three main types are:

- Public/Professional Media
- Personal/Hobby
- Authority/Content Marketing

Public/Professional Media: These are podcasts produced by media companies such as NPR, PRI, Slate, and ESPN. These types of podcasts have a tendency to have high production values (though not always) and a number of staff members working on them. Their business goal is to drive traffic to their other media outlets, such as television networks and websites. Their funding model is to gain donor support (public media like NPR) or to sell advertising (professional media like ESPN and Slate). A large listener base is required for this model to work.

Personal/Hobby: These are podcasts produced by individuals, organizations, and companies just because they enjoy sharing the content or information. Think of these types of podcasts as personal blogs in audio form. In most cases their only desire is to share their story, connect with like minds, and grow their listener base. There is no business objective or funding model. They are created because the creator enjoys doing so.

Authority/Content Marketing: Podcasts of this type are almost exclusively informative. The podcast either provides the listener with new information and training or it aggregates and comments on information that is already out there. The business objectives of these types of podcast are designed to build the podcast provider's credibility and to drive listeners to buy higher ticket items. To be successful with this kind of podcast you only need a small group of excited listeners.

This guide is about Authority/Content Marketing podcasts. It is not that I don't think the first two are valuable. I listen to lots of the first two types, but for a small business owner the third type is the most valuable as a marketing and authority building tool.

14 Questions To See If Podcasting Is Right For You

Now that you have a basic understanding of what a podcast is, let's see if podcasting is right for you and your business.

1) Do you want to be seen as an authority?

One of reasons I love podcasting is because it has given me the opportunity to demonstrate myself as being an authority in two main ways.

First, week after week I am teaching good and useful things. Because of my consistency over time my audience knows that when I am speaking about something I do so with experience and expertise. Even if they have never heard me speak on the topic before they assume I know what I am taking about because I have proven myself over and over again.

The same is true for the products and services I offer. Because I have delivered before they have every reason to believe that I will do so again.

Second, if you choose to do an interview style podcast (even if it is the type of show you only do occasionally) you will get credit for the authority and credibility of your guest. If your listeners know and admire your guest then they will associate the same feeling with you. In the eyes of your listeners you will be seen as an equal to your guest.

It is really hard to get someone who is a big name in your industry to stand next to you on a stage in front of a lot of people. It is much easier to get them on the phone or Skype to chat for 15 or 20 minutes at their convenience and then share it with a large audience when you are ready.

2) Do you have something to share that will improve the personal or professional lives of others?

Podcasts are a great way to teach, instruct, and inspire. Much like the other digital platforms (blogging and video), podcasting allows you to reach people all over the world. You are not limited to having to be physically in front of your audience to make a difference.

Two emails I will always remember were from people I have never met. One from a man in a small town in the Egyptian countryside during the most recent civil war and the other from a woman who was in Japan in the wake of the tsunami reeking so much destruction.

Both of them sent notes thanking me for my podcast. They both described the enormous stress they were under and how the podcast was one of the few things helping them to relax enough to sleep through the night.

Podcasting provides you with the opportunity to provide value to people you will probably never meet!

3) Do you have products or services to offer?

People buy products and services from those they know, like, and trust. As a podcaster you become a consistent voice in their life. They get to know you over time and they begin to trust you.

When the time comes that they need help in the form of products and services, you will be at the front of their mind AND when you make a direct offer it will not sound like a sales pitch, but an offer from someone they already know who cares about their needs.

Podcasts are also a great opportunity to help potential customers understand their problems in a new way. When we are teaching our potential customers about problems they didn't know they had they automatically see us as an expert and will want to reach out to us for help.

4) Do you want to be exposed to higher quality customers?

Not all attention is created equal. There are people who visit websites who are just looking for freebies and there are people who visit who are serious customers. There are visitors who are looking for quick fixes and there are visitors who are willing to do the work required for success.

The goal is not attention, but the **right type of attention** from the right type of visitor.

