

STEP UP to the MIC

PODCASTING FOR BEGINNERS

tradecraft

by  ConvertKit

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IN THIS ISSUE

- 3 Letter from the editor
 - 4 How Your Online Business can Benefit from Podcasting
 - 7 Don't Let Fear Get in the Way of Starting a Podcast
 - 10 6 Popular Podcast Formats: Which One is Right for You?
 - 15 The Podcast Gear You Need to Start Recording on Any Budget
 - 19 How to Get the Best Podcast Guests
 - 23 How to Become a World-Class Podcast Interviewer
 - 32 5 Easy Steps to Create Better Podcast Show Notes
 - 36 Save Time and Money By Doing Your Own Podcast Editing
 - 41 How (and Where) to Host and Publish Your Podcast
 - 46 How to Land Your Podcast on the iTunes Top 100 List
 - 50 How to Use ConvertKit to Automate Your Podcast Interview Setup
-

Letter from the editor

TradeCraft

Connection.

When it all boils down, every blogger, creator, entrepreneur, and artist is trying to create a connection between themselves and their audience. A connection that goes deeper than a “buy my product” sales pitch or a one-off launch that loses as many leads as you gain.

It's a connection that reaches more than a consumer's tangible facilities.

It's an alliance of emotions.

It's an understanding of the process.

It's a bond through life's trials and tribulations.

It's a camaraderie of the spirit.

It's a sense of belonging.

And these do not come easily.

Building that bridge can be a long a process. You have to establish yourself as a trustworthy person, a source of valuable knowledge, and sometimes even a kindred spirit. But when you can build that kind of connection, you've opened up yourself and your audience to whole new level of relationship.

So how do you make this type of connection from computer screen to computer screen?

Without face-to-face possibilities for you and your audience to know each other as the humans that you are, it can be difficult to build and grow this type of connection. No

matter how adept you are as writer, sometimes words on a screen will just not do the trick.

This is where you could really start to let them hear your voice. Literally.

Podcasting is an unbeatable medium to create a personal connection with your audience. Not only are they still receiving valuable information from you, but they're actually *hearing* it from you.

Your voice coming through their car speakers, headphones, and bluetooth home systems to give encouragement, challenge growth, inspire through stories, and induce some giggles is a powerful thing.

Your audience actually gets to know your personality, sense of humor, and how you relate to others in a way that was just not possible through reading an email or a blog post. Spoken word is where it's at these days, and in this issue we're going to help you get started.

Whether you've been sitting on a idea for while now or are just realizing the true potential of podcasts, we're going to help get over the fear of the unknown and get your podcast rolling.

Ready to start building a real connection with your audience? Warm up your vocals, and let's get started.

 Dani Stewart



How Your Online Business can Benefit from Podcasting

With attention spans at an all-time low, audiences are looking for ways to consume quality information in a fraction of the time. Enter in podcasts.

Podcasts are hardly new, but it's still a growing content platform among online businesses. Many business owners are starting podcasts to share educational information and give a behind-the-scenes look at what it's like to run a business.

But are people really listening?

According to [Edison Research](#), 67 million Americans listen to podcasts on a monthly basis. And that's just in one country when podcasts are available worldwide.

So we don't have to wonder if people are tuning into podcasts, but does that mean it's the right move for your online business? Well, it depends.

First, let's talk about the benefits of podcasting to see if it's something you want to consider including in your content strategy.

Benefits of podcasting for your online business

Every few months (or even weeks), you're bound to see another business owner announcing that they're starting a podcast. You may be wondering why they're all flocking to podcasting, but it's with good reason.

Let's go over some of the basic benefits of starting a podcast:



Build your authority and credibility in your niche

The more openly you share your expertise, the more others will trust you. That trust translates into higher conversions because people want to buy from those who have authority and credibility.

Through podcasting, you have more time to fully cover important topics in your niche and show the depth of your knowledge. You're also able to show how well you think on your feet, which is a true test of expertise.

Listeners from across the globe also have a chance to hear your voice. It's one thing to connect with someone's writing and it's another to connect with their actual voice. When you create podcast episodes, your audience picks up on your mannerisms, experiences your true personality, and feels even more connected to you.



Repurpose high-performing content

Let's say you recently wrote a blog post that has been garnering a large amount of traffic. Your blog comments have been through the roof, and your audience has been spreading it like wildfire on social media. Repurposing will come in handy here.

Since you've already proven the blog post topic is something your audience is interested in, it presents the unique opportunity to bring it to a larger audience with your podcast. By transforming the written content into audio content, you're able to share similar commentary on the topic but in a fresh, new way.

This also saves you time and energy in the creation process since the content is already drafted for you. All you need to do is add a few additional insights, personal anecdotes, and your personality. Then you have an engaging podcast episode that took you half the time!



Reach a whole new audience

It only takes one look around the classroom to realize that not everyone learns the same way. Some prefer lectures because they're auditory learners. Others need a slideshow to take notes from because they're visual learners. Others would rather be left alone with a book.

When you create written content, you're only able to reach the audience members who like to learn by reading. By adding another dimension through audio content, you're able to reach a new audience that's just as interested in what you have to say.



Create a deeper connection with your audience

Your written voice is one thing, but your actual speaking voice? That's what really connects you with your audience. With a podcast, you're able to give readers a deeper look into who you are and what you do.

You'll create an even deeper connection with your audience if you sound just like you do in your writing. It's all about keeping a consistent brand voice throughout every content platform.



More time to make a connection

Most blog posts are anywhere between 750-1,500 words depending on the topic and author. With a podcast, you're able to fit a lot more information into a single episode.

With blog posts, readers often skim through the content to get the main ideas. Podcasts help you better capture more of your audience's attention and for a longer amount of time.

What will you do with all that extra time? You can share more educational content that builds trust with your audience, share personal stories that help them get to know you on a deeper level, or showcase your personality in a fun and engaging way.



Connect with influencers and others in your industry

What better way to connect with other bloggers and business owners than featuring them on your podcast? [Interviewing other professionals in your industry](#) gives them a chance to connect with a new audience while you get to connect with theirs. Win-win!

Start by asking a few of your friends in the industry so you get practice with interviewing and thinking on your feet. Then you can move up to micro-influencers and then full-blown influencers as you build your confidence and platform.



Conquer a personal challenge

Don't you love when you prove yourself wrong? Maybe podcasting is something you've always wanted to do but told yourself you could never do. Well, let's put that to rest.

When you dive into podcasting, you'll strengthen a wide range of skills like [editing](#), producing, interviewing, and [scheduling](#). You'll also get better at some less obvious skills like marketing, brand storytelling, pitching, and selling.

How to use a podcast to grow your audience

Now let's talk about something much more uplifting: using your podcast to grow your audience. We highlighted that podcasting can help you reach a wider audience, but how do we go about that?

This is your chance to experiment and get creative! If you need some help in brainstorming, we have a few ideas to help you get started:

Use call-to-actions during podcast episodes

Are you launching a new product soon? Are you putting an extra emphasis on building your email list this quarter? Depending on your goals, you can use your podcast as a way to drive higher conversions within your website.

You're giving a lot of free, high-quality educational content through the podcast. It's also being shared with a very interested audience.

You'll want to capitalize on the authority and trust you've built through the podcast by giving direct call-to-actions (CTAs). Talk about your upcoming product launch or highlight a testimonial from one of your clients. Get creative!

Increase your podcast reviews and use them as testimonials

We all know that leaving reviews on podcast apps (like iTunes and Stitcher) greatly [influence the searchability and popularity of a podcast](#).

Rather than using the reviews only to increase your downloads, you can also use the reviews as testimonials for your website. These podcast reviews act as perfect, bite-sized commentary to add to your podcast page, home page, or even sales pages.

Repurpose influencer podcast interviews

When an influencer agrees to sit down with you to do a podcast interview, you'll want to leverage that highly desirable content as much as you can.

The first step is repurposing the podcast interview into [show notes](#) to put on your blog. Then you can take it a step further by creating quote graphics for social media, a full list of resources shared from the episode- the sky's the limit.

Bonus points: If the influencer mentions your podcast show notes or article on their website by linking to your post, it can help you increase your traffic and domain authority (aka better SEO). Score!

Have you considered starting a podcast for your online business?

Hopefully this article has given you some extra motivation and inspiration behind your idea. What kind of podcast are you thinking about starting?

Kayla Hollatz



— (no) —
don't let
FEAR
GET IN THE WAY

Don't Let Fear Get in the Way of Starting a Podcast

Two weeks after moving to a new city as a fresh college graduate, I felt the first emotions of loneliness.

I began to think maybe moving to a new city, hundreds of miles away from home, not knowing a soul wasn't such a great idea. But then I found the beautiful world of podcasts.

In my search for community in a new city, I found an ample community in the online world through podcasts. I couldn't listen to enough of them! At the gym, in the shower, in the car, and even while cooking dinner.

I was hooked.

One podcast in particular that really shaped my entrepreneurial journey is [The School of Greatness by Lewis Howes](#). His guests come from a wide array of industries and backgrounds and share their journey to greatness. This wisdom and insights from some of the most

talented people in the world pushed me to think bigger and grow my mind. And because of this, The School of Greatness podcast changed my life.

As I started to ramp up my own blog and online brand, I started to daydream about starting my own podcast. If one podcast could change my life, what if I could create a podcast that would have the power to do the same for someone else?

So I took the leap, created a podcast logo, bought my equipment, and went through [John Lee Dumas's free podcast e-course](#). My podcast would be called The Laptop Lifestyle, where I would interview successful online entrepreneurs from all backgrounds on how they've built thriving online communities and businesses.

And then I sat on it all for about eight months. Scared to start. Scared to fail.

Finally enough time passed and I had told so many people I was “starting” a podcast, that one of my dear friends pushed back. They asked, “When are you finally going to stop talking about it and just start it?” It was just the kick in the pants I needed. So I set an launch date and created a plan.

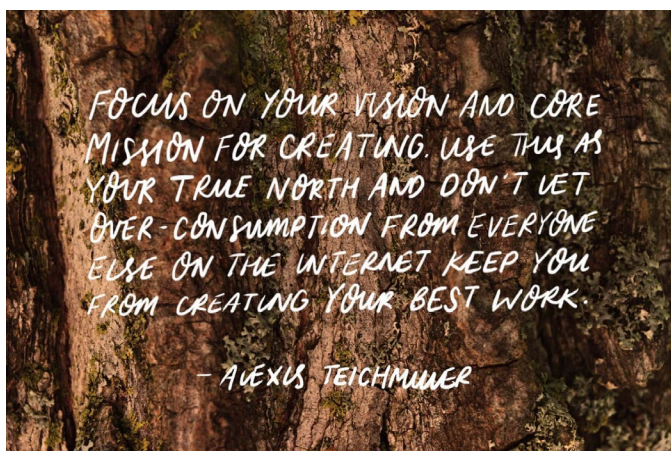
I’m sure you’re reading this right now thinking, “Why should I start a podcast? How will it help my business? What if no one listens in and I feel like a failure?”

I hear you! I asked myself those same questions before I started [The Laptop Lifestyle](#). So let’s walk through these fears together so you can get past them.

Why should I start a podcast? Why me?

This might sound cliché, but there really is only one you in the world. No one has your life experience or your personal outlook on life. And no one has your mojo. Think of mojo as something only YOU can bring to the table.

An important factor in protecting your mojo is to never consume more than you create. Focus on your vision and core mission for creating. Use this as your true north and don’t let over-consumption from everyone else on the Internet keep you from creating your best work.



If starting a podcast is a goal of yours, do it. Focus on your mojo and how much your community needs what you can give.

Here are a few reasons why you should start a podcast:

Build a deeper connection with your audience

There is something special about hearing someone’s voice as they empower you to take the next steps in your life or business. You begin to feel personally connected to them as they interview others and share more of their story.

A personal connection begins to form as you tune in and listen to someone’s outlook. It blows my mind the amount of emails or direct messages on Instagram that I get from complete strangers who listen to my podcast and the common thread they’ve shared with me is, “I feel like I know you and that we would be friends in real life.” How cool is that? All from a podcast. You can build this same online relationship with your audience.

It’s one of the easiest ways to consume content

People are busy and prone to distractions. Creating content that is easy to consume on the go is critical to staying in front of your audience. Podcasts are convenient to listen to in the car, at the gym, or even while you’re getting ready in the morning.

Plus, [85% of podcast listeners listen to all \(or most of\) a podcast](#). That means that once someone starts one of your podcasts, they more than likely finish the whole thing! Think of the opportunity there! People are less likely to read every word of your sales email or like your social media posts, but they will listen to almost all of your podcast episode. Sounds like a great opportunity to build a captive audience!

Position yourself as an authority in your space

This one is a natural byproduct of hosting a podcast. The more people listen in and you build trust with them, your community now sees you as an authority in your industry. The more you are seen as an influencer and thought leader, the more opportunities will come your way. With opportunity and exposure, comes more product purchases, which grows your impact.

See what just happened there? It’s a beautiful chain reaction that all comes from starting a simple podcast. Have I convinced you yet?

I'm scared to start because what if.....

At this point you might be thinking, "I'm scared to start because what if I fail? What if no one tunes in? What if I sound ridiculous and feel like the kid that no one wants to eat lunch with in the elementary lunch room?"

The truth is, you will feel all of these things. And more most likely. But we don't have time to think like this- it's negative and it will get you nowhere. It's natural, so don't judge yourself as you feel these emotions and ask yourself these questions. However, you can't stay in this state of mind. It will paralyze your progress and stunt your growth.

I sat on my podcast idea for eight whole months because I was scared to put myself out there on the Internet. Something that helped with this was focusing on positive self-talk and setting realistic expectations.

I am not an Internet unicorn. I didn't get 10,000 downloads on my first episode and I still don't have big sponsors (this is a personal choice). My personal goal was to get 100 downloads on my first podcast episode. It felt attainable, and I wanted to set a goal that was far enough from reach to push myself but also close enough to achieve. And when I pictured 100 people in a room with me on the stage interviewing a guest, it felt like a good number.

How many podcast downloads would you like to get on your first episode? Or if you've already launched, what is a number that feels like a good goal? Now picture that number of people in a room. Powerful, right? Doing the mental exercise above adds the humanity back into our number crunching as we set goals.

Bottom line- being scared is okay. Use that fear or insecurity as fuel to push you into action.

You can do this.

It's all too much. I don't even know where to start.

You don't have to have it all figured out right when you start. You don't need the best, high-tech equipment, the devoted listeners, or even the experience.

As you get started with podcasting or even if you are reevaluating your current podcast, start small and keep it simple. Here are a few tools that have made my podcasting journey extremely easy:

- [Zencastr](#): This is a cloud-based podcast recording tool that allows you to record your interviews or solocasts in studio quality. All you have to do is simply send a link and receive a separate track per guest. This tool is a game changer for me.
- [SimpleCast](#): The name might give this one away, but this tool is a simple podcast hosting platform. It has beautiful, clean embeddable audio player, and unlimited bandwidth and storage.
- [John Lee Dumas's free podcast course](#): This free e-course hands down helped me create and launch my podcast. This 15-day email and video course will take you step-by-step through the process of creating, growing, and monetizing your podcast. I highly suggest taking advantage of this free resource!

Don't let your fears keep you from starting a podcast

Putting yourself out there is scary. And it can be even more scary to do so on the Internet because it feels permanent. I get it.

But this could be the first step toward building a strong brand and engaged audience.

So I challenge you to start thinking about your podcast as a way to serve your community instead of making it be this perfect representation of who you are. Start to think about a podcast name. Write down all the characteristics of your ideal listener. And start each day thinking of just one single step you can take toward creating the podcast you've dreamed of.

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Let's connect on the interwebs! You can find me pursuing vulnerability and creativity on Instagram [@alexisteichmiller](#) or podcasting my little heart away on [The Laptop Lifestyle](#).

 [Alexis Teichmiller](#)



6 Popular Podcast Formats: Which One is Right for You?

So, you want to start a podcast?

Before you begin thinking about where to host your feed or how to attract listeners to your show the first thing you need to do is decide what kind of show you'll be making. You need to choose a format.

Here's the thing that often surprises some people– not every podcast has to be an interview show.

