**[0:00:00]**

Jonathan: I want to welcome everybody to the first of three calls. This is the Podcasting 101 with me Jonathan Rivera from The Podcast Factory. If you guys are here live, I want to thank you so much for being here, I also want to tell you that you’re in for a treat because you guys got a super discounted rate to be here live. The reason I do that is because I want interaction. This is kind of a new process that I’m working on. Rather than save all your questions to the end, what I want to do is encourage you guys while we’re going through this to just go ahead and ask your questions there in the chat and I’ll go ahead and answer them on the fly as we’re going through this stuff because we’ve got a ton to cover and we’ve only got one hour to do it.

**[0:01:00]**

Today, basically, we’re going to go over the tech stuff and this is really how to get your show put together and into iTunes. Equipment, editing, uploading, all that kind of stuff, all that tech stuff that’s really what we’re going to be talking about today. The thing is a lot of people have been asking me about podcast. Tons of people always ask me about podcasting and the thing is I have consulting services. Most people can’t afford my consulting rates. It’s $500 an hour. I have no way to connect with a bunch of people to share this kind of stuff until now, until right now. Luckily, I got this idea from my friend Collin. I’m not sure how you say his last name, Theriot I think it is. Anyways, look him up on Facebook. He’s from The Cult of Copy and he gave me this idea. He said, “Why don’t you just go ahead and do it live?”

**[0:02:00]**

A lot of times you can’t scale consulting. But I can scale this right here that we’re doing because I have you guys who are here with me live. Thank you for being here. I see Nick and a few other people I know, so thank you guys for being here. But I’m also going to take this whole thing and turn it into a product. This is all going to turn into a product. You’re here from the beginning, you get to see this the whole way. Basically, it was too much information for me to fit into just one hour and there’s no way that I’m going to do a marathon, three hour session. I’m just not that kind of guy. If I could break it down into three main topics or three main sessions, then I could give you everything I know in deep detail and turn this into a product and scale out this information so that you guys can use it. That’s the idea and hopefully I’m not talking in circles here, but that’s the idea to what we’re doing.

**[0:03:00]**

You guys who are here live get to see this in multiple different ways. If you guys are thinking about also making products, you’re going to see how we roll this out. Look, this is no frills, okay? Basically, what we’re going to do is we’re going to go through. We’re going to check out this mind map and I’m just going to tell you about every little thing I know, each detail on the tech stuff of podcasting. Let’s just dive right into it, right? Have you guys checked out Ryan Levesque? He just put out a new book the Ask Formula. Inside that book, he talks about asking your clients questions, asking your prospects questions. Just asking questions and finding out what people are really looking for because a lot of time us marketers we like to dive in and bring whatever we think is important to you.

**[0:04:00]**

Bring it out there and put it out there because I said so. The fact is that 90% of the time we’re wrong. Ryan’s premise is to ask questions and then set things up. Anyways, go check out the book. He’s number one on Amazon and number one on LA Times and all that. Check out the book Ask Formula. Basically, what I did was I did some research. I dove into my list and I asked everybody that is on my email list, all of newsletters, every different niche, everything. I asked you guys, “Hey, what are the things that are most challenging to you about podcasting?” After a bunch of different answers and a bunch of different surveys and really analyzing the data and kind of condensing some stuff into topics here, we came up with three things. Number one is the tech stuff and that’s what we’re going over today.

**[0:05:00]**

We’re going to over the tech stuff. Basically taking your podcast audio and actually turning it into a podcast and what it takes to do that and how to get it into iTunes. That’s the stuff we’re going to cover today. Next time, we’re going to cover topics. Topics, it goes in a few different directions, including keeping topics fresh, always having stuff to talk about and also booking high quality guests, even when you’re new to the space. I’m going to give you all that stuff in the second session. And then, in the third and final session, we’re going to do the audience stuff. This is where we’re talking about building traffic, building your tribe, getting your audience, getting more downloads and even tricks to get leads, opt-ins and we’ll talk a little bit about selling stuff as well, all that is condensed into audience. Basically, after using Ryan’s Ask Formula, I came up with these three topics or these three branches of ideas or three buckets as Ryan would call them that we’re going to cover.

**[0:06:08]**

Today, we’re just going to dive into the tech stuff. I’m going to grab a sip of my coffee. I’m talking forever here and just see if there’s any questions to this point before we dive in. Chris is here. We got Andrew here. Wow, everybody’s here. All right, good stuff guys. I’m glad you guys are all here. Let’s keep moving and here’s my thing. I don’t know how you guys grew up, but I grew up really, really middle class. I grew up in New York and my mom used to take us to Pathmark. That was like – oh, we’re going food shopping.

