The Christian's Complete Guide to Podcasting Your Passion

Instructor: Dr. Harold L. Arnold, Jr., Family Life Educator, Author, Podcaster, and Influence Coach

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Student Handout (Pre-Conference Suggestions)

Pre-Conference:

- If you'd like the best hands on experience, please plan to bring your laptop

- Download the software Audacity (and the LAME software) to your laptop
  - http://www.audacityteam.org/download/
  - OPTIONAL: If you're really an overachiever, you can check out one of the Audacity tutorials on Youtube.com. Here is one of many: https://www.youtube.com/watch?v=zqrnCFLSWkU

- If you have an opportunity, download the following files from shared Google Drive that we will be using during the course:
  - Folder: https://drive.google.com/drive/folders/0B9dKGeQfqH8mROZ4elNBMk1UOWc?usp=sharing

    - "If it Aint Broke, Break it"
    - LYH Intro
    - LYH Outro
    - "The Big Podcasting Picture"
    - "Dee Marshall Interview Guide"
    - "GPCWC Podcasting Screenshots"

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Student Handout
(Session 1: Thursday 10:15 - Noon)

MODULE 1: BORN TO PODCAST?
- Featured Scripture: Acts 1:1-8

    o PROOF:

    o POWER:

    o PURPOSE:

- To be a "witness" is to have "a first hand experience of the risen Christ"

Personal Purpose Statement:

I Help _____

Do _____ Better

So that they can _____

- The **DRAGONS** (DOUBT, REGRET, APATHY, GUILT, OBSTINANCE, NARCISSISM, SCARCITY) seek to destroy your sense of purpose

The Pursuit of Influence

- Step 1: Find Your Voice

- Step 2: Share Authentically

- Step 3: Serve Your People

MODULE 2: INTRODUCTION TO PODCASTING

Why is now the time to start your podcast?

- Podcasting consumption is experiencing steady growth

- Podcasting has appeal across demographic cohorts

- The location and speed of Podcast consumption is flexible

- Listeners subscribe to multiple podcasts simultaneously

EQUIPMENT SET UP
- **Microphone**: Converts sound into an electrical signal
- Shock Mount: Isolate microphones from mechanically transmitted noise
- **Pop Filter**: Noise protection filter for microphones, typically used in a recording studio. It serves to reduce or eliminate 'popping' sounds caused by the mechanical impact of fast moving air on the microphone during recorded speech. It also keeps moisture off the microphone which can cause mold growth.
- **Audio Limiter Gate** (optional): A noise gate or gate is an electronic device that is used to control the volume of an audio signal—attenuating signals above and below an established threshold.
- **Mixer** (optional): A mixing console is an electronic device for combining (also called "mixing"), routing, and changing the volume level, timbre (tone color) and/or dynamics of many different audio signals down into a single source
- **Digital Audio Recorder** (optional): Technology that can be used to record, store, generate, manipulate, and reproduce sound using audio signals that have been encoded in digital form.

SOFTWARE SETUP:
- **Choose audio editing software:**
    - Audacity (Recommended)
    - Garage Band (comes included with mac OS)
    - Ocean Audio
- **Choose interview recording platform (when guests are virtually participating in podcast):**
    - Skype (requires Internet access)
    - FreeConferenceCall.com (requires on telephone access)
- **Choose a Podcast Directory: Your podcast will need to be listed on one or more of these):**
    - iTunes, Stitcher Radio, SoundCloud (avoid this one), iHeart Radio, PodBean, Google Play

Homework to Complete Before Session 2
1. Imagine that in two days you have **one opportunity** to talk to an audience of 1000 people for 45 minutes about any subject. Identify your **subject** and **five main talking points**.
2. Given your keynote interest, brainstorm 3-5 topics about which you could podcast.
3. Who is the target audience to whom God has called your voice? Be specific!

