

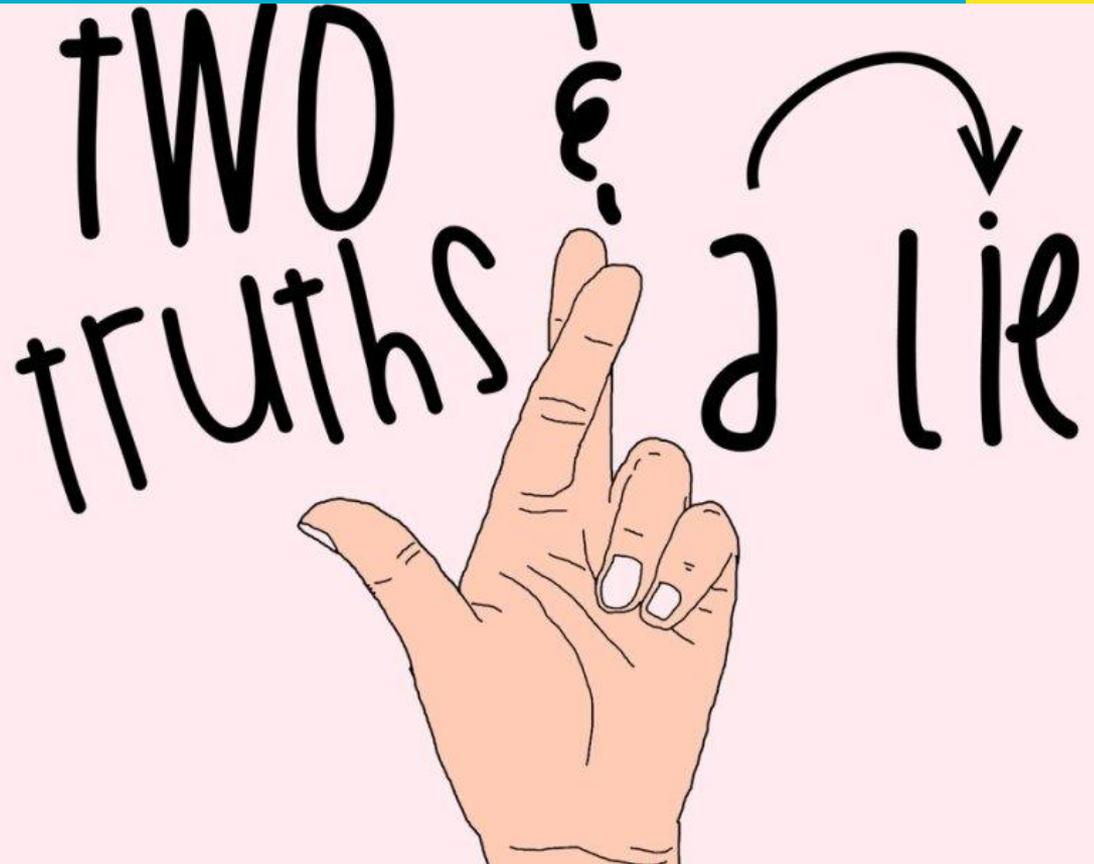
# The Power of Podcasting...

**...is All About Telling Your Story.**

# Two Truths and a Lie

**Me:**

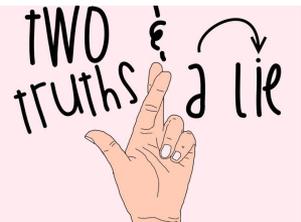
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2. I was once offered a job singing on a cruise ship.
3. I used to work for William Blatty, who wrote *The Exorcist*.