While interview shows may be one of the most popular formats out there currently, there are many different ways to make a podcast and stand out. Here we'll be covering six main podcast formats to help you decide which will suit your content best:

- Interviews
- Conversational
- Educational

- Solo-casts
- Non-fiction storytelling
- And fiction storytelling (sometimes called podcast theatre)

Why choosing a podcast format is important

Building an audience is all about consistency. Consistency in the topics you talk about. Consistency in the style of photographs on your blog. Consistency in the frequency of when you'll post new content. And for podcasts, consistency in your show format.

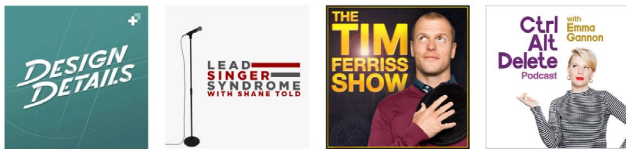
Your audience likes to know what to expect when they click play on a new episode. If your show features a serious interview one week, a comedic discussion the next, and a solo rant the week after, you'll find it harder to gain traction. Your audience won't know how to describe

your show when talking about it to other people, so it will be difficult to get new listeners through personal recommendations. And if you start with a totally blank slate each week it will be hard for you to keep up with the content production too.

The six most popular podcast formats

Luckily, it's fairly easy to settle on a format once you start thinking about what you want your show to be and the best ways you can bring value to your audience. Let's dig into the pros and cons of the six main formats.

Interview shows



A classic in the podcasting world, interview shows generally feature a consistent host (or hosts) and a new guest each episode. They give the audience a chance to be introduced to a lot of interesting people within a niche and learn from their expertise.

Interview shows work best when there is a common thread connecting all the guests. [Lead Singer Syndrome](#), for example, features a frontman of a band interviewing other lead singers about their experience, and [The Laptop Lifestyle](#), hosted by ConvertKit's own Alexis Teichmiller, is all about entrepreneurial millennials. This consistency in niche is important when your audience is being introduced to someone new each week, so you'll need to decide what will connect all of your guests.

Pros

- As conversation flows, minimal editing will be needed.
- You won't run out of things to say on a topic, as each guest will bring their own perspective on your niche.

Cons

- You'll need to put in the work of emailing and arranging new guests and recording on their schedule. And of course, you'll be at the mercy of Internet connections if you're interviewing via Skype or Google Hangouts.

- There is already an abundance of interview shows. You'll need to think of a unique spin or niche to make yours stand out.

Conversational podcasts



Listening to a conversational podcast feels like overhearing a chat between two friends. Usually these types of shows have multiple hosts, and episodes could feature discussions on a focussed topic (like an album review roundtable on Modern Vinyl), or a wide range of things (ie- they chat about tech, life, and the Internet on Hello Internet).

These types of shows are easy to listen to, easy to record, and tend to be between half an hour to an hour long. Listeners will tune in because they like the hosts' personalities and because it is a conversation they're overhearing, they'll feel more connected to the hosts than to those reporting a story in a non-fiction storytelling show, for example.

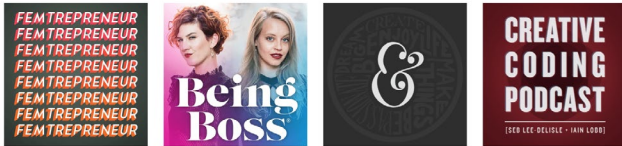
Pros

- Less structure means less time spent planning. You'll just need a brief outline in place of what you want to discuss in the episode.
- There is always someone to bounce off of if you run out of things to say.

Cons

- To keep your audience engaged and coming back for more, you'll need to get creative and specific with the topics you discuss.
- Depending on where your co-host is located, you may have to deal with recording separately and editing the tracks together. And just like with interview shows, you'll be at the mercy of Internet connections when you talk over Skype!

Educational shows



Educational shows often have multiple hosts but are more structured than a conversational podcast. The episodes will feature a specific lesson or takeaway, and listeners will tune in ready to learn about the topic at hand. Mariah Coz and Megan Minns of [The Femtrepneur Show](#), for example, produce new episodes every week teaching people how to create, run, and sell online courses.

Learning by listening to a podcast is great because you can do it while commuting, doing the dishes, walking the dog—they turn downtime into productive time! And producing an educational show will often mean creating evergreen content that can be consumed for years to come.

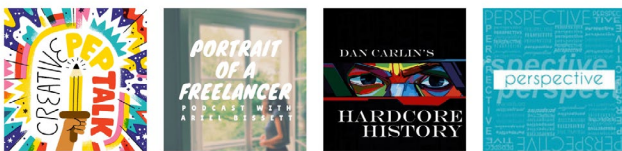
Pros

- High-value information will keep your audience coming back for more.
- It's easy to create supplemental content like PDF downloads, videos, or even full courses to get your audience involved on multiple levels.

Cons

- Some topics can be hard to teach without supporting visuals. You can direct listeners to your site for show notes, but overall your lesson should be easy to grasp through audio only.

Solo-casts



No co-host, no problem! Solo-casts feature monologues on a topic that's important to the creator. The episodes tend to be based on the creator's own experience and could be anything from comedy to advice-based content. Your audience will really feel like they get to know you, and you can feel free to bring on guests every now and then for added interest.

Pros

- No need to schedule recording around anyone else. Make a new episode when and where it works for you!
- You'll build a deep personal relationship with your audience.

Cons

- With no one to bounce off of, you'll have to hold down the fort on your own.

Podcasts that tell true stories



Storytelling podcasts are shows that do just that—report on stories from the world around us. They could be epic, in-depth sagas like the true-crime investigation of Serial. They could report on the news like The Daily. Or perhaps they bring to light smaller-scale interesting things like the science-based storytelling on Science Vs.

You could tell one story across a season (or multiple seasons!) or keep it short and have a new story for each episode. Either way, non-fiction storytelling podcasts are a chance for you to share your curiosities with the world. You'll need to put your investigator hat on to make a show in this format as they usually involve audio clips from different interviews and narration to inform the audience of what they need to know to get a complete understanding of the story.

Pros

- These types of shows are addictive, as shown by the viral success of Serial. [In an article on The Atlantic](#), Emma Rodero, a communications professor at the Pompeu Fabra University in Barcelona, said this on the subject, *"Audio is one of the most intimate forms of media... you are constantly building your own images of the story in your mind and you're creating your own production."*
- There's a lot of freedom to get creative with editing and production.

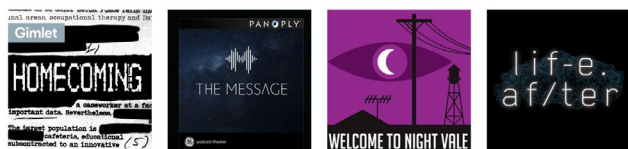
Cons

- Generally a higher production value is expected with this type of show so there may be a learning curve when

getting started, and you may not be able to produce shows as regularly.

- These are not the types of shows where you can just hit record and talk into the microphone, there will be more planning and researching time involved.

Podcast theatre



If you're a fan of audiobooks or fiction stories in general, you'll love podcast theatre. These are fictional stories told across episodes like a TV show, but just audio! They feature voice actors, scripts, and just like TV shows they often have cliffhangers and intriguing plotlines that keep listeners wanting to know what's next.

If you're a fiction writer or into making short films this could be a great podcast format for you to explore and use your storytelling skills in a new medium.

Pros

- There is a less saturated market for these shows currently.
- Just like with non-fiction storytelling shows, these shows can be addictive!

Cons

- This format is a lot of work. You've got all the difficulty of writing a story, with the added work of producing it with voice actors!
- As this is a less common show format, it might be harder to get new listeners to give it a try.

How to pick your podcast format

Now that you've learned a little more about some different podcast formats ask yourself:

Which podcast format will suit my content best?

If the answer doesn't immediately spring to mind, here are some clarifying questions that will help you make the decision:

What do you want your audience to get out of listening to your show?

If the main thing you want to do is help them learn, then perhaps an educational podcast will suit you best. If your goal is to entertain, then perhaps a conversation-based show with a hilarious co-host will work well for you.

Whatever your goal is, choose a format that will be best to help achieve it.

How can you make your show unique?

There's so much room for creativity within each format, and adding your own unique spin to it is important. For example, interview shows are a popular format in the business and marketing niche (for good reason, they allow the audience to learn from others' insights, successes, and failures), but this also means that if you decide to start an interview show in this niche you'll have a lot of competition.

What will you do with this popular format so that you stand out? Give your audience a reason to listen to your show over the others in your niche. Perhaps this might mean combining elements of two different podcast formats or exploring a different side to your topic that other podcasts don't touch on.

What format will best suit your personal strengths?

Along with choosing a format that best fits your goals, you should also consider your strengths and pick the format that best suits your content delivery style and editing abilities (although of course, you can always outsource that part if you wish).

For my podcast, [Design Life](#), we chose a conversational format to talk about design topics over something heavily scripted or planned because we wanted to be seen by our listeners as peers rather than tutors. Tuning in to our show is like overhearing a conversation between two friends on a topic that's affecting us as designers, because that's what it is! It's easy to record and easy to edit without outside help, which means we have no trouble sticking to a weekly schedule. So think about your own strengths and time constraints when selecting the format for your show.

What podcast format will you choose?

Of course, rules are made to be broken and you could go ahead and develop your own format from a hybrid of those mentioned above! In [The Heart of It](#) blogger Estee Lalonde uses a mix of monologue, interview, and storytelling techniques to share thoughts on a particular topic. And many solo-casts tend to break format every now and then and feature an interview with a guest. So don't feel trapped by this list. Instead let it inspire you to create the format that will best suit your show needs.

What podcast format is your favorite to listen to? Why do you think that is?

 *Charli Prangley*



PODCASTING GEAR *for* ANY BUDGET

The Podcast Gear You Need to Start Recording on Any Budget

You're scrolling through your social media feed and see yet another roundup blog post highlighting the “very best podcasts” in your niche. When you read through it, there's a part of you that deeply wants to be on the list.

You've been wanting to increase your thought leadership and visibility online, so podcasting seems like a natural fit. And getting paid to talk? That would just be the cherry on top. The only problem is you don't know where to start.

If the tech side of podcasting makes your head spin and you're only working with a shoestring budget, starting a podcast can seem downright daunting. But it doesn't have to be.

We often overcomplicate what it takes to get started. Today, we hope to simplify the process by providing options to fit every budget and every stage of podcasting. Let's dig in.

Entry level podcast gear — \$150 budget

You've been playing around with the idea of launching a podcast for a while but haven't been able to pull the trigger yet. You know you have something special to share with the world but the tech side of podcasting has you a bit confused.

You're not alone. While it does take a few pieces of equipment to get your podcast setup, it's a lot easier than you think. You don't need to be an expert audio engineer to get started.

Let's talk about how far we can stretch a \$150 budget. These small investments will help you dip your toes into podcasting without the added financial stress.

Choosing an affordable microphone



Let's start with our obvious first step— selecting a microphone. A great place to start is with an affordable microphone like [Audio-Technica ATR2100](#) because it has both a USB digital output and XLR analog output. The downside to this microphone, however, is that it's a handheld microphone so you'd want to invest in [a microphone stand](#) as well.

If you're looking for an easy-to-use microphone you can take with you on-the-go, the [Blue Snowball USB Microphone](#) could be a good option. It's a favorite among location independent bloggers and entrepreneurs for its small size (it fits perfectly in carry-on bags!) and cheap price.

Both microphones take up about a third of your \$150 budget, but it's well worth it since a microphone is the most essential piece of gear when you begin podcasting. Now let's talk about recording software.

Affordable recording and editing software for podcasters



Luckily, there are many affordable and free options to help you record your podcast episodes. When I started my own podcast, I used the free version of [QuickTime](#) to record my own audio and instructed my guests to record their own audio using QuickTime.

The original audio file gives you the best sound quality rather than using the combined audio from a Google Hangout or Skype call. This is a great tip to keep in mind as you continue to grow your podcast equipment.

The most popular audio editing software on the market is [Audacity](#). It's free to use and pretty comprehensive. If you don't want to download extra software, you can use [Garageband](#) if you have a Mac computer.

Additional budget-friendly podcast gear



When recording a podcast, you always want to wear headphones. For a budget-friendly option, just use your ear-buds.

One of the most affordable ways to seriously improve the sound quality of your podcast is to purchase a pop-filter, like [this pop-filter from Dragonpad](#). It softens any harsh syllables, especially the natural pop of "p" sounds. The swivel mounts on the pop-filter also make for easy installation on virtually any microphone. Pop-filters range anywhere between \$9-\$20 so it's a small price to pay for better sound quality.

While this may not be gear per se, it's important to think about investing in a cloud-based storage and sharing tool like [Dropbox](#). Nothing would be worse than recording a full podcast season ahead of time and losing all of the audio files in a computer crash. Yikes!

Dropbox has many affordable plans to help you backup all of your audio files with ease. You can also access the files from any device and share folders that guests can drop their audio, photo, and text files into.

Don't forget to save some money for digitally hosting your podcast! Because of the large size of audio files, you'll want to host your podcast on a third-party site like [Libsyn](#) or [Soundcloud](#). Libsyn costs anywhere between \$5-75/month depending on your hosting plan (with beginner to advanced options) and Soundcloud is around \$7-15/month. Check out their unique features to see which one is best for you.

Mid-level podcast gear — \$500 budget

Now you're a few episodes into creating your own podcast and are already seeing the benefits. Your podcast downloads are increasing on iTunes and Stitcher, your listeners are asking for more episodes, and you've received a few podcast interview requests.

This is a great time to think about investing in the next level of podcast gear. In this mid-level tier, you can strategically purchase podcast gear for the long-term.

Choosing a better quality podcast microphone



Naturally, we'll first start with a higher quality microphone. The [Blue Yeti USB Microphone](#), around \$130, is a common podcaster favorite and is highlighted in many Instagram posts. It has different settings for solo podcasting, recording in groups, and beyond.

If you're looking for the superior sound that still fits within your \$500 budget, think about investing in [EV RE320 Variable-D](#) or a [Heil PR-40](#) dynamic microphone. These are highly recommended and [reviewed by long-time podcasters](#) as "the best of the best".

If you host podcast interviews locally, you may want to invest in better microphones for both you and the guest. This way, you won't have to share a microphone and you'll have better sound quality.

Upleveling your podcast setup



Now that you're ready to invest more time (and money) in podcasting, it may be time to purchase a [DuaFire Microphone Stand](#) for more hands-free podcasting. It's ideal to have your microphone sit four to six inches away from you, so a microphone stand will come in handy.

With a microphone stand, you can adjust the microphone to the right height so you don't have to crane your neck to speak into a microphone sitting on a desk. This is an especially great option if you plan on creating a mini podcasting studio in your home office or in an additional office space.

Once you have more room in your budget, you can finally retire your ear-buds and invest in high quality headphones. While [Beats by Dre](#) is a popular, more flashy option, the sound quality of [Sony MDR-7510](#) and [Sennheiser HD 598 SR](#) headphones do the trick.

You also have enough room in your podcast setup budget to experiment with other audio editing software. If you're looking for advanced editing options with an approachable interface, [Reaper](#) may be a great fit. They have a large collection of resources and video tutorials to help you learn how to masterfully edit your podcast episodes.

Advanced level podcast gear — \$1000+ budget

Now your podcast has been featured in a few "best podcast" roundups, it's successfully directing listeners to your website, and it's increasing your bottom line. #winning

Since the podcast is driving extra revenue through product sales, additional client projects, or podcast sponsorships, you're looking to put money back into the podcast to further increase its quality.

Advanced podcast gear and software



Now that you're growing your podcast, you may want to reach a whole new audience by producing video shows. Many successful podcasters have transformed their once audio-only podcasts into full-blown audio and visual content generators.

You can do this in two ways. You can either livestream interviews and turn the audio files into a podcast episode, or you can pre-record the interviews and mix the audio files for podcasting purposes. For live-streaming, think about using [YouTube Live](#) or [Crowdfunder](#). For pre-recording, you could experiment with [Zoom](#) or [Skype](#).

If you want to experiment with creating a video show, you can record the shows using an upgraded webcam, like the [Logitech HD Pro Webcam](#). For the best quality, invest in a DSLR camera like the [Canon EOS Rebel T3i](#), as [recommended by our course video expert, Caleb Wojcik](#).