**[0:07:00]**

They had the little videogames in the front. We got to go grocery shopping and we were out of the house. I didn’t call it groceries back then. That’s a southern thing. We got to go food shopping is what we called it and it was always a fun trip. One of things I remember is my parents always kind of wanting to make the most of their money, save every dime. One thing they would do is go down and buy the no frills brand. No frills was like basically no manufacturer Pathmark brand, so they got it boxed and stuff. Unlike here in Florida, we have publics brand and it’s really good. Back then, it was no frills, cheapest stuff, black and white and red packaging I think it was. That’s the way we save money. Anyways, I grew up that way, that minimalistic type of thing. Check it out.

**[0:08:00]**

This whole presentation is going to be no frills, all right? I don’t have a ton of slides for you. I don’t have any fancy videos. All I have is me spilling the beans on everything I know about podcasting and that’s going to start right now when we get into the tech stuff. I know that I’m going to have to close some windows so you guys don’t get ahead of me. Let’s shut some of this stuff down. We got to shut this down, shut this down. You can see how much we have to cover here, right? I’m going to cram this all into an hour. Wish me luck. We’re going to shut all this stuff down and kind of get the big picture overview. The tech breaks down into four main things, the equipment, having the right equipment. You don’t want to start a show and sound like you’re in a bathroom recording, right? That’s embarrassing. In fact, Ben tells a story, Ben Settle, if you listen to his Anti-preneur show.

**[0:09:00]**

He tells a story where he hated his audio on the first show. He had a mic and everything set up, but the only thing was that wasn’t his input into his recording software. He wishes that people wouldn’t hear that first show because he was embarrassed about his sound. I’ll help you avoid that today with giving you the right equipment. Next is editing and mixing. I’m really going to lean one way on this. I’ve done both but I know I’m going to lean one way and I’ll tell you about that in a little bit. Then you need hosting, all right. You need somewhere to store your audio files so they can be played back. And then, you need some syndication. What you need to do is once you have your wonderful sounding podcast recorded and edited and mixed and you have it hosted somewhere, now what you want to do is you want it syndicated and get it into multiple different platforms.

**[0:10:00]**

This is really a strategy that you use to get more downloads which we’ll obviously talk about in session three, when we talk about audience. Syndication at the level I’m going to show it to you is easy. If you can get your show in front of more people that it resonates with, why not do it? We’ll talk about all of that, but first we’re going to start out with the equipment. I’m going to give you some of the basic stuff that you need to have high quality sound. One of the things that we always get at The Podcast Factory is, “Hey, how do you get such great sound? How do you guys sound like you’re in the room together?” Not every show has your sound quality. I’ll tell you more about that in topics, session two, but I’m going to spill the beans on the set up here.

**[0:11:00]**

The first thing you need for good sound is a good mic. Some people will tell you that you could start with a headset and I know that my buddy John Lee Dumas recommends this headset that’s like under $30 or something like that. The fact is that if you’re going to be a professional, you need professional equipment. I just believe that you need to spend a few bucks on mic. You should have a good mic. It makes it fun. A good mic makes you sound good. It also makes you sound like deeper voice and stuff like that. You want to definitely invest in a good mic so you can sound like a professional. Really, if you just have a good mic and nothing else, that’s going to make you sound better than 90% of people out there. In just a little bit, I’m going to show you the whole set up, how to get a good mic and studio sound.

**[0:12:00]**

You’ll also need a quiet place. I record in an office. I’ve got carpet on the floor. It’s a decent sized office, so there’s no echo. I’m looking around right now, oh I love my office. Basically, I’ve got carpet on the floor, not a lot of hard surfaces, so not a lot of sound bouncing around. The only problem is that my office is at the front of our home, so sometimes my good microphone picks up the guys in the yard working and stuff like that. Making sure that you have a quiet place, not a lot of hard surfaces is super important to getting high quality sound. Next is software. All you need is something like, if you’re on Mac, you can use GarageBand, that’s what I use. If you need something other than GarageBand because you’re not Mac, I recommend that you check out Audacity.

**[0:13:00]**

Audacity is free software. Ben loves it. Ben’s on Mac, he still uses Audacity for some reason. He says it’s easier to use. Basically, good mic, quiet place to record, not a lot of hard surfaces and some sort of software. That’s everything you need to create an actual good sounding file that’s ready to become a podcast. That’s really, really simple. How many of you guys out there and maybe some of you guys are geeks like me, but how many of you guys out there, and maybe there’s some girls out there, how many of you would like to know the exact set up that we use at The Podcast Factory? It’s not just me, it’s all my people. Dan uses it, Ben uses it, Darin uses it. Everybody on The Podcast Factory uses this set up. Would you guys be interested in checking out that set up?