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Student Handout
(Session 2: Thursday 4:45 – 6:00 PM)

MODULE 3: DESIGN YOUR PODCAST

When Choosing your Podcast Topic, it should be:
- A topic about which you are highly passionate
- An area of expertise and/or deep curiosity
- Of interest to a broader community, even if a niche one
- A topic about which others seek your advice and/or perspective
- Fitting to your personality (e.g., serious, light-hearted)

When Choosing a Podcast Name, consider the following:
- How clearly does it convey your topic or perspective?
- How closely does it reflect a name that is the exact topic for which people are looking?
- Does it duplicate an existing podcast title
- Is it easy to remember and share?
- Does it include keywords that are likely to bring more traffic?
- Does it lend itself to a nice graphic?
- Can you register the domain?
- Remember: iTunes allows up to 255 characters for the title, but depending on screen size only a portion may be visible to potential listeners

Three Types of Podcast Shows

Podcast Types	Advantages	Disadvantages
Interview	• Requires less talking • May leverage guests' audience	• Logistics of identifying and booking guests that fit your audience
Solo Monologue	• Features your own voice and ideas • Fewer logistical challenges	• Requires a lot of content to share • Can feel lonely
Co-hosted	• May encourage one another • Conversation is easier than monologue	• Have to find partners with whom you mesh • Need equal commitment

How Frequently Should You Podcast?

Choosing your Podcast Frequency should be driven by three factors:

- You absolutely must be consistent in your production schedule to build an audience
- The typical show is 30-45 minutes and takes 3-4 hours to prepare and produce Considering your life demands, what pace of production can you sustain for the next two years?
- How much content do you have to share?

How Should Your Format Your Podcast Episode? (Conventional Approach)

- [*2 minutes*] Introductory Music >>Teaser clip (optional)>>State the Podcast Name and Theme >>Indicate the episode topic
- [*20-25 minutes*] Warm up >> Episode background >> Introduce Guest (if applicable) >> Featured Presentation / Q&A >> Contact Info for Guest
- [*1-3 minutes*] Recap of Key Takeaways >> Call to Action >> Outtro

What are Podcast 'Show Notes'?

An Episode's "Show Notes" is a succinct written summary of items discussed during the show, typically including:

- Simple reference code to make it easy to find each episode (e.g., LYH100)
- Short summary (prose) of key points from the episode
- Link to guest website and resources (if applicable)
- Linked references to resources discussed during the episode or otherwise useful to your audience
- Links to your website (especially other episodes that may relate to the current one) and social media platforms

What is the Purpose of Podcast 'Show Notes'?

- Help potential listeners quickly scan content to determine interest in full episode
- Alleviate need for audience to remember or write down points of interest and resources
- Simplify visual consumption of your content for your audience
- Draws listeners to your website
- Cross promotes your other resources
- Increases the life of your content
- Allows opportunity for the audience to leave comments and engage
- Help rank your site for search engine optimization

Homework to Complete Before Session 3

1. Write a paragraph describing your chosen podcast topic and why it excites you.
2. Narrow your candidate podcast titles down to 1-2 of your best ideas
3. Identify and listen to at least one episode of one podcast with a theme similar to yours
4. If you're interested in a co-hosted podcast, brainstorm who might be good co-hosts with you.
5. [OPTIONAL] Find each type of podcasts we discussed (Solo Monologue, Interview, Co-hosted) and listen to excerpts of one episode. What do you like/dislike about each format?

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Student Handout
(Session 3: Friday 10:45 – Noon)

MODULE 4: CREATE YOUR PODCAST CONTENT

Top 10 Tips for a Successful Podcast Recording
- Prepare a script for your episode
- Find a location with minimal background noise
- Connect your microphone to a recording device
- Test your connections before recording, especially when recording guests
- Don't forget to hit the record button
- Speak at a normal-to-loud speaking voice and aim to make this level around -20 dB
- Monitor the audio levels for yourself and guests
- Refrain from habits that produce tangential sound (e.g., tapping, mouse clicks)
- Keep your mouth a consistent distance from microphone and speak directly into it
- Follow Your Episode Outline

Key Types of Audio Files
- .wav – Recommended as recording format
- .mp3 – Recommended as publishing format because of compression

What is an Editorial Calendar?
A planned outline of your podcast episodes which include:
- Publication Date
- Episode #
- Show topic
- Show description
- Guest/Co-host candidates (if applicable)

Why is an Editorial Calendar important?
- Helps you plan ahead for content
- Helps in knowing who to invite as guests on your show
- Helps minimize "blank sheet syndrome"
- Helps episodes feel interconnected rather than disjointed
- Helps in packaging and promoting upcoming episodes
- Facilitates planning around promotional events

