

**Mike Stewart presents...**



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# **Mike's Podcasting Primer**

(What To Do Even If You Knew  
Nothing About Podcasting)

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## What We Will Learn Today

How to get a Podcast URL and hosting easy and cheap

Why having a dedicated Wordpress website to control your content is important compared other easy options (Anchor, Libsyn, PodBean)

Which directories to submit your RSS feed to and why

My show formula 80/20 rule of content vs shameless self promotion

The software and mics from cell phone apps to usb mic and computer software

What are show notes, titles, tags, and backlinks that build your audience

Social Media to build audience and get ideas of what they want to hear

How to profit with a superfan audience. Your own products, affiliates, listener support or advertisers.

Resources and links to the things like Audcacity, Voice Record App

Podsafe production music, David Hooper's book, Mics and hardware

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## **Why Podcasts are Talk Radio The World Loves and What Radio is NOT**

Podcasts are talk radio shows that fans love and want to hear more

Podcasts are on demand, and bingeable

Podcasts can be subscribed to in directories and the user's devices will notify when new shows are posted via power of RSS

Podcasts are popular on mobile phones, tablets, TVs, Alexa/Google Home devices and the dashboards of cars

Podcasts generally only promote or advertise what their audience is interested in or can be ad free

Podcast are indexed in Google, create traffic to websites, can be shared by fans

Everyone is welcome to start a podcast and build fans worldwide..for pennies

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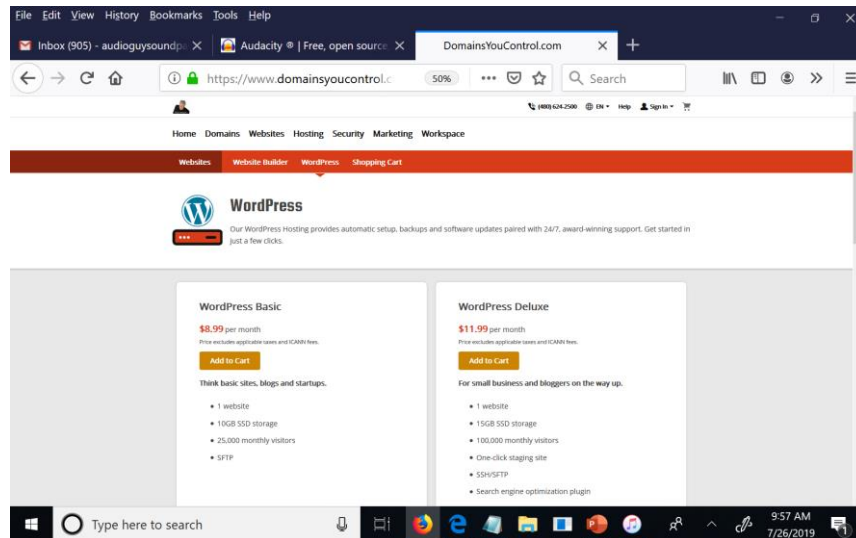
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## How To Get Podcast URL & Cheap Hosting

URL address .com or .live is same as call letters in radio (WNBC or KABC)

Managed Wordpress Web Hosting manages content (text, photos, links & audio) and is your transmitter



<http://domainsyoucontrol.com/>

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## Why a Wordpress CMS is a MUST!

**The most successful podcasts in the world use a self-hosted Wordpress website on which to build their shows, show notes and monetization links**

Wordpress is easy, supported everywhere (YouTube tutorials by the 1000's)  
Google loves SEO created by Wordpress and SEO plugins  
All your shows are indexed as search results in Google, & it builds your RSS feed  
Over 40,000 free plugins for Wordpress, and 1000's of FREE Themes  
You are building your audience on a system you own for life, not some else's platform.. Remember MySpace, Google Plus, Periscope? (all dead systems)  
Professional hosting solutions like Libsyn, Podbean and BluBrry work seamlessly with Wordpress analytics and dynamic ad insertion  
If the big boys use Wordpress, you should too!

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## The Podcast Directories You Must Be In!



Listen on

Apple Podcasts



Listen on

Google Podcasts



LISTEN ON

tunein



Listen on

Spotify

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## 80/20 Rule of Content & Self Promotion

The screenshot shows a web browser displaying the website for the 'Pest Control Marketing Podcast'. The page features a blue header with the podcast title and a yellow navigation bar. The main content area includes a podcast player for an episode titled 'Nothing Beats A Good Pest Control Conversation!' dated 19 Jul 2019. To the right of the player is a 'Subscribe to Podcast' section with buttons for Apple Podcasts, Android, Email, Google Podcasts, Stitcher, and Spotify. The Windows taskbar is visible at the bottom, showing the date as 7/26/2019 and the time as 10:18 AM.

This is what we do that works for our audience.

Music intro with self promo intro every time.

15-20 minutes of killer content interviews that audience loves and gets value from

A self promotional mid roll 60 second ad for things we do, we are our only advertiser

We end with a shameless self promotion tag  
We remind our listener to: Subscribe to us, share us, visit our links, subscribe to our email, buy our products and services

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## Beginner Studio Options – Software, Apps, Mics



Audacity PC and Mac  
Recording Software



Record Voice Pro iPhone &  
Android Record App



USB Mic, Too Many Others To List,  
But This One Cheap, and Works

Links will be at end of presentation in resources slides



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## Show Notes, Titles, Subscribe Links & Backlinks – John Lee Dumas Successful Podcaster

The screenshot shows a website for 'Fire Nation' with a navigation bar including 'About', 'Subscribe', 'Resources', 'Podcast', 'Blog', and 'Contact'. A 'Podcast' banner is at the top. The main content area features an article titled 'Arno Rafael Minkkinen's Commencement Address: Finding Your Own Vision'. Callout boxes from the right point to specific elements: 'Title' points to the article title; 'Back links to profit' points to a 'FREE PODCAST COURSE' and a 'YOUR BIG IDEA' section; 'Subscribe' points to the 'Subscribe' section; 'Show Notes' points to the 'Speech Transcript' section. A 'NEWSLETTER!' sign-up box is at the bottom.