**[0:14:00]**

I see the questions are now popping up. Let’s do this. How would you like to not only see The Podcast Factory set up, but know how you can get it for under $200? I’m going to show you the set up. Check this out. What we use is an AT2020 USB. This is the mic, AT2020 USB. The reason I use this is number one, it is a super, super microphone for the amount of money you pay. This microphone has always outperformed almost anybody – anybody I get on a call with.

**[0:15:00]**

They’re on one of my shows, I’m on one of their shows, anybody that I record with, if they’re not using this set up, I usually sound better. The AT2020 USB is the heart of that set up. You can get all of this stuff, I’m going to show you how you can get all this stuff right on Amazon. In fact, in the downloads included with this, you’ll get a list of all that stuff. First, let’s go through this. AT2020 USB, you cannot beat it. The other thing I like about it, not only does it sound terrific but it’s a USB. You don’t need any mixer, you don’t need any special equipment. You just plug it straight into your computer and it works. That’s simple, easy to use and excellent sound. Next thing, I made this mistake for a long time.

**[0:16:00]**

Longer than I care to admit, but I didn’t have a good mic stand. I did a whole show, what was the name of the show? It was Marketing and Productivity Radio. You Google that, you’ll find an old show that Darin and I did. We probably did nearly 30 episodes and I didn’t have a mic stand. I use the mic stand that came with my AT2020. Basically, I had to hunch over and speak into the mic. I really didn’t like to do that, so my sound wasn’t great. I’m going to give you a tip right now on pro sound. Check this out. If you want to make sure that you sound the best you can with any mic you use, you got to have it right in front of your face, seriously. I sit with this microphone now about 3 inches from my face. Actually, the pop filter is probably about 3 inches from my face and that gives the good deep radio quality sound.

**[0:17:00]**

I couldn’t that before when I was on that old show because I was using that tiny little mic stand and I was having to lean over it. I had to hunch over it to talk into it. Getting a good mic stand allows you to have good placement of your mic which in turn allows you to have excellent sound. Next, a shock mount. What this is, it’s a bridge. You have your mic stand, you have your mic and you put your mic into a shock mount and then mount it to the stand. Why use this? One of the things I’ve noticed with the shock mount is if you bump it, the sound is not as hard. That’s important. But also, it makes your voice sound deeper. Something about it floating on that little spider mount makes you just come through clearer, deeper and just sound better.

**[0:18:00]**

You want to sound good, definitely you want to have a shock mount set up on your mic. Next, pop filter. If I didn’t have a pop filter here, it might hit the top of the charts there in your audio. It might spike out and distort. But if you have a pop filter in front of your mic, it helps cut down on any of those unwanted distortions. Your voice comes through crystal clear. That’s really super important. If you want to have a podcast and you want people to take you seriously, you got to have good sound these days because people are getting pickier and pickier about what they listen to. Podcasting has become so damn popular that everybody and their grandma is podcasting.

**[0:19:00]**

One of the ways for you to stand out head and shoulders above your competition is to have a good pro audio set up and good high quality sound so that when people hear your show, hear you talking, hear what you say, they’re just totally focused on that instead of wondering why your sound is so bad or what that noise is in the background. They’re just listening to your message because you come through crystal clear. I want to just check if there’s any questions here. No questions, good. If you guys have questions about anything in that set up, just drop them in the chat right and check this out. I’m going to give this to you in the downloads when you’re able to download this video. You’re going to get the resources with it. One of those resources is going to be The Podcast Factory recommended audio set up to make you sound like a pro. Check this out. Everything that I just described to you is about $180.

**[0:20:00]**

If you want to sound like a professional, all you have to do is invest $180. It breaks down like this. That Audio-Technica AT2020 is $120. The boom stand that I use is $25. The spider shockmount is $27 and the microphone wind screen pop filter deal is $8. $180 and you can have a professional set up ready to go. You can get all that on Amazon. You can go look it up yourself too, no worries, but I will provide that in the resources. Let’s see, there’s some questions on that. Blue Yetis are super popular and they sound good, but a lot of times I still sound better, when I’m talking to a Yeti user. But they are excellent microphones and they are a good value as well. Definitely, that’s another one that you can check out. I recommend this set up. You’ll get this in the downloads, is the AT2020. This whole exact set up right here will have you sounding podcast factory fresh.

**[0:21:00]**

Pro sound under $200, that is the equipment. What else do we have? Let’s move this up and grab a sip of my coffee. It’s getting cold. Hang on a sec. Let’s keep this thing moving. Editing and mixing. Maybe I should just close this stuff for now. Let’s just leave it open. I told you that I was going to sway one way more than the other and there’s a reason for that. I talked a little bit about the marketing and productivity radio show that I did with Darin several years ago and it was really when I became obsessed with having good sound and that’s when we got the great mics and started getting set up on all that stuff.