# The Power of Podcasting

## Why Do People Start Podcasts?

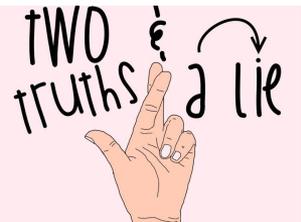
- The Hobbyist: Get something off of their chest and connect with others
- As an extension OF their business
  - Example: Publications wanting to deliver extra content between print editions
  - Example: Entrepreneurs wanting to offer exclusive content to their clients
- To attract customers TO their business
  - In-person and online networking
  - Additional content for their site's SEO



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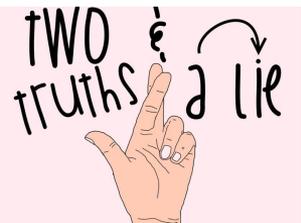
# The Power of Podcasting - By the Numbers

- Fastest growing media in the world today
  - People can listen while doing other things
  - Video requires their complete attention.
- The 2018 Edison Research Podcast Consumer Study showed that:
  - Over 73 million people download podcasts on a regular basis
  - HALF of them have an annual household income of at least \$75,000



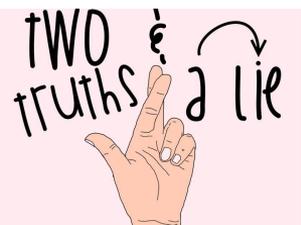
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# It comes down to sharing YOUR story.



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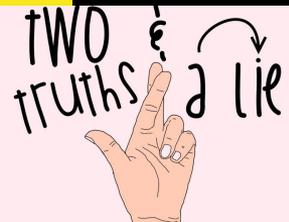
# So, Who Am I?



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# Jaime “Jemmy” Legagneur

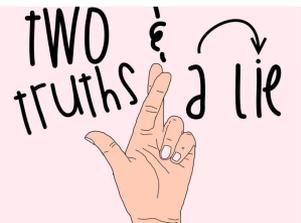
## My (ad)Ventures in Podcasting!



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# Personally...

- Mother
- Comicon lover



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# Professionally...

JAIME "JEMMY" LEGAGNEUR

A MULTI-FACETED WOMAN

HOME

MY LIFE

PODCASTER

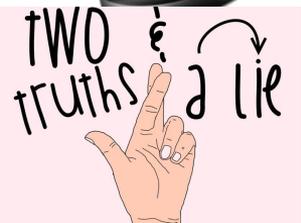
DIGITAL MARKETER

CONTACT ME!

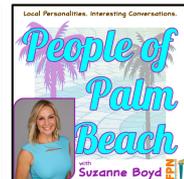
MediaFlintStone@gmail.com



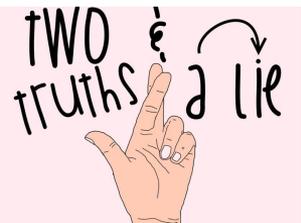
- Podcaster since 2014
- Digital Marketer since 2010
- Public Speaker



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# So, What's My Story?



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# Flint Stone Media

A Podcast & Website Production House



# Flint Stone Media: Phase 1

- 15-year career as a Data Analyst
- Ran a marketing campaign for a local radio show that was a huge success
- Established in 2010
  - Websites
  - Social Media
  - General Public Relations



