



The Power of Podcasting Create Your Own Platform & Leverage Your Brand

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PODCASTING is the next...

Instagram, Facebook, LinkedIn, Website, etc....



Create Your Own Platform

Create instant and far-reaching credibility



Grow Brand Awareness

Grow your brand through a world-wide platform that costs consumers nothing!



Save Money on Marketing

Podcasting is an inexpensive way to market your business or products on a large scale with little to no budget!

CREATE YOUR OWN PLATFORM!



**If doors are not opening for you,
build your own door and open it yourself!**



The Podcast Explosion

1. Offers on demand, passionate & targeted content
2. It's FREE!
3. Accessible from Smartphones , Tablets, etc.
4. At your fingertips, thanks to Wi-Fi
5. Provides opportunity for an intimate connection
6. Gives you instant authority and credibility
7. Affords you a broad reach
8. Delivers amazing statistics
9. It's super FUN!



Where do I start?



1. Identify Your Topic/Niche
2. Identify Your Target Audience
3. Record a show
4. Put it out there!

Topics & Guest Interviews BEST Practices!

- 1. Stay in YOUR Wheelhouse.
- 2. Decide on Episode Topics.
- 3. Invite Guests. (your preference)
- 4. Write down questions & answers.
- 4. Record Content.
- 5. Publish your podcast.





The Equipment
What do I need to get started?

The Equipment

ZOOM H6

AUXILLERY MICROPHONES

COMPUTER

STUDIO/OFFICE



RECORDING DEVICES & MEDIA HOSTS

All recordings must be placed on:

- Audacity pc/mac
- Garage band: Apple/Adobe
- Audition: PC/Mac

Media Hosts:

Libsyn, Blubrry,
Soundcloud
Podomatic, etc....

Export MP3 to:

- Your own site WordPress, Wix,
Square Space or a Media Host.

**Media hosts are a place to
store episodes without slowing
down the speed on your site.**

****These are subscription based****

Uploading to: Spotify, iTunes, IHeart Radio, Stitcher...

- 1. Access an RSS feed**
- 2. Website and media host will provide you with an RSS feed
(this is like a web address)**
- 3. This is your connection between your media host to
platforms where the audience can download and listen.**

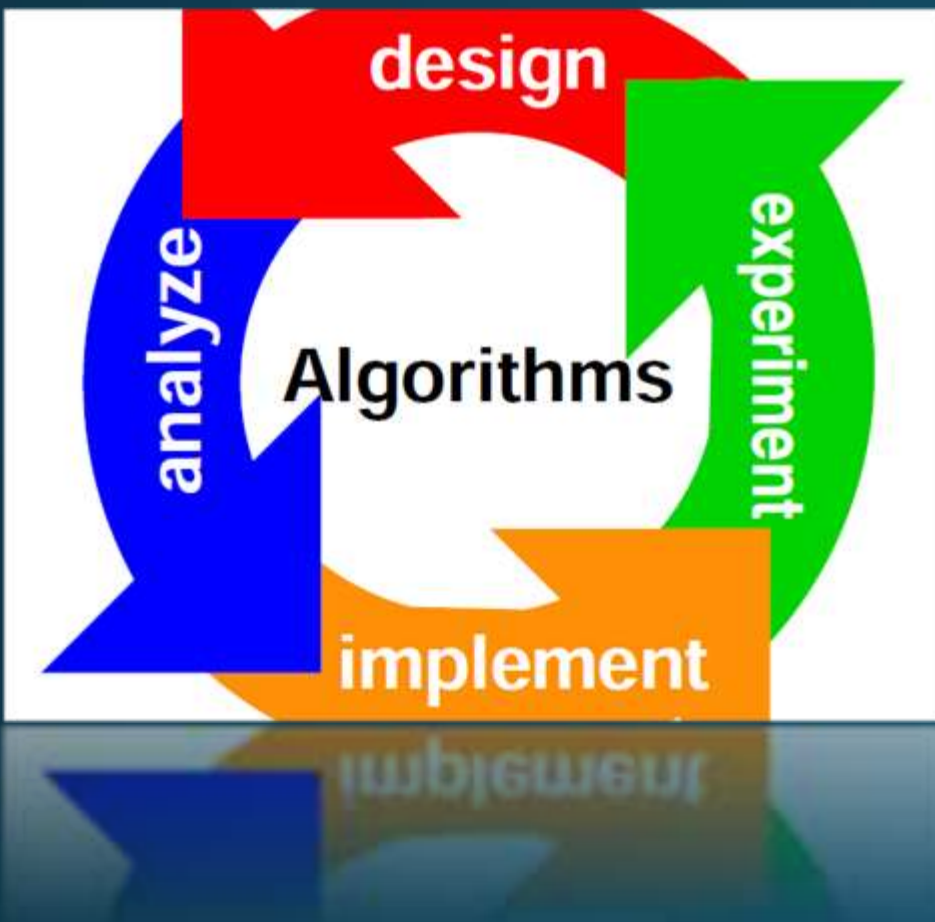
YOU will need artwork for iTunes



Episode Production & Editing

Sound Quality & Connections
Microphones & Guests
Skype-ZOOM-Phone-Video

Show Notes:
A written form of the show! (SEO)
Not everyone will listen.
Entice audience to listen & subscribe!

