

PODCASTING FOR AUTHORS



A view from both sides of the
microphone

Running your own podcast

and

being a good podcast guest

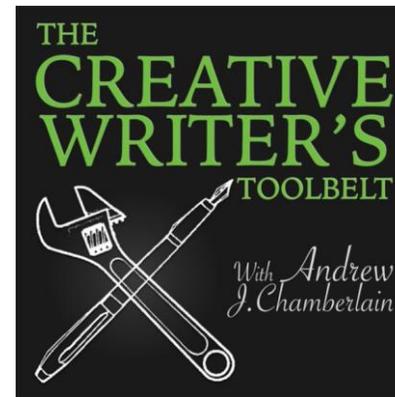
Thinking of running your own podcast?

Ask yourself some questions first:

- In one sentence, what is your podcast going to be about?



“People of faith telling the stories that matter from their lives”



“Practical, accessible advice that you can apply straight away to your own writing”

Do you care? Are you prepared?

- Do you care enough about the material to keep going?
- Are you prepared in terms of time and resources?
 - Budget: microphone, hosting fees, branding, music
 - Time to record, edit, and distribute?
 - Tech know-how
 - The space and quiet to record?

More questions...

- What format are you going to use?
 - Monologue?
 - Interview? Who will you interview? What will you ask them?
- How long will an episode be? 10 minutes to over an hour?
- How frequently will you produce it? Do you have time?

The 1 to 5 Rule

More questions...

- What are the title and brand image going to be?



More questions...

- Where will you record and edit your podcast?



More questions...

- Are you going to use intro and exit music? **How will you legally source this music?**



Enough questions! Now some answers...

Beginners equipment

- Computer (PC or mac)
- Microphone
- A way to record the conversation – for example [Audacity](#) or [Zoom](#)



Which Microphone? Some examples.

- Blue Yeti - £100
- Shure MV7 - £170
- RODE PodMic - £87



These microphones will plug straight into a USB port

Editing

- The best podcasts are edited before they are broadcast, and the cheapest good software for editing is [Audacity](#) (which is free!)



Podcast Platform

- Your **podcast platform** will hold your audio file, let you create episode descriptions and images, track downloads, and give you reports on the performance of your podcast –
for a fee



Podcast Managers

Your podcast will be distributed by a **podcast manger**, they will regularly check with your podcast platform to see if there are any new episodes from your podcast, and make them available, they do this for **free** to you as the creator.



Really Simple Syndication (RSS) Feed

- Your podcast platform will create a Really Simple Syndication (RSS) feed for your podcasts, this is a web link which podcast providers can use to update your podcast
- So for example, the RSS feed for 'The Creative Writer's Toolbelt' is:

<https://the-creative-writers-toolbelt.castos.com/feed>

And that is the basics of
running your own podcast

Being a good guest

Why be a guest?

- To promote yourself and your work
- To share your knowledge with others

How can you get yourself onto a podcast?

- Choose a podcast that aligns with what you offer, pay attention to what they do and show that you can offer the same thing to them
- When you contact the host to request an interview:
 - Introduce yourself and say why you're worth talking to
 - Use the hosts name (if you know it) and get the name of their podcast right!
 - Tell them what you'd like to talk about, make sure it aligns with the podcast
 - Ask them if they'd like a bio and headshot

Remember...

No podcast host will have you on *just to pitch your book*,
but they do understand that you want to!

You will have to offer them *something of value*.

Being a good guest

- At the interview
 - Make sure all your tech is working, especially the sound and video
 - Be on time
 - Find a quiet space if you can
 - Have your answers ready
 - Say thank you for the opportunity
 - Ask them to let you know when the episode will be released

Being a good guest

- Afterwards
 - Write and say thank you
 - Send a biography and photo if they've asked for it, and you haven't sent it yet
 - Ask them to let you know when the episode will be released

Interviewing a guest
– a live example