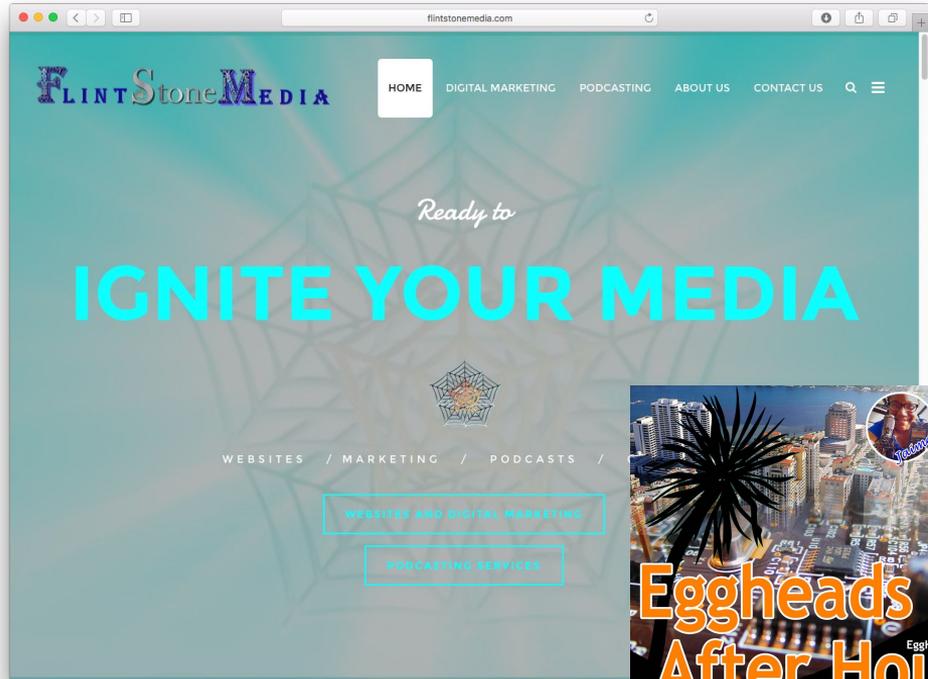
# Flint Stone Media: Phase 1

- Began Podcasting - Curve the Cube
- Interviewing others about how they are successfully pursuing their life's passion
- Help listeners get out of THEIR rut through inspiration, motivation, and actionable tips

Podcasting was just a passion project--a hobby.

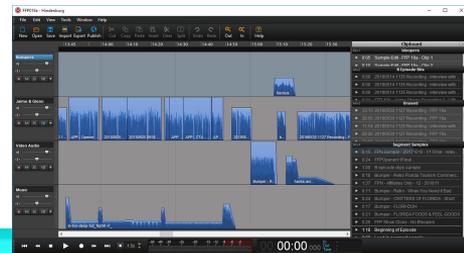


# Flint Stone Media: Phase 2



- Falling more in love with podcasting
- Tested out the cohost experience with Eggheads After Hours
- Working to figure out the space--especially how to make a profit
- Still thought that website work would be part of FSM's ongoing business model

# Flint Stone Media: Phase 3



- Discovered a new editing tool (Hindenburg) and honed my skills
- Met a great mentor - Glenn “the Geek” Hebert
- Became a Production Coordinator for Horse Radio Network
- Learned the BUSINESS of podcasting
- Started to believe the dream...

## JAIME'S MISSION



FLINT STONE MEDIA  
IGNITING YOUR PASSION PROJECT!

Flint Stone Media is a 3-pronged resource hub ready to ignite your passion and set your project on fire!

1: **PODCASTING**

igniting your voice

2: **WEBSITES**

a stunning spotlight on the web



**Horse Radio Network**

*The Voice of the Horse World!*

# FSM Podcast Production House

Focused on helping clients to ignite their voices and create turnkey podcasts, including:

- Consulting on the show concept, tone, format, etc...
- Recording sessions
- Editing and Production
- Publishing and Distribution



# FSM Podcast Production House

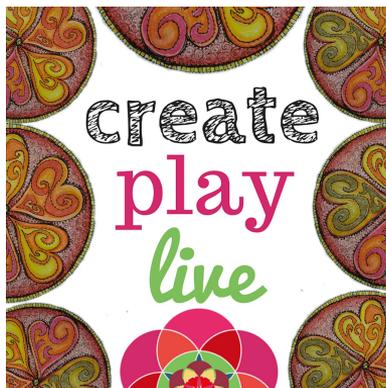
Clients have included:

