

So You Want to Start a Podcast?



Mike Groener

Genius Liquids LLC/Host Show de Vie Podcast



The Scope of This Chat

- Audio Only
- Mobile Friendly
- A-Z of production



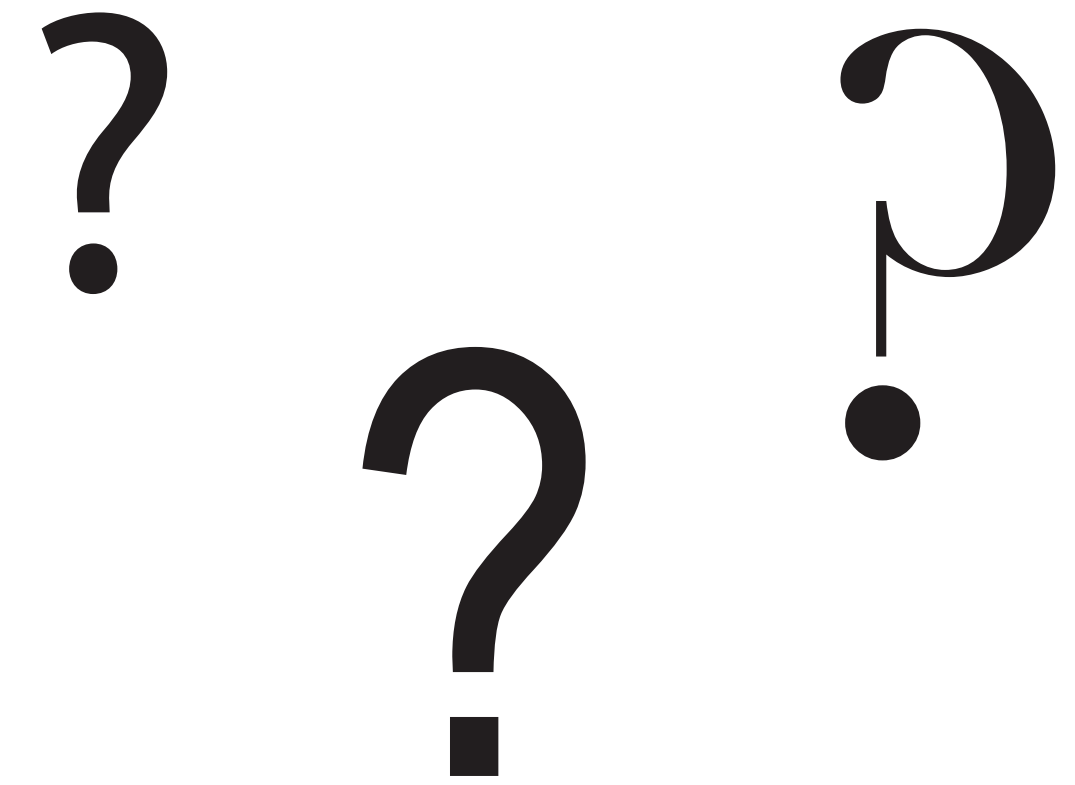
Some Podcast Stats

- Over 3 Billion Downloads Annually
- Listeners Earn \$10k more annually
- 35 Million Active Listeners in 2016



The Podcast Topic

- How I got here
- Who's the audience?
- What do YOU want to say?
- What's the mission?



