

Why Should we start a podcast?

More people are listening to podcasts than ever before. According to Edison Research, the number of Americans who are listening to a podcast every week has grown by over 100% in just the last four years. **67 million Americans** listen to a podcast every month. As the audience for podcasts continues to grow there has never been a better time to start a podcast. A podcast helps a company build a genuine connection with its audience instead of the fractured connection they might get through social media, and sending out a tweet storm. The podcast allows a company to engage with its audience in unique, long-form content. [The MOST powerful thing about Podcasting is, that you can become part of your target audience's life: Your audience can listen to your podcast while driving to work, while cleaning their apartment, while working out, while falling asleep, etc.](#) That is not possible with any other content medium!

We are the early birds!

[In 2022, for every 1 podcast, there are 570 blogs and 65 YouTube channels.](#)

We should just think about the opportunity there was to start a blog in like, 2004, it's the same for podcasts now. [“Google's goal is to double worldwide podcast listening”- Zack Reneau- Wedeen, Google Podcasts.](#) If a company like Google is putting its name behind this audacious goal imagine the opportunities out there for our company.

How to start a podcast?

(Goal/ Purpose)

- Generate Leads for our business
- Become a recognized leader in the industry
- Share important messages about employee experience

What is our podcast about?

- Employee experience
- Employee engagement and retention
- Employee well-being
- Employee Appreciation
- Help business-to-business
- Employee benefits package
- Building community and strong team
- Awareness about employee needs that get unheard
- How to help HR build a good company culture that helps their company to succeed.
- Changing company, organization, and traditional method of workstyle for a successful company.

- Listen to podcasts on a similar topic, listen to it, and think of ways to improve it or give the same topic a different spin for ideas.

Goals of your podcast

Do this Exercise to find out

- **Who is the audience, and *what journey are you putting them on?***
We are a B2B business so other business that needs help building their employee experience
- **What do I have to say to that person once I define them?**
Tips on how you can build a great company culture that includes employee experience. Our apps make this process very easy. We did the hard work so that you did not have to.
- **10-word description of your project in a way that there is nothing else like that in the world?**

- **Specific age, location, genre. Types of guests you have, types of topics?**

Guests:

Ariana Huffington

Former Huffington Post Editor-in-Chief

The main focus is cultivating a healthy company culture and engaged workforce

Alex Kjerulf

- Expert on cultivating a happy workforce
- Insight on how employees' emotions directly affect their performance

Cheryl Cran

- Author of 6 books on leadership
- Provides resources on educating young leaders and easing the stress of workplace changes

Gloria Lombardi

- Focuses on the future of work, innovation, and internal communication in the workplace
- Released an online publication that focuses on the top concerns of the modern workplace leader: employee engagement, the digital workplace, productivity, and innovation

Jacob Morgan

- Has researched how the workplace environment is ever-changing
- Has released 3 best selling books on how companies can win the war on acquiring top talent by providing effective workspaces for employees

Vala Afshar

- Chief Digital Analyst at Salesforce
- Focuses on the changing role of technology in the workplace and its impact on business
- Hosts a weekly video blog on business digital transformation

- Core topic and core audience?

- 5 whys.

- Come out with 10 episode topic. If you can good for you and if not needs more research.

Title of our podcast

“Pay close attention to the title, author tag, and the description, because Apple Podcasts uses these fields for the search” - Apple Podcast

“Make your title specific. A podcast called “Our Community Bulletin” is too vague to attract subscribers, no matter how compelling the content is.” - Apple’s Podcast Best Practices

- Catchy and memorable but also has words that are relevant to our podcast
- What people are typing when searching.
- Namechk
- e.g. Bigger Pockets- A Real Estate Podcast, Syntax - Web Development
- Do not stuff Keyword. It will be kicked out.

Hold on Artwork- The reason is artwork is so much harder to change than text. As we are recording episodes, it will be easier to update our concept over time, as we start to think, “Oh maybe the title’s changing.” It is easier to change that text than if we had put the effort into making a custom artwork.

Podcast Format:

- Interview Podcasts: these are often a podcast with a single host, who interviews people, often focused on a particular industry. A few good interview podcasts to listen to for experience: *The Joe Rogan Experience*, *How I Built This with Guy Raz* and *Trained by Nike*
- We should do it with one more person and in an interview style. Interview shows are the most popular.
- We can do solo (or co-hosted) shows half the time and interview shows the other half.
- Two or three is a good number of people. If there are more people audience might get confused about who is speaking.
- Energy. Make sure conversations are engaging and naturally flowing.
- Most podcasts stay within 20 to 40 minutes.

How often should we publish?

