

PODCAST GUIDE

# HOW TO START YOUR PODCASTING JOURNEY

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Your Path to a Successful  
Show (& How an OBM Can Help  
Get You There)

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# INSTRUCTOR



## HI THERE, I'M SAM

Online Biz Manager & Fellow Entrepreneur

Hello, I'm Sam, the founder of Empowered Support Solutions, a team offering Online Business Manager (OBM) services tailored for women-led businesses & course creators. Our mission is to empower and uplift your ventures with personalized support. As we dive into this freebie, discover valuable insights and how an OBM can be your secret weapon in conquering the world of podcasting. Let's create something extraordinary together!

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# INTRODUCTION

Welcome to "Start Your Podcast Journey: From Idea to Successful Show" - your definitive guide to embarking on an exciting and rewarding podcasting adventure!

Whether you're a seasoned entrepreneur or an aspiring influencer, podcasting opens doors to engage your audience and amplify your message.

However, we understand that this journey may seem overwhelming,

especially with the myriad of tasks involved.

Don't worry though. This comprehensive guide is designed to provide you with essential strategies, tips, and a secret weapon to ensure your podcast's success from start to finish.

Starting a podcast CAN be a fun undertaking, and let me say before we even begin, you do not have to do it alone. Let's dive in!





# CHOOSING YOUR TOPIC

Welcome to the crucial first step in your podcasting journey: "Choosing Your Show Topic." Selecting the right topic sets the foundation for your podcast's success. Big Key: for This Think of one topic you can discuss for an hour without having to prepare too much, Another consideration- what topic would support your business & give listeners an idea of who you are & what you sell? The goal is to identify a captivating and meaningful theme that aligns with your passion and resonates with your target audience.

## CONSIDERATIONS FOR TOPIC SELECTION

- 1 Niche Unveiled: Uncover your podcast's unique niche by exploring your passions, interests, and expertise, and how they can align with your target audience's needs.
- 2 Audience-Centric Themes: Craft episode themes that center around your audience's pain points, interests, and desires, creating content that speaks directly to their hearts.
- 3 Finding the Perfect Fit: Conduct thorough market research to identify gaps and trends in your industry, helping you discover a show topic that stands out and attracts a devoted following.

## NOTES:

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# EPISODE PLANNING

Plan your podcast episodes meticulously to ensure a well-organized and engaging show. Create a content calendar that outlines the topics and schedule for each episode, allowing you to maintain consistency in delivery and keep your audience eagerly awaiting new episodes. By planning ahead, you'll have a clear roadmap for crafting high-quality content that captivates your listeners.

## CONSIDERATIONS FOR EPISODE PLANNING

1

Content Calendar: Create a structured content calendar that outlines the topics and episode release dates.

2

Consistency: Maintain a regular release schedule to keep your audience engaged and coming back for more.

3

Thematic Flow: Arrange episodes in a logical sequence to create a cohesive listening experience.

## NOTES:

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# RECORDING & EDITING

Master the art of recording and editing to produce polished episodes that leave a lasting impact on your listeners. Invest in suitable recording equipment and create a recording space that ensures optimal sound quality. Embrace the editing process to refine your content and deliver a seamless listening experience.

## CONSIDERATIONS FOR PLANNING YOUR FIRST RECORDING

1

Quality Recording: Invest in a reliable microphone and recording setup to achieve professional sound quality (my microphone rec. on page 12).

2

Editing Expertise: Learn the basics of audio editing or enlist the help of a professional to polish your episodes.

3

Smooth Transitions: Edit out any unnecessary pauses or disruptions to maintain a smooth flow of content.

## NOTES:

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# CRAFTING SHOW NOTES

Enhance your podcast's discoverability and engage your audience by crafting compelling show notes. These notes provide a summary of each episode's content, key takeaways, and links to relevant resources, making it easier for your listeners to access and share your valuable content.

## CONSIDERATIONS WHEN CRAFTING SHOW NOTES:

1

**Key Highlights:** Summarize the main points and highlights of each episode concisely.

2

**SEO Optimization:** Incorporate relevant keywords to boost search engine visibility and attract new listeners.

3

**Additional Resources:** Include links to resources mentioned in the episode for further exploration.

## NOTES:

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# MARKETING YOUR SHOW

Amplify your podcast's reach and build a loyal listener base through effective marketing strategies. Utilize social media platforms, email newsletters, and cross-promotional opportunities to reach a broader audience and attract new subscribers.

## CONSIDERATIONS FOR MARKETING YOUR SHOW

1

Social Media Promotion: Share engaging content snippets and episode announcements across your social media channels.

2

Email Newsletters: Keep your audience informed about new episodes, upcoming guests, and exciting podcast updates.

3

Guest Collaborations: Collaborate with guests to cross-promote episodes and expand your reach.