If you're outgrowing your audio editing software, you may want to upgrade to [Adobe Audition CC](#), which is built for experienced podcasters. The noise-reduction features are out of this world, and the EQ tools take editing a step further with better options than Reaper and Audacity.

It's also great if you want to add more custom music tracks to your episodes. At \$240/year, the software isn't cheap but it's well worth the investment as your podcast brings in more revenue.

Additional option: Outsourcing podcast tasks

You've been working really hard on producing the podcast but now you're ready to work smarter. Your DIY efforts just aren't cutting it anymore. With extra room in your budget, you may want to outsource certain tasks in your podcasting workflow.

While this doesn't add podcast gear to your collection, it will free up time and energy to think more about your high-level podcast strategy, which could be invaluable.

Let's say you've been podcasting for a full quarter and totally enjoy it. Interviewing guests gives you bursts of creative energy unlike anything else, but then the behind-the-scenes work begins.

You love facilitating the interviews and connecting with podcast guests, but you wouldn't mind having someone else on your team take care of the show notes, audio editing, or scheduling interviews.

At the advanced level, you may have the extra funds to allocate toward outsourcing work to experts. Whether it improves your sound quality, streamlines your workflow, or simply allows you to focus on the tasks you love, it's a great option. You'd also be helping other business owners by providing employment opportunities. It's a win-win!

Our best podcast setup advice is to invest as you go!

You may outgrow specific pieces of podcast equipment over time, but remember that you don't need a lot of expensive, state-of-the-art podcast gear to get started. Instead, focus your attention on creating an epic podcast content strategy and upgrade your gear as you go.

What podcast gear are you most looking forward to investing in?

 *Kayla Hollatz*



GETTING THE
BEST
PODCAST
— GUESTS —

How to Get the Best Podcast Guests

Starting your show can be the most exciting thing on Earth, but when it comes to lining up guests for the next month, the nerves roll in.

Oh friend, we've been there. The process of getting guests is fine tuned after doing it again and again and again. Eventually, you'll learn what really works to get amazing people on your podcast and what just totally flops.

In our almost-two-years of podcasting with [All Up in Your Lady Business](#), we've had some AMAZING guests, so we'd love to pass a little bit of our "booking amazing people" knowledge to you. We hope to give you some of our best tips so you can fast track your podcast guest success.

So let's jump in!

How to get the people want as your podcast guest

Getting people excited about being on your show is the very first step and people just don't talk about this enough. Brand new podcasters don't often think about how they can design their show to attract the kind of guests they want to interview and that's something you don't want to miss out on.

Here are a few ways even a new podcaster can start building the right reputation as a host to draw the perfect guests:

Own your podcast personality

You want to attract a certain type of guest, right? For some this might mean having guests who like to joke around, but others may be looking for a more formal presentation. In the end, there are no good or bad formats, you just need to own whatever your podcast personality is.

If you are the podcast that's giving formal presentations and citing all different sources of information, do that. Just

because you have a podcast that's very structured doesn't mean people don't want to be on it. You attract people who are like you.

Personally, we want guests who will come on and go on a crazy tangent of funny childhood stories, but when we started out, we had a very structured set of questions. That translated into a formal style we didn't want! Now, we own the fact that we're edutainers and we giggle a lot because that's what attracts our listeners and our guests.

Make your guest the star

You need to give your guests the opportunity to shine; let them come on your show and share what they've got going on beyond their latest freebie. When you let your guests share the current promos and even paid products, of course they will want to grace a podcast that lets them promote all of their amazingness.

This is something we do with each and every guest and we encourage them to promote in a non-sleazy way and some of our guests have actually come back to us and gushed over how many referrals they've gotten since being on the podcast. THAT is what you want.

Collectively, we give our guests the opportunity to share who they are and build trust based on the value they give. They have the chance to make our audience fall in love with them.

This isn't the format for everyone- that's a given. Our format used to be one interview each week and then chit chat in a second episode that week about the interview. As much as the podcast is about you and your audience, think about ways you can tie in your guest more. If you randomly throw out an episode with one guest and then a different one the next day, it can feel really disconnected.

Have fun and go easy

Consider going easy on your guests when it comes to the questions you ask. Throwing random or super challenging questions at them might scare away some of your most amazing guests! Asking questions they can answer easily takes a lot of the prep work out for them and makes it easier for them to come on and have a good time.

We like to ask every guest pretty similar questions that are

customized to their business. We aren't throwing any kind of crazy curveballs because we like that it ends up being just like a conversation with your girlfriends.

You could even have a signature question as a fun way to brand who you are and draws in your people. For example, we ask, "What did you want to be when you were a little girl?" People think about how they would answer this question before they're even on the podcast and any time they see a post about this in a group, they'll tag us. You could easily come up with a unique question to ask your guests and give your audience a way to connect with your show.

How to find the podcast guest you want to interview

It's not always easy to find the right podcast guests, especially when you're first starting out. What constitutes a good guest? How will you know there will be a good vibe between the two of you? Sometimes you might not automatically have the answers to these questions and you'll need to start from square-one. If this is you, here are a couple ways to start making lists of your dream podcast guests.

Tap into your network

Look really hard at your network from all points of your life, and we really mean all of them. You could have friends from high school, college, and other IRL (in real life!) peeps on your podcast and have a fantastic experience with someone you wouldn't have originally thought of coming on your show.

When you've gone through everyone you know, the cycle of networking and meeting people starts out all over again. In-person networking is not a dead art; it's just done differently than in corporate America.

You can actually use conferences to reach out to guests who are hard to connect with. If you connect with a fellow podcaster, it's great to network with other podcasters because you can send people back and forth. [Dana Malstaff](#) and [Adrienne Dorison](#) are good examples of this for us. They give us referrals of who to have on the podcast and we trust them. When they come across someone who would be a good fit, it's not a cold pitch, it's a warm lead.

Be a curator

Put on your curator hat and take a really good look at your life and business life. Who could be a great podcast guest?

Are you listening to a podcast and really like a guest? Are you in a Facebook group and someone's showing up in a really great way? Do you love someone's stuff on Youtube? Then get them on your show!

Two of our personal favorite guests were Emily and Kathleen from [Being Boss](#). We didn't have a personal connection with them at all, but we loved their podcast so we reached out to have them on our show and it was a blast.

Focus on getting people on your show who your audience will resonate with, but also think about putting new people in front of your audience.

One of the funniest instances of this for us was with a woman who was featured in the paper for her business. Jaclyn placed an order with her and chatted with her when she went to the store to pick it up. Years later, we had her on the show and she was a great guest!

There are so many little things like that where someone who isn't known in the online world can get a lot of great feedback from your audience.

Pick and choose

You don't want just anybody on your podcast. If someone's been on every other show, it doesn't mean that they'll be right for your show. Instead of looking to have to the biggest guests on your show, find the mindset of the guests you'd like to have on. You want the person who wants to be influential to your audience in some way.

When we're looking for guests, we ask ourselves if they are going to teach our audience, inspire them to take action, and have fun. All three of those elements make the right fit for us, but you get to decide what makes up the right fit for you.

For a while, we said no men on the show, although now there have been a few exceptions to the rule. We've had [Todd Hermann](#), whose audience is actually over

70% female. Even though he isn't a woman, he's built a business supporting women. [Sean Cannell](#) came on one of our roundup episodes because he has really valuable information that no one else we knew had. These times, it was worth it to include men. We're not just going to let any man on the podcast, but we do let in exceptions when it's the right fit. This just goes to show that sometimes you need to stick to your guns and other times it's okay to make exceptions.

How to reach out to potential podcast guests

ConvertKit

How to reach out to potential podcast guests

- 1 Warm the relationship**
 - ✓ Engage with their content
 - ✓ Share with your followers
 - ✓ Learn more about them
- 2 Connect ASAP**
 - ✓ Try reaching out via social media
 - ✓ Be creative with getting their attention
- 3 Send the email**
 - ✓ Make it personal
 - ✓ Tell them why you admire them
 - ✓ Mention past guests they know

convertkit.com

The final step to getting the podcast guests of your dreams is to actually ask them. There are many different ways you can do this and each one will be specific to the person you're asking based on your previous relationship/contact with them. But if you haven't had much interaction with them before, instead of sending a cold email, there is a smart path to make yourself known and get your name in front of them. These three steps will help you do just that.

Warm the relationship

Any way you can warm up a cold relationship helps. If you're connected with them on a social platform, start genuinely engaging with their content. Comment on their Instagram story, Facebook post, Youtube video, or Twitter. Obviously, you don't want to be a stalker, but if you do this in an authentic way, these people will come to know your name and that's podcast gold.

If your potential guest has a podcast or a blog and you genuinely like what they're doing, share it. That will stand out more than any comment will because you notice who shares your stuff.

We love building relationships- we're [ENFPs](#), what can we say? There are a lot of people we've met at conferences and such that would be great for the podcast, but we just haven't gotten around to asking them yet. We're keeping up those relationships in the meantime because it's not just about reaching out and making the connection. The real secret is in nurturing relationships.

It can be fun to really hand-pick your guests. When you know stuff about them on a personal and professional level, that makes you a better interviewer. You can share a story that happened to them that they might not even think to bring up. This just takes your interviews to incredibly fun places.

Connect ASAP

When you're ready to get serious about reaching out to someone, it's time to connect. Seeing if you can find their email is a good place to start, but you can have a surprising amount of success on Facebook Messenger and Instagram Stories. The reality is, most people don't have their stories flooded like they do their inbox.

If that doesn't work, you can still reach out in email, but see if there's a creative way you could get their attention. You've gotta work around the gatekeepers, so see if you have a mutual connection and have them introduce you first. That will get you in the door and closer to setting up that interview so much faster.

Send the email

Hopefully, you have a warm relationship by this point. You should at least know a lot about your potential guests if you've done your homework. It is crucially important here to make the person you're asking feel like they're the only person you're asking. You want to really personalize this email so they know that you want them specifically on your show because you admire them and think they'd be good for your audience.

Don't send out a canned message to 20 people because your conversion rate will be straight up terrible. Even if it's a totally cold email, you want to make it as personal as you possibly can. If you want a quick way to get their attention, name drop any of their friends you've had on your show or even just people you think they'd admire.

Make it an easy yes, friends. All your future guests should have to do is reply back and say yes! Do this before any forms because it's more about getting the commitment and creating that connection.

These people are busy, so give them a break and just ask for their yes. And, even if you get a "no", remember that a no isn't a no forever; just give them time and follow up. We've had really good success on the follow up by putting the link to schedule straight in that email.

Who will you connect with today to be a podcast guest?

That's it! We hope this really helped you and if you're ready to start reaching out to guests for your podcast, make those connections to warm people up.

While you are feeling inspired, we encourage you to go send a message to someone you admire right now! You can shoot them an email, or even reach out through Instagram Stories or Facebook Messenger. (Not sure what to say? We've totally got your back! [Click here to download our Booking Amazing Guests pitch template.](#))

 *All Up in Your Lady Business*



How to Become a World-Class Podcast Interviewer

Ira Glass, host and creator of [This American Life](#), is one of the most powerful interviewers of his generation. But it was when he was in the interview hot seat that he delivered one of the most powerful quotes I've ever read or heard:

“What nobody tells people who are beginners — and I really wish someone had told this to me— is that all of us who do creative work, we get into it because we have good taste. But there is this gap.

For the first couple years you make stuff, and it's just not that good. It's trying to be good, it has potential, but it's not. But your taste, the thing that got you into the game, is still killer. And your taste is why your work disappoints you.

A lot of people never get past this phase. They quit.

Most people I know who do interesting, creative work went through years of this. We know our work doesn't have this special thing that we want it to have. We all go through this. And if you are just starting out or you are still in this phase, you gotta know it's normal and the most important thing you can do is do a lot of work.”

As a creator, if that doesn't inspire you to do better work everyday, I don't know what will. And without an interviewer to ask the right question, Ira Glass might never have said those words out loud to anyone.

That is the power of a great interview: it can change you as a person, it can change the interviewee, and it can change the audience who gets to listen in like a fly on the wall.

Whether you're an experienced podcast host or you're just getting started with your first show, this post is designed to help you level up your game and become the kind of interviewer capable of changing the lives of your listeners

one special moment of audio, or “tape” as the pros call it, at a time.

The problem with most interview podcasts

Before we go any further, let’s cover the reality that exists and makes a post like this necessary. I see two truths about running an interview podcast:

- Conducting a world-class interview is incredibly difficult
- Most interview shows aren’t very good

The reason for this is simple: just about anyone can create an interview show. Grab the headphones that came with your phone, invite a friend to hop on Skype, hit record, and voilà, you’re a podcaster with an interview show.

This is how we got so many interview shows and so few interview shows worth a single listen.

What people want from podcast interviews

In the early days of podcasting, some shows with hosts just winging it worked incredibly well. There was a relatively small supply of podcasts to listen to, which meant it was easy to grow an audience. That’s where we got things like formulaic interview shows that ask the same exact questions of the past 1,000 guests while growing a massive audience; or the shows that barely get past surface level tactics and tricks with any given guest, leaving the humanity of the person for someone else to uncover.

Luckily, the Internet has a bit more of a quality filter these days, and that means there’s less room for new podcasters to jump in, wing it, and grow a huge audience. It also means there’s more room for very high-quality content meant to serve a specific group of people.

What people want from interview podcasts today is straightforward, but hard to deliver:

- Great guests who can do some combination of inspire, teach, and entertain
- An interesting host who prepares for every conversation,

represents the interests of the audience in the interview, and sounds like this isn’t their first rodeo

- Answers to questions they wish they could’ve come up with on their own, which reveal new information or present a different angle on what they already know to be true
- A conversation that has a narrative arc but that isn’t scared to go off the beaten path

But more than anything, the people in your audience want to feel something as they listen to your show. That’s where you come in: to deliver the goods with an interesting, engaging, and inspiring interview show that changes your listeners in some small (or big) way every time they tune in.

Four principles for great interviews

So if we take what your audience wants and turn them into actionable principles for becoming a world-class interviewer as a podcast host, we end up with a list that looks something like this:

Step 1: Be endlessly curious

Any great podcast starts with the motivations of its creator. What are you in this for? That’s not an ephemeral question for later, I mean right now. What are you in this for? Why do you want to host a podcast?

Here’s what I’m scared of: you’ve heard podcasts are the next big thing. You saw Serial go from zero to darling of the world. You saw companies like Gimlet raise millions of dollars to create a podcast company. And you, well you just want a piece of the pie before it’s all gone. Let’s start a show and make some money!

Here’s what I hope is actually true: you have an insatiable curiosity about a topic or a group of people. You’re an anthropologist at heart or a storyteller who loves a good tear-jerking moment or a researcher who always thought academia was far too removed from everyday people to be useful. Honestly, you just can’t help yourself, a podcast just seems like the best way to find something inside of yourself that you simply have to express.

Podcasting is art. It's beautiful. Audio is a powerful, emotional experience when it's done well.

Jess Thorn, who's been hosting a show called [Bullseye](#) his entire adult life, recently started another show. This one's called [The Turnaround](#) and it gets its name from the fact that each episode is turning the mic around on a person who's typically the interviewer. He digs in to find out how they became the interviewer they are today.

In a recent interview about what he learned from The Turnaround (so meta, I know), Jesse encapsulates the essence of what's possible with an interview by saying,

"I think one of the biggest things that I learned is that there is not a right way to do my job, and so I should stop worrying that I am doing it wrong. And instead, I should be thinking about a kind of broader philosophical question, which is: Am I open-hearted enough?"

Are you open-hearted enough? Is that why you're getting into this thing? The world has enough shitty podcasts. Don't create another one. But a podcast from the heart – now that we have an infinite capacity for. Do that instead.

To be a world-class interviewer, you have to be endlessly curious.



Step 2: Invite the right guests

The whole deal with an interview show is that it's a two-way street. You're not the star of the show, you're the shepherd of the conversation. Which makes your guest the star.

Here's the thing you're going to want to do: go find all of the most popular interview shows, look up all of their guests, find the overlap and invite those same people onto your show. That's how those shows got big, right!?

It's so tempting, so accessible, so... just don't do it. It'll be a cheap trick that gets you a few listens and then you'll be another podcast in the pile of podcasts we know not to listen to if we want something unique and valuable.