MODULE 5: INTERVIEWING GUESTS

Top 10 Sources for Finding Guests for Your Podcast Episodes

1. Brainstorm friends, family, and associates who are subject matter experts on your episode topic
2. Listen for (and contact) experts who appear on other podcasts (or the podcasters themselves) with themes similar to your own
3. Contact bloggers on your topic of interest
4. Contact authors of books (or even op ed pieces) on your topic
5. Check the hashtags for your show topic on social media channels (Instagram, Twitter) and find those posting most
6. Search Youtube for experts on your topic
7. Join online communities on your topic of interest to meet other subject matter experts
8. Contact local or regional government officials working/legislating your area of interest
9. Ask for recommendations/referrals from past guests
10. Hire guest brokering services (significant fees involved)

Inviting Guests to Your Show

Here is an invite (four components) that I sent to an influencer via Facebook direct message:

- Show familiarity with their message
- Leverage their publicity need
- Invite as promotional opportunity
- Briefly show common interests

Top 15 Interview Tips with Guests

1. Practice interviews with family and friends
2. Communicate flexible recording times that fit guest's availability (some use calendar apps for
3. Develop a Podcast Interview Guide that you give to guest ahead of interview
4. Be exactly on time for the recording
5. Test your connections ahead of time and have a backup plan in case something fails
6. Ask your guests to be mindful to minimize their background noise
7. Make sure that you are recording and no audio interference is evident
8. Introduce your guest in a personable way (rather than reading a bio)
9. Make sure your guest does most of the talking
   a. When interviewing multiple guests, ensure balanced time across them
10. Do your research on the guest and any featured resource(s) so that you can ask insightful rather than boilerplate questions
11. Assume a "Beginner's Mind"
12. Ask open-ended questions that your audience would ask if they had the chance and follow the rabbit trails
13. Allow ample time to discuss guest's resources and solicit contact info for those interested in more information - include all of this information in the Show Notes.
14. Consider having a unique signature question asked of all guests
15. Post interview - send follow-up thank you and ask if they would share with their network/audience

Five-part Podcast Interview Guide Formula (download sample from Google Drive)

Part 1: Guest Introduction (identify resources)
Part 2: Warm up for Guest (easy questions about their platform and purpose to connect your guest to audience)
Part 3: Probes connecting the guest to the episode topic
Part 4: Probes highlighting resources, its reason for existing, and key relevant messages for your audience (ask about some meaningful aspect in the resource that you uncovered that is meaningful to your audience)
Part 5: Conclusion (recap of discussion, share key guest contact information, thank you, sign-off)

Homework to Complete Before Session 4

1. Create an editorial calendar (outline) for your podcast's first three episodes.
2. If you do not have one already, set up an account on Facebook and Twitter
3. Review interviewing tips as you will be doing mock interviews in class

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Student Handout
(Session 4: Friday 4:45 – 6:00 PM)

MODULE 6: PRODUCE YOUR PODCAST

Introduction to Audacity audio editing software:

Audacity has many features including:

- **Record live audio**, as well as audio playback on a computer

- **Edit various audio file formats**, like WAV, AIFF, FLAC, MP2, MP3

- Take multiple sound files and **copy, cut, mix, or splice them** together

- **Post-processing of all types of audio**, including podcasts by adding effects such as normalization, trimming, and fading in and out.

The 1-2-3 of Editing:

1. **Import / Open Audio File (Locate your desired audio file)**

    Locate sample file: "If it Ain't Broke, Break It"

2. **Zoom in to locate audio sections to remove**

    - Remove dead air at beginning

    - Remove Couple Challenge through end (Time mark: ~26:46)

3. **Insert audio clips (e.g., drops, music)**

    - Insert Introduction audio

    - Insert Closing audio

4. **Sequence audio** (Hint: Use Time Shift Tool)

5. **Save and export project as mp3**

What is ID3 Tagging?

ID3 tags are a **way of storing information about your MP3 file**. It's a standard that's used by hardware and software developers around the world. When you listen to a podcast in applications such iTunes or Stitcher, you can see information such as the title, podcast name, host name, image of the podcast etc. This information is all stored within the MP3 file using ID3 tags.