**[0:22:00]**

One of the things I figured out was that in order to have a good show, in order to keep things concise and really to the point, avoiding mistakes that I was going to have to just edit the show, right? My first podcast which was before that, I didn’t have to edit. I just recorded on the phone call and then post it to iTunes, but hey, we’re evolving. When we were doing marketing and productivity radio, I wanted better sound. I realized that I would have to edit and start mixing the show, like adding intro, adding music and all that stuff. I was like, “Yeah, I’m going to do it.” I’ve got GarageBand on my computer, I’m all set up to make this happen, I’m going to do it. I’m going to make this thing sound pro and it’s going to be awesome. And you know what, that’s good.

**[0:23:00]**

You should want to make it sound pro. Here’s what I didn’t know. I didn’t realize that editing and mixing and fixing stuff up and all that postproduction work, I didn’t realize exactly how much work it was. It threw me for a loop because it would be that our actual show was only 30 minutes long. We would record for 30 minutes and that was just the beginning. Every time we went to record, I would be cringing because sure the 30 minutes that we record or the 40 minutes that we record, whatever it is, they’re fun. We have a good time. But then we go into postproduction where I got to add the intro, add the outro, any edits that need to be made, all that kind of stuff, that postproduction, I wasn’t good at it.

**[0:24:00]**

It would take me two or three hours to complete one half hour show. That’s recording for half hour and then three hours of work behind it. Every time we would go into a show, I’d be dreading it just knowing that after we had the fun, I would have these four hours of work to get this finished product together so I could put it out on iTunes and sound professional. If you haven’t guessed it already, I’m a fan of just hiring it out. It’s more efficient. It makes doing your show more fun and it makes it a way smaller commitment to be able to do a show. Because if you’re dreading those two or three – hey, if you’re good at it, even if it takes an hour in postproduction, you still got half hour, plus another hour work.

**[0:25:00]**

The talking wasn’t even the work, it’s all the stuff behind it. If you could save that and give it to someone else, why wouldn’t you? Why would you not just let somebody else take care of it? I’m a big fan of hiring it out. There’s many ways you can do that. Of course The Podcast Factory offers some high-end services. You could go to sites like – they changed the name, but it used to be Odesk and Elance. They merged and they’re now some new all-encompassing site. Anyways, any of those places where you can find freelancers, you can usually find audio guys and you can work out a deal. My recommendation to you is if you’re going to do this first, don’t have anything mission critical going to new contractors. Make sure that it’s just stuff that if it doesn’t turn out okay, you’re still going to be fine. Not stuff that’s mission critical. But when you’re trying them out, just make sure that you have at least two guys or two girls or two people going at it doing the same kind of work.

**[0:26:00]**

If you were recording four shows, you can give two shows to one guy, two shows to the other guy and see how they do. That’s the way I usually work when I’m hiring new contractors. Just give them stuff that’s not mission critical and also pit them against each other and let them know that they have some competition, which is a trick I learned from Jim Yaghi on the Don’t Be Stupid show. It’s an excellent strategy if you’re hiring contractors. If you don’t want to do any of that stuff and you just want somebody you can count on, definitely get a contact with me, Jonathan at The Podcast Factory. We do that stuff. I’m a big fan of hiring it out. Let’s see if we have any questions as we’re going through this. Some people just bought microphones. AT2100, do I know anything about it? No, I haven’t ever used it.

**[0:27:00]**

If it’s as good as the AT2020, then it must be awesome. Let me know how you like it, Rob. Definitely up for hearing that, but I’m pretty much stuck on my mic. I’m not flexible on that one, but anything that makes you sound good. Just as long as you have a good microphone, that’s important. Gang, any questions while we’re here, on editing and mixing on this stuff in particular? You can find tutorials online. You can probably find tutorials on YouTube on how to edit and mix. But there’s people that have gone to get the grease just on editing and mixing and that’s what they do. Do you really think you’re going to do a better job than them? They’re probably less expensive than you think and they’re certainly going to save you time. That’s my pitch for hiring it out.

**[0:28:00]**

We do have a couple questions here. Is there a ballpark cost you may have on a reasonable amount per show? That’s a great question and that’s only one question. That’s an excellent question. Rob asked, is there a ballpark cost you may have on a reasonable amount per show? How much is it going to cost to get your show mixed, master it, edit it? It depends on the quality of the contractor. A couple things you can look for, if you’re looking for super high quality stuff, you’re going to pay more for it. But if you just need some basic mixing and you can give some clear instructions, I would recommend just finding one of these agencies that does that on Elance or Odesk or whatever it’s called now and just check with them what their pricing is per minute. For me, it’s $3 per minute cost usually.