If you're starting or running a podcast, I assume you already know two things:

- The topic of your show
- The kinds of people who listen to your show

At a minimum you know your topic and you might know your audience. Typically knowing your topic means you can parlay that into an audience as well. For example, Romesh Ranganathan knew he wanted [Hip Hop Saved My Life](#) to be about... wait for it... hip hop. And the audience would be people who care about or are interested in... wait for it... hip hop. The topic begets the audience.

Now, this gets us to one simple question that can guide every invitation you'll ever send to future podcast guests:

"Who knows something about this topic that is not famous, but should be?"

That's all. That's where all of the untold, interesting stories lie. The people who are not famous, but should be. Why? Because your taste tells you that this person has a story worth telling. That's all that matters. If you want a slight modification, you can adjust to "Who knows something about this topic that isn't as famous as I think they should be / isn't famous to my audience yet?"

Side note: if you're Barack Obama and you're reading this, don't take this advice. Just invite all of your famous friends to have coffee with you and record it. None of the rules apply.

But really, if you're already relatively famous, or you have access to the famous people in your industry, none of this stuff about who to invite applies. Just do your thing with the most famous people you can find and you think are both interesting and related to your topic.

People will listen because of what made you famous or because of the famous people you know. This works especially well if you're well-connected to people based on a topic that hasn't been covered much in the podcasting world. Like hip hop or fashion or _____.

Oh, you're not Barack Obama or Jessica Biel or Beyoncé? K, keep reading.

Now there's pressure: you have to develop good taste and a good eye for stories when it comes to your topic. That sounds stressful, but it doesn't have to be. You just have to use your curiosity about your topic as a tool.

Here are a few ways to uncover interesting people related to your topic:

Use Amazon as a tool to find the most interesting authors

Amazon is an incredible research tool if you use it correctly. Let's say you wanted to start a podcast on practical ways your fellow humans can get educated about climate change and then work to reduce their environmental impact.

The most recent book you read on the topic was called *Drawdown* by Paul Hawken. Go to Amazon, type in the book and scroll down to the "Customers Who Also Bought" section. In it, you'd find a long list of books, some of which are also related to your topic, like:

- A Global Warming Primer by Jeffrey Bennett
- Big World, Small Planet by Johan Rockstrom
- The Sixth Extinction by Elizabeth Kolbert
- This Changes Everything by Naomi Klein
- Tools for Grassroots Activists by Nora Gallagher

Five minutes of research and you'll have a list of at least 10 potential guests. Do this with each book you've read or know about on the topic and you'll have a laundry list of experts related to your topic. Buy or download the last three issues of every obscure industry magazine related to your topic. Let's say you're starting a podcast on interior design. Search the web for "interior design magazines" and you'll quickly get a great list without making another click:

- Interior Design
- Architectural Digest
- Elle Decor
- Dwell
- Luxe
- The Magnolia Journal
- Veranda

And then there's the academic journals, which often exist on almost any topic. Academic journals are where the real experts publish their research on the latest trends and findings related to the industry. It's another angle you can take on your podcast or a good way to mix up the kinds of guests you invite. To avoid paying ridiculous fees for academic journals, join your local library and use their online database instead.

Once you find the relevant publications, write down the names of the people who wrote the articles, the people the articles were about, and the companies who advertise in the magazines. These will all be great leads for guests for your show.

Find the three to five niche conferences, festivals, or events in or related to your topic

Same drill, different resource. Let's say you're starting a podcast to help writers stay inspired, overcome their fears, and get connected to a community of fellow writers.

A quick Google search returns lists [like this](#) with any number of events for writers. It takes less than three minutes to find five events:

1. The Bread Loaf Writers' Conference
2. Literary Writers Conference
3. Community of Writers
4. San Francisco Writers Conference
5. The Muse and the Marketplace

Check out the site for each event, write down the names of every speaker and workshop leader, find out who hosts the conference, and maybe take a browse through the attendee list. That's 100 potential guests within 30 minutes.

Find the people your past guests are connected to

This is old faithful. Every past guest on your podcast probably knows at least one other person who would make a good future guest on your podcast. If this were the only strategy you used, you would theoretically be able to keep your podcast going forever.

At the end of each recorded interview, you can ask your guest, "Hey, thanks for coming on the show. I know you're

well connected to [other writers, other environmentalists, other interior designers, etc]. Is there anyone you can think of in the industry that's not famous, but should be?"

If all else fails, connect with each of your guests on LinkedIn and take a browse through their connections. I'd bet you'll find a number of interesting potential guests there.

Ok, so if you follow these steps, you'll have a list of a bunch of potential guests. You're inviting them onto your show. Eventually you start getting "Yes, I'd love to" in return. What now?

Step 3: Prepare like a professional

Some podcast hosts will just tell you to show up with an open mind and an open heart, no preparation required. If you can create a fascinating, high-quality show without any prep work, go for it! I say do both— show up open-hearted AND prepare.

Preparing like a professional means you'll have enough context on your guest's life and work to spark an interesting conversation. It also means you can show up ready to truly engage rather than working from a script because you'll have background information you can pull from at any moment.

There are three things you need to do in this phase of becoming a great interviewer: research, prepare an introduction, and make your guests' pitch for them.

How to research

The goal of your research on your guest is to find out what is unique in this person's story.

If you've invited guests that aren't famous but should be, then your research might require an email exchange or a prep call ahead of time if there isn't much to be found online. If your guest has a robust online profile, then you can research that way first and then fill in the gaps by talking directly to your guest.

There are four fundamental questions you want to answer in your research:

- What about this person do you find so fascinating that you want other people to know about them? (In other

words, why will your listeners care about this person after the interview?)

- What have been the key turning points or [crucibles](#) in their journey to where they are today?
- What fascinating habits, practices, or quirks does this person have that makes them interesting?
- What makes them different from every other guest you've had on the show and how can you tell their story in a way that no one else has before?

To find answers to these questions, I like to do some combination of the following research:

- If the person has done podcast interviews, I like to listen to three to five of them. This always gives me a sense of the basics of their story, as well as their canned pitches and anecdotes you like to use often, which helps me steer away from that version of the story in our conversation.
- If they write online, I like to read articles they've written from different periods of their career. Three to five early articles, three to five from their middle years of work, and three to five recent articles. This gives me a good sense of how they've developed over time and how their views have shifted.
- If they have written a book, produced artwork, designed websites, created music, or produced any other form of work, I like to find as much of it as I can and study it. I look for what's interesting about it to me and take note of where the emotion is in the work. Finding the motivation that led to the work almost always leads to interesting conversation in an interview.
- Study their LinkedIn page to understand their career path and what major career moves might have happened over their years to help them get to where they are. Imagine the people and situations that might have led to those moves.
- If there's nothing public, then start a conversation by email with your guest or ask to do a prep call to gather some of their story, motivation, and experiences ahead of time. It'll help you skip the parts that won't matter and drill down on the parts that do during the actual interview.

I use this research to fill in a prep document, or dossier, on the interviewee. You can [download a template of that](#)

[prep doc here](#). I also use it to construct two narratives: an introduction and a pitch.

Provide a proper introduction (So your guest doesn't have to)

There are two feelings that you don't want your audience to have at the beginning of an interview: bored and awkward. Making your guest introduce themselves can lead to both.

You invited your guest onto your show for a reason. You've done research on them. You're interested in their story. These add up to the perfect ingredients for a great introduction.

Here's a great example of an introduction Jess Thorn gave of Susan Orlean on episode two of The Turnaround:

“My guest this week is the writer, Susan Orlean. She's been a journalist for over 30 years. She's written for everything from Rolling Stone to Vogue and for the last 25 years or so she's been a staff writer at the New Yorker. She's also the author of several bestselling books. One of them, The Orchid Thief, you might've seen as the movie adaptation.

Here is Susan Orlean's super power, and this is absolutely real. She can walk into any situation... she could walk into a town she's never been to in Wyoming... she could walk into a party at [inaudible name]'s house... she could walk into the palace of a central European dictator... and she walks out with a story because she is the kind of person who is always ears open; who is always poking and prodding and pulling everyone around her until she sees that little glint of gold in her panning for gold pan. That little something magical and then she works it a little more and she works it a little more and all of a sudden she's got a bestselling book. “

Very few people are able and willing to give an honest assessment of their superpowers or what makes them amazing, especially in public. When you prepare an introduction like this for your guest, it honors all of their work and your reason for inviting them on the show without making your guest sell themselves at the outset of the conversation.

Perhaps even more magically, it means the interview

can begin in the middle of the action, which is a powerful storytelling technique to grab your audience's attention right from the beginning.

To take it one step further, you can also be the one to pitch your guest's latest thing at the end of the interview.

You be the hype woman

Many people will agree to an interview with you because it's mutually beneficial. You get a great story and they get exposure to your audience. For many guests, that means they'll want to promote something at the end of the interview.

Most people aren't very good at selling their own wares, and you know your audience better than they ever will. Use your pre-interview research to find out what the guest wants to promote and then write your own pitch for it to share at the end.

Something like:

“I had a chance to read [guest's] first two books and from the first page, they sucked me in. I couldn't stop reading because of the power of the story and the depth of the research that was so clear throughout the book. [Guest's] third book is now available and it's called [book name]. If you listen to this show, trust me when I say that [guest's] writing will surprise and delight you at every turn. Grab a copy of her book this week.”

Now there's no awkward exchange at the end of the interview, no questioning how long you should let the guest go on about their latest thing, and no hard feelings from your guest about why they didn't get to share what they're working on.

You're done with your research. The interview is coming up and you want to make sure you get the most out of your time with your guest. Great questions are the key.



Step 4: Ask interesting questions

Turning all of that interest, prep, and research into a great live conversation is where all of the magic happens in a podcast interview- and it's by far the hardest part.

Some people like to have a list of questions prepared based on their research. Others prefer to go into an interview without any planned questions, opting instead for a more intuitive approach. Regardless, you need to get comfortable with something that will feel terribly uncomfortable and unnatural at first: you can't script another human's responses.

The less you count on the conversation going exactly as you've planned, the better it will be. You can't account for every possible outcome, so don't try.

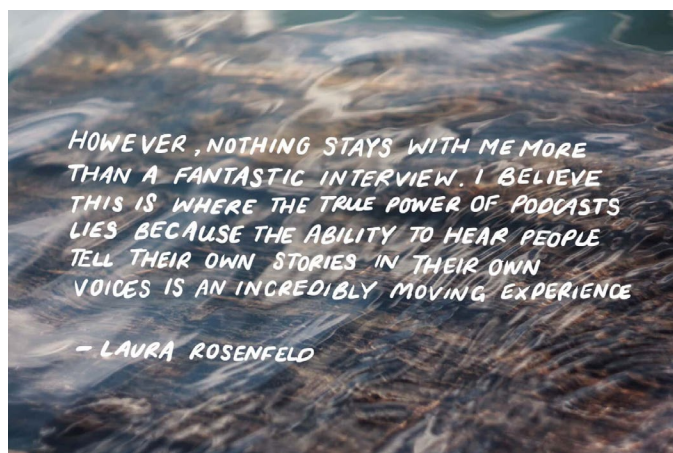
Instead, do three things that work in any situation:

- Ask interesting questions
- Listen
- Trust yourself

When it comes to asking interesting questions, it all goes back to you being interested in your subject. Why did you invite them to have a conversation with you? Start there. Since you've already introduced your guest, you can jump right into the middle of the story- the action.

Your questions should probe for the emotion of their story. Ira Glass talks about the difference between ideas and stories. Your guest is most naturally going to share their ideas or their conclusions and learnings based on the story of their life. Ideas aren't interesting in and of themselves; we don't trust them when they stand alone.

But a story that leads to an idea, now that's interesting. Laura Rosenfeld, writing for Tech Times, shares [why stories shared on podcasts resonate so deeply with her](#):



"However, nothing stays with me more than a fantastic interview. I believe this is where the true power of podcasts lies because the ability to hear people tell their own stories in their own voices is an incredibly moving experience... There is something so deeply intimate about podcast interviews, revealing a tremendous amount of truth that makes me understand what a person went through possibly better than any other medium."

Your job as the interviewer is to ask the questions that get to that emotion, that story. Then you just have to pull on the string and listen to the story unravel for your audience.

Which brings us to that second skill you have to put to use in the interview: listening.

It's so tempting to want to get ready for the next question. Your guest starts sharing a story, and you check out to look back at your list of questions to see what's supposed to come next. In the process, you completely lose the opportunity to get to the heart of the current story. You miss the spontaneity of going down an exciting path your guest has never been down before in public.

You've probably heard one of those moments before. "And that's when everything changed for us," the guest says. "So, let's change lanes here - what's your favorite kind of candy bar?" the host says.

I'm exaggerating to make a point: if you listen, you can ask the follow up question every one of your listeners is going to be dying to ask in the middle of that amazing story your guest is sharing. You'll also be able to hear it when your guest is using those same lines they've used in every other interview they've ever done and you can redirect back to something unique. And more importantly, you'll hear a shift in nearly every interview that you're doing your job right- it's a shift from stranger to comfort. From your guest protecting herself from this strange person asking her questions to a more intimate experience that reveals the truth of the guest's experience of life.

That's when you've got the guest and the audience hooked. It's when things open up. That's the moment you're waiting for in every interview. To get there, you have to trust yourself. You have to believe that in the moment when things start to open up, you have the skills and intuition and curiosity to take the interview in the right direction.

Sometimes you'll miss the opportunity. You'll listen back and realize you blew it. But as you gain experience, you'll get more and more adept at asking the right questions to get things going, listening for the emotion, and trusting yourself to pull on the string at the right moment to unravel a fascinating story your guest has never shared in that way before.

Questions are at the heart of any great interview and they're the tool of every world-class interviewer. All of the prep in the world won't make you a great conversationalist. It won't help you go from sounding scripted to natural overnight. But the better you become at asking great questions at just the right moment, the better your interviews will be and the more your listeners will clamor for that next conversation.

Now that you know the four things you should do to be a better interviewer, [download our guidelines for the five things you should absolutely avoid](#).

The six best podcasts to listen to to learn how to be a better interviewer and host

One blog post will never be enough to help you become a world-class interviewer (spoiler alert), but I've done everything I can to give you a headstart. Becoming truly great at your craft as a podcast host will require you to continue to learn and grow over time.

I find that studying others who are already great at a skill I want to develop is a great way to continue to grow myself. Here are six podcasts I'd recommend if you want to study great interviewers in a variety of different fields:

- [The Turnaround with Jesse Thorn:](#)
As Jesse Thorn signed on with NPR for his first public radio gig, he realized he lacked the formal training so many of his new colleagues had benefitted from. So he decided to interview his favorite interviewers about the skill of interviewing. So meta, and so good. You'll love hearing Jesse chat with guests like Ira Glass, Katie Couric, and Marc Maron on The Turnaround.
- [On Being with Krista Tippett:](#)
Krista Tippett might be the most empathetic and thoughtful interviewer in the world. She's certainly a

gift to the Internet, as every conversation she has on On Being is a delight and sure to make you think deeply about some aspect of your life or personality. Step into the booth with Krista if you want to feel more connected to your fellow humans.

- [The Ezra Klein Show with Ezra Klein:](#)
Ezra Klein is a founder of Vox.com and one of the most important voices in news media today. He has an outstanding intellect and ability to communicate complicated theories, complex political situations, and intricate histories in a way that helps you understand the significance of the topic at hand as it applies to your own life. On his show, Ezra invites people from many different backgrounds to nerd out about shared interests and fascinating topics ranging from collecting art to the dark net to fake news.
- [She Does with Elaine Sheldon and Sarah Ginsburg:](#)
Hosted by two documentarians, She Does is a generation-crossing, lady-centric podcast with everything made by women from cover art to soundtrack. These weekly episodes dig deep into intimate conversations with women in media, film, journalism, art, and tech to learn their background, philosophy and process—basically what brought their guests to where they are today.
- [Us & Them with Trey Kay:](#)
Too often we think about us vs them. We use our differences to create a feeling of belonging far too often and in the process we're left with a divided, competitive environment to live in. But what if we made a true effort to understand people with opinions that vary drastically from our own? That's the premise of Us & Them with Trey Kay and it's the kind of show that will make you more empathetic and more understanding. We could use a bit more of both these days.
- [Hip Hop Saved My Life with Romesh Ranganathan:](#)
Because what could be better than a true hip hop fanatic interviewing people from across the industry to reveal what goes on behind the boards, where our favorite hits come from, and what it takes to make it in the music industry. Romesh loves hip hop and it shows in the way he hosts conversations with the people driving the industry.