There are ways to generate more attention, traffic and clicks than podcasting. Fewer people will take the time to listen to your podcast than to read one of your tweets.

Even though there are fewer listeners than readers they are the best type of people to be consuming your content. Podcast listeners have already shown that they value what you have to say because of the amount of time they are investing. They are demonstrating they are serious about your topic and they are willing to engage. These are the type of potential clients and customers who turn into raving fans of your work.

Which would you rather have: 10 people who will spend three minutes reading (usually skimming) something you wrote, or one person who is willing to spend 20 minutes listening to what you have to say in your own voice?

For me and my business the people who find me through my podcast are much more willing to buy. They are also more willing to buy again because they have a long relationship with me before they even make the first purchase, which makes the second and third that much easier.

5) Do you want potential clients and customers to have a personal relationship with you?

One of the things that I love about audio is that it is such a personal mode of communication. A speaker on stage is at a physical distance and it is obvious that they are addressing everyone in the room. When someone is on a television or computer screen there is an emotional distance because you are just an observer watching them on a screen.

Audio is different, especially when it is done well. It feels like a one-on-one conversation. The more of your podcasts your audience listens to, the more they get to know you.

Many people listen to audio through the same earbuds that they make phone calls on, creating an even stronger subconscious connection to you because in many ways listening to the podcast is like listening to their loved ones.

The moment I realized the power of audio was when I was listening to the radio while doing the dishes. The DJ asked a rhetorical question and I answered out loud because it felt like he was talking to me personally.

Some of my clients have pointed out specifically how important the podcast was in them deciding to hire me. At the end of our first call one of my clients said, "That felt like our second call because I know your voice. I don't mean I recognize your voice, but I feel like I know who you are."

6) Do you want to get better at communicating your message?

One of the benefits that I have noticed in writing articles and podcasting weekly for the last six years is I have become so much better at communicating about my work. Through conversations with guests and regularly teaching the same concepts I have learned what works and what doesn't.

Having a regular podcast will give you more opportunities to practice sharing your story and message. Every time you do that, your communication skills will improve. This will serve you when you are having sales conversations and writing sales copy.

7) Do you want to be a better communicator?

Not only will you get better at communicating your story and message, you will get better at communicating in general.

Each time you invite a guest to be on the show it's really a sales pitch where you are trying to sell them on the idea of trusting you and investing some of their time in your show.

Each time you put a show together where you are teaching a concept you will be required to organize your thoughts because you want the result to be useful and easy to follow.

Each time you spend 15 minutes recording your material with a microphone in the quiet of your office, you will feel a little more comfortable with your voice.

If there is one skill that I think every small business owner must have it is being able to communicate effectively. If you can't communicate it doesn't matter how great your products and services are. Doing a podcast will improve your speaking and communication skills in a low stakes way that you will be able to use in all parts of your business life.

8) Do you want more ideas for products and services?

When I first started blogging for my business in 2007 I found it hard to come up with ideas for things to write about. As time passed the more I wrote the easier it became. I have learned that writing is not some magic power gifted to a lucky few, but a set of muscles which can be trained. The more you use them, the easier it is to do.

Now, because I am always generating ideas for articles and podcasts, I have no shortage of topics and it is much more a matter of choosing the right one. The more I do, the more ideas flow.

And this is not just true for podcast and blog topics. The more ideas I come up with, the more I have for all parts of my business. The more articles I write and podcast and record, the more ideas I have for paid products and services. Because I am always trying to think of ways to help and serve my audience, I am always coming up with new ideas that I can offer free of charge, and also ideas that will generate income.

9) Do you want to be found easily online?

Products and services everywhere are increasingly being marketed online. Because of this it is becoming harder for people to find you while searching the internet.

I just checked. In my topic area I don't show up in the first five pages of Google search results but I am number one when you look for my topic area in iTunes (or any of the podcast directories). Of the top twenty shows only three of them have produced new content in the last six months.

