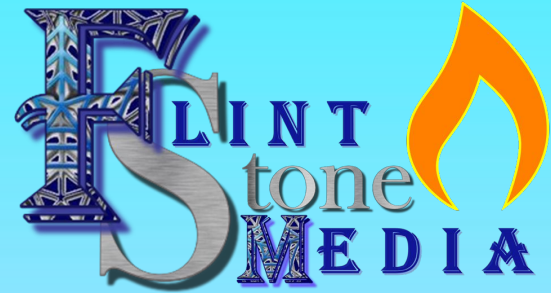


Welcome to the Wonderful World of

# Podcasting

with

Jaime (“Jemmy”) Legagneur,  
founder of



@FlintStoneMedia



# My Background...

- My Mission: Helping people live their true passion
- No more powerful tool than podcasting
- Founded Flint Stone Media in 2014,  
Launched the Curve the Cube podcast
- Digital Marketing (websites; social media)



# My Background...

- Podcasting has since become my true passion
- Co-host on two other shows, Egg Heads After Hours and Hustle All Day
- Organizer of the Palm Beach Podcasters MeetUp group
- Launching the FSM Podcast Network



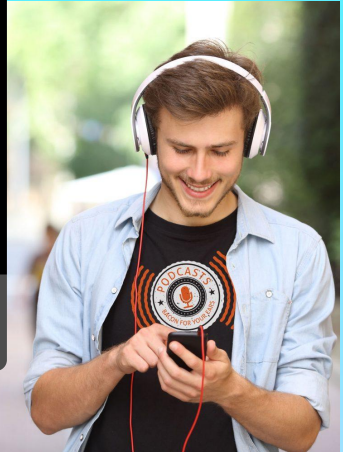
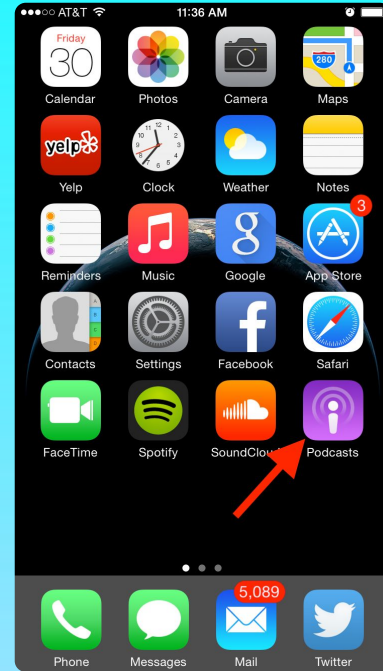
# What is Podcasting?

## pod·cast·ing

/ 'pād ,kastiNG /

*noun*

the practice of using the Internet to make digital recordings of broadcasts available for downloading to a computer or mobile device.



# Getting Booked on Podcasts

# Target the Right Audience

- How many of you have had an opportunity to talk at length on a hot mic?
- Who here is excited at any and every opportunity to talk about your book?
- Well, I don't mean to throw water on the fire, but... If you are not in front of the right audience and talking to the right host, you may do more harm than good by being in front of the wrong audience.

# Find the Right Show

- Talk to your friends about the shows they have been on
- Start listening to podcasts



# Getting Booked

## Services



- InterviewValet.com
- InterviewConnections.com (Jessica Rhodes)
- PodcastGuests.com
- Tons more...
- Agents and PR Specialists



# Getting Booked

## Doing it on your own:

- Find a show and reach out
- Let them know:
  - Who you are
  - Your type of writing
  - What your book is
  - Why THEY want to talk to YOU
- Rework your narrative
- Extra trick: start leaving feedback!



# Getting Booked



**KEEP  
CALM**

**AND**

**DON'T GET  
INTIMIDATED**

# Being a Good Podcast Guest

# Getting Out the Nerves

- Communicate with the host on social media
- Prepare and practice (more on that later!)
- Have a cheat sheet
- Be on time



# Preparing to Record

Email the Host a Week Ahead of Recording



- A list of pertinent topics
- What, if anything, they should NOT bring up
- One question, if any, you DON'T want to answer

# Preparing to Record

Email the Host a Week Ahead of Recording

- A fun story or quip about you
- Ask about their policy on colorful language



# Preparing to Record

- Subscribe and listen to a few episodes
- Perform a dry-run to test out your equipment (also helps with the nerves)
- Again, be on time!



# A Smooth Interview

- Wait to be introduced
- Stay present
- Really pause and listen to the question before responding
- Be yourself and be confident!!

