

Finding your Voice: Integrating a Podcast into your Content Offerings

Podcasting Workshop



**What are you hoping to learn about
podcasting?**



Agenda

An Introduction to Jaime

Part 1 - Podcasting Basics

- Show structure and development
- Recording and equipment options

Part 2 - Integrating Your Podcast

- Personalizing your podcast
- Building your audience
- Maximizing your return

An Introduction to Jaime Legagneur

My (ad)Ventures in Podcasting!

So, Who Am I?



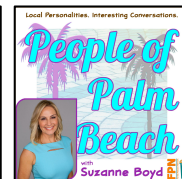
Spelled: Jaime
Pronounced: "Jemmy"



In a Nutshell...

- Owner and Operator, **Flint Stone Media LLC**
- Founder and Chief Enthusiasm Officer, **Florida Podcast Network**
- Podcast Director, **The Wedding Biz Network**
- Production Manager, **Horse Radio Network**
- Host/Producer, **Finding Florida Podcast, Florida Podcasting News, and People of Florida**
- Producer, **Various Independent Clients**
- Founding Board Member, **International Podcast Association**
- Organizer, **Palm Beach Podcasters MeetUp**
- Instructor, **Connecticut School of Broadcasting**

FlintStoneMedia.com



Podcasting Basics

On-Demand Audio Programming

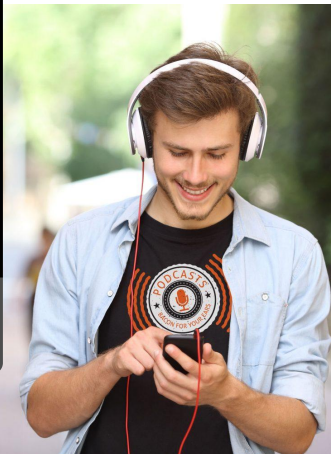
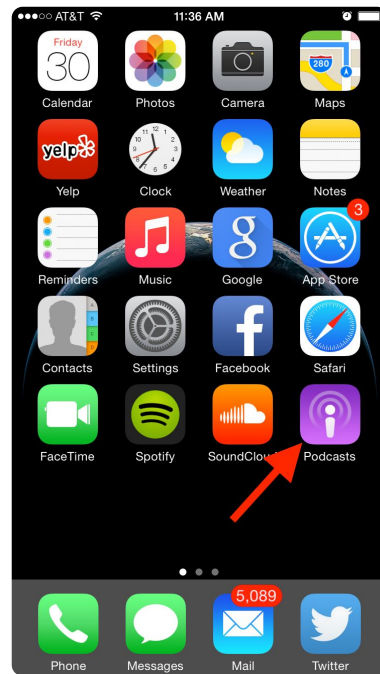
What is Podcasting?

pod·cast·ing

/ˈpɑdˌkɑstɪŋ/

noun

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



Podcasting Basics

Show Structure & Development

The Basics of Show Structure

Theme

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

Goals

- What are your personal reasons for having a podcast?
- What are you aiming for?
- Why do you want this for YOURSELF?



The Basics of Show Structure

Mission

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

Tone

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



Putting It All Together

Types of Shows / Segments

- Monologuing / Co-hosting
 - Structured
 - Free-form
- Interviewing / Guest Co-hosts
- Scripted content
- News / updates



Putting It All Together

Show Formats

- Descriptive
- Instructional
- Informative
- Sharing their story
- Sharing your story
- Exploring a topic

Note on release schedules...



Podcasting Basics

Recording & Equipment Options

Recording Options

- Stationary, in-studio recording
- Remote recording
- Mobile recording



What You Need

Recording Device

Phone/
Tablet

Handheld

Computer



Mixer



What You Need

Don't forget...