Above we talked about the fact that people who are willing to listen to audio are already more qualified customers. As an added bonus there are many fewer of your competitors podcasting. So not only are they stronger clients but they are also more likely to find you because the search field is much less crowded.

10) Do you want others to help you build your mailing list?

We all love it when someone else says good things about our work. When you invite someone to be interviewed you are saying, "I think your work is so good that I want to highlight it to my listeners."

That is a very flattering thing to hear.

After guests have been interviewed they want their people to see that others think that they are good and talented as well. (At least that is what I want when I am interviewed.)

After being interviewed most guests will direct their reader to the place where they have been interviewed. In other words, they are advertising you to their own list but in a way that can't be mistaken for an advert or a joint venture deal which might turn people off.

Instead, your guest is telling their biggest fans, "go check this out".

If done right, this can be a powerful list-building tool.

11) Do you want free training from some of the brightest minds in your field?

One of the biggest gifts I have had from my podcast is free training from some of my favorite people in my field.

What is an interview? Nothing more than asking a bunch of questions of someone who has knowledge, information and experience. It is as if you are in a classroom where you are the only student asking questions AND you get to pick the topic of the class.

In other words it is free one-on-one training!

Will every expert you ask agree to an interview? Obviously not, but think of ten people whose brains you'd like to pick. Imagine if only two of them said yes. That would certainly be worth 10 email invitations to be on your podcast.

12) Do you want the big names in your field to see you as an ally?

This dovetails nicely with the two previous questions.

Right now there are very few people in your field doing a podcast. And there are even fewer people who are doing it well and consistently.

One of the reasons that your guests want to share your interview with their readers is because it shows them off in a good light. It gives them the opportunity to demonstrate their knowledge and skill without having to say "Hey, look at me!" because you are doing that for them. Your guests will appreciate this.

We know from the law of reciprocity that people who have nice things done for them feel compelled to do something nice in return. Your guests won't just feel like they need to do something nice for you; they will *want* to do something nice for you.

The next time you need something from them (such as a testimonial, a review, or a JV partnership) they will remember you fondly and want to help.

Some of my guests have become not just allies, but friends and co-creators of products. Podcasting is a great way to connect and become a part of these people's lives.

13) Do you want to accompany your listeners in their daily life?

In order to read an article or watch a video you have to be looking directly at the screen. With audio you can be taken anywhere. Over 60% of podcasts are listened to on a smartphone or mp3 players. Because of this, people are able to listen while they do other things like their household chores or commuting to work, and give you their attention at the same time.

As an added bonus, if they are listening on earbuds you are right in the middle of their head. You become a part of their daily life.

I was at a conference and someone overheard me having a conversation. She interrupted only to say, "This is so weird to hear your voice and not be doing the dishes." I was part of her daily life. How much easier will it be to have business relationship with someone if you are already part of their routine?

14) Do you want potential customers and clients to see you as reliable?

As we know, and as has been stated many times in this guide, people buy from those they know, like, and trust.

When your podcast shows up regularly, it helps in conscious and unconscious ways to show potential customers and clients that you are both reliable and professional. By meeting your stated publication schedule you demonstrate your commitment to what you are doing and that builds credibility and trust.

In addition, most of your potential customers don't have their own podcast or know how to create one, so your expertise is further evidence of your capability.

After 14 Easy Questions Here Is The One Hard Question

I am willing to bet that those 14 questions were the 14 easiest questions you have ever answered about your business. There isn't a business owner alive who answered "no" to any of those questions.

Now it is time for the hard question.

Are you willing to do the work required to produce a successful podcast?

Doing a podcast will take work. It will require you to step outside your comfort zone. You will need to learn new skills. It will require an investment of time AND you need to be willing to admit that there is no secret to overnight success.

Podcasting is a valuable tool that is about building a relationship with your audience. Relationships aren't built overnight (or in one 20-minute podcast episode).

