

Podcasting 101

The Basics for Being a Guest or Starting Your Own

Agenda

- Podcast overview
- Being a guest
- Why would you want to start a podcast?
- How to create your show

Who here listens to podcasts?



What Is a Podcast?

The technical definition:

A digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically.

What Is a Podcast?

History:

The term “podcast” is a mashup of “iPod” and “broadcast” and started surfacing in 2004.

In June 2005, Apple opened the Podcast area of iTunes so users could easily subscribe to shows and download them to their iPods or computers.

Today, podcasts are available from many outlets to play on an array of devices, including such newcomers as Amazon’s Alexa.

Know Your Why!

It's important as you decide if and when to use these strategies.

Why would you want to be on a podcast?

Two primary reasons:

- Introduce your books and brand to a new audience
- Interact with your current audience in a new way

Why would you want to be on a podcast?

Additional Visibility for Your Author Platform

Showing results for "poppy dennison"

Books

- Soul Magic: Poppy Dennison \$6.99
- Spring Fever: Poppy Dennison \$0.99
- Mind Magic: Poppy Dennison \$6.99
- Sevensmagic: Poppy Dennison \$6.99
- Kleinstadthelden: Poppy Dennison \$4.99
- Born This Way: Poppy Dennison \$3.99
- L'Éme de la magie: Poppy Dennison \$6.99
- Soul Magic (Ballad): Poppy Dennison \$6.99
- Magia mental: Poppy Dennison \$6.99
- La force de la magie: Poppy Dennison \$4.99

Audiobooks

- Soul Magic: Triad, Book 3 (Unabridged): Poppy Dennison \$16.95
- Mind Magic: Triad, Book 2 (Unabridged): Poppy Dennison \$16.95
- Body Magic: Triad, Book 1 (Unabridged): Poppy Dennison \$16.95
- Wild Magic: Triad, Book 4 (Unabridged): Poppy Dennison \$14.95
- Dogwood Days & Spring Fever: Poppy Dennison \$17.95
- Creature Feature (Unabridged): Mary Carolla, Poppy...

Podcast Episodes

NAME	PROVIDER	PODCAST	TIME	POPULARITY	PRICE
Ep 62: Michael Jensen Discusses "Man & Beast"	Jeff Adams & Will Knauss	Jeff & Will's Big Gay Fiction Podcast	1:01:59	██████	Get
Poppy Dennison Talks New "Dreamspun" Lines & More	Jeff Adams & Will Knauss	Jeff & Will's Big Gay Fiction Podcast	48:08	██████	Get
Ep 12: Poppy Dennison Interview & Question of the Week	Jeff Adams & Will Knauss	Jeff & Will's Big Gay Fiction Podcast			

Podcasts

- Jeff & Will's Big Gay Fiction Podcast: Jeff Adams & Will Knauss

Showing results for "mimi jean pamfiloff"

Books

- King's: Mimi Jean Pamfiloff \$0.99
- King for a Day: Mimi Jean Pamfiloff \$2.99
- King of Me: Mimi Jean Pamfiloff \$4.99
- Boxed Set: The King Trilogy: Mimi Jean Pamfiloff \$6.99
- Tommaso: Mimi Jean Pamfiloff \$3.99
- BOXED SET: The Mermen Trilogy: Mimi Jean Pamfiloff \$6.99
- Mr. Rook: Mimi Jean Pamfiloff \$3.99
- Mermen: Mimi Jean Pamfiloff \$0.99
- McClless: Mimi Jean Pamfiloff \$4.99
- Mack: Mimi Jean Pamfiloff \$3.99

Audiobooks

- Accidentally In Love With... A Goat? (Unabridged): Mimi Jean Pamfiloff \$19.95
- Accidentally Married to... A Vampire? (Unabridged): Mimi Jean Pamfiloff \$19.95
- Accidentally... Over? (Unabridged): Mimi Jean Pamfiloff \$19.95
- Sun God Seeks... Surrogate? (Unabridged): Mimi Jean Pamfiloff \$19.95
- Vampires Need Not... Apply? An... (Unabridged): Mimi Jean Pamfiloff \$19.95

Podcast Episodes

NAME	PROVIDER	PODCAST	TIME	POPULARITY	PRICE
RBTP #24, Mimi Jean Pamfiloff	vdanann	Romance Between the Pages	1:02:22	██████	Get

Podcasts

- Romance Between the Pages: Victoria Danann and ...



Why would you want to be on a podcast?