Once a week be consistent. We wanna create a connection with our listeners. So we need to make sure that our podcast is kinda finding a spot in their life. For example, a show comes out on Sunday. I know I'm gonna listen to it, on my driving to work on Monday mornings.

Podcast Equipment and Software

Step 1: Interview Setup

Microphone: [Samson Q2Q Audio](#)

It is a dynamic microphone. It is just \$69.99 and comes with a lot of things. It can be connected to a computer or a smartphone directly because of its USB function. It can even be plugged into a mixer board or an audio recorder when using the XLR.

Headphones can also be plugged in and can be used to monitor the audio. Dynamic microphone audio will make our listeners more attentive to what it is we're saying because so much outside noise is being cut out.

Audio Interface:

[Scarlett 2i2](#): When doing a two-person setup, we're going to need an audio interface as the microphone does not work super well when two of these mics are plugged into a computer. The best audio board at a great price on the market is the Scarlett 2i2. We can plug both mics in with XLR cables into the scarlet and then that goes into our computer to record separate tracks which makes the editing that much easier. We do not have to worry about buying XLR cables because those came with the Samson q2q s in the box.

(Mike Technique: With the Samsung q2q we need to keep the mic as close as possible to the speaker. The speaker needs to sit up straight when recording. The mic needs to

be positioned very close to the speaker's mouth. Instead of speaking directly into the microphone, it needs to be turned off access. The reason we do that is so that the air coming out of the speaker's mouth doesn't hit the capsule in the microphone so we get a more natural sound and we don't get those harsh popping 'p' sounds.

Headphones: One another thing that we need is headphones. We need it to monitor our audio in real time. The reason is we want to know how close we are to the mic, and if the volume is consistent throughout the recording. We are just using the headphones as a check. So, old earbuds or anything we have lying around works and we do not need to spend money here.

unless you find something that you think looks

[like Boom Arm:](#) it's super adjustable and it works well with any microphone that we decided to buy. We just have to make sure that the mic stays right next to the people talking. it's not too expensive either

[Zoom Podtrak P4:](#) This is a recording device that we can record on the go. We don't have to have a computer and four microphones can be plugged in at once. This will come in handy when if we are at a conference and meet somebody that we want to interview.

Total Cost: \$539.99

Audio Editing Software:

Adobe Audition: Adobe Audition is the best for editing audio if you know how to use it. It gives a variety of options to play around but it is not free.

[Audacity:](#)

It is the most popular audio editing software in the world. It is best for podcasters on a budget, who still want the full suite of audio editing options. Podcasters who edit with MacBook. It's free

A lot of editing capability is built right into it. Its cons are that It's buggy. It does destructive editing so if you cut out a piece of your audio and then you save the file, you can't get that audio back.

GarageBand: It is for Mac users who are just getting into podcasting that they do not have to spend any money on. It is Pre-installed on Apple Devices. It's free, easy to use, and easier than Audacity. Its cons are it has limited export capabilities. So a lot of audio editing software, when you export your project to make your final MP3 or WAV file, you have a bunch of fields that you can fill out. You have a bunch of things

that you can customize to make sure that your file turns out exactly the way that you want it, GarageBand does not. The other thing that GarageBand cannot do is set the loudness level. So if you want to set your podcast episodes to the industry standard of negative 16 LUFS for stereo files and negative 19 LUFS for mono files, GarageBand can't do that.

Descript: One thing about the Descript is instead of editing an audio waveform you get to edit the actual words that you spoke because the script transcribes everything into a beautiful sheet, it's almost like editing a Google doc but at the end, you've got a Polish podcast

* **Tutorial on BUZZSPROUT on how to use Audacity and Descript

Where to record a podcast?

A room with things in it like carpets anything soft maybe some couches or chairs. The more things there are in the room the less likely to get that reverb sound kind of that echoey sound

Interviewing and Editing Tips

Treat it like a story. Plan your interview like a story. Once recorded transcribe it and edit it in the paper and then start editing the audio. Make it flow.

How to launch a successful podcast?

- Pick a launch date
- Soft Open. See how it does! A podcast soft open is when we start podcasting without anyone listening, maybe we do invite company employees to listen but pretty much start publishing as if someone's listening without all that pressure, and then after a couple of weeks, we can start doing the promoting.
- Grand Opening
- Sharing with employees making them share it on their social platforms
- Ask for reviews on Apple Podcast or for them to share your podcast. This may seem tedious but it's a great way to first 5 to 10 listeners.
- Where does our target audience congregate? There are lots of really cool groups on Facebook. We should join these groups and then ask the admin's permission to share our podcast.
- Go to Quora and Reddit and search for people asking questions about our podcast's subject matter. Find relevant questions that are recent that we can answer, then post the answer to that question in full. Don't create a teaser that makes people leave the

page to get your answer but at the end of our answer, mention, we discuss this more fully in my podcast, (name of your podcast) and then link