But the little secret of podcasting is that even though it is work, it is less work than it might seem at first glance and, as we talked about above, the benefits are well worth the amount of work.

Creating a podcast is a lot like learning how to juggle. I don't say that because you are keeping a number of things in the air, but instead because the way people think about juggling is a lot like the way people think about podcasting.

I have been able to juggle since I was 16 years old. Often I will be at a party and will entertain my friends' children by juggling a few pieces of fruit. The kids will be amazed and the adults will be appreciative that the kids were quiet for a few minutes.

More often than not one bold adult will say, "Let me try!"

They will take the pieces of fruit in their hand, think real hard as they try to figure out the first move, and then randomly toss them in the air. Most, if not all, of the pieces of fruit hit the ground and they will say, "I would never be able to do that."

The truth is they were much closer to being able to juggle than they realized.

If you have proper instruction and you spend 10 minutes a day working on juggling three objects, within a week you will be able to do it.

70 minutes of practice (10 minutes a day x 7 days) adds up to a lot more time than just trying it once for a few seconds, but it is a lot less time than most people think. After trying for a few seconds it feels impossible.

Podcasting is no different.

It is work. It doesn't happen in an instant, but if you have proper instruction and put forth the effort the rewards can be huge.

See the next page...

Finding Proper Instruction

Before you consider seeking out proper instruction to do a podcast you need to be honest with yourself.

Do you have something to say?

When I ask this question I am not asking if you have something unique that no one in the entire world has ever said before.

But instead do you have something useful that your people need to hear and something they will not hear unless they hear it from you?

Because the **truth of the matter** is no matter how well your podcast is produced, no matter how good your microphone is, and no matter how fine your marketing efforts in getting people to listen to your show ***if your show doesn't improve the life of the person listening to it they will not come back for more.***

Now That That Is Settled

Now that you have decided that you do have something to share (and if you don't believe you have something to share then you shouldn't be in business in the first place) let's talk about the skills you will need to produce a successful podcast.

To be successful you need to:

- Know what information your people value
- Know how to create compelling content
- Know how to set up a podcast, your website, iTunes, and how to get all of them to communicate
- Know how to record and edit a podcast
- Know how to get people to listen to your podcast
- Know how to use your podcast to grow your authority and business

Take a deep breath and think back to the juggling analogy in the last section. If you had to do all these things at once it would be way too much and you would be destined to fail. But if you take each of these steps individually each one is doable by the average person.

The good news is that everything you need to do to be successful at podcasting can be found online. There are hundreds of free tutorials, blogs, and podcasts on the topic.

Just take a look at the next section of this book and you will see a list of every single one of the tools I use to do my podcast. You could literally start today.

The **bad news** is there is so much information online it can be overwhelming. You will need to be a focused and self-motivated learner in order to figure it out. You will also need to know the right questions to ask in Google to find the resource you need.

Getting The Help You Need In One Place

I have been podcasting in one form or another since 2007. I have done hundreds of hours of research and made all the mistakes (some of them many times).

Why should you have to go through that same process?

To that end I have created the **Podcast For Profit And Authority Academy**. The academy is designed to walk you step-by-step through all of the things you need to do.

It is arranged in 8 modules:

1) Creating The Show That Is Right For You And Your Audience

Before you begin you need to know what your audience needs, what you have to offer, and how to construct a podcast that will serve them.

2) Content Creation

Most podcast training misses this part but for me it is the most important. If you don't have valuable content it doesn't matter how many people find your podcast because they will not come back for more.

3) How To Record Your Podcast

I have created videos recorded from my computer desktop showing you in detail how to record and edit an individual episode.

4) How To Manage Distribution

Once you have recorded a show you have to follow a process so others can listen to it. I have created videos of my computer desktop showing you how to store your audios, upload them on your website, embed them in Facebook, and then make them available in iTunes.