External microphones

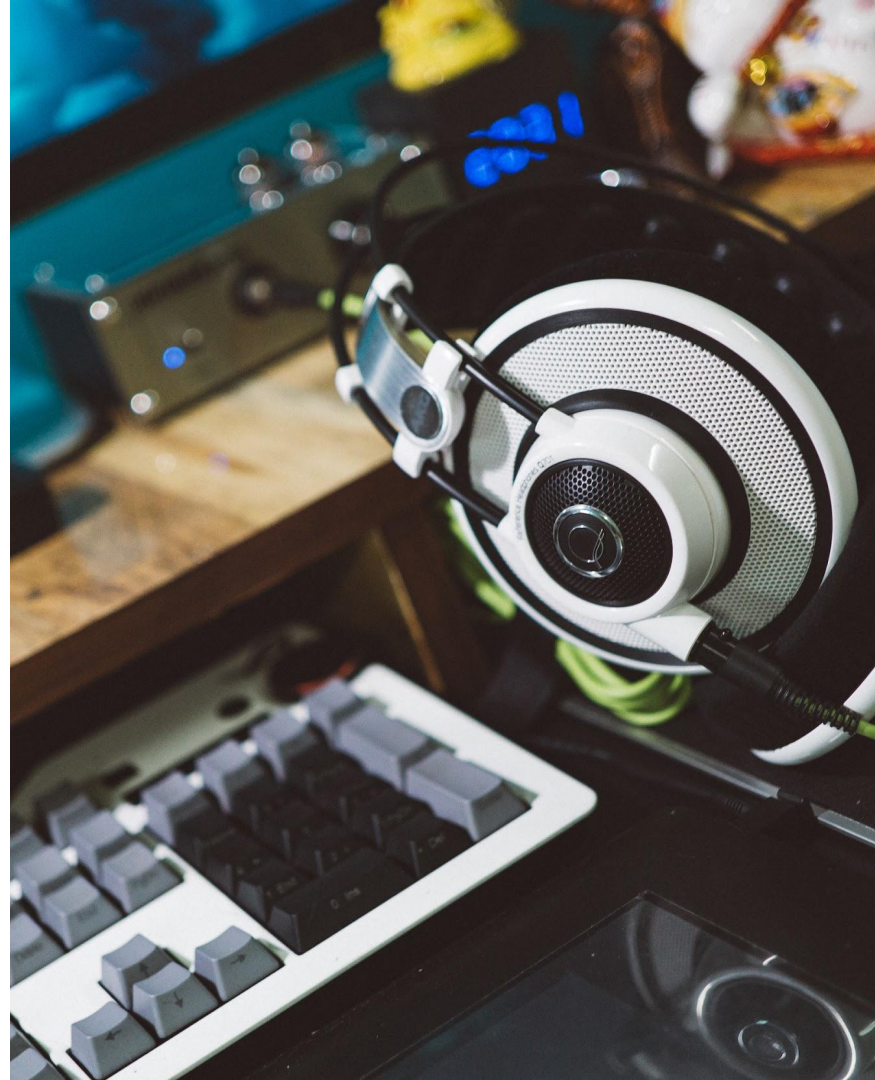


Editing software

Preparing to Record

Extra efforts

- Research your guest thoroughly
 - Jot down random small details to bring up (both surprises and impresses the guest)
 - Note a fun story or quip about yourself that relates
- Perform a dry-run to test out your equipment (also helps with the nerves)
- Again, be on time!



Integrating Your Podcast

On-Demand Audio Programming

Integrating Your Podcast

Personalizing Your Podcast

Personalizing Your Podcast

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

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



Personalizing Your Podcast

The key is telling YOUR story.

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



Personalizing Your Podcast

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?



Personalizing Your Podcast

Goals

- What are your personal reasons for having a podcast?
- What are you aiming for?

Add YOUR Perspective

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



Personalizing Your Podcast

Mission

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

Add YOUR Perspective

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



Personalizing Your Podcast

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!)



Integrating Your Podcast

Building Your Audience

Marketing to Grow Your Audience - URL

Online

- Post to your website
- Share episodes and milestones in eblasts
- Establish a digital community hub (digital word-of-mouth)

Social Media

- Use the platforms that:
 - You are already on and comfortable with
 - Your listeners are on



Marketing to Grow Your Audience - IRL

In Real Life

- Go where your audience is (meetups and social events)
- Get listeners involved in the show (submissions, guests, guest cohosts)

In Your Business

- Create your topic around the element of your business you are most passionate about
- Incorporate your clients, partners, and staff
- Share stories of both successes and failures
- Integrate the podcast into company events, for example with live recordings

Getting Out There

Find ways to network with your podcast's industry.

