

**PodSummit Conference 2017 - Calgary, Canada**  
*Key Summit Notes, Links, and Resources*

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[www.mecemuse.com](http://www.mecemuse.com)

State of podcasting – it's a 13 year technology, still in its early infancy stages. Local podcasts will be trending in the future (similar to radio)

**Equipment needed to start a podcast**

- Quality microphone ([ATB2005USB](#) is an affordable option or [Blue Yeti](#))
- [Boom arm stand](#)
- [Windscreen or filter sponge](#)
- Laptop/desktop computer
- For 2 hosts, use Focusrite Scarlett, Presonus AudioB
- Software - Audacity (PC) or Garage Band (MAC) – both are free. Adobe Audition
- Software – Auphonic (free) to equalize materials
- Publish your podcast – via podcast host such as itunes ([podcastsconnect.apple.com](#))  
stitcher, google play, blubrry, Podbean, Spreaker, Libsy. I will be using Spreaker
- Patience!!

**Assets or ID3 tag information** – this is what you need to decide in order to publish your podcast

- Show title
- Show description
- Author
- Episode/track title
- Cover image (artwork – 1400 x 1400 at minimum)

**Getting started**

- Spend as little money as possible until your concept is tested; a majority of resources available to get started are free
- Make a list of topics you would like to cover
- Write an outline
- Be specific on your niche audience – the more specific, the better
- Takes a lot of research to pull together episodes sometimes (one top podcaster discussed taking up to 40 hours of work to script, edit a 27 minute episode)
- Determine the best stories to structure your show
- For stories – set background, lessons learned, and wrap up

- Rehearse script, select appropriate music (always use free, stock music or original music you paid licensing – copyright music is a no no)
- Always test the quiet sound profile around you (record sounds for up to 1 minute of dead air, determine how much sound you have in the area)

### **The art of storytelling** – various storytelling techniques (see links below)

- Develop your story concept
- Find sources/subjects
- Research
- In field interviews
- Script your sound
- Narrate your story
- Set the scene

### **Interview best practices**

- Prepare the subject – set expectations and make them comfortable
- Research them
- Prepare a script, but don't stick to it; make it sound natural and go with flow of conversation
- Always say thank you and follow-up
- Let them know when their show will publish; ask them to share it with their networks
- Stay in touch

### **Writing the script**

- What is the point/key takeaways
- What is your tone as a narrator
- What is your role as a narrator
- Keep it simple
- Short sentences
- Bringing it all together – keeping it organized

### **Editing your podcast**

- Remove dead air
- Remove entire sections if it is not relevant
- Rearrange information to help connect dots
- Re-record sections to make it better if necessary
- Be obsessed with quality
- Learn how to EQ, normalize

### **Marketing your podcast**

- Remember that unless you did at least months of pre-marketing of your podcast and had a following from another platform, it will not be an overnight success. Give it time. Do not be

surprised if no one listens for weeks. Just keep publishing consistently and reaching out. If your content is valuable to your target market, you will build a following slowly.

- 40% of listeners leave in the first 7 minutes; make them memorable to keep them listening
- 2/3 of audience will be gone between the first 20-60 minutes
- The battle is won and lost in the first 2 minutes
- Think about a podcast like a song; create a catchy hook to be memorable
- Let fans know when you publish. Commit to your publishing frequency and build trust with your listeners; for example, if you say you will publish at 10am on Wednesday mornings, make sure you always do
- Superfans: your first 40 fans are your most important; build relationships with your superfans and keep that relationship ongoing
- Remember who you are doing it for; who are your 40 fans and what are they looking for
- Who are extensions of that audience

### **Monetizing your podcast**

- Know your conversion numbers (main metrics for measuring podcast success). That's how you can obtain sponsorships, commercials, etc...
- # of downloads
- Average listener times
- Flat rate
- Cost per thousand
- Cost per acquisition
- Affiliate links
- Platforms/ad insertions
- Ad reads
- Patronage
- Podcast networks

### **Free resources for music**

- <https://www.youtube.com/audiolibrary/music>
- <https://www.freestockmusic.com/>
- <http://freemusicarchive.org/>
- <http://freesound.org/>
- <http://www.bensound.com/> – be mindful of licensing
- <https://machinimasound.com/> – be mindful of licensing

### **PodSummit presentations**

<http://podsummit.com/wp-content/uploads/2017/05/Brock-Armstrong-How-to-edit-a-podcast-for-style-Podsummit.pdf>

<http://podsummit.com/wp-content/uploads/2017/05/Meg-Wilcox-Art-Of-StoryTelling-PodSummit.pdf>

<http://podsummit.com/wp-content/uploads/2017/05/How-To-Start-A-Podcast-Ernest-Barbaric-PodSummit.pdf>

<http://podsummit.com/wp-content/uploads/2017/05/Adam-Rozenhart-How-To-Do-Podcast-Interviews-PodSummit.pdf>

<http://podsummit.com/wp-content/uploads/2017/05/Scott-St-Pierre-How-to-engage-your-podcast-audience-PodSummit.pdf>

### **Other resources**

- [CBC Doc Structure – how to create a narrative arc in your story](#)
- [Understanding story structure in 4 drawings.](#)
- [How to edit a podcast with Garageband \[Video\].](#)
- [How to grow your podcast audience \[Video\].](#)
- [5 Ways to monetize a podcast.](#)
- [How to prepare for, and conduct an interview.](#)