

COURSE WORKBOOK

MAKING YOUR VOICE HEARD:
HOW TO MAKE A PODCAST



by Yolanda Canny

"GIRL, TAKE THE LEAD!"
PODCAST FEB 8, 2025

About the Process

Role of podcasting in government communication.

Develop your own personal branding & why it's important to consider as a podcaster/government communicator.

Quick share with each other about your brand.

Talk podcasting - steps involved.

Practice doing and "interviewing" episode with each other (if time allows).

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Role of Podcasting in Government Communication

Bypasses traditional gatekeepers in radio and television

Started in 2004 then grew to 40 million listeners in 2014, 88 million 2019, 505 million today (globally), and expected to reach **130 billion by 2030**.

100 million Americans listen to a podcast once/week.

Played a **huge role** in 2024 election.

Podcasters/influencers now invited to briefing room in the White House.

Risk in shaping politics?

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What goes into podcasting?

It's a kind of Personal Brand.

A Personal Brand makes You an **Authority**.

It **communicates Your Credibility**

When you speak, your audience is introduced to your personal brand – your voice, presence and expertise.

When we know who we are, we can be more **Authentic**.

You build trust when being authentic bc people will know who you really are.

When it comes to podcasting - it's the story you'll tell.

Knowing your what and why = #1 to podcasting.

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About Positioning Yourself

"A leadership brand conveys your identity and distinctiveness as a leader. It communicates the value you offer."

Harvard Business Review

It's how we behave, react and interact with different groups or individuals in diverse situations. It takes courage.

Positioning is the space we want to occupy in the minds of others - it's how we want those we lead to see us.

Our stories help shape the listener's understanding of who we are, where we've been, and where we're going. The way we tell this story can shape your future, which is why storytelling is key in building your personal brand.

YOUR NOTES:

QUESTIONS

01

WHAT MAKES YOU YOU? WHAT ARE YOUR TOP VALUES –YOUR OPERATING PRINCIPLES THAT ARE NON NEGOTIABLE THAT YOU SAY DESCRIBE YOU?

02

WHAT WOULD YOU SAY IS YOUR PURPOSE?

03

WHAT IS YOUR MISSION? WHAT ENERGIZES OR IGNITES YOU? WHAT ARE YOUR TRUE PASSIONS?

04

WHAT'S YOUR SUPERPOWER? WHAT DO YOU DO BETTER THAN ANYONE ELSE?

05

WHY DO YOU DO WHAT YOU DO? WHAT'S YOUR MOTIVATION? HOW THIS BENEFITS OTHERS?

Q1 WHAT MAKES YOU YOU?

Question you can ask yourself: What is your background?

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Q2 WHAT IS YOUR PURPOSE?

Question you can ask yourself: What direction do you see yourself taking ?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Question you can ask yourself: What is it I do and care about?

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.

Q4 WHAT IS YOUR SUPERPOWER?

Question you can ask yourself: What is it your friends, teachers, or family say you're really good at?

This image shows a single sheet of white paper with horizontal blue or grey ruling lines, typical of notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

Q5 WHY DO YOU DO WHAT YOU DO?

Question you can ask yourself: Is it for love, passion, or some other motivation?

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WHAT IS YOUR PERSONAL BRAND STATEMENT?

1. Who am I?
2. What is my purpose?
3. What is my mission?
4. What is my superpower?
5. Why I do what I do?

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Your Turn to Podcast

Key Trends 2024

1. Podcasts to continue to grow
2. Movement towards more video
3. AI tools emerging
4. Demographics are mostly 12-34 yo
5. Social is key to audience growth
6. Global experience
7. Ave listener listens to 9 podcasts/wk
8. Apple & Spotify top apps
9. Monetization can be difficult
10. Audience connection important

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Your Turn to Podcast

Steps:

1. Planning
2. Recording
3. Publishing
4. Promoting
5. Monitoring

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Your Turn to Podcast

Planning

Name

What will you call your podcast?

Listen to others like yours to get ideas.

Check URL & social to make sure it's available.

Pick your format: solo, interview*, other.

Decide how often you'll publish (weekly, seasons...)

Art

Canva = easy for cover art, social, etc.

Use fonts that are easy-to-read

Scheduling

Plan 2 weeks from recording to publishing

This time frame allows you to edit and post

And gives your guest time to "market".

*See end of booklet for examples of guest process and
Google Form

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Your Turn to Podcast

Recording

Mic

The voice memo app on your phone!

Shure SM58

Audio Technica ATR2100

Blue Yeti Nano

Mic Stand

Headphones / earbuds

Needed when editing

Most any kind can work

Sony MDR-V8

Recording

Anchor

Zoom

For recording remotely: Squadcast, Riverside

Editing

Audacity

Other free editing software - Garageband

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Your Turn to Podcast

Publishing

Anchor (Spotify), Buzzsprout, Podbean...

Show Notes

Where to Post:

Apple Podcasts

Google Podcasts

Spotify

Podchaser

TuneIn

iHeartRadio

Pandora

YouTube

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Your Turn to Podcast

Promoting

Social - reels, live-streaming, posts.

Build e/m list.

Website.

Family & Friends.

#s are your BFF

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Your Turn to Podcast

Monitoring

Publishing platforms will give you metrics so you can see how you're doing.

Ask for feedback and tweak as needed.

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Last Words of Wisdom:

Create a network of people that are doing what you're doing.

It's ok to ask for help (yo@yocanny.com).

Know you are bound to get negative comments.

You will definitely learn and benefit from the guests you meet.

Remember your what and why!

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Your Turn to Podcast

Example for Guest Process

1. Guest sends a copy of any book that is being promoted on the show. Any kind of copy is fine. It would be most helpful to receive before our planning meeting (Step 2). If sending via post my address is:
2. Guest sets up 30 min Planning call for a digital meet-up on Zoom using Calendly (link below). During this call I'll tell our guest more about the podcast listener demographics and we'll determine an outline for the episode together. This is not a recorded session.
3. I'll send follow-up notes and a Google Guest Form to be filled out by the Monday before the week of recording.
4. Guest sets up 1 hr call for a Zoom recording using Calendly (link below). Please note that video and audio will be used from this recording.
5. I'll send all links and assets once we are posted. I do unique covers for each episode and post a clip on YouTube, FB, LI & IG (if topic works for these sites). Guest needs to inform me of who needs to be copied on the e/m for assets. We also ask that our guests promote their appearance as much as possible.

Note: "Girl, Take the Lead!" does not pay guests to appear and we do not charge guests to appear.

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Your Turn to Podcast

Example for Google Form

Guest Background

Guest provides a bio, headshot, contact info

Release to use

Social media info for Show Notes

Why your guest is joining

What they hope to accomplish

*Contact me if you'd like to see a copy: yo@yocanny.com

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I PROMISE TO REMEMBER...

To have a strong voice is to know who I am.

Personal branding is ever evolving - it needs to grow as I change.

When I face "the" challenge I will fall back on who I say I am - not what someone tells me "I am".

Contact Me If I can help:

yo@yocanny.com; <https://www.linkedin.com/in/yocanny/>



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