

Creating 10 Podcasts

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Creating 10 Podcasts

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Podcasts are a lot of fun. I think they're also often overlooked by those who are interested in getting more traffic. That, in my estimation, is a big mistake. Don't overlook podcasts-- I know some heavy hitting marketers who attribute podcasts with being their main source of highly engaged traffic. They end up earning quite a bit of money as a result of their podcasting activities.

Why Podcast?

Podcasting is probably a lot easier than you think it is. In fact, this just might be one of the simplest content methods I've included in this book. Don't believe me? Just give it a try and I think you'll see.

That's because all you have to do to create great podcasting content is to speak. Some people are very nervous about writing high-quality content. They don't feel like they can do it because they are not well practiced in doing it. But things are different when it comes to speaking. You can speak and you can speak well. All you have to do to create a podcast is to speak as if you were speaking to a friend. That's something I know you can do.

Podcasting is also fantastic because it's a great traffic source. Podcasts are increasing in popularity. They're getting all the buzz. If you can tap into creating podcasts for your niche, then you can establish yourself as an expert in a space that may remain relatively untapped by your competition. You can drive some fantastic traffic, get more sign-ups to your email list, and therefore make more sales. You are getting in front of a whole leg of your niche that you wouldn't tap into, necessarily, by focusing on written content alone.

Throughout this book, I've talked a lot about the fact that you can repurpose your content. So yes, your podcast episodes will need some great structure and some great content. There will be some planning involved. With that said, you can repurpose some of the articles and blog

posts you have written and turn those into podcast episodes. You can speak them word for word or just use them as a guideline – such as using them as talking points.

Again, I think you're going to find that podcasting is a lot easier than you think it is and I think you are going to find that it is highly effective. Your podcast may grow slowly at first and there are some marketing sorts of things that you can and should do if you want it to grow. But if you are willing to put the effort in and start out with these 10 podcast episodes, then you should be able to see some great results.

Make Your Plan for the 10

Read through this section on podcasting and then make your plan for the 10 podcast episodes that you're going to start with. I suggest you make your plan for the 10 before you get started podcasting your first episode.

I say that because many people get excited to start podcasting, create the first episode, and then give up altogether. They give up for a variety of reasons, but not generally because they find it difficult or anything like that. I think most people who just do one or two episodes give up because the traffic didn't grow right away. Know going into this that your traffic will not be enormous starting out, unless you send your own traffic over to the iTunes podcast section.

But if you make a plan for your 10 episodes and get them done and schedule them to post, then those will be ready to go and you won't give up because they're already done. Does that make sense? You're giving yourself a running start by planning ahead. And, since you've already created some written content, you can use those as guidelines.

Don't stress out if you are starting with podcasting and you haven't created any written content. Simply investigate what the hot topics in your niche are and go from there. Think about topics you want to talk about and topics people in your niche want to know about. If you do that, you should be just fine. Don't be afraid to be opinionated as you talk about the 10 topics.

I'm not giving you a full plan for starting your podcast including all the technical steps and things like that. Know that you can use things like Audacity or Adobe Voice to get started for free or relatively inexpensively.

You will need to come up with a catchy, niche-appropriate name for your podcast. You'll need to come up with cover art and things like that. You will need to use something like Blubrry for WordPress and get your podcasting blog set up and then submit it to the iTunes directory.

What I'm focusing on is helping you get your first 10 podcasting episodes up and running. For all the other stuff, there are plenty of great guides out there that can help you get started. And I reiterate – it really is much easier than you think it is.

Study Others Podcasts in Your Niche

Don't assume that you know what's going on if you've never podcasted before. Just because you think a certain type of podcast or certain podcast topics will be popular doesn't mean they will be. Take a look at what others in your niche are podcasting about.

What do they call their podcast and podcast episodes? What does their cover art look like? What are they doing to get reviews and to get people to subscribe to their podcasts? What are their specific podcast episode topics?