Additional Visibility for Your Author Platform

Showing results for "sarina bowen"

Books

- The Year We Fell Down: Sarina Bowen \$2.99
- Bittersweet: Sarina Bowen \$3.99
- The Year We Hid Away: Sarina Bowen \$3.99
- The Understatement of the Year: Sarina Bowen \$1.99
- Rookie Move: Sarina Bowen \$7.99
- The Shameless Hour: Sarina Bowen \$3.99
- The Fifteenth Minute: Sarina Bowen \$3.99
- Shooting for the Stars: Sarina Bowen \$2.99
- Blonde Date: Sarina Bowen \$1.99
- Keepsake: Sarina Bowen \$3.99

Audiobooks

- The Understatement of the Year...: Sarina Bowen \$17.95
- Keepsake (Unabridged): Sarina Bowen \$14.95
- Bittersweet: The True North Series...: Sarina Bowen \$14.95
- Rookie Move: The Brooklyn Bruisers...: Sarina Bowen \$14.95
- The Shameless Hour (Unabridged): Sarina Bowen \$21.95
- The Year We Fell Down (Unabridged): Sarina Bowen \$17.95
- The Fifteenth Minute (Unabridged): Sarina Bowen \$17.95
- Steadfast: The True North Series, Book...: Sarina Bowen \$14.95

Podcast Episodes

NAME	PROVIDER	PODCAST	TIME	POPULARITY	PRICE
Ep 22: Sarina Bowen Interview, "Hot Trick"	Jeff Adams & Will Knaus	Jeff & Will's Big Gay Fiction Podcast	57:00	██████████	Get

Podcasts

Jeff & Will's Big Gay Fiction Podcast
Jeff Adams & Will Knaus

Showing results for "Theresa Romain"

Books

- Season for Scandal: Theresa Romain \$4.99
- Holiday Pleasures Bundle: Theresa Romain \$14.99
- The Sport of Baronets: Theresa Romain \$2.99
- Those Autumn Nights: Theresa Romain \$2.99
- Season for Surrender: Theresa Romain \$5.99
- To Charm a Naughtily...: Theresa Romain \$6.99
- A Gentleman's Game: Theresa Romain \$7.99
- It Takes Two to Tangle: Theresa Romain \$6.99
- Season for Desire: Theresa Romain \$5.99
- My Scandalous Duke: Theresa Romain \$2.99

Audiobooks

- It Takes Two to Tangle: Matchmake...: Theresa Romain \$17.95
- Fortune Favors the Wicked: Royal...: Theresa Romain \$23.95

Podcast Episodes

NAME	PROVIDER	PODCAST	TIME	POPULARITY	PRICE
231. Horse-Mad Little Girls and Historical Romance: An Interview with Theresa Romain	SB Sarah	Smart Podcast, Trashy Books: Reviews, Interviews, and Discussion...	54:40	██████████	Get

Podcasts

Smart Podcast, Trashy Books...
Sarah Wendell - Rom...



Finding the Right Show(s)

- There are book-related podcasts out there, finding the ones to pitch to is similar to approaching a blogger
- Find shows via Google/iTunes
- Research the show by looking at the website and listening to recent episodes.
- Make sure the show covers what you want to talk about—whether it's an interview with you, reviewing your book or other ideas you have.

Finding the Right Show(s)

Look beyond book podcasts, such as podcasts that relate to your plot:

- Places
- Characters
- Plot Points

The key is to study the show and its episodes to make sure you're not wasting your time and the hosts by pitching your idea.

Being a Good Guest

- If you're an introvert, as most authors are, gather your social energy in preparation for the interview. Do what you need to do to charge yourself for the social interaction.
- Even if you don't know the interviewer, do your best to seem as though you're having a conversation with a close friend. The more conversational you can be, the better.

Being a Good Guest

From Sarah Wendell, *Smart Podcast, Trashy Books*:

- Think about what you're going to say, and why you're being interviewed. New book? New series? Something else?
- Think of a few bullet points you want to make sure you mention - even write them on index cards if you're nervous.
- You can also ask what kinds of questions will be asked, or what you'll be talking about before the interview starts.

Good Guest: Step by Step

Before the Interview

- Do your homework: Make sure you know the show and the types of interviews they do.
- Know the 1 or 2 points you must make
- If you have the questions in advance, know your answers.

Good Guest: Step by Step

During the Interview

- Ensure you have a great phone or internet connection
 - Don't be afraid to ask the host for help testing your connections and sound.
 - Try to be available to talk via Skype (or similar method) because it will usually sound better than a recorded phone call.
 - An internal mic on a computer less than five years old typically has great pickup.
- Be in a small, quiet room and close the door
- Turn off notifications on phones, computers, tablets
- Speak naturally and conversationally

Good Guest: Step by Step

During the Interview

Most Important

Have Fun!