- Inspirational / Motivational
- Business
- Sports
- Lifestyle
- Faith-based



## Horse Radio Network

*The Voice of the Horse World!*



# Flint Stone Media: Phase 4



EPZN

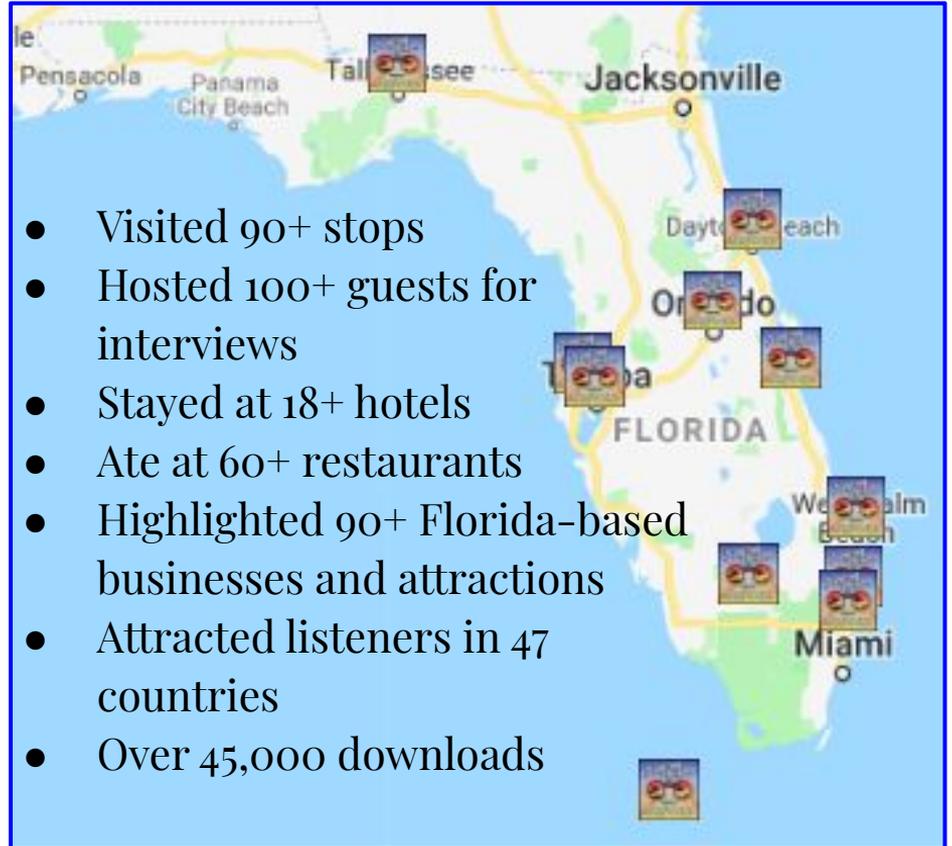
Florida Podcast Network



My podcast business' focus took a BIG turn!

- Promoted to Production Manager for HRN
- Ending Curve the Cube
- Founded Florida Podcast Network in July 2017:
  - MISSION: Propelling Florida's prosperity forward through the power of podcasting!
  - GOAL: Grow to about 20 Florida-centric shows

# Launched Finding Florida that October



- Visited 90+ stops
- Hosted 100+ guests for interviews
- Stayed at 18+ hotels
- Ate at 60+ restaurants
- Highlighted 90+ Florida-based businesses and attractions
- Attracted listeners in 47 countries
- Over 45,000 downloads



# Mobile Podcasting to the MAX!!



# Mobile Podcasting to the MAX!!

**Our 19th Adventure!**

Presented by:

Additional Support Provided by:

THE BEACHES OF FORT MYERS AND SANIBEL  
FORTMYERS-SANIBEL.COM

FMB  
FORT MYERS BEACH  
CHAMBER OF COMMERCE

**Finding Florida**  
PODCAST  
Adventures from  
Country to Coast



Fort Myers Beach news  
**ISLAND SAND PAPER**  
"MANY THANKS"

**Finding Florida**  
PODCAST  
Adventures from  
Country to Coast

**'Finding Florida' Podcast Program Visits FMB May 17 & 18**

**ON THE ROAD**

**NEW PLACES, NEW THINGS**

**Best Seaford, Music By Sunsets Right On Fort Myers Beach**

**Shucker's**  
Drink and Dine "Just Like a Local" Open At 8am Daily

**MANY THANKS**

**Finding Florida**  
PODCAST  
Adventures from  
Country to Coast

**FORT MYERS BEACH OBSERVER**

# Flint Stone Media: Phase 5

Latest developments:

- Growing the Florida Podcast Network (Now 5 shows!!)
  - Finding Florida
  - Florida Podcasting News
  - People of Palm Beach
  - Beach Talk Radio
  - Florida Beer Podcast
- Becoming the Podcast Network Director for The Wedding Biz



# Flint Stone Media: Phase 5

Now, TWO ways of scaling my business:

- Replicating the Florida Podcast Network model
- Podcast Network Architect: Building podcast networks for OTHER entrepreneurs and brands

**Starting to hire a team!**



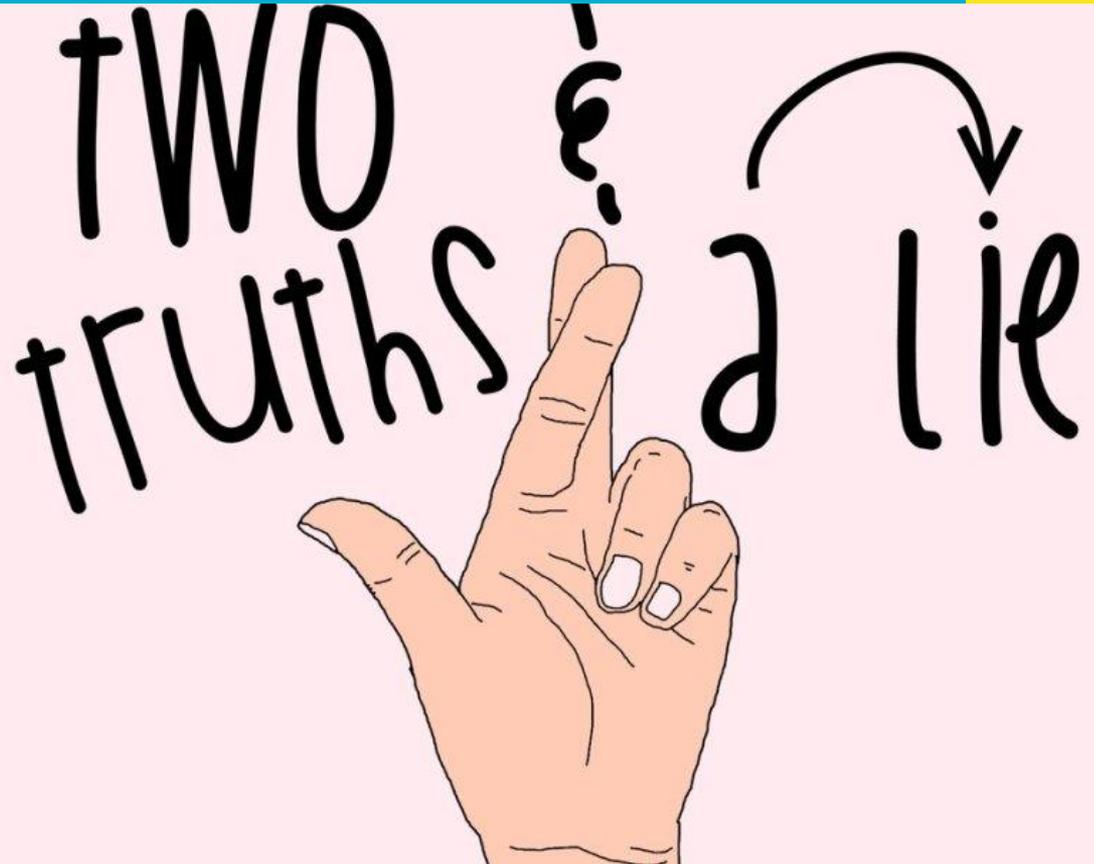
# What's YOUR Story?

**Two Truths and a Lie**

# Two Truths and a Lie

**Me:**

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# The Basics of Show Structure

**Finding Ways to Tell Your Story...**

# The Basics of Show Structure

The key is telling YOUR story.

- Ultimately, building an audience (and community) is about sharing YOU!!
- (Danny is REALLY good at this!)
- They come for the content and stay for the host
- This is true no matter WHAT your show is ABOUT



# The Basics of Show Structure

**How do I make my show stand out from the crowd?**

**Include yourself and YOUR STORY into the show structure...**



# The Basics of Show Structure

## Theme

- What do you want your show to be about?
- What is your general topic?

## Add YOUR Background

- What are YOUR areas of expertise?  
(Yourself AND your cohost...)
- What are the resources in your network?



# The Basics of Show Structure

## Mission / Goals

- What do you want to accomplish with your show?
- What promises do you want to deliver with every episode?