You never want to copy anyone, but you certainly can learn a whole lot by looking at what other podcasters are doing. It can really help you formulate your plan. Not only do you want to see what others are doing, but you want to figure out ways that you can stand apart in your niche.

What is going to set your podcast and the 10 episodes you're going to create in the beginning apart from the podcasts that are already out there?

So, this is a careful balance between knowing what's popular and what already works and not totally reinventing the wheel, and also setting yourself apart so you are unique enough that people will pay attention to you and want to listen to your podcast. Also know that part of what is

going to set you apart is you and your personality. People will listen to your podcasts because of you and because of your content.

Create Your Podcast Schedule and Topic List

I've already suggested that you create your first 10 podcast episodes ahead of time so you aren't tempted to give up after one or two podcast episodes. I also suggest you create a podcast schedule beyond these 10. Let people know what you will be talking about. That can help them get hooked on your content. Seeing the topic list can also help you stay motivated and enthusiastic about your podcast.

Also, if you create a schedule, it can help you stay more consistent. You don't want to release three podcasts the first week and then not another one for the next two weeks. Let people know when they can expect new podcast episodes. Maybe you will release two per week – one on Monday and one on Thursday. Or maybe you'll release a new podcast episode every Sunday night. Whatever your schedule is going to be, create a schedule and let people know that they can expect it. This will be helpful to you and it will be helpful to the people who will subscribe to your podcast.

Where to Find Great Podcast Topics

We've already talked about the fact that you can get inspiration by looking at others' podcast episodes. In addition to finding inspiration there, take a look at what others are doing outside of your niche. You might be surprised at how inspired you can become by looking at these things.

Also, take a look at what people are blogging about. Popular, hot blogging topics often make great podcast episode topics as well.

Popular social media topics, the things that people are talking about the most, also often make fantastic podcast episode topics.

In some cases, you won't want to just focus on the popular, hot niche topics. You may also want to focus on evergreen topics. So someone

could listen to your podcast episode right now and it would be relevant. Someone 5 or 10 years from now could listen to the same episode and it would still be relevant.

You can get ideas for great podcast topics by taking a look at books within your niche. Look at their table of contents to get ideas.

The more you create content within your niche, the more topic ideas you will naturally come up with. It's true! You'll be surprised, delighted, and amazed at how many great ideas you're able to come up with without even trying. The creativity will drip out of you. I suggest you start keeping a journal or notebook by your side at all times so you can write down the great topic ideas as they come to you.

Constantly feed your mind by reading and listening to others within your niche. If you do that and keep on learning, then you won't have any shortage of great ideas for your podcast.

You can also come up with great podcast topics by asking your listeners what they want to learn about. Your listeners will definitely want to tell you what they're interested in the most.

It's much easier to come up with great podcast topics than you probably expected. You'll never run out of great ideas as long as you follow these steps and keep a running list of great podcast topic ideas.

Teaching and Informing through Podcasts

One of the main reasons many people listen to podcasts is to be taught and informed. They want to learn new information related to the niche. Maybe they have a question and can't seem to figure it out on their own. Maybe they've tried to read about the topic before and still have questions and feel frustrated. The way you communicate through your voice is different from the way you communicate through the written word. You can teach people very effectively through your podcast.

If you want to teach very effectively, then I highly recommend you create an outline for yourself to follow as you start your podcast. That way, you can be sure that you teach the steps from beginning to end without

skipping over anything. You don't want to be confusing. People often skip around when they're speaking out loud, so having an outline to follow will prevent you from doing that.

That doesn't mean you can't go off on a tangent sometimes or go away from your outline at all, but it will help to keep you in line and help ensure that you're being as effective as possible through your podcast.

You can also choose to connect your podcast episode to the written word. You can provide both learning modalities. People may want to listen to your podcast episodes in the car to learn initially. Then, they might want the written version to refer to later on. Or, perhaps they'll want to learn the other way around. You can mention that you have the written version on your website and they can sign up to your email list to receive it. That's a great way to connect your podcast to your email list to get some great sign-ups.