Good Guest: Step by Step

After the Interview

- Send any shownotes links or images promptly
- Confirm when the episode will air and get a link so you can share it.

Shownotes

Shownotes guide listeners to what they heard about during the podcast.

Show Notes

Here are the things we talk about in this episode:

- [JeffAdamsWrites.com](#)
- [WillKnauss.com](#)
- [Rainbow Book Fair website](#)
- [GayRomLit website](#)
- [Why Persist as a Writer in Time of Such Heinous Fuckery](#) on [Terrible Minds website](#)
- [Kameron Hurley; How to Keep Writing Through Time of Great Political Upheaval](#) on [Terrible Minds website](#)
- [Bob Ross painting episodes](#) on [Netflix](#)
- [Big Gay Fiction Podcast](#) on [Patreon.com](#)
- [Big Gay Fiction Podcast patrons](#) on [BGFP website](#)
- [Poppy Dennison website](#)
- [Coastal Magic website](#)
- [Petal to the Metal](#) podcast website
- [How do You Write](#) podcast website
- [Smart Podcast, Trashy Books #232](#) with [Bea & Leah Koch website](#)
- [The Seductive Allure of Romance Novels](#) on [CBS Sunday Morning website](#)
- [Painted on My Heart](#) by [Kindle Alexander](#) on [Amazon](#)
- [Jeff's review of Painted on My Heart](#) by [Kindle Alexander](#) on [JeffandWill.com](#)
- [Jack & Louisa Act 2](#) by [Andrew Keenan-Bolger](#) and [Kate Wetherhead](#) on [Amazon](#)
- [Jack & Louisa Act 3](#) by [Andrew Keenan-Bolger](#) and [Kate Wetherhead](#) on [Amazon](#)
- [Jeff Reviews Jack & Louisa Act 2 and Act 3](#) by [Andrew Keenan-Bolger](#) and [Kate Wetherhead](#) on [JeffandWill.com](#)
- [The Worst Best Man](#) by [M.J. O'Shea](#) on [Amazon](#)
- [Sunday in the Park with George](#) on [Broadway website](#)
- ["Finishing the Hat"](#) sung by [Jake Gyllenhaal](#) on [Facebook](#)
- [Newsies: The Broadway Musical](#) on [Fathom Events website](#)
- [Powerless](#) on [NBC](#)
- [Crazy Ex Girlfriend](#) on [Netflix](#)
- [Jay from Joyfully Jay](#)
 - [Joyfully Jay website](#)
 - [Opposites Attract Week \(April 4-6\)](#) details on [Joyfully Jay](#)
 - [Wolfsong](#) by [TJ Klune](#) and performed by [Kirt Graves](#) on [Amazon](#)
 - [Review of Wolfsong](#) by [TJ Klune](#) and performed by [Kirt Graves](#) on [Joyfully Jay](#)
 - [Guarding Mr. Fine](#) by [HelenKay Dimon](#) on [Amazon](#)
 - [Review of Guarding Mr. Fine](#) by [HelenKay Dimon](#) on [Joyfully Jay](#)
 - [Hot Licks](#) by [A.M. Arthur](#) on [Amazon](#)
 - [Review Hot Licks](#) by [A.M. Arthur](#) on [Joyfully Jay](#)
 - [Lisa Henry](#) on [Amazon](#)
 - [J.A. Rock](#) on [Amazon](#)

Questions?

Why would you to start a podcast?

Your personal “why” is the most important answer.

Why: An Example

From Jeff & Will, *Big Gay Fiction Podcast*:

- We're passionate about gay romance fiction
- We love talking to authors and this lets us do it all the time
- We wanted to spread the word about the genre
- It's a platform to talk about other things we love (movies, TV, Broadway, etc.)

Why: An Example

From Sarah Wendell, *Smart Podcast, Trashy Books*:

- Seriously, I always wanted a radio show, and now I have one. Sort of. 😊 I love radio, and I love podcasting.

After the Why

- **Be ready to devote time**

Each show will take time to produce. Example: *BGFP*, on average, takes five hours a week to create the 30 to 60 minute show.

- Says Sarah Wendell: “This is a lot of work. Scheduling, booking, pitching, then recording, editing, mixing, producing, uploading, promoting, then starting over again for the next episode. The tools are very low cost now, and there are 101 guides to help you get started, but go in knowing this is a time and labor commitment.”

- **Get ready to learn — and don't be afraid of it.**

The learning curve isn't steep, but there are things you'll likely need to learn about technology.

- **Be consistent**

The podcast audience expects consistency. Set your schedule and stick to it.