Back links to profit

Subscribe

Show Notes



John Lee Dumas

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## Social Media Audience Building & Engagement

### THE CONTENT PYRAMID

DOCUMENT PILLAR CONTENT



One long form piece of content (i.e my daily vlog, Q&A show, keynotes, or podcast)

REPURPOSE INTO MICRO CONTENT



Create short-form pieces of content (i.e articles, memes, images, quotes, stories, mashups, remixes, rants, GIFS, etc.)

DISTRIBUTE ACROSS SOCIAL MEDIA



Distribute all content on relevant social platforms



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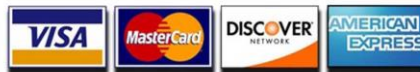


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## Make Money When You Have Fans

Refer fans to things that make you money, your products and services, affiliate products and services, virtual merchandise, and live events or shows



Or find advertisers who will support your show. \$15 per 1000 downloads is average.

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## Tools and Resources, You Need To Know

Free PC and Mac Software to Record & Edit

<https://www.audacityteam.org/>

<https://apps.apple.com/us/app/voice-record-pro/id546983235>

[https://play.google.com/store/apps/details?id=ca.bejbej.voicerecordpro&hl=en\\_US](https://play.google.com/store/apps/details?id=ca.bejbej.voicerecordpro&hl=en_US)



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## Tools and Resources, You Need To Know



<https://amzn.to/30VdgK8>

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## Tools and Resources, You Need To Know



<https://amzn.to/2SHA9xZ>

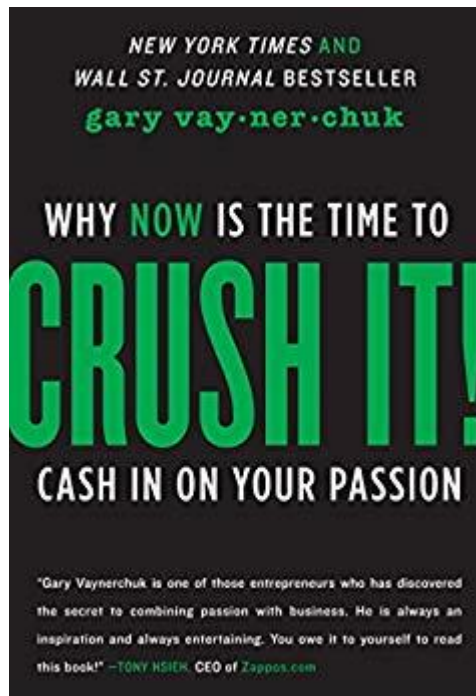
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## Tools and Resources, You Need To Know



<https://amzn.to/2SQTtsJ>



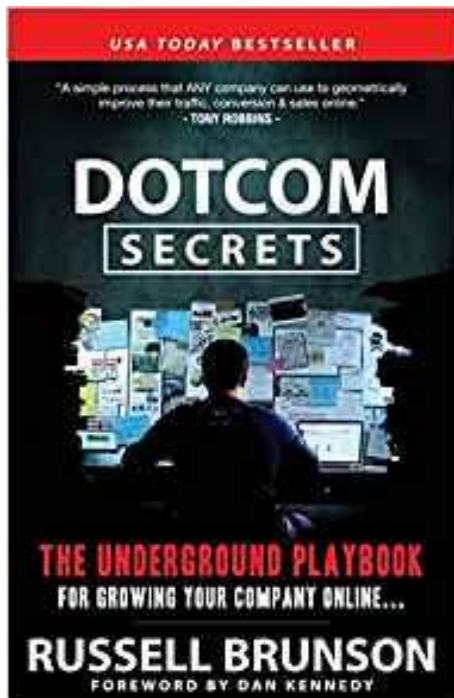
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## Tools and Resources, You Need To Know



<https://amzn.to/2ygaUcA>

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Tools and  
Resources,  
You Need  
To Know

The screenshot shows the homepage of 'Online Video Legal Music'. At the top, there is a green banner with a white border. On the left of the banner is a small version of Mike Stewart's portrait. To the right of the portrait, the text reads 'Mike Stewart presents...' followed by 'Online Video Legal Music' in a large, white, handwritten-style font. Below this, in smaller white capital letters, is the tagline 'ELIMINATE THE PROBLEMS OF USING MUSIC YOU DON'T HAVE THE RIGHTS TO!'. Below the banner is a green navigation bar with three links: 'Home', 'Disclaimers', and 'Members Login'. The main content area is white and contains two columns. The left column features a video player showing Mike Stewart speaking. The video player has a play button on the left, a progress bar in the middle, and a close button on the right. Below the video player, the text 'Keep watching this short autorun video to' is displayed in red. The right column contains a sign-up form. At the top of the form is the heading '5 FREE TRACKS!' followed by the instruction 'Just enter name and email below!'. There are two input fields: 'First Name' with a person icon and 'Email' with an envelope icon. Below these fields is a yellow button with the text 'Get Your Music Now!'. At the bottom of the form, there is a privacy notice: 'We respect your privacy. Your email will never be sold or shared, you can opt out anytime!'.

<https://onlinevideolegalmusic.com/>

**Pull Out Your Phone Right Now..**

**Dial – (615) 205-7711**

***Get instant access to my slides, resource links and my  
free blogging course,  
Gary Vanynerchuk Content Marketing Model***

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**Thanks for your time!**