

THE POWER OF THE POD

PODCASTING STARTUP RESOURCES

Podcasting is growing hotter as audio tech, voice and live streaming saturate our world. As media creators we have to be omnipresent on all channels.

Below are recommendations and helpful resources that we've compiled to help support your creative journey into podcasting. While we can't promise results we can support each other on the journey to get there. Please add a comment to any area with your personal recommendations! Thank you.

~ Jared Brick, Gryp Media



The present for some already and the future for us all is in **Omnicasting**:
Hear it. Extracting the audio track from the video content for audio podcasting.
Watch it. Sharing your native video feed as your content.
Read it. Transcribing the audio from the video for text, SEO, micro to macro

*The **law of increasing complexity**. As time flows forwards, entropy increases. That is, as a program evolves, its structure will become more complex. Just as in physics, this effect can, through great cost, be negated in the short term.*

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TOP AUDIO GEAR:

Basic media equipment to get started on your podcast

- **Zoom Hn4 recorder - highly recommended**
- Cloudlifter pre-amplifier - adds power and quality to the mic
- Tripp Lite line conditioner - optional
- Shock mic mount - helpful when on swivel
- Rode boom swivel mount - helps to get mic off table and not touched
- Focus right USB interface - USB into a computer is easier, not best quality
- Right light for video podcasting - centers on face for video-casting
- Joby tripod w/ smartphone mount - if using your smartphone only
- Rode microphones - recommended if using camera, \$200-300
- External 1-4TB hard drive to hold content - best if using more computers
- Mac computers generally work better for content creation
- Sony headphones - Never use Beats by Dre (ask Ramsay D. why)

Gryp Media Evolving Gear Wish List on Amazon: <http://a.co/f8S4UNo>

Gear Questions:

1. What are the benefits of the pre-amplifier on sound quality?
 - a. They offer more power to the mic, stronger signals
2. How much do I really need to spend if just starting out?
 - a. As little as possible to get started, so you can create more, >\$1k
3. Should I use my Smartphone or a real recording device?
 - a. If you have to, the mic is most important
4. How important is sound insulation or proofing?
 - a. The more you can dampen the sound the better, carpets, rugs, etc.
5. How do I know if it is 'good' sound? What to look for?
 - a. Look for quality, hissing and buzzing if an issue, use good headphones

SOFTWARE:

Recording + Editing:

Garage Band	https://www.apple.com/mac/garageband
Audacity*	https://www.audacityteam.org
Hindenburg Systems	https://hindenburg.com
Adobe Audition	https://www.adobe.com/products/audition.html
ProTools by Avid	https://www.adobe.com/products/audition.html
Zencaster	https://zencastr.com
iMovie* by Apple	https://www.apple.com/imovie

**Free online or with MAC computers*

Local Santa Cruz Recording + Coworking Locations:

The Satellite - 325 Soquel Ave. Santa Cruz, CA 95060

Nextspace Santa Cruz - 101 Cooper St. Santa Cruz, CA 95060 (Coming soon!)

Developer Platforms:

Podbean - <https://www.podbean.com>

- Professional level tool

Pippa - <https://pippa.io>

- Transcriptions services included for written text and SEO benefits

Libsyn - <https://www.libsyn.com>

- Used by Joe Rogan

Zencaster - <https://zencastr.com/>

- Cloud based creator platform

PODCAST LISTENING PLATFORMS:

Gary Vee [podcasts](#) to all of these (FYI)

1. **Apple iTunes Podcasts** - 70% of the market
2. **Stitcher** - Gary Vee, Tim Ferriss
3. **Overcast** - Gary Vee, Tim Ferriss,
4. Soundcloud -
5. iHeart Radio -
6. Spotify
7. Google Play
8. TuneIn
9. Acast - revenue share platform
10. Castbox
11. Otto Radio
12. Google Home
13. Amazon Alexa - Coming soon, now pulling from Spotify and Audible
14. Youtube - Cross hosting for audio only or video content sync
15. Vimeo - Cross hosting for audio only or video content sync (cleaner, no ads)

Platform Tips:

- Definitely start on Apple iTunes podcast as they have 70% of the market
- Consider services that have added value, such as Acast, revenue sharing
- Brand your channel when possible, hire a designer to make it for you

REVENUE OPTIONS:

1. **Sponsored Ad Partners**

- a. 2-3 advertising inserts per podcast, pre-recorded content or live
- b. Affiliate partner links website.com/yourpodcast

2. **Paid subscriber** model

- a. Private community membership - monthly fees
- b. Patreon - creator payments
- c. Paypal - trusted and familiar
- d. Bitcoin - accept payments in blockchain
- e. *Amazon Wishlist - worth a try, works in 'porno' video rooms (hack)*

3. **Lead generation** for another business/service

- a. Grow your audience to funnel to leads to another company product or service
- b. Sell products via affiliate codes
- c. Get affiliate partners

4. **Influencers** - Pay them to mention your podcast to their +50K followers

- a. Select based on niche, interests and other factors related to your pod

5. **Paid Interviews** - Once large enough following have people pay you to be interviewed

- a. Local Santa Cruz example: discoverher.life/discoverher-radio

Revenue Tips:

- Don't ask for money from listeners or advertisers till after 2-3k avg. followers
- Know your audience, try to match advertisers to their likes/needs
- Consider the paid model where upcoming guest can pay you to be on it
- Bundle other opportunities like email list and website ads for advertisers

Audience Targeting:

- Before you launch, **interview 10** or more people, get a consensus about interests, ideally people who are podcast followers!
- Send out **survey forms** to your email list with a small prize to claim if they complete it.
- Get **demographic** basics: age, sex, income \$, location, relationship status, education level, etc.
- **Test ads** on Facebook and Google Ads for your podcast to drive new listeners, based on interests/niche keywords

GENERAL TIPS + INSIGHTS:

- Create a content calendar based on topics, seasonality and search content relevance
- Use Google keyword planner to get high search ability and low competition
- To earn revenue from pods need a minimum of **2-3k listeners** to get paid!
- Podcasting once per week is average
- Podcasting daily is seeing a much higher growth and engagement rate
- Capture people's emails to generate your email list for marketing/revenue opps.
- Pre record your intro and outro for consistency for a season or period

SUPPORT RESOURCES:

1. **Upwork** - Contractor and VA network
 - a. <https://www.upwork>
2. **Fiverr** - Freelance services and VA network
 - a. <https://www.fiverr.com>
3. **Craigslist** - Open site for hiring VAs and local assistants
 - a. <http://craigslist.com>
4. **High schools**, arts programs and local **colleges**
 - a. Often kids graduating or in college need internships to learn from
5. **Nextdoor** - post your needs on Nextdoor app
 - a. <https://nextdoor.com>
6. **Social Media** - ask for people on your social network of choice
 - a. Facebook
 - b. Instagram
 - c. Twitter
 - d. LinkedIn
7. Send out a **group email** asking if they know someone

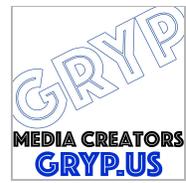
DOWNLOAD RESOURCES:

[Podcast Preflight Checklist](#) - Steps to prep for your podcast recording (pdf)

[Podcast Launch](#) - John Lee Dumas

[Podcastnomics](#) - Naresh Vissa

[Introduction to Podcast Technology](#) - David Power



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