- **Plan to be authentic**

Be yourself. Let your audience get to know you.

Start Easy

Start simply and evolve your show as you learn.

Questions?

Four Elements For Remarkable Podcast

- **Authenticity**

What topic do you love? What topic do you love reading about, do you enjoy talking about, will you debate for hours? Do you think about it in the shower? What topic can you really dig into and love, and put yourself into?

- **Usefulness**

Every episode should do at least one of these things and preferably a combination:
Educate, Entertain, Inspire

- **Sustainability**

This is the single most important thing that you can do to build an audience. Because the battle for audience attention is a war of attrition in which attitude is greater than aptitude.

- **Profitability**

Two elements: you and your audience. You need to cover your costs. Your audience audience needs a return on their time investment.

How to Create

- **Define Your Audience of One**

Listeners are looking for one-to-one relationships. Listeners want to have the feeling the host is only talking to them rather than a crowd. They want to feel special!

- **Define Your Format**

- Interview
- News & current events
- Q&A
- Expert based
- Or, create your own

How to Create

- **Name Your Show**
 - Original and unique
 - Descriptive
 - Easy to pronounce and spell
 - Make sure you can get its web domain

The Equipment

Recording sound is a must

Recommended: buy a good quality microphone

- While a computer's internal mic is okay, having one specifically for podcasting is better.

Audio recording software

- There's is good, *free* software available.

Call recording software (only needed if you're doing interviews)

- Plugins are available for Skype to record calls.
- Apps are available for iPhone and Android to record calls.

Many podcasts, including *BGFP*, list on their website what equipment is used.

You can see our equipment details at <http://www.jeffandwill.com/biggayfictionpodcast/about-jeff-wills-big-gay-fiction-podcast/>

Getting Started

Once you've got your recording equipment, there's more to consider.

- **Create artwork.**

You need a square logo to be in podcast listings

- **Create a website and social media accounts**

For maximum discoverability, you need a website that will be the home of your show.

- **Decide on your initial in-show elements**

Will you have theme music? Do you need sound effects? Will there be bumpers to segment the show?

These are all optional, but you need to decide what you're going to start with.

Launch Prep

Select a provider to host your audio files

You probably can't use the same host for your website and podcast.

A podcast host will not only host your file, but distribute it to the podcast aggregators like Apple Podcasts, Google Play Music, iHeart Radio, Stitcher, PlayerFM and all the others.

Create your initial episodes

It's recommended to release the first two to four episodes simultaneously so listeners can become fans quicker.

Promote the show

As with launching a book, you want to use every channel at your disposal to announce the launch of your show, including blogs, social media and, of course, other podcasts. If you understand your audience, you'll know where to find them.

Being a Showrunner

- Constantly look for ways to systematize what you do so it's more efficient
- Leave time in your schedule to manage show activities
- Plan ahead
 - Keep notes of things you want to talk about each episode--not just the very next one, but future as well
 - If you accept guests, do interviews enough in advance so it's not a stress point.
- Make sure your website details how to get in touch with you and what your policies are around guests and submitting to you for review

Using Video

- Video is optional
- Some podcasts record a video feed of their show so users can chose from an audio or video experience
 - You can also create a video feed using just your show logo.
- The YouTube channel is another point of discoverability

Social Media

- Great way to promote each episode to your followers.
- Allows a place for people to find and interact with you.
- Ideal for content between shows
 - Includes promoting your backlist of shows

Patreon

- Many podcasts use Patreon to help pay for production costs.
- Great way to allow fans to support your show and get special benefits
- When starting, review what podcasts similar to yours are doing so you have an understanding of what the audience will go for.
- We recommend only doing this after you're established.

Questions?

Resources

- **Liberated Syndication**

Podcast host and distributor. Offers many how-to webinars for beginners and pros. (<http://libsyn.com>)

- **The Showrunner Podcast**

This podcast is essential for any podcast creator. From their home page you can sign up to get the free *9-Step Beginner's Guide to Launching a Podcast* (<http://rainmaker.fm/series/showrunner/>)

- **Showrunner Short: The 4 Essential Elements of a Remarkable Podcast** (<http://rainmaker.fm/audio/showrunner/remarkable-podcasts/>)

- **The Creative Penn Episode 314: Podcasting Tips And Tricks With Jerod Morris**

Author Joanna Penn talked with *The Showrunner's* Jerod Morris about tips and tricks for guests and hosts. (<http://www.thecreativepenn.com/2017/03/27/podcasting-tips/>)

- **Smart Podcast, Trashy Books**

With over 240 episodes, Sarah Wendell's show is an inspiration to us and is a great example of a show in the romance community.

Happy Podcasting