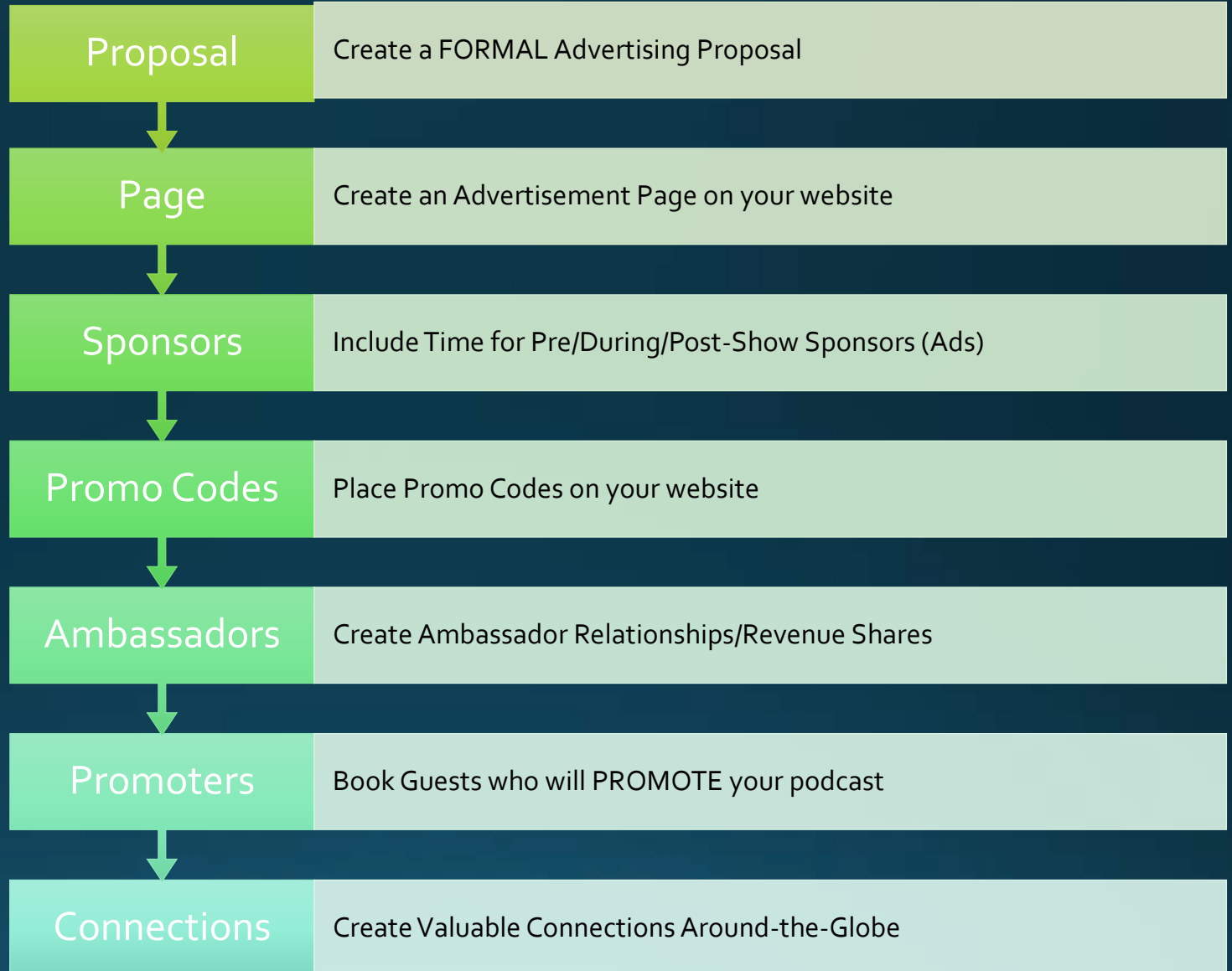


Why Algorithms Matter

Algorithms
Consistency
Timing
Social Media
Guest Excitement/Interaction

The ROI

OPPORTUNITIES
WILL APPEAR!



Use Established Podcasts to Leverage YOUR Brand!

Research/Listen to Podcasts that:

- Share your message or mission in your wheelhouse
- Cater to YOUR target audience
- Produced at least 100+ episodes (if possible)
- Attain 1,000+ downloads per episode (if possible)
- Will promote YOU & YOUR brand on their platforms
- Offers paid advertising

REACH OUT TO THE PODCAST OWNER/HOST!

Use your current connections.
Ask, Ask, Ask!



TFC Productions LLC

Let us help YOU get started!

TFCPro@TwoFitCrazies.com



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The Power of Podcasting





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