To become a world class interviewer, host more interviews

With this article, you now have the tools to get started. If you read the rest of this issue of Tradecraft, you literally don't need to read, watch, or listen to anything else to get started as a podcast interviewer.

The only thing that will truly lead you to become a world-class interviewer now is hosting more interviews with interesting guests. Every conversation you have for your podcast will help you practice what we've laid out in this article.

Regardless of how many interviews you do, remember two things. First, it's someone's first time every time—every episode you record, a new listener is discovering you. Second, stories change people. There's never been a better time to be an independent creator (and in this case, podcaster). Changing people's lives with story is a great opportunity and a great responsibility. Take it seriously, and make it great!

 *Barrett Brooks*



5 Easy Steps to Create Better Podcast Show Notes

Podcasts can be a multi-tasker's dream.

As a reader, you just don't have the attention span for reading every blog post in your feed or keeping up with others on social media. If you're anything like me, you can hardly sit through a five minute YouTube video without opening a new tab.

In a distraction-heavy world, many people are now turning to podcasts. Podcasts are a great solution because we can listen to them while trying to be productive doing other things, like washing the dishes or driving during our morning commute.

While we'd like to think we gain everything a podcast episode has to offer while listening, chances are there's a lot that we miss. This is why podcast show notes are more important than ever.

Why podcast show notes are important

Why can't you just record a podcast episode, edit it, and publish it on iTunes? While it would be nice if the process stopped there, creating a successful podcast is just as much about promotion as it is about content creation.

Podcast show notes are a must when marketing your podcast. You can think of it as the "hub" that collects everything new and what current listeners need to know about each episode. Here are some other reasons why podcast notes are important.

Podcast show notes give better detail

When you're listening to a podcast episode, it's so easy to tune out and miss key points. I frequently do this since I usually listen to podcasts when I'm getting ready for the day, eating a quick lunch, or cleaning my condo.

For people like me who are in a rush (which is likely most of your audience), creating podcast show notes gives listeners like us a chance to catch up on what we may have missed.

Better SEO with podcast show notes

Just like a blog post, you can add keywords to your podcast show notes to help the content's SEO value. Your SEO-optimized podcast title would then become your post's headline and the description becomes your intro content.

Be sure to sprinkle a few of your industry-specific keywords throughout your podcast show notes. If a keyword you usually use isn't relevant to the specific episode, leave it out and add in other keywords that are still relevant to your niche but also to your episode topic. You may just tap into a new extension of your audience that way!

Podcast show notes create another piece of quality content

When you start producing podcast episodes regularly, finding the time to blog will get a bit harder. Luckily, podcast show notes can act as another piece of blog-like content for your website. You still get many of the benefits of blogging, but you also get to repurpose the podcast episode so you're not duplicating work.

You can also turn themes from the podcast show notes into multiple blog posts.

Pro tip: Don't forget to link back to each blog post when you do. It'll boost your domain authority which helps with your SEO.

Podcast show notes become a hub for your most important resources

Everyone likes to know what others are reading, watching, and listening to, but it becomes overwhelming to answer these questions over and over.

When you create a podcast, you have the chance to naturally bring up your favorite resources in the conversation and then link to them in your show notes. You can also include affiliate links which can generate some nice side income. Don't forget to mention your products and services too!

What to include in your podcast show notes

Now that you're convinced podcast show notes are worth the few extra steps, let's dig into what goes into a good podcast summary. A good thing to remember is that the podcast content has already done most of the work for you!

Here's how to pull out the additional information you'll need to create better podcast show notes:

Podcast show notes need the main points of each episode

When you listen to the episode in its entirety, try to pull out the main themes from the conversation. These main points can be displayed in a simple bulleted format for easy reading.

Podcast show notes need a list of resources mentioned

Any time you mention a book, movie, or specific website, it's important to include a link in your podcast show notes so listeners can access it later. If you want to add any extra context as to why you mentioned each resource, feel free to add it in.

Podcast show notes need a collection of memorable episode quotes

When recording your podcast episode, there will be so many notable quotes from the interview. When you listen to the final episode, write down the most quotable things both you and the interviewee say. These make for easy sharing on social media.

How to maximize your podcast show notes in 5 easy steps

You now have a general workflow for what to include in your podcast show notes. Now we can start talking about how to get the most out of your podcast show notes. As you know, show notes take time to put together so these tips will help you conserve energy in the process.

How to maximize your podcast show notes in 5 easy steps



Step 1: Write a loose content outline before recording

If you're a little nervous about recording your first podcast episodes, don't worry. It's normal to feel that way with anything new. Luckily, there are some things you can prepare ahead of time to calm your nerves before the interview. One is to make a list of your main talking points.

Not only does a content outline help you organize your thoughts, it will also help you define what the main points of your podcast summary will be. This outline can steer the conversation and act as a guide in reviewing your interview.

Step 2: Have your guests help you with the work

Now, this doesn't mean you'll ask your guests to edit their own episodes—that wouldn't be good. Instead, you can ask them to send over any talking points they want to discuss in the episode. Then you can use those as main points in the podcast summary.

You can also ask them to send over their headshot, bio, and any other information you need before recording the episode so it's all ready to go.

Step 3: Translate main ideas > transcribing

You may have seen that some podcast hosts include a full episode transcription in their show notes. While that can be helpful for some, most people just want the main points if they're not going to listen to the episode. Basically, don't worry about typing out every word of the podcast.

Step 4: Share the podcast show notes on social media

Your podcast show notes are unique pieces of content just like a blog post or YouTube video. That means they're worth sharing and promoting on social media.

You can do this throughout the first week of the podcast episode's publish date and sprinkle it into your social media calendar for future promotion. Just because the episode is in your archive doesn't mean it's any less worthy of being promoted. Make sure to add social share buttons to your podcast show notes, too.

To take it a step further, you can create a [Click to Tweet](#) link for each of the quotes or turn the quotes into pin-worthy graphics. You could even share the quote graphics on Instagram or include the text quote in your caption. Repurposing content you've already created helps you work smarter instead of harder.

Step 5: Offer bonus content in your podcast show notes

Who doesn't love a good freebie? When you add bonus free content in your podcast show notes, a first time visitor may be interested enough to sign up and check out your podcast.

If you mention the bonus content inside the episode, you may gain some additional subscribers from those who listen. If [building your email list](#) is one of your overarching marketing goals, this is a great way to do it.

Make a podcast show notes template to save you time

Using the same template for all your podcast show notes helps you create consistent content for your audience—something that's highly valuable. You'll also create more content in less time. And since you've already decided what you'll include in each episode, you're already halfway there!

To help you finish up, we've created a [podcast show notes template](#) to help you write better podcast show notes.

What do you make sure to include in your podcast show notes?

 *Kayla Hollatz*



Save Time and Money By Doing Your Own Podcast Editing

One of the greatest things about podcasting is that you can make a podcast about whatever you want, in [any format that you want](#). If you have a microphone and a computer, you can make a podcast. There are no rules.

This is both freeing and terrifying. What should you say? How can you be sure people will want to listen? How do you make a show that will be successful?

There are many factors involved in making a great podcast, but I want to talk about one of the big ones in this post: Editing.

Pick your podcast editing software and invest time in learning the basics

What's the best app for podcast editing? That depends on who you ask.



I've used (and loved) [Logic Pro X](#) for the past five years, but I know many people who use [Pro Tools](#). I also have friends who produce great podcasts with [Garageband](#). Plenty of people use [Audacity](#) (although I'm not a fan). There's also [Reaper](#), and let's not forget about [Adobe's Audition](#).

Let me simplify it for you. There are free apps like Garageband and Audacity. These are great for getting started because they are free and relatively easy to learn. The downside is that they don't have many of the features that will save time for experienced podcast editors. They also lack some of the more powerful tools for enhancing audio quality.

The paid apps (Logic Pro X, Pro Tools, Audition) are more powerful, but also more difficult to learn. If you have no experience with editing audio, you'll most likely feel overwhelmed when you open one of these apps. But if you stick with it, you'll be rewarded with many useful features and tools that you won't find in the free apps.

Regardless of the app you choose to start with, you'll need to invest time in learning the basics:

- How to create new projects and record audio files
- How to import existing audio files into your project
- How to change the volume levels of the tracks to get them balanced (so one track isn't noticeably louder or quieter than the other)
- How to use plugins or effects to enhance your audio
- How to make edits to your tracks and move the pieces around
- How to export an MP3 file for publishing when you're done editing

You will not learn how to do all these things in a single afternoon. Expect to spend hours or even days learning how to use your software. The good news is that the basics of recording and editing will transfer to the other audio apps. The execution might be a little different, but the ideas are the same.

My recommendations for beginner podcast editors:

If you have a Mac, start with Garageband. It's free. If you use Windows, download Audacity. If you master the basics and want to keep expanding your audio skills, then start looking at the professional apps.

There are many free or affordable tutorials for learning these apps. Google is your friend here. Set aside a few hours to learn the features of your audio editing app, or just dive in and start playing around (if that's how you like to learn).

If you want to spend less time on podcast editing, spend more time preparing

You've heard the saying: An ounce of prevention is worth a pound of cure. This is especially true when it comes to podcasting.

Here are the main things to focus on if you want to spend less time editing.

1. Record audio that sounds good.



Learn how to set your input gain properly.

If you're using Apple earbuds or a USB headset, you may not have control over your input gain, but most microphones or audio interfaces have gain control knobs that you can adjust.

Your recording software should also have some kind of meter that shows you the gain levels of your microphone. As a rule, aim for levels coming in at a maximum of -12db (this is usually where green turns into yellow on most level meters).



Learn proper mic technique.

Buy a pop filter and keep it two to three inches away from your microphone. If you're monitoring yourself while you're recording, you shouldn't hear any explosive P's (those thumpy popping noises).



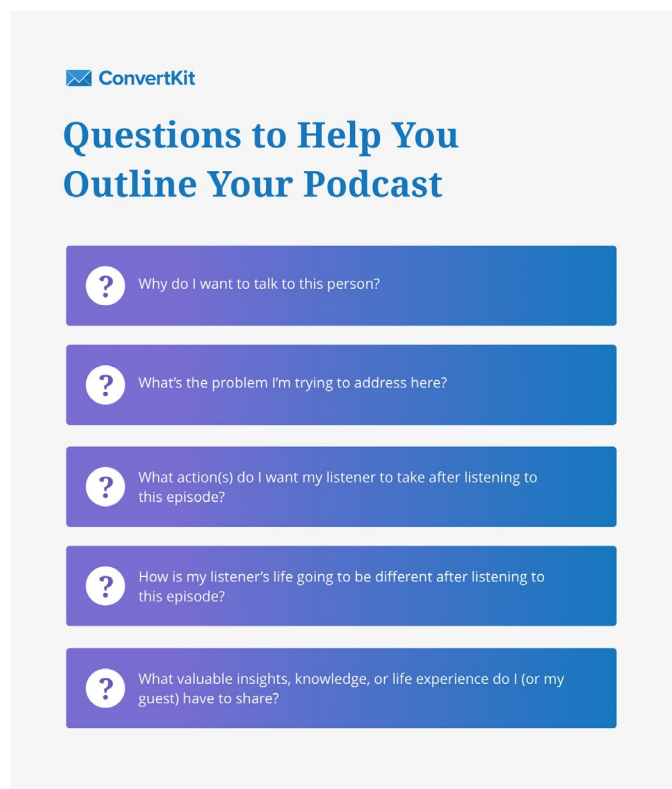
Turn off fans, air conditioners, or any other sources of low-level background noise.

This will help your audio sound cleaner and will reduce the "noise floor" on your recording. Excessive background noise will distract listeners from your message.

2. Plan a topic for the episode and write a simple outline.

Many people make the mistake of thinking that they can just jump on a Skype call with someone and produce podcast gold. While it's possible that your guest may have some interesting things to say, you should always have a good reason for talking with someone and a primary topic for an episode. Once you know the general topic, write a simple outline of questions that you want to ask or sub-topics you'd like to discuss.

Ask yourself these questions:



- Why do I want to talk to this person?
- What's the problem I'm trying to address here?
- What action(s) do I want my listener to take after listening to this episode?
- How is my listener's life going to be different after listening to this episode?
- What valuable insights, knowledge, or life experience do I (or my guest) have to share?

3. Plan your intro and your outro.

Nothing can ruin a show for a listener faster than a long rambling intro. If you're doing a solo show, write out your introduction to the topic. If you're interviewing someone, write out how you're going to introduce them and the topic. Even if you don't read your intro word-for-word, you should at least be clear on how you're going to start the show and how you're going to transition into the main topic– the "meat" of the show.

Same goes for the outro– decide in advance how you're going to end the show and try to make the ending punctual.

At the very least, thank your listener for giving you their attention and tell them you'll talk to them next time.

Pro-tip: I like to end my interview episodes by asking my guest where the listener should go to find them online.

You can end your show however you want– just plan your ending in advance. Planning your intro and outro in advance will save you a lot of time and effort later in the editing stage.

Record a track for each person on the show

You need an audio track for each person on the podcast. This gives you more control when it's time to edit. You can lower the volume level of a track if it's louder than the other tracks, or make it louder if it's quieter. For example, if someone starts coughing or typing loudly on their keyboard, you can cut out that part of their track and delete it.

If you only have a single audio file, you have less control over things like volume and editing. Your guest's voice may be much quieter than yours, which will annoy your listeners. Your guest might accidentally bump the mic every few minutes or have a coughing fit while you're saying something very important, and you won't have a way to cut it out.

My recommendation for recording individual tracks:

There's a number of things that can go wrong while recording, which is why I recommend always using the [double-ender method of recording](#) (this is where everyone records a local audio file on their computer, then sends it to the editor using a file-sharing service afterwards).

I always record a track for my voice using Logic Pro X, record the Skype conversation with [Ecamm Call Recorder](#), and ask my guests to record a file using Quicktime or Audacity. If that sounds like too much work, there's a great web app called [Zencastr](#) that simplifies this process, making it extremely easy to record an individual audio file for everyone on the call.

Edit out these common mistakes

Podcasting isn't about making the perfect show. It's about making a show that's interesting for your intended audience. That being said, an episode with great content can still be ruined by one (or a combination) of these common mistakes:

1. Pre-show rambling

It's totally normal to have a few minutes of conversation with your co-hosts or guests before you get into the main topic of a show, but ask yourself, "Is this something my audience will find interesting?" If not, cut it out.

2. Loud background noises

Doors slamming, dogs barking, keyboards thumping, children yelling, loud fans... The list of potentially distracting background noises is long. You don't need to edit out every single little sound that happens, but if they happen enough, they will distract your listeners from the content of your show. Again, prevention is the best medicine here. Ask your co-hosts and guests to try to prevent as much background noise as possible before you start recording.

3. Extra long pauses or filler words

Many people use filler words like "ummm" or "you know", and it's not always a big deal, but some people may use them so much that it starts to get annoying. Don't spend eight hours trying to edit out every little imperfection, but do try to edit out the most obvious ones. I think of this as "tightening up the conversation". You want everyone on the podcast to sound smart and well-spoken, and sometimes this means giving people who are less-confident speakers a little help in the editing stage.

4. Interruptions or false starts

As a rule, I clean up any interruptions or false starts that waste more than five seconds of my listener's time. So if it's a quick, false start (someone starts saying something, then backtracks and starts over), I'll leave it in. If they spend 20 seconds talking and then start over, I'll cut the false start out.

Same goes for interruptions– if two people start talking at the same time and then one person continues, I'll leave it in. If they go back and forth for 15 seconds about who should continue talking, I'll try to clean up that back-and-forth as much as possible.

5. Long tangents unrelated to the main topic of the episode

Tangents happen, and that's ok. But if you're talking about growing a business or email marketing and your co-host goes into a 20 minute tangent about the latest TV show they've been watching, stop and ask yourself if it's really something your audience wants to hear.

As a podcast producer and editor, it's ultimately your call on what to include and what to cut, just keep your audience in mind. **Respect their time.**

An extra few quick, podcast editing tips

There's so much that could be said to help you get your podcast editing off the ground, but I'll leave you with a couple final quick tips that you can take action on today.