**[0:29:00]**

That’s my transcripts. You can look at anywhere from $1 a minute to $2 a minute would be fine. A dollar a minute would be actually really inexpensive. That’s why I always say that you have to have a budget and you have to be making some money when you’re podcasting because if you’re going to outsource this stuff, it is going to cost you a little bit of money. You could certainly work out a deal. The other thing that you can do is go ahead and pit them against each other. Set up a trial job and give a trial amount and maybe it’s less than that $1 a minute. Maybe you pit two people against each other for $0.75 a minute, see which one does better and then if you have somebody doing it at your price. Really that’s one way to do it. Let’s get to his second question. Rob has one more question. I went too long on that, I’m sure. Second question, did you cover controlling the sound on the guest end?

**[0:30:00]**

This is actually one of my closely guarded secrets over at The Podcast Factory. I don’t always talk about it when I’m around podcast people because I don’t want them to know. I’ll talk about it with you guys because it’s important that you get really high quality sound when you have guests. The way to do that is first of all you’re going to have to have a more savvy guest. The reason why you have to have a more savvy guest is because they need to have a microphone on their end and they need to know how to record. Basically, how we do it at The Podcast Factory is I would be at my – we’ll call it The Podcast Factory studios. I’ll be here at the TPF studios, and then Ben is over at his place, in Seattle or Washington 3000 miles away. How could we get this great sound?

**[0:31:00]**

I just take my microphone, plug it into my computer and I record only my sound, Jonathan sound, one track. While simultaneously, Ben over in Washington 3000 miles away, he’s got his computer with his microphone plugged into it and he’s recording only his sound. When we get together, what we do is I call him on the phone, I got my headset on and I got my computer ready to go. Why do I do that? Why do I have a headset on when I’m calling him on the phone and why are we on our computers recording? Basically, it’s to isolate the sound. The point is that we just want the computer to do only one thing and that’s record the sound from our microphone. And then we talk on the phone line, we’re talking, we got our earphones on, we can hear each other and we’re talking. So how do we know what’s going on?

**[0:32:00]**

We’re recording our own individual voices on our own computers and then what we do is we sync up. The way to do this is if you’re recording with somebody and the way I do this with my guys is we all start recording. And then I take one of my earbuds out, hold it up to my microphone and I tell the guy I’m recording with, I say, “Hey, go ahead and do your claps.” And what do they do? They clap twice and then that gives my audio guy a signal on where to sync the tracks. That’s my secret to getting studio quality sound even if you’re 3000 miles apart. You just got it right there. Let’s see if we have any more questions. I see a super fan here. Nick, you know where everybody’s at. Darin is in Washington. Ben is in the burgle and I believe that’s Oregon.

**[0:33:00]**

He used to be in Washington. Thanks for the reminder. Rob, let’s see, that’s kind of genius. Two tracks, very nice, rather than record and be at Skype. Yeah, right. That’s what happens. A lot of people out there wonder, “Dude, anybody with a guest, their sound is crappy. But you guys sound like you’re in the same room.” That’s it, man. You just put the two tracks together. They’re both isolated, perfect sound. I got one more tip for you. On top of doing your own individual recordings, you have to also export them in .wav or if you’re using a Mac and GarageBand, you export them in .aif format. This is the absolute highest quality sound. What you do is you deliver that high quality sound to your audio guy and he will be able to mix it and master it because he’s got so much to work with.

**[0:34:00]**

It’s wide open spectrum. He can master sound and make you sound perfect. Hopefully that helps and didn’t confuse you guys. Let’s keep moving here. That was just do it yourself and hire out and getting high quality sound. That’s so important, really getting the sound. Thanks for the questions, guys. Let’s see, is there any more questions? You’ve been listening for a while. Rob is like, “How could you do Yaghi from Abu Dhabi?” Jim Yaghi and I did The Don’t Be Stupid show and he’s in Dubai and I’m in Florida. We’re like a world apart and yet it sounds like we’re in the same room. Although his sound was always a little squirrely, but I think it was because he couldn’t get this set up over there, like Amazon didn’t deliver. Let’s keep moving here.

**[0:35:00]**

Hosting, all right. What most people might not know is that iTunes does not host your show. In other words, they do not have your file. iTunes is merely a catalogue of files. When somebody downloads your show from iTunes or from any of the other places, they’re actually getting it from your host. There’s two ways to go. There’s more than two ways, but there’s only two ways I’m going to talk to you about because these are two ways that I have used. Basically, you can go with Amazon S3. This is real nerd stuff. It’s real geeky. You want to get into S3, you’re going to have to look up tutorials on YouTube and stuff like that. If you’re already a geek and you know how to use it, then it’s probably easy for you. Amazon S3 was a little bit of a challenge for me.