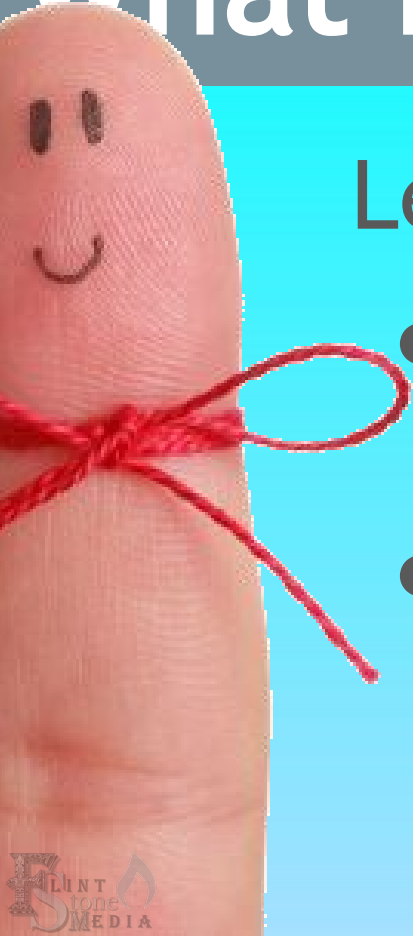




# What NOT to Do

Let's start with the obvious:

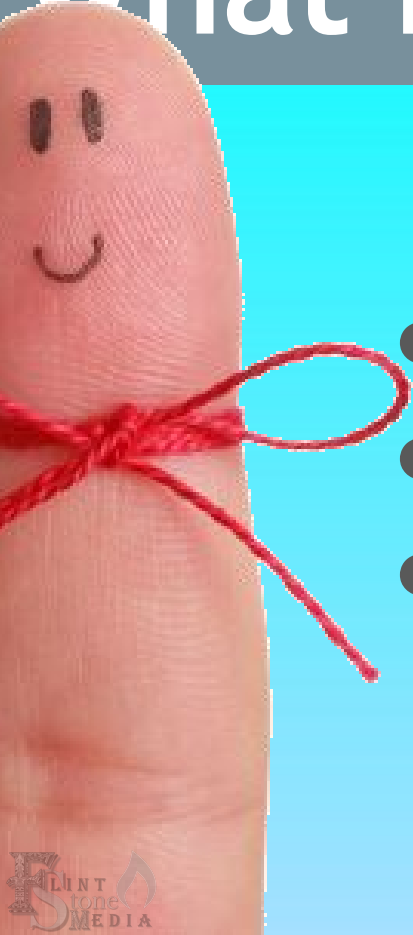
- Don't insult your host or their show
- Don't forget to share (at the end) how listeners can find you and your books



# What NOT to Do

Less than obvious:

- Don't yes/no your host
- Don't "sell" your book
- Don't try to shove info into an answer that doesn't apply to the question



# What REALLY Matters

Forget everything I just said!

- Don't Overly Prepare
- Don't get into your own head
- Don't be afraid to have fun!!