On adding music to your podcast

Selecting music and using it in a podcast is a topic that deserves it's own blog post, so I'll just say this: Choose music that fits the mood of your podcast and learn how to use automation to lower the volume of your music track when you're talking. Use your ears to determine how quiet your music should be while you're talking– you should be able to hear your voice clearly even while the music is playing in the background.

On using markers or time-stamps for editing:

Some programs have the ability to drop markers while recording, so you can quickly go back to a specific time in your recording and make edits (for example, a guest said a naughty word that you'd like to remove). Trying to have a conversation and drop markers at the same time can be kind of tricky, so I prefer to keep a pencil and a piece of

paper next to my computer while recording. This is also an excellent way to write notes about your episode without typing on my noisy keyboard.

Don't worry about perfection, just get started with your podcast editing

Podcasting is challenging, and I've seen too many people give up on podcasting after spending over eight hours of editing on a single episode.

You don't have to get everything perfect the first time. You'll get better and faster with practice, so give yourself a deadline and ship imperfect work. If you prepare and do your best, you shouldn't have to spend more than two to five hours of editing on a single episode. After you get comfortable with how your editing program works (learn the keyboard shortcuts for everything!), you should be able to reduce your editing time drastically.

 *Aaron Dowd*



How (and Where) to Host and Publish Your Podcast

After you have two or three podcast episodes recorded, [edited](#), and finalized, it's time to actually get those episodes into the smart phone apps and playlists of your audience. But how does that happen?

For every beginner podcaster, this can be a confusing question. If you're thinking you upload it straight to a publisher like iTunes, you'd be wrong, but you also wouldn't be alone in that assumption. Do you set up it up on your own website? Well, you can, but for now you probably shouldn't. I'll get into that in a second.

So if you don't give it to iTunes and you don't put it on your website, where exactly should your podcast live? It has to go somewhere right?

Deciding where and with who you host your podcast is step 1 to going from podcast creation to listener downloads. Today, I'll walk you through those steps and give you some

options to look into to make the right decisions for your podcast hosting and publishing.

Why you shouldn't do your own podcast hosting

Where you host your podcast is basically the place you'll be uploading all your finalized podcast files. When I say it like this, can you start to guess why you probably shouldn't host your podcast on your website? If not, let's talk about that right now.

We recommend that you own your own podcasting if you have the technical skills and know-how to do it. Blubrry is a very popular option for hosting your own podcast through your Wordpress site with their plugin (which I'll discuss later). So if you feel strong in your ability to solve problems that arise, go for it!

But while you absolutely can choose to host your own podcast for the control and complete ownership of it, it's not something that comes highly recommended for beginners. Here's a few reason why.

Stability

If you're hosting your podcast on the same server as your website and something goes wrong with that, then you're going to see problems in your podcast downloads. Think about it. If your website crashes because you have a high volume of readers visit it at once, your podcast is crashing down with it. Not good.

Content management system (CMS) issues

Your CSM itself might pose the biggest threat of all. It's possible that no matter how popular and well-known they may be, some plug-ins and other website options can break your podcast RSS feed by sending invalid information, changing tags, or having poor coding. And the more you have on your website, the higher the risk is for them to create problems for your podcast. This can happen in anything from membership and SEO plugins to the theme you're using for your website.

Shared hosting

If you're hosting your website through a shared hosting provider, then you're living on the kindness of strangers. You never know if someone else on that shared provider will abuse or take up all that server's resources, leaving you and your podcast with little to spare. If this were to happen, you'd possibly have a slow-running website on your hands with a podcast feeds that often hits a timeout.

This "why not" list could go on, but that's not really the point of this article, so let's talk about where you should be hosting your podcast.

The benefits of podcast hosting platforms

Hosting your podcast through a third-party podcast hosting platform is how most creators choose to move forward in publishing. The ease, the reliability, and the features of a professionally managed hosting platform will almost always

outweigh the few benefits of hosting your podcast on your own. Here are some of those benefits.

Bandwidth

Hosting platforms are specifically designed to handle the specifications and growing needs of podcasters. As your audience grows with your podcast archives, this will be super important for you. You need your podcasts to live in space that can scale with you.

Support

Never underestimate that power of a good customer support team. If something happens to go down, you'll want to have a knowledge team at your fingertips to help you know what goes on and fix the issue as quickly as possible.

Automatic RSS feed

Most podcast hosting companies will offer to not only host your episodes, but also the automatic generation of your RSS feed- don't overlook this plus. The metadata found in your RSS feed is how publishers like iTunes and other directories will pick up your podcast. Having that set up in your hosting platform means one less thing for you to think about for your process.

How to set up your RSS feed will be dependant on the hosting platform you use. But while each one calls for different steps in their process, they all ask for the same basic pieces of content. To make sure you've got everything you need for your hosting platforms to set up your RSS feed, have these pieces of content ready to go:

- Show artwork (square format)
- Show name
- Byline
- Description
- Category

Features

And on top of all that, many podcasting hosting platforms offer a variety of other special features that can make

your process more interesting and smooth. Some of these features include:

- Download and audience statistics
- Monetization options
- Mobile apps
- Podcast directories (to help listeners find you)

Ready to start looking for a podcast hosting platform now? Great!

Find the right podcast hosting platform for you

There are quite a few podcast hosting platforms to choose from out there. Some will sound similar, some will offer extra features, and some will be very basic. It's up to you to know what you want when it comes to your podcast hosting platforms, but I can help a little by putting some of the more popular ones in front of you right now.

audioBoom

Whether you're a new podcaster, podcasting pro, or a radio group, [audioBoom](#) offers a solution for you. With over 60 million listens per month, audioBoom's clientele and listener base is always growing.

- Key Features:
 - Distribution
 - Monetization
 - Analytics
 - Embed players
- Pricing- Starts at \$9.99 a month for new podcasters

Blubrry

If you're on WordPress, [Blubrry](#) will be your go-to platform. While you can use its plugin to host your podcast yourself, many use Blubrry as a podcast hosting platform.

- Key features:
 - Distribution
 - Wordpress plugin called [PowerPress](#) (if you want to self-host)
 - Monetization
 - Analytics
 - Monthly storage starts at 100MB to unlimited.
- Pricing: \$12 to \$80+ a month

BuzzSprout

[Buzzsprout](#) is known for making it easy for podcasters from all levels of experience to start their own podcast as well as for its fantastic customer support.

- Key features:
 - Simple migration
 - Distribution
 - Embeddable players
 - Analytics
 - Unlimited monthly storage with paid plans
- Pricing: \$0 to \$24 a month

Libsyn

Established back in 2004, [Libsyn](#) was one of the first podcast hosting sites. It's most known for its simplistic interface and is a great place for new podcasters to start.

- Key features:
 - Distribution
 - Easy RSS link generation
 - Customizable information for iTunes
 - Mobile app (advanced accounts)
 - Analytics
 - Advanced analytics (advanced accounts)
 - Monthly storage ranges between 50MB and 1500MB.
- Pricing: \$5 to \$75 a month

PodBean

[PodBean](#) has a user-friendly interface that lets you upload, publish, manage, and promote your podcasts with just a few clicks. This platform is used by enterprises, large organizations, radio stations and individual podcasters alike

- Key features:
 - Distribution
 - Embed players
 - Mobile app
 - Analytics
 - Monetization
 - Monthly storage starting at 100MB to unlimited
- Pricing: \$3- \$99 a month

SimpleCast

[SimpleCast](#) is a clean, easy-to-use podcast hosting platform perfect for beginners. Just as its name implies, you can create your podcast very easily.

- Key features:
 - Simple migration
 - Embed players
 - Analytics
 - Unlimited storage
- Pricing: \$12 a month

Soundcloud

Before [Soundcloud](#) became a popular podcasting platform, it made its name as a musician's platform. Because of this, Soundcloud already has a wide reach for your potential new audience.

- Key features:
 - Distribution
 - Embed players

- Timed comments
 - Creator app to track stats, share, and reply to comments
 - Analytics
 - Monetization
 - Upload monthly from 3 hours to unlimited.
- Pricing: \$0 to \$16 a month

Find the right podcast publishing platforms for you

While many podcast hosting platforms provide direct distribution with many podcast directories, you still might want to add a few more to your list. With your podcast listed on the right directories, you're easily multiplying your chance of being seen by a wider audience.

Here's a quick list of some of the top directories and the steps you need to take to have your RSS feed automatically update with each new episode.

iTunes

How to submit to iTunes:

- You must have an active [Apple ID](#) to submit podcasts to the iTunes Store podcast directory.
- [Sign in to iTunes Podcast Connect](#)
- Click the + at the top left of the iTunes Connect dashboard.
- Enter your RSS feed into the provided text box and then click the "Validate" button.
- A Feed Preview will load if you do not have any validation errors. Make sure to review your podcast artwork, description, general information (e.g. description, categories, etc), and episodes so they are correct.
- Click the "Submit" button.
- Wait for approval.



Google Play

How to submit to Google Play:

- Visit g.co/podcastportal.
- Click "Get Started."
- Login with your Google account.
- Click "Add a Podcast."
- Review and accept the terms of service.
- Enter your podcast-only RSS feed.
- Check your email (the address in your RSS feed) and verify your ownership of this podcast feed.
- Click "Publish Podcast."
- Wait for approval.



Stitcher

To submit to Stitcher:

- Navigate to <http://www.stitcher.com/content-providers> to sign up as a content provider
- Once Stitcher has approved your account go to [Add Feed](#) and login
- Complete the submission form with your podcast RSS feed URL
- Review the terms of service, then click continue
- Once your podcast has been approved you will receive an email from Stitcher.



TuneIn

How to submit to [TuneIn](#):

- Complete the TuneIn submission form
- Accept the terms and conditions
- Click submit
- Wait for approval.

Which podcasting hosting platform will you use?

Now that you've read through some possibilities, you've got some decisions to make. Which hosting platform will you use for your podcast?

 *Dani Stewart*



How to Land Your Podcast on the iTunes Top 100 List

In the past, if you saw someone with earbuds in at the gym or the grocery store, you assumed they were listening to music. Now it's just as likely that they're catching up on the latest episode of their favorite podcast.

While podcasting isn't new, we have seen a recent surge in the number of people creating podcasts. It's almost hard to find an influencer in the blog and business world who doesn't have their own podcast.

So does that mean podcasting is already too saturated? Not in the slightest.

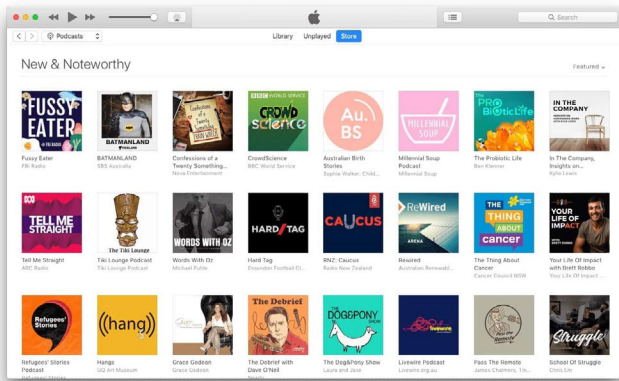
There's still enough room for new podcasters to succeed within the audio platform, especially those who focus on creating valuable content for an untapped specific audience.

You don't need to be a celebrity or household name to rank in the top 100 on iTunes either. Some of the most unlikely, [niched down](#) podcasts have jumped to the top of the iTunes charts because of the unique content they offer listeners.

What does it take to increase your iTunes podcast ranking?

The answer isn't absolute. iTunes has released limited information on how to rank your podcast. And while iTunes is fairly close-lipped about their podcast ranking algorithms, expert podcasters have shared tips they've learned from launching successful podcasts. But we'll get into those in a bit. First, let's talk about what lists you can even rank on as a new podcast.

New & Noteworthy

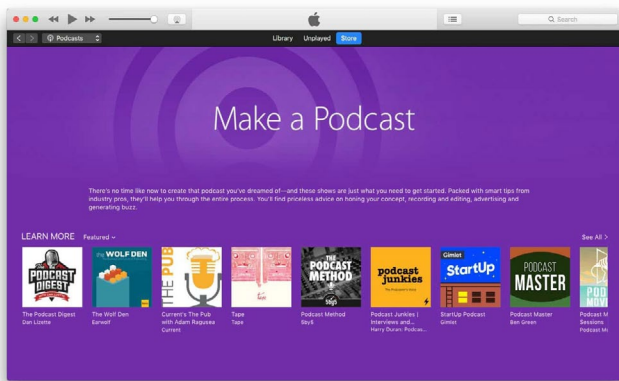


The first list is called New & Noteworthy, the most common list new podcasters try to land on.

There are two main ways to get on the New & Noteworthy list:

- **New:** Podcasts that show up in this list are usually within their [first 8 weeks](#) of launching. This is why it's important to spend time promoting and marketing your launch from the get-go.
- **Noteworthy:** iTunes will handpick specific podcasts they like based on reviews, subject matter, and guests. They intentionally keep the qualifications broad so they can pick their favorites.

Featured Collections



Another iTunes list to focus on is Featured Collections. Each Featured Collection has a central theme that could cover anything from current events, common topics, or a popular "best of" category.

Because the Featured Collections are determined by your podcast category, it's important to choose the most relevant category from the start. You can see some of

[iTunes' genres here](#), which is also important in ranking your podcast in the Top Podcasts list for your specific category.

Now that you know what lists are available to you as a new podcaster, let's talk about how to rank your podcast.

7 quick tips on how to rank your podcast in the Top 100

There are many factors that go into increasing your iTunes podcast ranking. Some of them are backed and proven by iTunes, and others are inferred from long-time podcast content creators.

We are, however, certain these tips will help you in attracting more listeners. And as you know, more listeners results in more downloads and subscribers, all of which are needed to get noticed and rank on iTunes Top 100 List. In no particular order, here are those tips.

Choose a memorable name for your podcast

This may seem like a no brainer, but it still earned a spot on our list. When you first start brainstorming names, make sure you search on iTunes and Google to see if anyone else is already using the name.

If someone has already taken the name, consider if there's a variation of the name that's different enough from the existing podcast that you can use. If you feel like the name is still too close to the original, scrap the name and search for the rest of your options.

Your podcast name should also be concise. Think about a new listener searching for your podcast for the first time. A simple podcast title like "Goal Digger" is better than "How to Be a Goal Digger in Your Business". A concise name is still highly searchable on the podcast app as long as the name isn't taken by another podcasts (and this one is already taken by [Jenna Kutcher!](#)).

Encourage your listeners to review your podcast

One of the best ways to increase your ranking in the iTunes Top 100 list is by getting quality reviews. Listeners have the

opportunity to give your podcast one to five stars (with one being the lowest, five being the highest) and leave a short text response with their rating.

In a perfect world, every listener would take the time to write a thoughtful review, but it rarely works out that way.

Instead, podcasters have to regularly point their audience members to the review section on iTunes and encourage them to leave a review. It may seem redundant, but people need to hear something a few times before it sinks in and especially before they take action.

Of course, the best way to entice listeners to review your podcast is by offering an incentive.

Here are a few creative ideas to encourage listeners to review your podcast:

- **Give them a freebie.** Did someone say free? You could give away a free eBook, mini course, or another bundle of goodies. Think about what would offer the most value and use that to encourage your listeners to write unique reviews.
- **Give them a shout out.** You may have seen influencers give shout outs to their fans on social media when they share a screenshot of a specific podcast episode. You can do the same by asking your listeners to share their favorite episode with their own audience so you can feature a few of them in your roundup.
- **Host a giveaway.** Instead of giving away a freebie to every reviewer, you could enter reviewers in a drawing for a bigger prize. Just make sure you [follow FTC guidelines](#) for randomly selected giveaways.

Create attention-grabbing cover art

When a listener is searching on the iTunes charts for new podcasts to listen to, they see one of two things. The first is the title of the podcast, which is why it's important to choose a memorable name. The second is the cover art since it's used as the podcast's thumbnail.

When you're creating cover art, first make sure it fits within iTunes guidelines. The photo must be square-cropped at a maximum of 3000 x 3000 pixels and minimum of 1400 x 1400 pixels. To optimize the image for mobile devices, iTunes suggests compressing your image files.

Now let's talk about the fun part– designing your cover art. The best podcasts are those that have a bold, distinct design that's unlike any other podcasts. The cover art must also naturally support and visually interpret the topic of your show.