**[0:36:00]**

When I first started, I don’t even know that Libsyn was around when I did my first podcast. It’s been that long. I was using S3. The good part is you can upload your files there if you have the app for like Firefox, you can just do it right from your browser, real easy like and just upload your files and host them there. It’s totally free. No cost to uploading your files on S3. That’s a good one. What happens is they don’t charge you when your file is uploaded or stored there. They charge you when your file is downloaded. This is okay if you have a show that’s not getting a ton of downloads. If you’re not getting tons and tons of downloads, this could be very affordable option. It could be a fraction of the cost of something like Libsyn.

**[0:37:00]**

But if you get widely popular and tons of downloads **[unclear]**, your bill’s going to go up. There’s an uncertainty in using S3 because you don’t know how much it’s going to cost you. It could cost you nothing, it cost you a lot. That’s something to keep in mind if you’re thinking about using S3. Really, if you have a small audience and you don’t think it’s going to get that big, it’s definitely a viable option. Second, of course there’s other services just like this. I just don’t know anything about them. One of the biggest podcast hosting services out there is Libsyn and you can just Google them, Libsyn. It’s super easy to use and they have a pricing scale. Depending on how much audio you’re uploading, your price could be higher or lower. Usually, for about $15 a month, you can have your show hosted in Libsyn and it gives you terrific stats.

**[0:38:00]**

That’s one of the things that I didn’t get from S3 was stats. Libsyn gives you stats on your downloads and I think it can even give you stats on where your downloads come from and that kind of stuff. You get to see that. You get to see the uptake. It also gives you a blog page. Whenever you create a show, it gives you a log page that host each of your show. You won’t even need a website. You could just host your show on Libsyn and you won’t need a website to get into iTunes which we’re going to talk about in just a little bit. It’s super easy to use. It’s super affordable in my opinion at $15 a month and you can get stats, so why wouldn’t you use Libsyn? If you’re going to do this, why won’t you do it right and Libsyn? I don’t know. But let’s really quickly see if you guys have any questions on hosting. I highly recommend d Libsyn. Like I said, you get stats.

**[0:39:00]**

It’s really easy to use. Plus, you got a blog page if you’re super lazy or you’re just testing out an idea. There’s no easier way to do it. Not only that, but the thing I love about Libsyn is it lets me have multiple accounts. I’ve got all my shows inside my dashboard and an account for each. That way, I can an keep an eye on them. You’re going Podcast Factory style and getting yourself like a network going, that’s an option. Also give testing ideas. If you’re testing ideas, I think Libsyn is good to use. Anyways, any questions on hosting? This is really one of the main things and probably one of the only things you need to get into iTunes which we’re going to talk about right now. No questions about hosting that I can see. Let’s get into syndication. Wait, we do have a question coming through. Let’s see.

**[0:40:00]**

Libsyn has a scale pricing. It’s anywhere from $7 to $50. For the average person, I think the $15 plan is great mostly because anything cheaper doesn’t give you stats, like you’ll probably not even going to use all of it. If you’re doing like a half hour show or an hour show a week, the $15 plan will cover you. Let’s go into syndication while we have **[unclear]**. Syndication and this is something that’s going to overlap with our traffic strategy when we go into session 3 where we talk about audience. Syndication is part of that, getting more downloads type of thing, right?

**[0:41:00]**

The first place you’re going to syndicate is going to be your main podcast site. You don’t have to do all of these. In fact, I don’t do all of these. I don’t use SoundCloud, but a lot of people swear by it that’s why I included it here. Plus, they have a really pop player that people like and they do have an audience over there, so it’s definitely something to consider. Definitely, if you only do two, if you only syndicate the two places, you have to syndicate to iTunes because this is going to be where 90% plus, maybe even 95% of your downloads are going to come from anyways. You got to get into iTunes. The other option is Stitcher. Why Stitcher? Stitcher is an app that works on android, mostly android folks that I had talked to that put on Stiticher thank me for it because if they’re on android and they’re trying to use iTunes, they hate life.

**[0:42:00]**

They got to download files and move them over and that’s like real commitment. On android, Stitcher is a preferred app and it’s super easy to get in there. Let’s go back up to the top here. Let’s talk about what you need to get into iTunes. Get this. People think getting into iTunes is hard because they have human checkers and stuff like that. They have so many shows coming out that it seems to me like it’s getting easier and easier to get into iTunes whether your stuff is good or not. It wasn’t always that way. There’s just so much activity happening now, but there’s really only three things that you need to get into iTunes. Number one is an RSS feed. New web geeks know RSS is, really simple syndication. It’s a feed from your site. The way to get an RSS feed is to use Libsyn. Host your show on Libsyn.