5) Launching Your Podcast

Now that the backend is up and running there are number of things that you can do to start to get your podcast traction.

6) Marketing Your Podcast

Once your podcast is launched this module will teach you how to create an ongoing marketing plan to keep growing your podcast audience.

7) Grow Your Business And Reputation

Just having a good podcast isn't enough. In this module you will learn how to leverage your podcast over the long haul to grow your business and reputation.

8) Funding Your Podcast

In addition to using your podcast to help you grow your business, your podcast can be a source of income in itself through crowdfunding and sponsorship. This isn't right for every podcast. In this module we explore the options to see if it could work for you.

In addition to the teaching in each module I have created checklists that you can print out and tick off each task after you do them to ensure you do everything in the right order without missing a step. (Some of these processes don't work unless you do them in the exact right order.)

Lifetime Membership

The tricky thing about learning technology is that it is constantly changing. As a member of the **Podcast For Profit and Authority Academy** you will have lifetime access to the resources.

As technology, software, and trends change I will be updating the resources so that you will always have the latest and greatest information. I will be walking with you the whole time.

For more information on the Podcasting For Profit and Authority Academy visit:
<http://PodcastForProfitAndAuthorityAcademy.com>

Resources

Solo Recording Software

These are the software tools that can be used to record one person talking (such as the introduction or instruction) and to do the final edit of your show.

- **Garageband** – Garageband is free software that comes preinstalled on all Macs. I recorded all the audio for my first 190 podcasts using this. (Mac only)
- **Audacity** – Audacity is free and available for both Mac and PC. Before I used Garageband I recorded close to 50 digital products using Audacity. <http://audacity.sourceforge.net/>
- **Adobe Audition** – This is the software I currently use and for which I pay a monthly fee. Audition gives you a lot more control than Garageband and Audacity, but in the beginning it is capability that you won't be ready to use. After you have produced 50 podcast episodes would a good time to explore if this would be a good option for you. There are people who have done over 300 episodes of their podcast and have never left the free tools.

Interview Recording Software

These are software options for doing interviews with people who are not in the same room as you.

- **Skype** – I do all of my interviews over Skype. The person you are calling does not need to have a Skype account. For a few dollars a month you can set up your account so that you can call landlines and mobile phones all over the world.
- **Call Recorder For Skype** – This is a Mac-only software. This is what I use to do all my interviews. It is a plugin that starts automatically when you launch Skype. Not only can this record audio, but also video calls. <http://bit.ly/1MMledb>
- **Pamela** – I do not work on a PC, but everyone I know who does Skype recordings on a PC uses this. <http://www.pamela.biz/en/>

Royalty Free Music

Adding even a small amount of music can make a huge difference in giving a professional sound to your podcast. You need to ensure you are legally entitled to use the music that you have chosen. Using a music track to which you don't have the rights could cost you dearly. Here are sites with music you can use in your show for little to no cost.

- **Audio Jungle** – Lots of great music that can be used for your intros and outros. You only have to pay for the music once and then you can use it in as many shows as you like. <http://bit.ly/18gqo1m>

- **Pond5.com** – Pond5 is the new kid on the block. Their audios are inexpensive and they also offer many free audios. <http://pond5.com/free>

Adding ID3 Tags To Audio

When you look at a file of any type on your computer you can find information about the file. You can easily find its name, the date and time it was created, and the date and time it was last edited. This information is called metadata whereas the content of the file is the data.

With audio files there are many metadata fields. You can add composer/, track number, artist, genre, cover art, and copyright information.

I know. That sounds kind of confusing and that is the reason you should use software to manage all the metadata. This software asks a series of questions and then manages the metadata updates for you.

- **ID3 Editor** – This is what I use on Mac <http://bit.ly/1F4wyg0> (free)
- **ID3 Tag Editor** – This for the PC <http://id3tageditor.com/> (free)

MP3 File Joiner

Sometimes you will want to join two pieces of audio. For example, you have a completed show, but you decide that you want to add an announcement to the beginning of the show about a live event where you will be presenting. By using an mp3 joiner you will be able to take the two files and join them into one with just a few clicks.