In these three examples, you can clearly tell what the podcast is all about. The name of these podcasts and their cover art is perfectly in sync.



Promote your podcast on social media

One of the most common questions asked in the podcast creation process is, "How will people find my podcast?" Even though it's not on the charts quite yet, there are still other ways to help new listeners find your podcast.

One way is by sharing episodes with the social media audience you've already built. You can also reach new audiences by using relevant hashtags on social media. Just make sure to change up the copy of each social media post so it doesn't come across as spammy in the hashtag feeds.

Also, make sure the call-to-action of every social media post mentioning your podcast is always to subscribe to your podcast. This ensures that each episode you produce will automatically be downloaded to their devices, increasing your download rate.

Encourage your local and online community to subscribe and share

Even if you don't have thousands of social media followers yet, you probably have a circle of family and friends who are interested in your podcast. In the excitement of your launch, they may be willing to share your announcement post on social media or create a post of their own.

If you're waiting until you have a certain number of followers to start– don't. It doesn't take much to get the ripple effect rolling...

Never underestimate the power of word-of-mouth marketing, especially when you're ramping up your podcast. You'll see your statistics steadily increase as you continue to grow.

Write great copy to increase your podcast ranking

After you attract a potential listener with your podcast title and cover art, you have a chance to seal the deal by including great copy with each episode. The episode description content is your last chance to entice a reader to click the "download" button.

Here are a few things you can add into your description copy:

- A familiar greeting that explains what your podcast is all about
- A summary of what listeners can expect from the episode
- More information about the interviewed guest
- Any unique quotes or humorous stories from the episode

Writing engaging headlines for each episode can also help you attract the attention of new listeners. The episode headlines are especially important for mobile users, which makes up about [86% of all podcast downloads](#).

When searching for episodes on a mobile device, only the first few words show up before the title is cut off so make those words count. For example, instead of using a headline like "Episode 001: How to Find a Great Real Estate Agent", lead with more information on the topic.

In this example, only the episode number and the first half of the title would show up, giving you zero idea of what the episode is about. You'd want to change the episode title to "Choosing a Real Estate Agent & Buying Your First Home" because the preview is more descriptive.

Another way to write great copy for your podcast is in your podcast [show notes](#)! These are usually hosted on your website, almost like a blog post, and break down what was talked about in the corresponding episode. For example, you can see how [Marie Forleo](#) and [Being Boss](#)

use their show notes to summarize their long-form podcast episodes.

Have a private archive of already produced podcast episodes

Now let's get into the nitty gritty of the podcast episodes themselves. We recommend launching with three episodes when you're ready to publish your podcast, but it's also good to have at least one episode in your queue.

This eliminates the hassle of having to record and edit another episode right after you launch. Then you can spend the first week focused on promoting and marketing your podcast.

The extra peace of mind of having multiple podcast episodes already finished will help you focus on increasing your iTunes podcast ranking, which makes all of the behind-the-scenes efforts worth it.

Ready to increase your iTunes podcast ranking?

We hope to see your podcast in the New & Noteworthy section soon.

Good luck, and may the iTunes podcast rankings be ever in your favor.

 *Kayla Hollatz*



How to Use ConvertKit to Automate Your Podcast Interview Setup

There is nothing more frustrating than a good old game of email tag when trying to set up a podcast interview. If you've ever tried to set up an interview, you'll know exactly what I'm talking about. It goes something like this:

"Can you do 9am EST on Tuesday?"
"I'm busy then, how about 2pm MST on Wednesday?"
"What time is 2pm MST in EST?"
"Is that two or four hours ahead of me?"
"Oh wait, I can't do Wednesday, how about Friday morning?"
"What time?"

It's a nightmare.

That is why I took some time to automate the entire process using [Calendly](#), [ConvertKit](#), [Zoom](#), [Zapier](#), and Gmail.

In a nutshell this is how it works:

I send my guest a link to my calendar, they book in a time that works for them, and the next time we chat is during the interview. It's so simple and has saved a ton of time and frustration.

You can't deny it, that sounds amazing, right!

In practise, the exact workflow is a bit more complicated. This is exactly what happens:

I reach out to a potential podcast guests with a little bit of background about what the podcast is about, what I do, and why I think they'll be a good fit.

Pro tip: When approaching guests, don't be afraid to go after the big names. What is the worst that can happen? They can say no. One thing I've learnt in my podcasting journey is 100% of people who don't get asked to come on your podcast never come on your podcast.

Profound, right?

Once they agree, they always ask, "When would you like to do it?"

That is where this automation kicks in. I send them the link to my Calendly calendar so that they can book in a time slot that suits them- No more back and forth to find a time that works. Once they've booked in a time, Zapier then triggers a couple of events.

- The first is the sending of a prep email that I set up in ConvertKit.
- The second is setting up the meeting room in Zoom that we will use for the interview
- The third is another email through Gmail that sends the Zoom meeting link to my podcast guest.

(The final two steps are not necessary if you aren't using Zoom. If you're using Skype, you can add the details to your ConvertKit email).

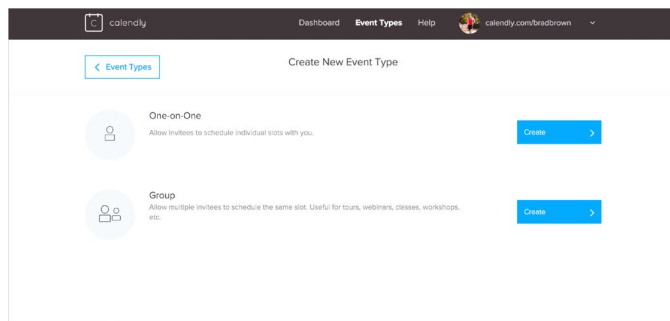
How to set up automations for your podcast interviews

It may sound like quite a mission to set up, but the good news is you only have to do it once.

Here is the step by step:

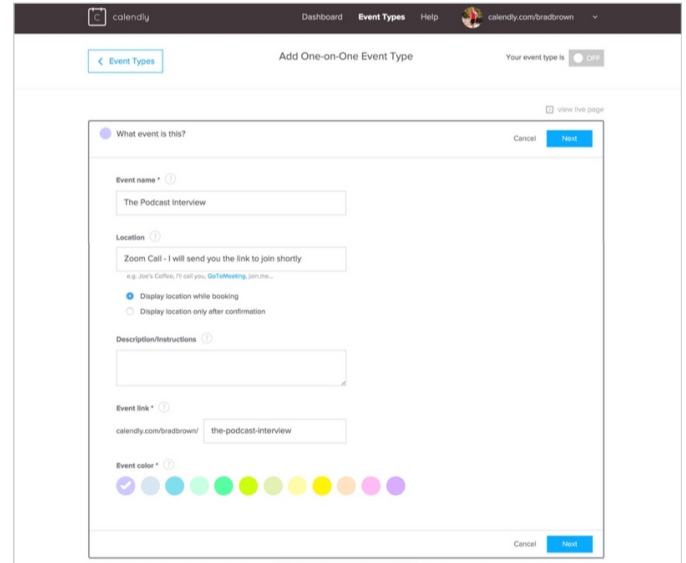
Step 1 - Create the event type in Calendly

Log into your Calendly account and click on 'event types' in the navigation bar, and then click on the '+ New Event Type' button.

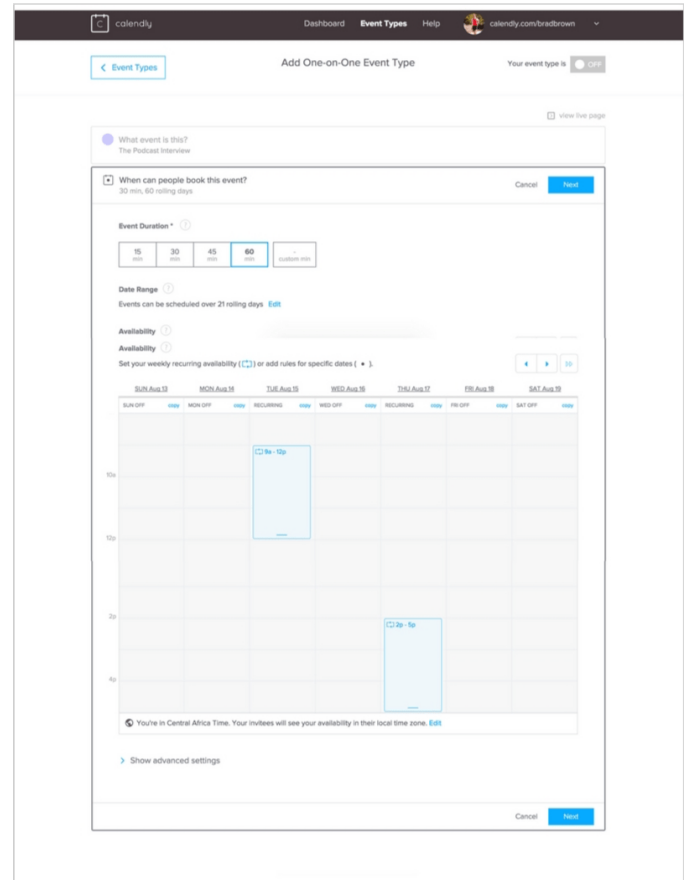


Select the 'One on One' event type, and go ahead and create it. You will need to give it a name as well as a

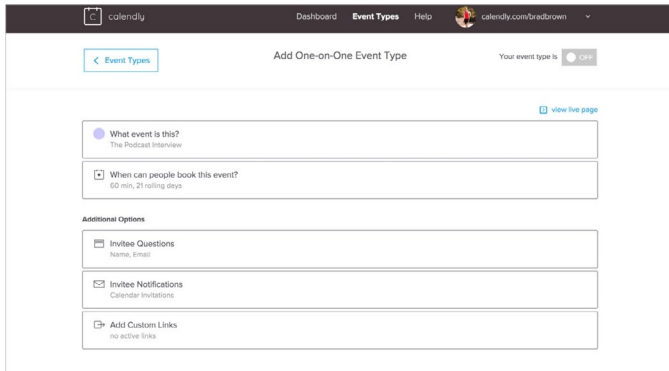
location. For example, I add that it will be a Zoom call and I will send the link as soon as they have confirmed a time.



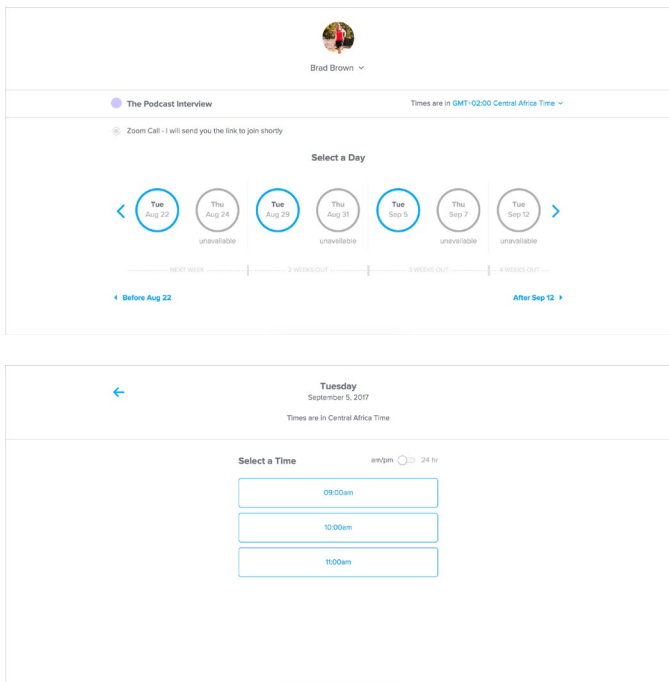
Then you'll need to block out the times that you're available to do the interview (I have specific times, normally a Tuesday morning and a Thursday afternoon that I use for my interviews).



I then also set up email reminders under the Invitee Notifications tab

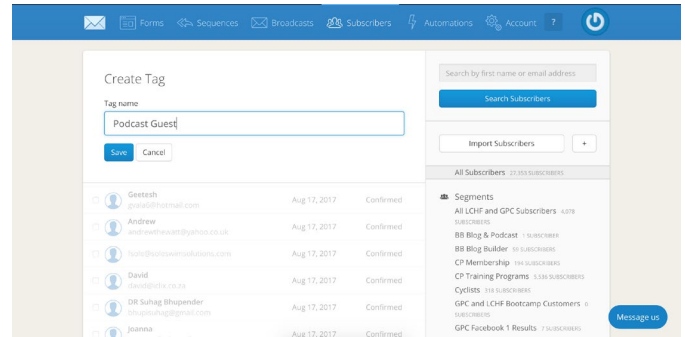


Once that is done, the calendar link and booking pages are created by Calendly.

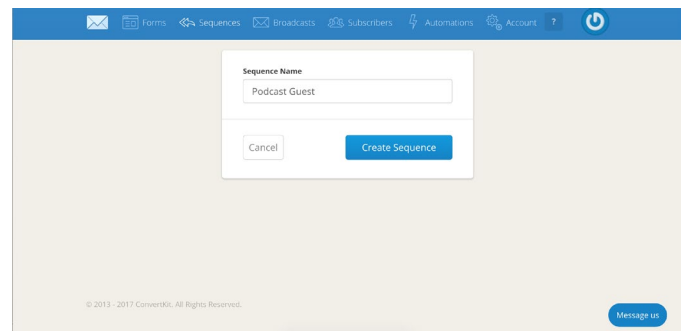


Step 2: Create the interview prep email In ConvertKit

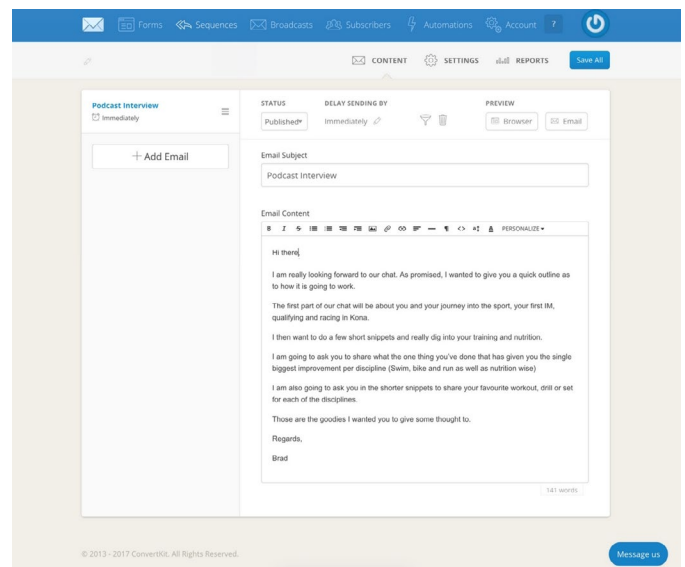
There are a few things you need to create in ConvertKit in order to make this happen. The first is a tag to identify a subscriber as a podcast guest.



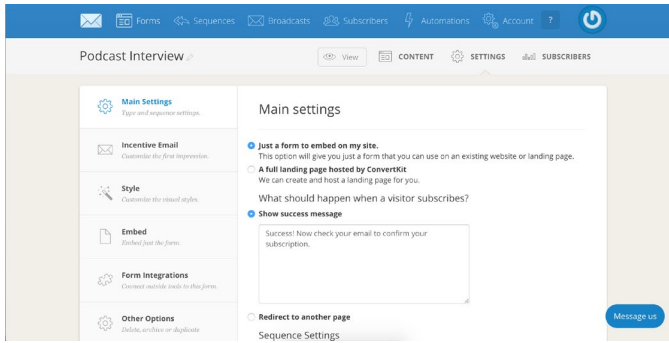
Next create the sequence with the email that will be sent to the interview guest giving them the information that you want them to know about the podcast interview.