## Add YOUR Perspective

- How are you going to talk about your topic differently from all the other shows on your topic?



# The Basics of Show Structure

## Tone

- What will your theme, mission, and goals combine to sound like? Dry? Humorous? Tongue-in-cheek? Fast vs. Slow-paced?...

## Add YOUR Personality

- How do you naturally come across?
- (Keep in mind that this may change when you are in front of a mic!)



# Putting It All Together

## Segments / Formats

- Interviews?
- One-man/woman show?
- Scripted?
- Free-form?
- Mobile vs. Remote?



# Other Ways to Tell Your Story

**(and grow your show!)**

# Other Ways to Tell Your Story

Share your podcast goals with industry and local businesses and feature them on your show.



Take advantage of activities you are already doing and tell attendees about your show.



Connect your show's theme to your real life on social media.  
(This goes both ways!!)



# Success Story - Legoland Review

## Finding Florida



While on our trip, we:

- Live-tweeted our experience, tagging Legoland
- Posted pics and videos

After our trip, we:

- Talked about it during an episode
- Created a blog post write-up on our website

# Success Story - Legoland Review

Yay!!!



LEGOLAND Florida  
@LEGOLANDFlorida

We're so glad you had fun, Jordan! Come see us again soon!

Finding FL Podcast 🍊 @FindFLPo...  
Jaime is out #FindingFL with her son, Jordan, today at @LEGOLANDFlorida!! #Legoland #Lego #LoveFL



LEGOLAND Florida @LE... · 1d ✓  
Replying to @FindFLPodcast @FLPodcastNet and 3 others  
We're so glad you had a brick-tastic time!



## Results?

- Bump in downloads
- Spike in website activity
- Relationship established with Legoland
- Bottom line: more listeners!!

# Other Ideas...

- Find ways to network with your podcast's industry
  - Conferences
  - MeetUps
  - Events
- Create strategies for meeting / mingling at each event
- Maximize your time based on your goals
- Become known as a podcaster in that industry
- Brainstorm ideas and create partnerships



# Conclusion

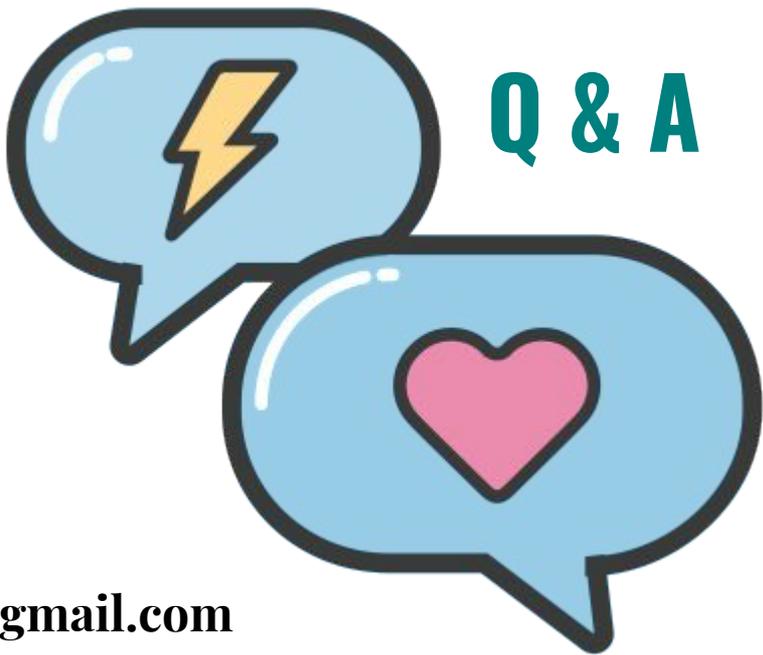
**Have Fun Telling YOUR Story!**

# One Final Breathing Exercise

**A Great Tool for Relaxation...**



Thank You!!



Keep in touch!

MediaFlintStone@gmail.com



FlintStoneMedia.com  
@FlintStoneMedia



FloridaPodcastNetwork.com  
@FLPodcastNet