**[0:43:00]**

When it creates that blog for you, it also creates what they call the Libsyn classic feed which is your RSS feed. All you need is that link, it’s a URL. Libsyn will give it to you when you set up your show. If you’re doing it another way and sending up to where press or something like that, you’ll have to get a category feed. Libsyn gives you this RSS feed, another reason why this is easier. Anyways, you need an RSS feed. You need that URL. When you go to submit to iTunes, the first thing they ask you for is the feed so they can read the feed and Libsyn gives you that. Number two, you probably want to write this down. You’re going to need album art. Nothing more embarrassing than not having album art when you try to submit into iTunes because this is going to be the thumbnail that pulls people. This is one of the hooks. When people are going through iTunes or going through their favorite podcast site, the album art is going to be one of the things that pulls their attention.

**[0:44:00]**

Basically, all you need is a 1400 x 1400 cover image, jpeg, whatever, png, it doesn’t matter. If you wanted to do this yourself – I hire a graphic designer and I just tell him what I need and he gets it for me, much easier that way. But if you’re on a shoestring budget and you want to do this yourself, I highly recommend checking out canba.com. This is wonderful. I use it for all my Facebook ads. I use it for when I’m just creating a one-off album cover sometimes and I need it right away. Canba is a good option for you if you’re the do-it-yourself type. Check that out. They have iTunes cover. You can select that size. It’s going down 1400 x 1400 and you’d be all set.

**[0:45:00]**

If you’re using a graphic designer, then just tell him 1400 x 1400 pixels and that’s the cover art that you need. A pilot, I like to call it a pilot. I’m an executive producer. This is the pilot of this show. What you want to do is have one show at least ready to go. Most experts will tell you have a few shows ready to go. My strategy is to go in with what I call a pilot or other people refer to as show zero. Now, what is show zero? Basically, it’s going to be a shorter episode, very short episode. If your show is 10 minutes, this is going to be 5 minutes. If your show is 20 minutes, this is going to be 10 minutes. Half of what your regular show is. What you do with that pilot is you just talk about who you are. Not so much who you are, you’ll get into that. Who the show is for, what it’s about and maybe a little bit about who you are to talk on this topic and also a little bit about what the listeners can expect.

**[0:46:00]**

What you’re bringing, who it’s for and what they can expect is what you want to cover in that pilot. What I like to do when I’m launching – shall I give this secret now or shall I save it? Maybe I should save it because this is going to be one of the ways that you get **[unclear]**. I’ll probably save that secret to session 3. Let me see if we have any questions on this stuff. Were you guys not seeing the screen? What do you guys need? Scroll down for what? Can you scroll down so I can copy the studio, what? Hit me with that question again. Can you scroll down, I don’t see the rest of it. RSS feed, you get that from Libsyn. Art, you get that from your graphic designer or Canba.

**[0:47:00]**

And then pilot, you need a show that is half the length of what your normal show would be, your regular show, and then you just need to explain what it’s about, who it’s for, what they can expect and maybe a little bit about who you are in that little pilot episode. I usually call that when I’m numbering the shows in iTunes, that will be show zero. The thing about that and what comes in handy about it is if somebody finds you on iTunes, they’re going to find usually your latest show. If they’ve done a search inside iTunes, they might find one of your episodes. What happens is they want to know more about it. What is this about? Who is this guy? What’s going on? They’ll go all the way back to the beginning. If you have that show zero, you’ll let them know right away. “Hey, this is for you or it’s not for you. This is who I am and this is what we’re about. Definitely a good piece like a calling card for the show, something you should have.

**[0:48:00]**

Let’s see if we’ve got some clarifications. I can see the top section. Scroll back up. You know what? Actually, I’ll do that so you can copy down real quick. I’m going to make this section of the mind map available to you in the downloads later on and you’ll have all these branches opened up and ready to use. Hopefully, I gave you enough time to copy that. Let’s see. Keeping this thing moving as we’re getting closer to wrapping up. Thanks, Ram. Fantastic. All right, awesome guys. I will hook you up with that, but let’s try to wrap this thing up. Like I said, I wanted to do the Q&A as we were going through it. Let’s talk quickly about syndication. Syndication, the last three tiers on it are syndicate to your blog. If you’ve got a podcast and you’re set up on Libsyn, you can also still share on you website or your blog.

**[0:49:00]**

Make sure that when you start creating your content, you’re thinking ahead to where you’re going to use your content and how you’re going to use it. Another place to syndicate to is email. The way I do this is I usually write emails seven days a week. Most of you guys know this. Sometimes I’ll tease it out the day before. you can’t get it yet and then give it to you the next day and just write a little quick email letting people know the new podcast is out and what they can find in it. It’s just something hooky like that, but you definitely you want to use it in your email and then social media. I hardly use twitter, but I have The Podcast Factory set up. Basically, it’s RSS feeds of all my podcast websites and they just speed into there. People who wanted other way to get it, they get it on Twitter. When I do inside Facebook, sometimes I’ll share a post here and there. I also have a page for this show. There’s different ways that you can use this in social media.