## NOTES:

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# HOW AN OBM CAN HELP

Unlock your podcast's potential by bringing on an experienced Online Business Manager to help you get your show off the ground.

Here's how hiring an OBM can help:



## Research and Generation:

- Your OBM can research trending topics, industry interests, and listener preferences to generate fresh episode ideas aligned with your podcast's theme.
- They'll collaborate with you to brainstorm innovative concepts, ensuring your content remains engaging and relevant.



## Content Calendar Management:

- Your OBM will create and manage a content calendar, organizing episode topics, release dates, and recording schedules.
- This ensures a consistent and well-planned podcasting journey, saving you time and effort in staying organized.



## Episode Preparation Support:

- Your OBM can gather background information and research on each episode's topic, providing you with valuable insights for your discussions.
- They'll help you outline episode structures, ensuring smooth and impactful content delivery.



## Audio Editing Expertise:

- Rely on your OBM's audio editing skills to polish episodes, removing background noise, enhancing sound quality, and ensuring a seamless listening experience.
- This allows you to focus on content creation while leaving technicalities in capable hands.



## Show Notes and Transcriptions:

- Your OBM will craft engaging show notes, summarizing key highlights, and including relevant links to resources.
- They can also provide transcriptions, making your podcast accessible to a wider audience and enhancing SEO.

# MORE WAYS OBM'S HELP

Unlock your podcast's potential by bringing on an experienced Online Business Manager to help you get your show off the ground.

Here's how hiring an OBM can help:



## Social Media Management:

- Entrust your OBM with social media promotion, sharing episode snippets, show announcements, and engaging content across various platforms.
- They'll help you build an online presence, attract new listeners, and grow your podcast's reach.



## Email Marketing Support:

- Your OBM can manage email newsletters, keeping your audience informed about new episodes, guest features, and podcast updates.
- They'll help nurture your subscriber base and foster a loyal community around your podcast.



## Guest Coordination and Collaboration:

- Rely on your OBM to handle guest coordination, including scheduling interviews, sending invitations, and providing necessary details.
- They can collaborate with guests for cross-promotion, expanding your podcast's exposure and potential audience.



## Marketing Analytics and Insights:

- Your OBM can analyze marketing data and audience engagement metrics to provide valuable insights into your podcast's performance.
- With this information, you can identify successful marketing strategies, target audience preferences, and areas for improvement.



## Community Engagement and Listener Support:

- Rely on your OBM to engage with your podcast's community, responding to listener feedback, comments, and questions on social media or other platforms.
- They can build a rapport with your audience, fostering a sense of connection and loyalty to your show.

# EXPLORE YOUR OPTIONS

## Question 1

If you could bring on an OBM for one aspect of this journey, which would it be?

Type Your Answer Here

## Question 2

Which tasks listed above feel outside your wheelhouse?

Type Your Answer Here

## Question 3

Which areas listed above feel like they're in your "zone of genius?"

Type Your Answer Here

## Question 4

How could hiring an OBM help make creating your podcast a reality?

Type Your Answer Here

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# RESOURCE LIBRARY



## ALMOST 30 PODCASTPRO COURSE

Prefer to take a course and learn the in's & out's of podcasting before taking the plunge? I highly recommend the genius that is the Almost 30 ladies. Their Launch Intensive is full of everything you need. Check out their free resources as well!.

[MORE INFO](#)



## BEGINNER MICROPHONE OPTION

The Blue Yeti microphone has been a cult favorite for a while (and is the very one I use for my digital courses and my own podcast). Just make sure you read the directions carefully to ensure you're using it well. Check out this blog for more info!

[MORE INFO](#)



## 7 MISTAKES TO AVOID

This blog from PodcastManic.com is a great resource for learning some of the mistakes new podcasters often make and how to avoid them.

Hint: having an outline can help cut down on nervous rambling, which noooo one wants to listen to.

[MORE INFO](#)

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# OBM SERVICES TAILORED TO YOUR NEEDS

Have a podcast (or digital course or biz organization) idea you'd like to get off the ground? Feeling a bit overwhelmed by all that needs to be done to launch well? Believe me, I've been there!

Click the link below to schedule your complementary call so we can chat about what it would take to build this thing together. I'm here for you!

[SCHEDULE NOW](#)





# THANK YOU!

Thank you for embarking on this podcasting journey with us! We hope this comprehensive guide has provided you with valuable strategies and insights to create an exceptional podcast that resonates with your audience. Remember, podcasting is not just about content creation; it's about building meaningful connections and leaving a lasting impression. Should you decide to take your podcast to new heights with the support of an OBM, know that we're here to help. Feel free to reach out for further assistance, guidance, and collaboration. Wishing you every success on your podcasting adventure!

All my best, Sam

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