ID3 MetaData Attributes

- Artist Name: Podcast Host, Byline (example: Dr Harold Arnold, Family Life Blogger, Leadership Expert)
- Episode number/title: LYH115 - "If it Ain't Broke, Break It"
- Album Title: Title of Your Podcast (example: The Leading You Home Podcast)
- Track Number: Your Episode # (example: LYH115)
- Year: Year of the episode release (2017)
- Genre: Podcast
- Comment: Summary of the Episode

Homework to Complete Before Session 5
1. If you have internet access, watch the Audacity Tutorial: https://www.youtube.com/watch?v=zqrnCFLSWkU
2. If you have a laptop, practice the 1-2-3's of Editing
3. Catch up on any homework that you haven't completed

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Student Handout
(Session 5: Saturday 1:15 – 2:30 PM)

MODULE 7: DISTRIBUTE YOUR PODCAST

When choosing a Podcast Hosting Company consider the following:
- Podcast frequency and length (impacts **storage** and **bandwidth** needs)
- **Reliability** (of hosting company)
- **Ease** of interface
- Call-in feature needed?

Sample of Hosting Companies to Consider:

Host	Description	Monthly Pricing
Libsyn	Libsyn is one of the first podcast hosting sites (est 2004.) It is most known for its simplistic interface, easy RSS link generation and customizable information for iTunes.	$5-$15+ (50-250 mb / month)
Buzzsprout	Buzzsprout is known for its fantastic customer support and ease to switch if you're with a different hosting company.	$12 - $18+ (upload 3 -6 hours / month)
PodBean	PodBean is built for both podcast publishers and audiences, with the ability to browse and explore other hosted podcasts.	$9+ (unlimited storage)
Podomatic	Podomatic makes it easy for anybody to be a podcaster. Just record your audio straight to the web and Podomatic will produce a feed that you can then use to subscribe your show to iTunes, etc.	$10+ (2 GB storage)
Spreaker	Spreaker is one of the 'friendlier' podcasting sites to use. Most podcast consumption is done via the mobile device. Spreaker offers several apps that makes this extremely convenient for not only the consumer, but the host as well.	$6-$20+ (100-500 hours of total storage)
BlogTalkRadio	A dominant force since its creation in 2006, BlogTalkRadio is the leader in live broadcasting because if its call-in feature.	$12+ (500 hours of total storage)

Setting up your RSS Feed?

- RSS, which stands for 'Real Simple Syndication' and 'Rich Site Summary', is a specially formatted webpage that **allows news-readers and podcast applications to more easily subscribe for syndicated content**.

- The specific technical format of a feed makes it so that you, the end user, can read data in a way that is more pleasing and easy to read.

- **Podcast directories such as iTunes, Stitcher, Zune, and others read your feed and scan it for properly tagged MP3 files**. That's how they know a new show came out, because it's shown in your feed.

- You **submit your feed address to podcasting directories like iTunes**— you don't upload each individual episode to them. This is why after the initial setup, all you have to do is keep publishing audio content on your website and iTunes (and other directories) will automatically get updated when new episodes come out.

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Podcasting Resources

Recommended Resources for Influence Building

- *10 Steps to Extraordinary Influence* (Download for free from HaroldArnold.com)
- *Second Shift: How to Grow Your Part-Time Passion to Full-Time Influence*, Dr. Harold Arnold, Jr.
- *The Leading Home Podcast,* Dr. Harold L. Arnold, Jr.

Recommended Podcasting Products / Services
- Audacity (Audio editor)
- Libsyn (Audio Hosting)
- Bluehost (Website Hosting)
    - **NOTE**: Appreciate you registering through the haroldarnold.com website which gives me an affiliate commission but costs you nothing additional)
- BluBrry Powerpress Plug-in (Setting up Your RSS Feed)

- **Pat Flynn's Excellent Introduction to Podcasting Tutorial:**
    - https://www.smartpassiveincome.com/tutorials/start-podcast-pats-complete-step-step-podcasting-tutorial/

- **Cliff Ravenscraft's (The Podcast Answer Man) Podcasting Tutorial:**
    - http://podcastanswerman.com/learn-how-to-podcast/

If you have a passion for marriage and family ministry, consider joining Dr. Arnold and the entire team for the Eusebeia Weekend Experience for Christian Couples in Hershey, PA from September 7-10. Visit http://prayformarriage.com