The Podcast Format

- WTF
- Sword and Scale
- Show de Vie



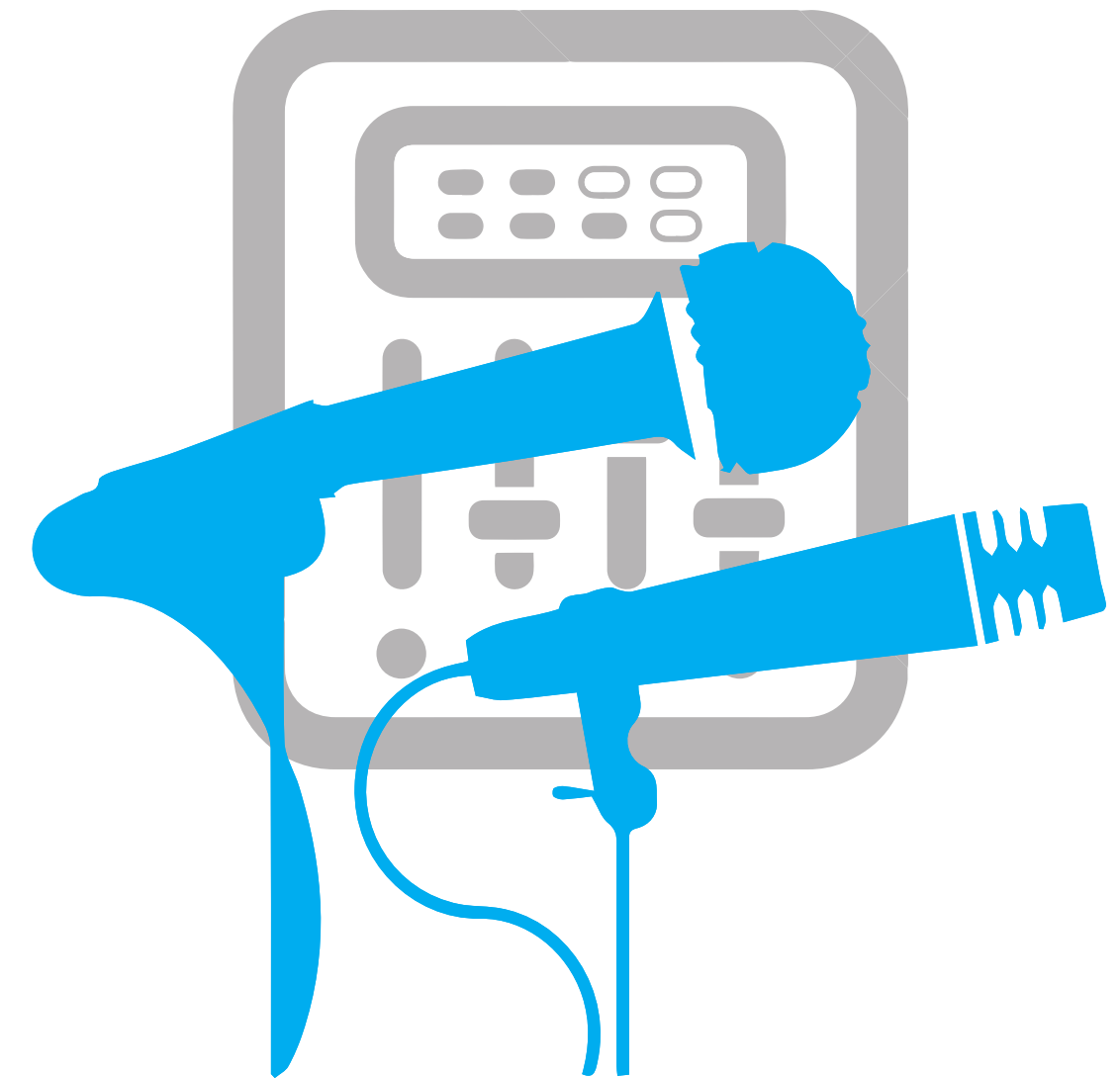
The Setup and the Configuration

- The name & logo
- How many guests at once?
- Live, studio, in-person, remote guests?
- Laptop, iOS device, desktop
- Where to Host files?