# The After-Effect

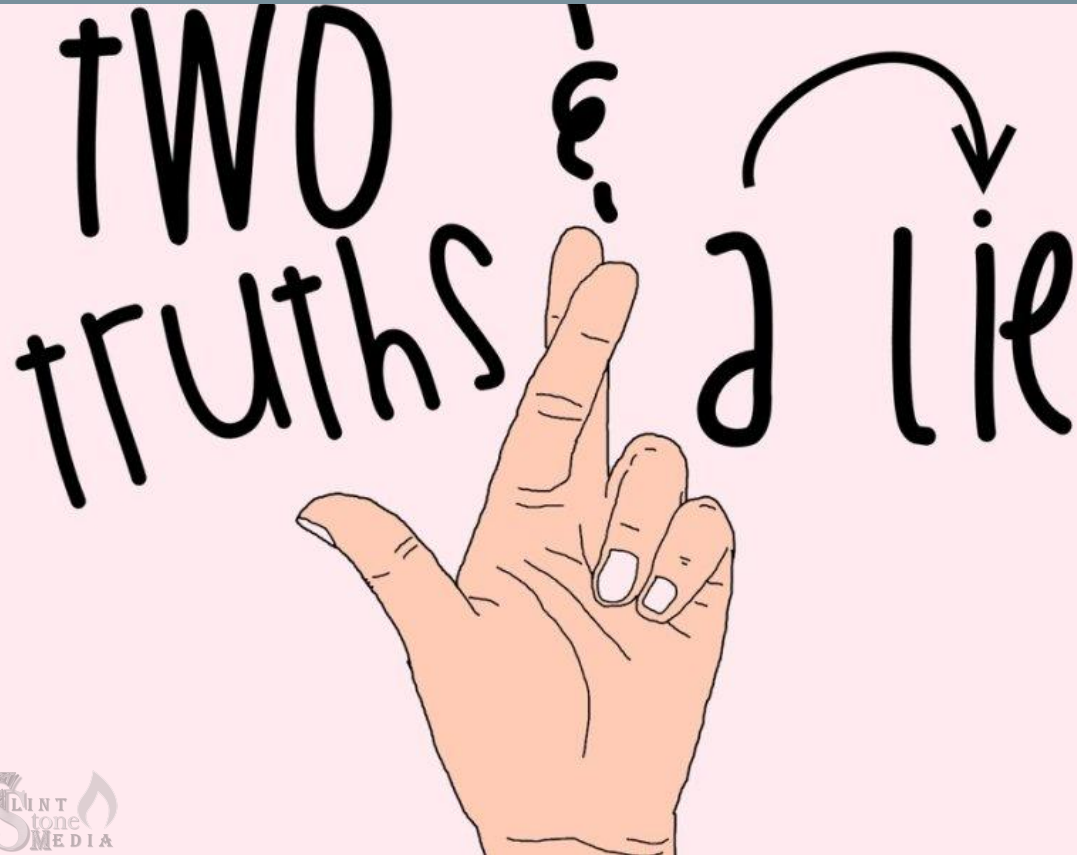
## Promote the Episode

- Share the link on social media
- Embed the episode on your website
- Send out an eblast



# Two Truths and a Lie

# Two Truths and a Lie



Me:

1. I lost my appendix in Paris.
2. I was once offered a job singing on a cruise ship.
3. I used to work for William Blatty, who wrote *The Exorcist*.

# Starting Your Own Podcast



# Do This First!

Listen to other podcasts by writers



- Authors, publishers, and other people in the biz just talking about writing
- Scripted mystery podcasts to spark your creativity



# Food For Thought

Think about what your show will be

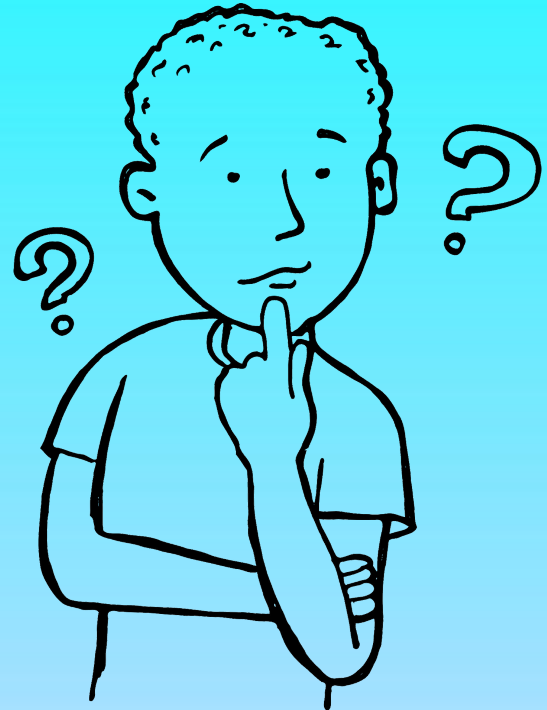
- How it can be different
- Flesh out your goals and mission
- Make it about your LISTENERS
- Think of including segments



# Food For Thought

## Branding

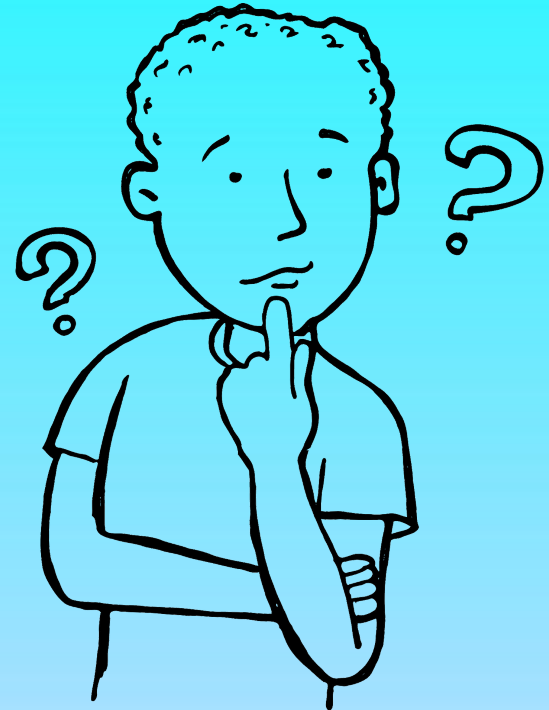
- Fleshed out show title
- Good show art