- The [main ways](#) that people discover new podcasts to listen to are [via charts and recommendations on their podcast listening app](#); [through word of mouth from friends](#); [promotions on other podcasts and on social media platforms or websites](#).
- Contact established and relevant blogs. Try to find an established blog that already has a following in our space and reach out to the owner of the blog and see if they'd be interested in partnering with us.
- Collaborate with other podcasters or YouTubers- I like to have you on my team and if not just sit back and enjoy
- Use Overcast Ads. Buy some podcast ads- first 100 listeners. Overcast is a podcasting app that allows to to run ads for podcasts. So for a few hundred dollars, we can run an ad for our podcast inside of the Overcast app for a full month. It is a great way to get the first 100 subscribers.

Where to publish your podcast

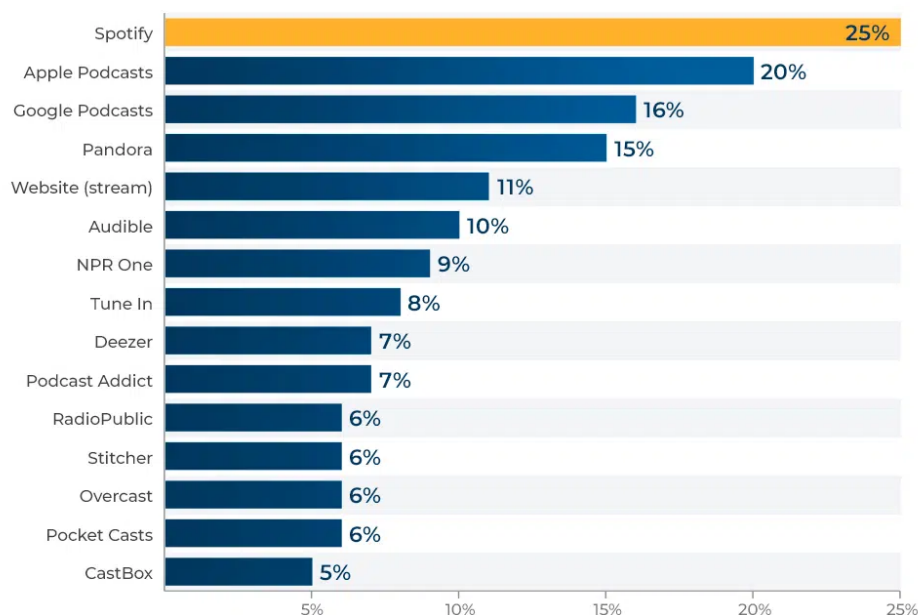
- According to [Statista's 2020 study](#), the top platforms and apps for listening to podcasts are Spotify (25% of listeners) and Apple Podcasts (20%).
Apple Podcast, Spotify, and Google Podcast
Buzzsprout can help us!



Most Commonly Used Podcast Listening Apps in the US



TRUELIST



How to measure our podcast Success?

Number of downloads per episode: One direct Indicator of podcast performance is the number of downloads per episode. This shows how popular is it among the audience. Several downloads also helps to pinpoint whether our episode title is compelling enough for the audience. If our new episode gets, within 7 days of its release:

- more than 29 downloads, we're in the top 50% of podcasts.
- more than 101 downloads, we're in the top 25% of podcasts.
- more than 386 downloads, we're in the top 10% of podcasts.
- more than 938 downloads, we're in the top 5% of podcasts.
- more than 4683 downloads, we're in the top 1% of podcasts.

Some podcast analytics platforms such as [Blubrry](#) and [Transistor](#) provide information about who downloads our podcasts — our audience's age, location, and the devices they use to listen to your podcast. This information can help us find more listeners, as well as relevant sponsors, to pitch our podcast to.

[We will be aiming for 30 downloads per episode after the soft opening.](#)

Several listeners per episode: Some embedded players like SoundCloud allow to look at the total number of plays an episode gets. That gives us a rough estimate of how many podcast listeners we have. Even though it's not an exact number, the estimated listenership of our podcast is a good indicator of our content's performance.

[We will be aiming for 100 -200 listeners per episode after the soft opening.](#)

Podcast subscriptions: Subscriptions refer to the number of people who have subscribed to your RSS feeds or have opted in to be notified of new episodes by email. Podcast subscribers are a good indicator of how compelling our podcast content is and if we're driving enough relevant listeners to our podcast subscription page. If our podcast subscribers are low but downloads are high, we might need to spend more time marketing our podcast and creating awareness about it.

[We will be aiming for 50 subscribers per episode after the soft opening.](#)