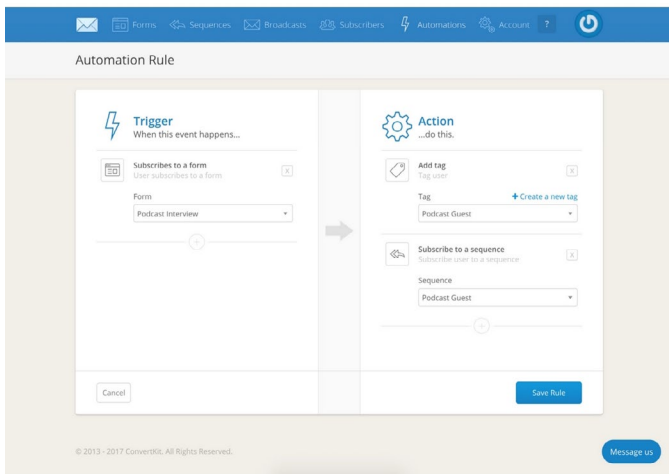
I make sure the email is sent out immediately after they book their time slot. It's always good to remind them to make sure they're in a quiet room and what they would need technically (Microphone, webcam etc) to make the interview a success.



Next create a new form in ConvertKit so that you can add the podcast guest to your email list. I use a basic inline form with no incentive email sent after opting in.

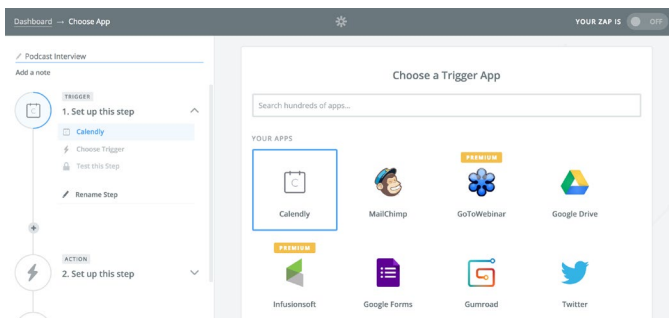


There is one last thing to do in ConvertKit before moving on and that is setting up the automation rule. When the form is completed you want the guest tagged and the email sequence sent.

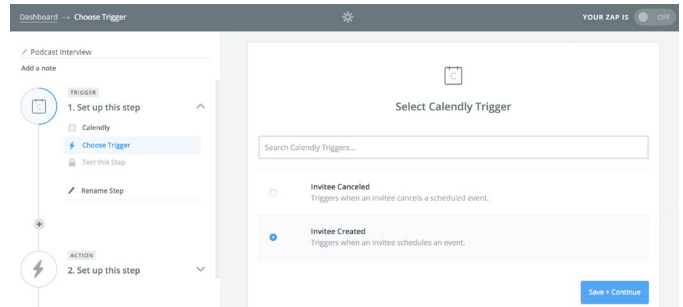


Step 3 : Create the automation in Zapier

Zapier is an incredible tool. It is the duct tape of the Internet- it can stick almost anything together. Zapier is the glue that holds this entire process together. The first thing you need to do is create a new zap using Calendly as the first trigger.

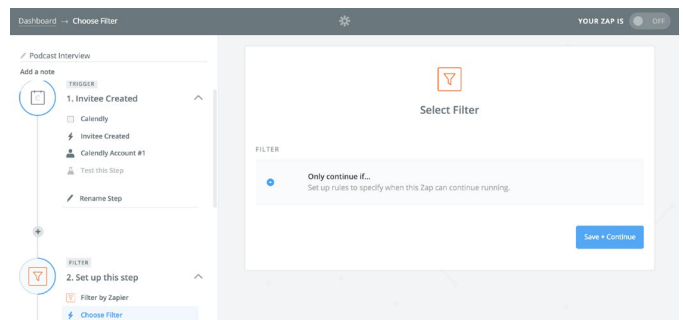
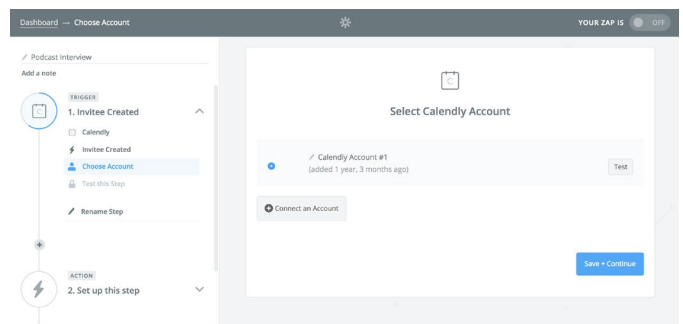


The event that will trigger the zap is a new invitee created.

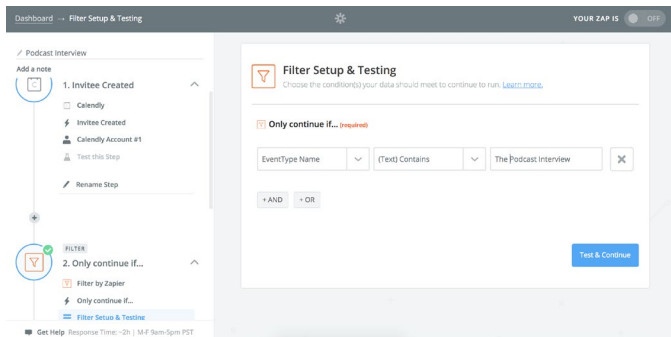


IMPORTANT: If you have more than one calendar in Calendly the next step is vital. If you don't create this filter, every new invitee for every calendar will be sent the information for their podcast interview. If you are only using Calendly to set up your podcast interviews and nothing else then you can ignore this step.

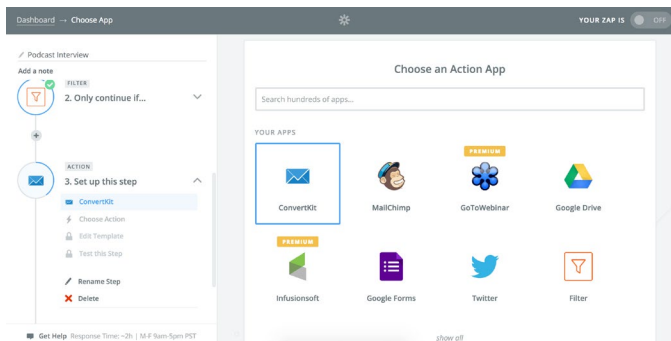
You will want to create a filter that tells Zapier only to continue if certain conditions are met. Click on the + sign to add a filter or action below the Calendly step in the workflow on the bottom left hand side of the screen.



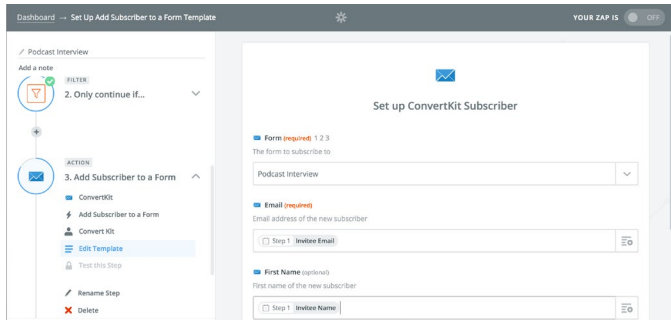
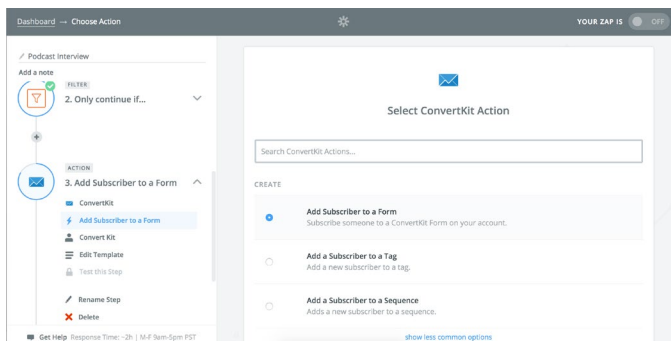
In this step you will filter by 'event type', select 'text contains' and then use the event type name that you gave it when creating your Calendly event type in Step 1 of this process. That will tell Zapier only to continue if this condition is met.



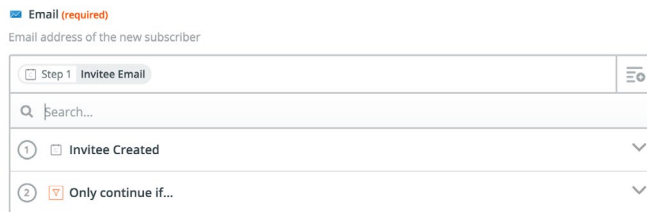
The next step is to add your interview prep email sequence that you created in Step 2. To do this, add another action, this time choose ConvertKit.



The action you want to trigger in this step is to add a subscriber to a form. This will add your podcast guest to your ConvertKit account and because you setup the automation in ConvertKit in Step 2, they will be tagged and the interview prep email will be sent.



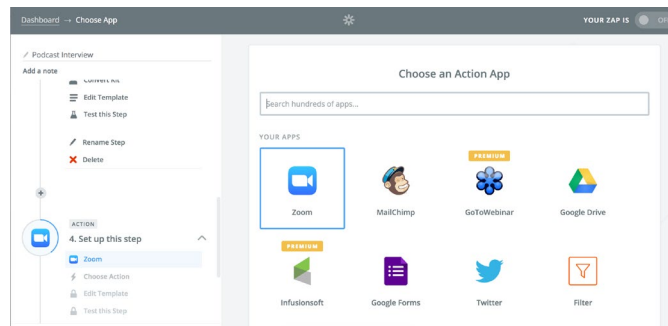
By clicking on the small + icon on the right of the field bar you are able to add fields from previous actions into this field. You'll see as we progress through the steps we'll use these more and more.



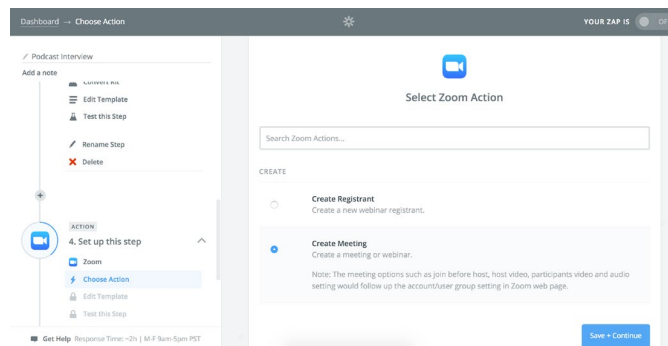
**This next step is optional and you only need to do it if you are using Zoom to conduct your interviews. If you are using Skype you can add your Skype details in the ConvertKit email you send and all that is left to do is turn this zap on and you're good to go.*

The reason I use this step is to ensure that my podcast guest and I know how and where we are meeting online for our interview (No last minute scrambling because you forgot or lost your guest's Skype details).

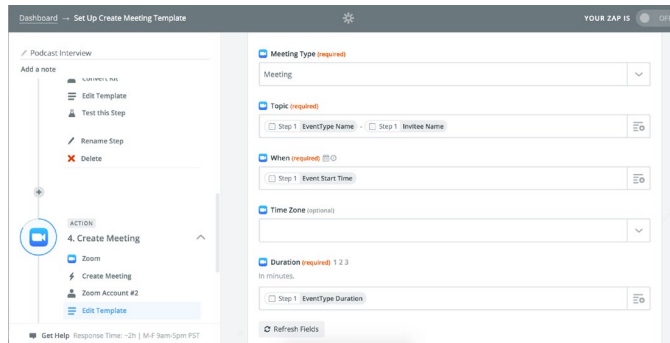
In Zapier you will now add another action by clicking on the + icon on the left hand side of the screen and this time you will choose Zoom.



The action you will choose is 'Create Meeting'. This is going to create a new meeting in Zoom for this podcast interview.

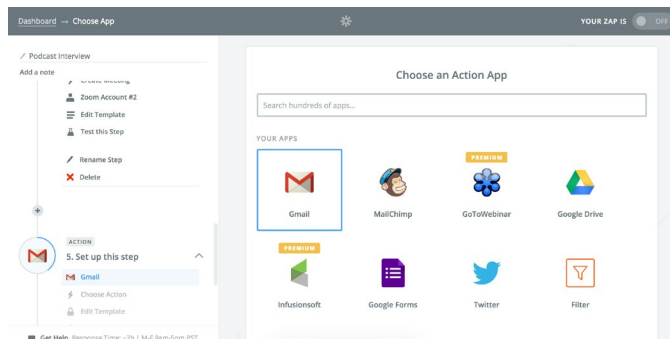


You then need to tell Zoom what it needs to call the meeting, when it is happening, and how long the meeting is. Zapier can pull all that information into the relevant fields from the data it pulls from Calendly.

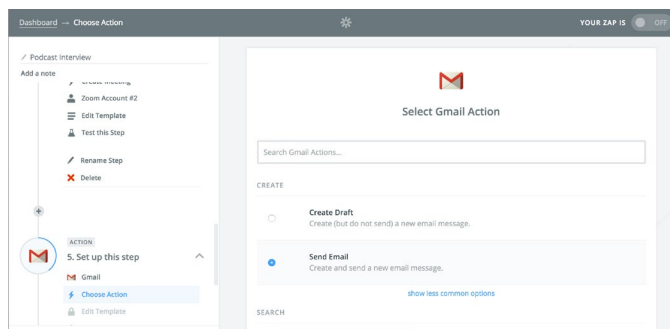


Once that is done, there is just one last step and that is to create an action that will send the unique Zoom meeting link to your podcast guest.

For the last time, click on the + icon to add another action and this time choose Gmail.

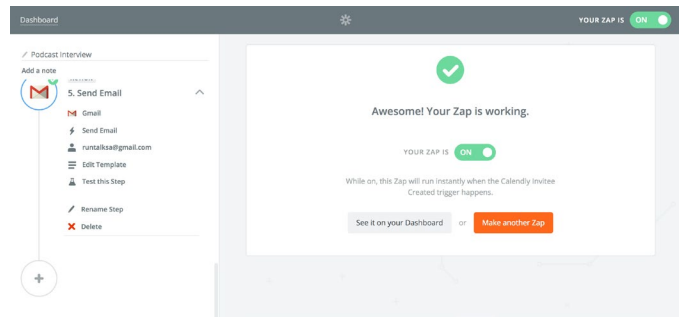
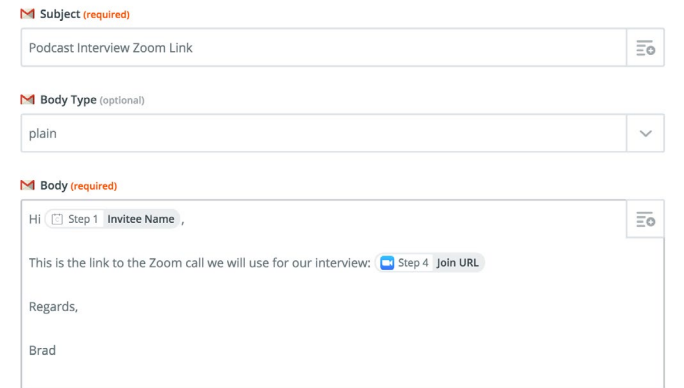
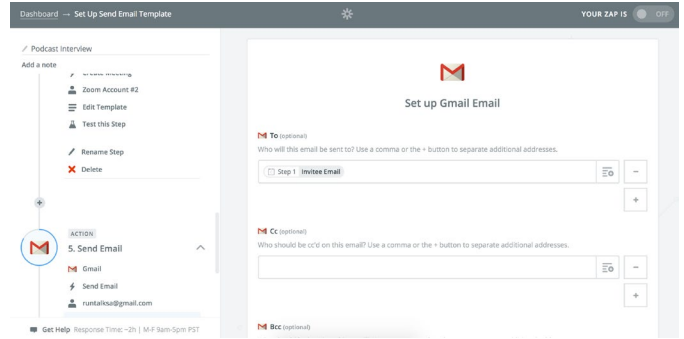


The action you want Gmail to perform is to 'Send Email'.



Next, you need to set up the template of who the email needs to be sent to as well as the body of the email.

Once that step is completed you can test it and then hit the finish button. You've now completed all the steps and you can turn the zap on.



Set up your podcast interview automations today!

That is it! You've now set up an automated sequence that will save you a ton of time and frustration.

As overwhelming as this may seem to set up, it's pretty simple if you follow the step-by-step actions, and it will change your life. It has for me at least.

And if you're having a hard time figuring what to even send potential guests to get them interested in joining you on your podcast, you can [download the same swipe emails I've used to land my own podcast guests.](#)

 Brad Brown



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