- **MP3 Trimmer** – This is what I use on Mac. It as works to edit out unwanted parts of the audio. <http://www.deepniner.net/mp3trimmer/> (free)
- **MP3 Joiner** – This is a solution for PC <http://cnet.co/1Npq3bF>

Microphone

It is amazing the difference a microphone can make when it comes to making your show successful. Don't use your built-in microphone. Use one of these instead.

- **Logitech ClearChat Comfort/USB Headset H390** – This is great introductory headset microphone. It will sound way better than your built-in microphone. Expect to pay \$25-\$30. <http://amzn.to/19e88Gw>
- **Yeti Snowball USB Mic** – I recorded over 100 episodes of my podcast on this microphone. It is a step up from the Logitech headset, but very reasonably priced at \$59-\$99. <http://amzn.to/1DGVY5s>

- **Rode Podcaster USB Mic** – This is the microphone that I currently use. It does a much better job of only picking up your voice and not the background noise in a room. This microphone does not come with a stand so you will need a shock mount and a swivel mount. \$239-\$369. <http://amzn.to/1B2K9Ez>
 - **Shock Mount:** \$39. <http://amzn.to/1AiISbM>
 - **Swivel Mount:** \$99. <http://amzn.to/1DK9Ytt>
- **Heil PR-40 Dynamic Studio Recording Microphone** – This is the top of the line for podcasting. If I decide to upgrade this what I will buy next. You will need a shock mount, a broadcast arm or swivel mount, and a way to connect it to your computer because it is not a USB microphone. Cost \$325-\$400. <http://amzn.to/19e8zAG>

Digital Recorder

Sometimes might want to record yourself or an interview out in the field away from your computer. Here is the digital recorder that I use and love!

- **Zoom H4n Handy Portable Digital Recorder** – \$200. <http://amzn.to/1D7nSVb>

Podcasts I Listen To

Like I said above, I love podcasts. I spend four to five times as much time listening to podcasts than I do watching television. Much of this has to do with the reasons spelled out above. I am able to get the exact content I want, when I want it, and take it with me wherever I go.

In addition to it being something I enjoy, I also listen to podcasts to get better as a podcaster. I have improved my own podcast in so many ways by learning from others.

Here are some of my favorites and the lessons you can learn from these shows.

Authority/Content Marketing

These are the type of podcast we have been talking about in this guide. They are driven by topic and personality. The main goal is to grow the host's authority and business.

Antipreneur – Ben Settle teaches business owners how to market and grow their business through email. Of all of the podcasts on this list it has the least polished production values. Ben is also irreverent. He often says things that I would never say. With that being said, for me and my business, this is one of the most valuable podcasts on the list. I pay for Ben's products and will happily do so in the future.

<http://www.BenSettleShow.com/antipreneur>

Back To Work – This podcast is nothing more than a conversation between Dan Benjamin and Merlin Mann. The conversations are about productivity, work, and balance. This is an example of what can happen when you have a great host and a bright guest. You get the sense that there is a loose outline for each show, but the conversation evolves naturally. Because of this it feels very personal like you are having a conversation over a cup of tea. I know I don't know either Dan or Merlin, but I still feel like they are my friends.

<http://5by5.tv/b2w>

Marketing Over Coffee – MOC is hosted by John J. Wall and Christopher Penn. Both John and Christopher are marketing professionals and authors. The show started as them sitting in a Dunkin Donuts with their recording equipment talking about the week's news in marketing. They now do it over Google hangout (I think). It is a great example of two experts reviewing things in the news and giving their take. They do not have to create new content because they are responding to the news.

<http://www.marketingovercoffee.com/>

New Rainmaker – This is a business podcast from the folks at Copyblogger. The show is about building a digital platform and marketing. Rainmaker is their web hosting service. Recently their guests have been the speakers who will be leading their conference.