**[0:50:00]**

The one thing I will caution you on is please don’t spread yourself too thin. The social media will help you. But if you can just stay focus to creating your podcast show consistently and making sure that you bring good topics which we’re going to talk about in the next session, and then you also just share that even to your blog and email those are going to be your main places where you’ll get the most traction. Social media, real hooky if you know how to do that, sure use it, but I don’t want to tell you that your podcast will be made or broken on social media. Really, where you’re going to get most of your listeners is going to be inside those podcast sites. Places like iTunes already have built-in listenership. When your podcast is featured there, you’re going to get some of those listeners who are just trolling around iTunes looking for stuff or around Stitcher or SoundCloud.

**[0:51:00]**

Wherever they are, these places have audiences and you want to get your sound to them. This other stuff, like your blog, your email, your social media, they amplify that. Definitely your email, you guys got to be emailing every day. Let’s see if we have any questions as we’re wrapping up the first section. This has been all the tech stuff that you need to start your show. I’m going to close this down, just get the main points here. And then I will share this mind map with you with all the branches out and the downloads. This video will be ready for download. Like I told you guys, this is going to be a product eventually. We’ll also be doing more with it later. That covers equipment, editing, mixing, hosting and syndication. What questions do you guys have as we’re wrapping these things up?

**[0:52:00]**

Anything helpful? Did you guys pick up anything helpful today? What was the most helpful tip you picked up today? Great question, Nick. Nick asked, if you had to give a rough estimate on how much to save up before pursuing this venture, how much would you say? When we talk about audience in session 3, I’m going to give you the model I use to launch this entire business. I didn’t even know I was launching The Podcast Factory, but I was and it started with Making Agents Rich. I’m going to give you that model in session 3. Keep an eye out for that. What to save up? Look, here’s what you got to think about. Figure out what your cost is going to be per show.

**[0:53:00]**

Are you going to do transcripts? Are you not going to do transcripts? Break it down like this really simply. Just say, I’m sending this out to be mixed and that’s going to cost me this much. I need graphics, that’s going to cost me this much. The graphic is pretty much just one graphic. I need hosting and all that. Figure that cost out to a month, how many shows you’re going to do a month, one show, two show? Figure out how much it cost for a month of doing that and I would say save up two months’ worth to make it happen. Hopefully that helps. Andrew says very thorough. No questions. Thanks, Andrew. Equipment was the most helpful. Yeah, now you got my pimp set up. Oh-oh, I’m going to have some competition. The recording tip was good. Yeah, I’m glad you like that, Paul. People love that tip. I’ve been hiding that. I hide that. I don’t want to tell everybody about that. Any other podcasters, I don’t tell them about that. Two big takeaways, show zero, the pilot.

**[0:54:00]**

Rob, that’s important. Recording guest on two configures, good stuff. Ready to go. Rob already wants to know how I launch my show. I’ll tell you guys about that. It’s going to be in session 3. We’re going to talk about revenue models. We’re going to talk about revenue models and audience. Let’s see if I can give you a sneak peek. Let’s do a teaser here. Let’s see if I can give you guys a sneak peek without giving away the **[unclear]**. Close that. We don’t want to give away everything. You know what’s coming up. We’re going to do this at the same time each week. You guys know that. You should get reminders from GoToWebinar. Basically, we’re going to go into topics next week. We’re going to talk about show style, show schedule and swagger because swagger is super important. Session 3, we’re going to go into audience and that breaks down into downloads, list building and monetizing.

**[0:55:00]**

And to answer your question because I **[unclear]** we’re going to talk about revenue models obviously in session 3 when we talk about monetizing. Let’s see what else we got here as we’re wrapping up. The show with Ryan. Nick, I’m still working on that. I’m going to Austin to see him. We’re trying to get that scheduled up and I’m going to do some work and try to really close it. We had a handshake deal, but we haven’t come to the table and done it. I will keep you posted because I really want to get that show. I’m going to try when I’m down at the Elite Mastermind in Austin in June with Ryan. I’m going to really try to get him and Dan Meredith, all of us on the same page so that we can get that show launched. Thanks for asking. Battery dying, I have to go. All right, Andrew, thank you. I feel like you’re a straight man. Thanks, Dan. All right, here’s Johnny. That’s right. Last question, what mind mapping software are you using?

**[0:56:00]**

It’s absolutely free and it’s called MindMeister and I just use this because this is what I have available. That’s it, gang. That’s the wrap for this one. As soon as the video is ready, I will put it all into a zip file along with this mind map and the audio set up and all that stuff and send it to you so that you guys can get down to section 1. Hopefully by next week, maybe some of you will tell me that you have already launched a podcast. That would be totally amazing. All right guys, thank you too. We’re going to go ahead and end the recording.

**[0:56:39]**