Podcasting 101

By: Pedro Heizer

COMIC MISFITS PODCAST

Starting your podcast

Starting a podcast

- Find your niche

- Focus on a topic you love, have a passion about and are committed to

- There are 2 million podcasts on Apple podcast alone

  - 26% just have one episode

  - 64% have less than 10 episodes available

- Set a recoding schedule

- Plan shows and content ahead of time

- Don't rush on a name!

Equipment and software

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- anchor.fm

- chartable.com

- Audacity

- Best USB Microphones:
  - Blue Snowball ICE: on sale on amazon for $44 (usually $50)
  - Blue Yeti Nano: on sale on amazon for $85 (usually $100)
  - Blue Yeti: on sale on amazon for $102 (usually $130)
  - Rode Podcaster: $229

- Rodecaster Pro:
  - All-in-one solution for podcasting

Press Record!

"Commitment is the foundation of great accomplishments."

Marketing/Social Media

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- Mission, Value, Brand
  - How does your podcast stand out from the 2 million other ones out there?

- Your logo matters!

- Created a instagram and twitter account
  - If you only want one, create a instagram.
  - Twitter is more conversation, Instagram is more pumping our content.

- Media Kit
  - Create a media kit even if you're not selling anything.
  - Your media kit says who you are.

- Have an elevator pitch
  - If someone asked you what your podcast is about, have it ready in a few sentences.

Thank you!

Let's collaborate!
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