There are many wonderful ways you can teach and inform through your podcasts and use podcasting as an effective means of driving traffic, building your list, and getting more sales. One thing to always keep in mind as you're podcasting is to keep people at the forefront of your mind at all times. Teach them effectively, help them out, put yourself in their shoes, and be the kind of teacher you wish you yourself had.

Introducing People to Your Brand through Podcasts

You might initially start sending your own current traffic to your podcast to give it a boost. You might tell your email list, your blog readers, and your social media contacts that you have started a podcast. You want them to subscribe, rate you, and share your podcast all over the web.

But beyond that initial boost, people will start to find your podcast on their own through the iTunes directory and through any other podcast directory you choose to submit to. That's great! Your podcast is a great introduction to your brand.

That's why, in addition to creating your initial 10 podcasting episodes, you should give some thought to things like your cover image, the descriptions you use on your podcast episodes, including your website link in your

podcast episodes, and things like that. You are branding yourself. Don't be afraid to tell people who you are and what your business is. Don't be afraid to tell people to visit your website. Give them a call to action to go ahead and visit your website.

Your podcasts are a great way to get people familiar with you and your brand. The more often they listen to your podcast, the more likely they are to visit your website and sign up for your email list. This brand familiarity is going to be very good for your business. And because they can hear your voice, they will feel a personal connection with you that they might not feel through the written word. These initial 10 podcast episodes can definitely give you a running start in that regard.

Repurposing Articles as Podcasts and Vice Versa

I talked about this a little bit but it deserves extra attention. You can repurpose the articles and blog posts and any other content you've written as fodder for your podcast episodes. You spent a lot of time creating your written content. You've researched and poured your heart into this content. There's no reason to let that be the end of it.

You can use that content as sort of an outline for your podcast episodes. You can even use the same titles for your podcast episodes as you used for your articles. Or not, depending on what your gut and your niche research into what others are doing with their podcasts tell you.

In some cases, you can just go ahead and record what you've written in your articles or blog posts word for word and post those as podcasts.

You can also go the other way around. Maybe you are starting out with podcast episodes and you haven't created any written content. You can use podcasts as your first type of content. Later on, when you're comfortable, you can have someone transcribe the content for you. You can then edit those transcriptions into written articles and blog posts. Or, you can post the transcriptions for people to download on your podcast blog.

Some people learn best through listening. Some people learn best by reading. Some people learn best with a combination of both. Actually, I

think you'll find that *most* people learn better with a combination of both. Either way, you can catch more of the overall niche audience if you repurpose articles as podcasts and vice versa. This is something far too few people do and it's something you can see a lot of benefit from doing.

So you've created 10 articles. You've created 10 blog posts. And you've created 10 podcasts.

Well now you can take those 10 articles and turn those into 10 podcasts. Now you have 20 podcast episodes.

You can take those 10 blog posts and turn those into 10 podcasts. Now you have 30 podcast episodes.

You've created 10 original podcast episodes. You can turn those into 10 additional articles.

You get the picture. Repurposing is a fantastic way to really hit this 5X10 method out of the park.

Planning for More Podcast Episodes and Getting into the Groove

Hopefully, you've created a full schedule for the rest of the podcast episodes you're going to create for this month, and beyond. It's so important that you stay consistent with your podcast episodes. You want people to know what to expect and you want to stay on a consistent schedule without missing any podcast timeslots. If you're going to miss posting an episode, let people know. And remember, your podcast episodes don't have to be overly long. Even 10 minutes is okay, in many cases.

Keep a notebook full of your ideas for additional podcast episodes. Stay motivated and excited. Stay on top of what's going on in your niche so you never run out of ideas for what to podcast about. Get into the groove! Promote your podcast. Get people to review your podcast on iTunes and subscribe to your podcast on iTunes so you show up better in the search engine rankings in the directory. Learn what you can do to optimize your podcast in the directories so more people can find you.

Soon enough, you will be getting some great traffic from your podcast and you'll see all the benefits we talked about. You just have to stick with it, and it starts with these 10 episodes.



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