# Food For Thought

## Release Schedule

- What can you commit to?
- Consistency is key!
- A word on iTunes' "New and Noteworthy"



# Format Ideas

## Monologuing / Guesting

(solo, with a co-host, or as a guested series)



- Art of storytelling
- Craft of mystery writing
- The writing industry
- Tips on writing
- Character development

# Format Ideas

## Share content in scripted segments

### Your Work:

- Read it like an audiobook
- Utilize friends or voice actors

### Other People's Work:

- Share short stories
- Read listener-submitted work



# What You Need

Recording Device

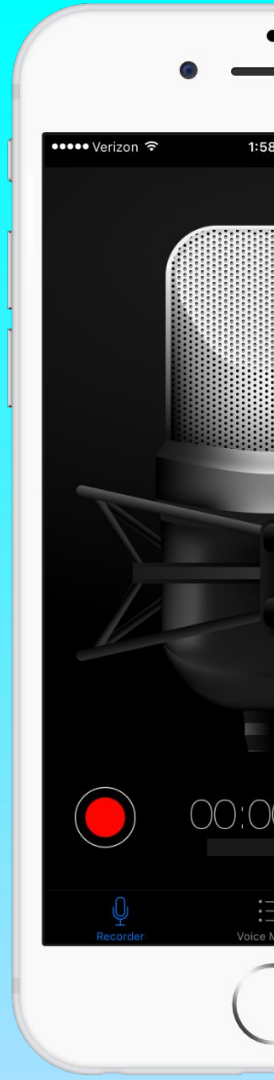
Handheld



Computer



Phone/  
Tablet



Mixer



# What You Need

- External microphones (optional to start)



- Editing software



# What You Need



- Hosting account
- RSS feed pitfalls
- Submit a preview file to iTunes



# Planning Each Episode

## Prep

- Think about your topic
- Do some research
- Jot down show notes
- Decide release date



# Planning Each Episode



- Confirm your guest / cohost
- Check your equipment

# Getting the Word Out

## Social Media

- Use the platforms that:
  - You are already on and comfortable with
  - Your listeners are on
- DON'T Twitter-bomb!!



# Getting the Word Out

- Send out eblasts
- Post to your website
- Word-of-mouth



# How to Keep Going

- Bank 2-4 episodes
- Keep things fresh:
  - Experiment with show segments
  - Explore the boundaries of your show's scope from time to time
  - Include randomly-formatted episodes



# How to Keep Going

Add bonus content:

- Fun way to interact with your most dedicated listeners
- Examples: hidden episodes, blogs, videos, how-to whitepapers, giveaways, etc...



# How to Keep Going

Keep your audience engaged



- Feedback
- Thoughts/materials to share on your show

# How to Keep Going

Make sure you understand your stats

- Stay realistic
- Focus on a steady level of growth, rather than the big spikes, as those are short-lived





# How to Keep Going

Ultimately, building an audience is  
about sharing YOU!!



# Conclusion

# WHY You Should Podcast



Let Your Creativity Shine!

- Get your content out there
- Expand from having readers to having FANS
- Increase your connections
- Become an influencer

# A Couple More Things...

# Conclusion

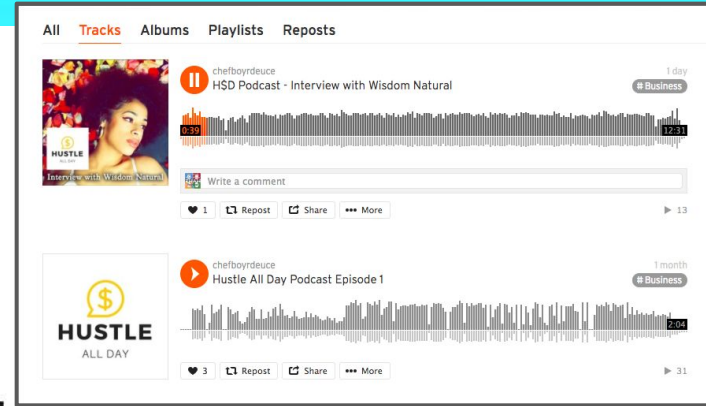
## Please Sign the Clipboard

- Sending out my slides
- Creating a podcasting quick-start guide



# Conclusion

## Introduction to Jules Pierre-Louis



Jules@HiveHubMedia.com



# One Final Breathing Exercise



# Thank you for your time!

Intro to Podcasting with  
Jaime (“Jemmy”) Legagneur





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@FlintStoneMedia



# Conclusion

More Questions?

Head to [FlintStoneMedia.com](http://FlintStoneMedia.com) and contact me for more information!