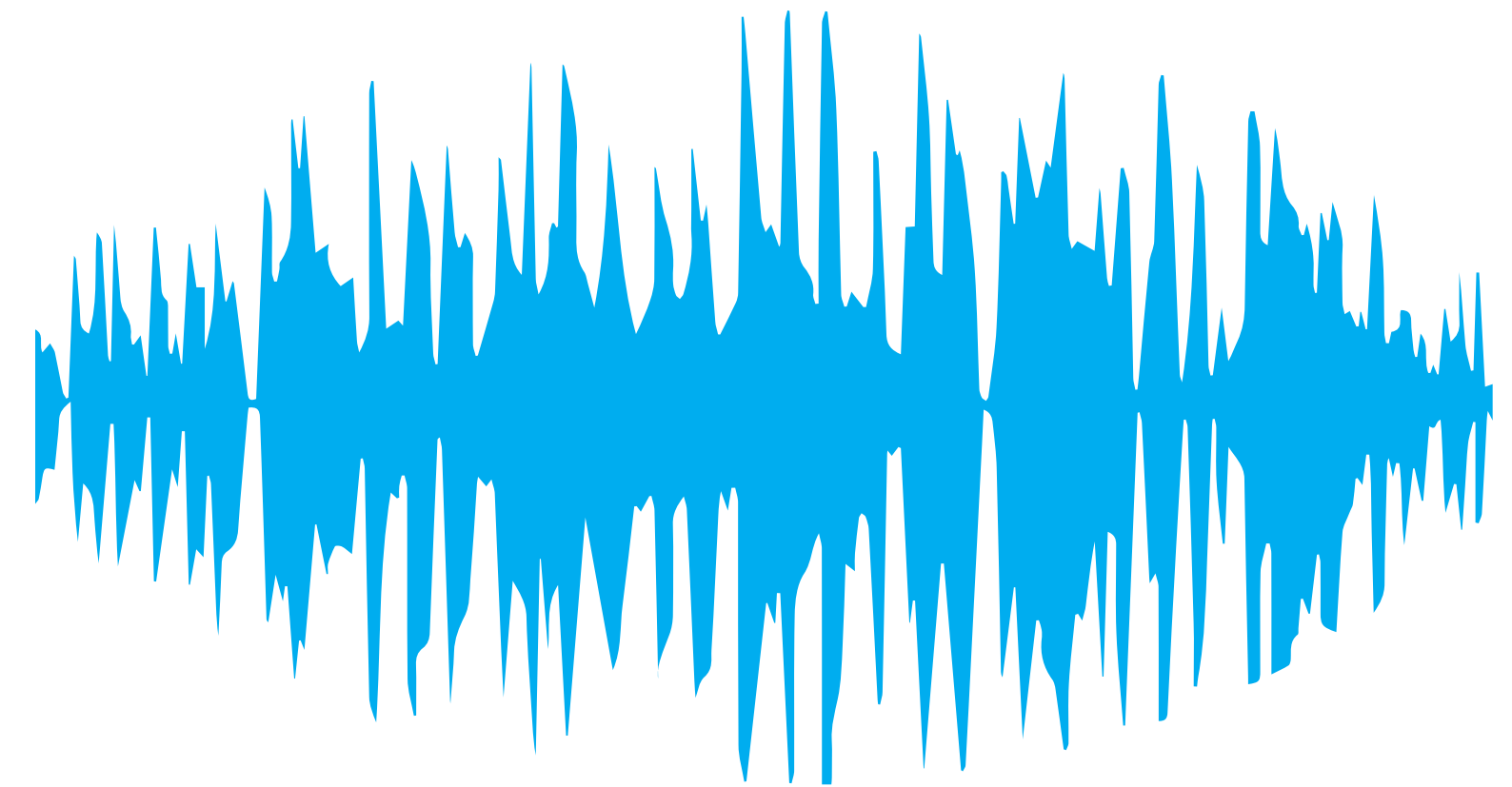
The Nuts and Bolts

- Device
- The Recording Brain/DAW
- Cables
- Stands
- Mics
- The Magic of Pop Filters



The Editing

- Noise Gate
- Compression
- De-essing
- EQ
- Extreme Ambient Noise



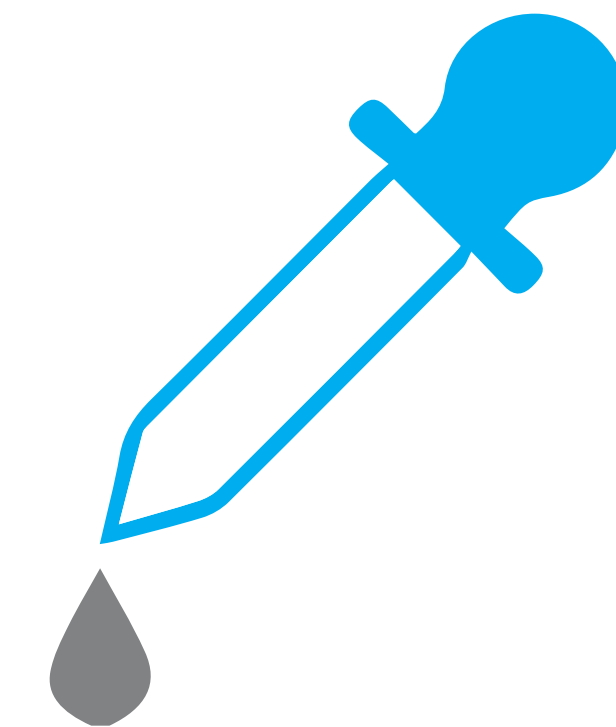
Your Voice is an Instrument

- “Uh’s” & “Um’s”
- Inflection
- The mic is your mate
- “Radio Voice”



The Show is Ready to Ship

- Fades.....
- Final Compression/Limiting
- .Wav, .MP3, .AIFF?
- Water



Where to Publish?

- iTunes
- Google Play
- Stitcher
- Tune-In



How to Promote?

- Social Media
- Email
- Treat it like a brand



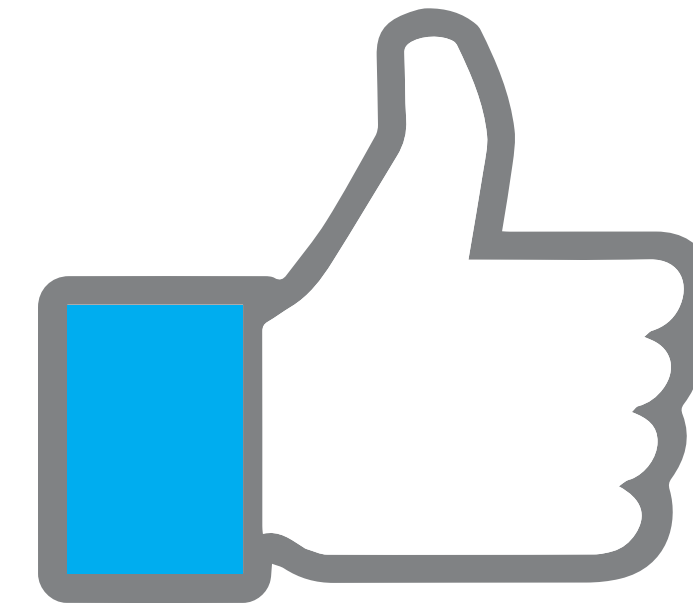
The Stats

- Listens
- Impression on Social
- Shares
- Followers



Rinse and Repeat

- Ask for interviews
- Pay attention to social
- Connect with PR companies
- Build those relationships



Question?