<http://rainmaker.fm/series/rainmaker/>

The Lede – This is another podcast from Copyblogger and focuses on copywriting. Copyblogger also sells products and services teaching content creation and copywriting.

<http://rainmaker.fm/series/lede/>

Freakonomics – This isn't one that most people would consider an authority podcast because it is supported by WNYC. But in addition to raising money through the traditional pledge drive it leads to book sales and building the authority and credibility of the authors and hosts Stephen Dubner and Steven Levitt.

<http://freakonomics.com/radio/>

The Tim Ferriss Show – Tim Ferriss, the author of the 4-Hour Week and 4-Hour Body, interviews business and thought leaders about how to be more productive and successful. These are long interviews sometimes running to 90 minutes.

<http://fourhourworkweek.com/podcast/>

You Are Not So Smart – David McRaney's show is about how we delude ourselves. He shares research and interviews scientists. It started as a blog which led to two books and now a podcast. This is a perfect example of one person turning a passion into a cottage industry. You will learn a lot about human nature in this show.

<http://youarenotsmart.com/podcast/>

Storytelling

These are examples of podcasts that do masterful storytelling. The most famous version of this type is This American Life. These are two of my favorites of this type.

99% Invisible – This podcast, hosted by Roman Mars, is about architecture and is the perfect example of the versatility of podcasts. It is audio about something completely visual. Roman has a great deal of radio experience and this is one of the best produced podcasts out there. In their last round of crowdfunding they were able to raise \$600,000 for the staff that producing the show – including their health insurance!

<http://99percentinvisible.org/>

The Memory Palace – Nate DiMeo tells untold stories from history. This is my favorite podcast bar none. There is no music. There is no introduction. When you hit play Nate is just telling a story. It isn't even a podcast that publishes with any regularity. If you want to learn the craft of storytelling listen to every podcast in this archive and then listen to them five more times.

<http://thememorypalace.us/>

Comedy

Stand-up comedy is one of the few examples of going somewhere where you aren't intentionally choosing the exact type of thing you will be experiencing. When you go out to eat you wouldn't go to a restaurant that just serves food, you'd choose a particular type of food you like such as Chinese or Italian. When you go to live music you wouldn't go to place that has music, but instead you would go

to place that has the type of music you like such as country or R&B. When you go to the movies you don't go to a theater that is showing a film, but instead you go to a romcom or an action thriller.

For some reason when most people go to see stand-up they just go to see comedy. There is huge range of types of stand-ups. This is a real problem when you do one type of comedy and the audience wants something else. Comedians have found that by having a podcast they are able to connect with the type of people who like their brand of comedy. Then when they are on the road they are able to draw those fans to their live shows. They are no longer performing for people who just want comedy (and may not like their style), but instead for people who want to see them.

Pod F. Tompkast – This is the brainchild of comedian Paul F. Tompkins. There hasn't been a new episode in two years mostly because Paul's career as an actor and comedian doesn't give him the time to create these production-intensive shows. You are unlikely to spend this much time creating your show as Paul did, but they are good fun. (And timeless, so dip back into the archive.)
<http://pft.libsyn.com/>

The Bugle – Comedians Andy Zaltzman and John Oliver skewer the weekly news. Just good, (mostly) clean fun. This is what I listen to when I am working out.
<http://thebuglepodcast.com/>

International Waters – This comedy game show features two American comedians against two British comedians where the score doesn't matter because the goal is just to have fun.
<http://www.maximumfun.org/shows/international-waters>

Judge John Hodgman – You might remember John Hodgman as the guy in the suit who played the PC computer in the Apple "I'm a Apple; I'm a PC" commercials. In this podcast John serves as judge in a fake internet court. The disputes are real (though often low stakes). The show is funny, but what is more interesting is the humanity and insight into human nature John shows in his verdict. I am not sure how a fake internet court can leave me moved and emotional, but it does. I have seen John Hodgman perform live twice because of my connection to him through his podcast.
<http://www.maximumfun.org/shows/judge-john-hodgman>

