

The 3 Pillars of Podcasting

Jonathan Rivera

The 3 Pillars of podcasting

It's no secret, launching your own podcast show is a lot of work. If you don't know where to start the learning curve could be crippling.

In my work I've found three main areas where people struggle.

Area #1: Tech – You don't know what equipment you need to get started. If you're not careful you'll end up spending an arm and a leg building a studio.

Area #2: Topics – You want to get started but you're afraid you won't know what to say and you're scared you'll bore your listeners.

Area #3: Making Dough – You've heard all the hype about podcasting being a great way to make dough, but you're not sure how the pieces fit together.

I call these the three pillars of podcasting and in the next few pages you're going to get a brief insight into each one.

Let's jump in.

Pillar #1: Tech

Do some research online about starting your podcast show and you'll quickly see people talking about mics, mixers, filters, sound proofing, software, mixing, normalizing, and on and on.

If you allow yourself to go down this rabbit hole you'll spend hundreds of hours learning sound engineering and thousands of dollars on equipment you don't need.

This is why I encourage you to have minimal equipment when you're first getting started.

All you need is a simple USB mic, and some free recording software.

The 3 Pillars of podcasting

The “TPF Special” setup (\$184)

You’re about to find out the setup that is used by most of the guys at The Podcast Factory - including Doberman Dan, Ben Settle, Darin Persinger and yours truly. I’ve been using this same mic since I started podcasting in 2009 and it has been so good, I’ve never even tried another mic.

You can usually find it on Amazon for less than \$130 bucks - it's called the AT202USB - <http://ThePodcastFactory.com/at2020usb>.

Along with the mic you’ll need a few more items to make sure you have great sound. Get yourself a boom stand like the Samson I used for the first couple of years - <http://thepodcastfactory.com/samson-boom> (\$25) The reason you need a good stand comes down to mic positioning. You want the mic right in front of your mouth, no more than 2-3 inches away. This ensures your mic is capturing all of your voice.

In addition to your stand you should grab a shock mount which will dampen any noise if you bump your mic, plus it makes your voice sound smoother by isolating the mic from your stand. I don’t know how it works, I just know that when I got my spider mount my voice suddenly sounded deeper. This is the shock mount we use <http://thepodcastfactory.com/spider-mount> (\$22)

Last thing you’ll need is a pop filter to balance out your sound <http://thepodcastfactory.com/pop-filter> (\$8)

The 3 Pillars of podcasting

There you have it ol' sport, this setup cost less than a couple of hundred bucks and will have you sounding like a pro. This is why any time I see a podcaster who has spent thousand of dollars building their studio I know they're just a rookie or a hobbyist. You don't need to spend a ton of dough to sound like a million bucks.

And remember, if you want a professional sounding show without doing all the grunt work yourself, we've got your back at The Podcast Factory. We're closed to new clients, but you can get on the waiting list at <http://thepodcastfactory.com/dfy> to find out when we're open again.

Pillar #2: Topics

Podcasting can be a very scary thing, especially if you don't know where to start or who to trust.

If you've got all the time in the world you can go digging through the interwebs to find all sorts of free info on starting your own show.

Some of the info might be good and most of it will be total crap.

I've been working on podcasts since 2009 and in my experience I've found that coming up with fresh new topics for your show can be challenging.

If you follow the buzz online you'll see lazy podcasters telling you the only thing you need is a list of questions and a guest to answer them.

Sure, this worked well for a while, but with so many new shows following the same exact format and booking the same boring guests it's not as effective as it used to be.

That's why I prefer to have topic based shows at The Podcast Factory.

This showcases you (the host) as the expert.

The 3 Pillars of podcasting

It keeps your audience coming back for more.

And it makes you stand out from all the other shows.

The problem is coming up with interesting topics.

You're afraid you won't know what to say.

You don't want to bore your audience.

You don't know if you can keep up a weekly show.

The key is to focus on your listener. Research your listeners and find out what they need, what they want, what they fear, what they hate, and what they love and you'll never run out of interesting topics for your show.

Another important tip is to keep your shows short. That way people can listen to the entire thing in one sitting.

Last but not least, record a bunch of shows ahead of time so you have a chance to get more inspiration between sessions.

Pillar #3: Making Dough

The online hype machine would have you believe that podcasting can make you rich.

As long as you have a banging studio and a bunch of interviews lined up, you'll be making dough with your show in no time flat.

And that's a bunch of malarky.

People online have become obsessed with finding sponsors for their show.

The 3 Pillars of podcasting

To demonstrate what I mean let's look to some big authorities in the podcasting world.

First, I checked with John Lee Dumas from EOFire on what his average sponsor pays him.

He said they pay \$18 per 1,000 downloads for a 15 second pre-roll and \$25 per 1,000 for a 60 second mid-roll.

So far so good.

Next, let's check in with Rob Walch the V.P. of Podcaster relations at Libsyn (the largest podcast media hosting company.) He says a podcast episode that has been live for at least 30 days averages 141 downloads.

Do the math and you'll see if you have a sponsor for both spots you would make a whopping \$6.06 per show.

Barely enough to buy lunch.

That's why I always tell my clients the best sponsor for your show is YOU.

Most podcasters don't know this, that's why they're broke.

Here's how you do it.

First, you create an opt-in bribe to get listeners back to your site so they can become email subscribers.

Once they're on your list you make them offers for your products and services.

Then you make sales and put some dough in your bank account.

The 3 Pillars of podcasting

This is exactly what we did when we launched the Making Agents Rich show in 2013 and within the first year we raked in \$101,062 in sales with just one product.

This short report was meant to give you some basic tips on how you can get started podcasting without falling into all the Guroob hype online. This is just the beginning. To get an in depth look at what it takes to start your podcast, never run out of topics, and make dough with your show - check out my Podcasting 101 training by clicking the link below or by typing <http://thepodcastfactory.com/buy-p101/> into your browser.

Podcasting 101

Find out how you can start a profitable podcast in the next 30 days with my Podcasting 101 video training

[Get Started Now](#)

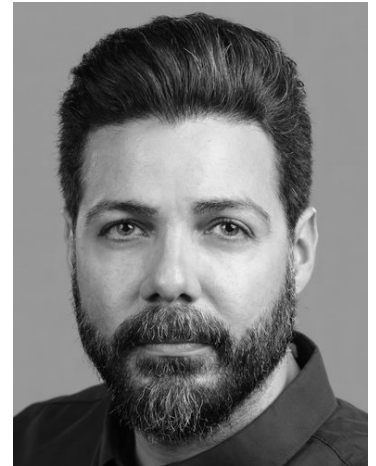
The 3 Pillars of podcasting

About the Author

Jonathan Rivera comes from a blue collar background. He left the rat race to pursue riches in real estate. Today he runs a successful rental business in only 4 hours a week.

Nowadays, his main focus is running The Podcast Factory (entrepreneurs podcast network & production company) where he is surrounded by some of the world's leading authorities in direct response marketers.

His shows have racked up 1,303,511 downloads, he has co-hosted 8 top rated shows on iTunes, and his paid print newsletter the "Podcast Mogul" is read in 10 countries world wide which is why people call him



"The King of Podcasting".

Jonathan has been making a living podcasting since he launched the Making Agents Rich Show in 2013. His proven system to launch a podcast shows has landed his last 11 shows at the top of the charts in iTunes.

If you're a successful business owner who is serious about adding a podcast to your marketing mix without getting bogged down in all the behind the scenes work you can find out how The Podcast Factory team can help you get your show on the air in the next 30 days at <http://ThePodcastFactory.com/dfy>