- Conferences
- MeetUps
- Events
- Cross-promote with fellow podcasters

Create strategies for meeting / mingling at each event.

Maximize your time there based on your goals.

- Become known as a podcaster in that industry
- Brainstorm ideas and create partnerships



Integrating Your Podcast

Maximizing Your Return

Gaining Sponsorships

- Who in your network would be interested
- Think through who is trying to target sales to your niche listeners
- Prep your pitch
 - Know their pain points ahead of time
 - Determine answers to their pain points
 - Guess their objections
 - LISTEN FIRST
 - Create a professional proposal

Elements of a One Sheet


- Host background
- Show description and typical content
- Illustrative photos
- Basic podcasting info (we are still educating people on the medium)
- Elements of your ad packages
- Where they can find more information
- Contact information

Florida's Premier Personality Podcast

The Voice of Florida!

Join Jaime ("Jemmy") Legagneur to meet the People of Florida you've heard about or will hear about soon. Find those hidden figures of history who have helped influence the landscape of our state and discover the people behind the stories from Florida that have made national headlines.

On her first solo podcast in two years and partnered with a rotating lineup of impressive reporting partners from across the state, Jaime introduces you to hidden figures of Florida's past, colorful characters of current headlines, and game-changers for Florida's future.



Advantages for you:

- 🎧 A podcast lives forever, and your commercial does too!
- 🎧 Local podcasts reach a very dedicated, motivated niche audience.
- 🎧 Podcast advertising generates up to 4.4x better brand recall than other digital ads, according to a 2018 study by Midroll.
- 🎧 We will help you reach your local customers!

Your ad package includes:

- 🎧 Custom designed ad campaign, including a host-read audio spot in each episode.
- 🎧 Banner ads on Florida Podcast Network's website.
- 🎧 One social media promotion per episode on People of Florida and Florida Podcast Network's accounts.
- 🎧 Note on our "Low Conflict Policy": No more than one competitor in your direct vertical will be placed on the same episode.

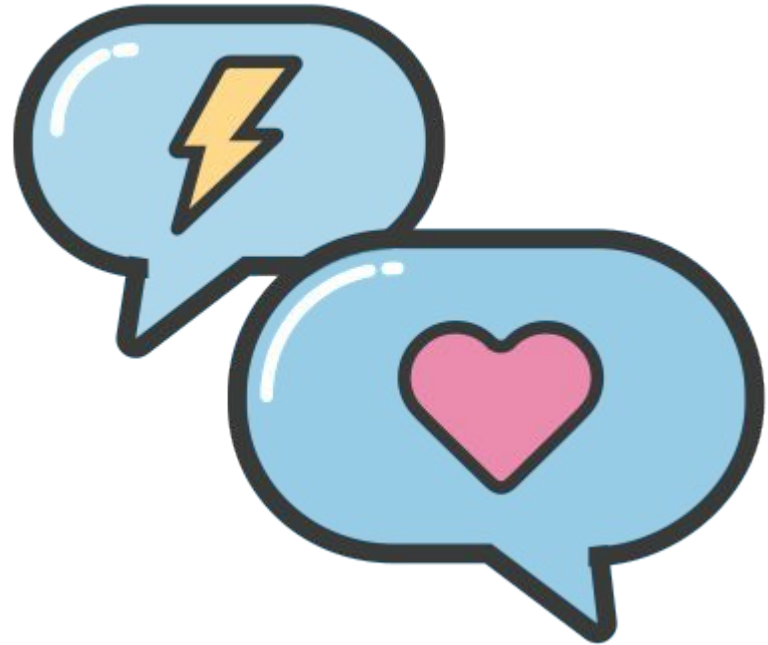
For more about the show, head to:
FloridaPodcastNetwork.com/PeopleOfFlorida.

FPN Please email Jaime@FloridaPodcastNetwork.com for details and our Title and Premier Sponsor ad rates.

Listeners as Content Contributors

Keep your audience engaged

- Sponsors' product reviews
- Feedback
- Thoughts/materials to share on your show



Partners as Content Contributors

- Sponsors' product reviews
- Media partners
- Sponsored segment contributor





Thank You!!



Today's Handout and Slides are available at:
FlintStoneMedia.com/WEX



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[@FlintStoneMedia](https://www.instagram.com/FlintStoneMedia)