Ask Me Another – A nerdy and funny NPR radio game show hosted at bar in Brooklyn, NY.
<http://www.npr.org/programs/ask-me-another/?showDate=2015-03-26>

Interviews

I love interview podcasts. Two thirds of the podcasts I produce are in the format of an interview. Above I talk about all the benefits of doing this type of podcast. Here some of my favorites and ones that you can learn from.

The Nerdist Podcast – The Nerdist was started by stand-up comedian and actor Chris Hardwick. He was frustrated at having so little control over his career because he had to rely on gatekeepers, such as directors and casting agents, to pick him or commission his projects. After yet another project fell through he got together with two of his friends, Jonah Ray and Matt Mira, and created a podcast. The

podcast is now the flagship show of a podcast network producing over 20 shows. Chris's Nerdist Industries was bought out by the studio Legendary (responsible for movies like The Dark Knight, The Hangover, and The Town). This podcast is the perfect example of someone sitting down with a Zoom h4n microphone and being really interested in the people sitting across from them. Chris (plus Matt and Jonah) do a great job of recording entertaining and easy-going conversation.

<http://nerdist.com/podcasts/nerdist-podcast-channel/>

Duct Tape Marketing – Each week author and marketing professional John Jantsch interviews authors and fellow professionals in his field. This is an excellent example of efficient and informative 25-minute interviews.

<http://www.ducttapemarketing.com/blog/category/podcast/>

You Made It Weird with Pete Holmes – Stand-up comedian Pete Holmes interviews comedians and other interesting people. In every episode the topics of God, drugs, and sex are covered. (That is where the show gets its title, by having traditionally taboo conversations aka "making it weird" on topics that we don't talk about in public.) The interviews are funny and insightful. The shows are sprawling, sometimes lasting two and a half hours and because there is so much time you feel like you get to know the guests in depth.

<http://nerdist.com/podcasts/you-made-it-weird-channel/>

Culture/Entertainment/News

There are many wonderful podcasts covering current affairs and pop culture. Here are few of my favorites so you can appreciate the different forms this type of show can take.

Firewall & Iceberg – HitFix.com TV critics Dan Fienberg and Alan Sepinwall talk about the latest news in the world of TV and review new shows. This is another great example of a good podcast created with nothing more than two thoughtful people and a Skype connection. There are no extra production bells and whistles added to the show other than a music drop at the beginning.

<http://www.hitfix.com/podcasts/firewall-iceberg>

Bullseye with Jesse Thorn – This show started as "The Sound of Young America" and was recorded in a spare bedroom in Jesse's home. It is now distributed nationally by NPR. This is professional radio being distributed as a podcast. With all of the production each episode now costs around \$6000 to make. Besides being really entertaining, this show is worth listening to for Jesse's great interviews; he only talks to people he is excited to interview.

<http://www.maximumfun.org/shows/bullseye>

Pop Culture Happy Hour – PCHH is produced by NPR but isn't broadcast anywhere on the radio. It is just a podcast. Because of that it doesn't have to be exactly 22 minutes long, allowing the panel the space to chat as long as they need to on each topic. The format is a panel show, hosted by the delightful Linda Holmes. Again, it feels like you are sitting in on a conversation with friends.

<http://www.npr.org/blogs/monkeysee/129472378/pop-culture-happy-hour/>

The Gist with Mike Pesca – This daily podcast is produced by Slate. Mike Pesca is a good host and interviewer, but he is even better at commentary. He opens the show with a short observation on something happening in the world and ends it with a longer audio commentary. These are sharp, funny, and thoughtful. By listening to them closely you will become a better communicator.
<http://www.slate.com/articles/podcasts/gist.html>