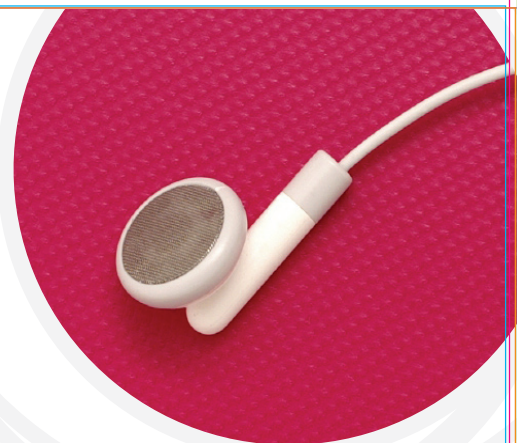


# podcasting for profit



## what is a podcast?

A podcast is audio or video content that people subscribe to, like a magazine, usually for free. When a new show is ready, it's automatically downloaded by subscribers through a service like iTunes. Shows may be regular, e.g. weekly - or you may choose to do a limited run of a few shows leading up to a product launch or event.

Podcasts have the power to create a bond between you and your customers. Nothing engages your customers like audio and video. Speaking to people direct helps build trust, convey information and articulate your selling points in a far more effective way than reading brochure text on a website. A podcast is another way for people to discover you, can bring in new business and generate customer loyalty.

## what makes a good podcast?

Like a blog, think about what valuable, useful content you can provide. You can just talk yourself, but interaction with a co-host makes things more interesting. Interviewing guests is even better. For a video podcast, you might want to deliver product demonstrations or tutorials.

Think about your listeners/viewers, and focus on the audience. Be relevant, authentic and informal and include a call to action – usually only one, usually at the end. This might be an invitation to visit your website, sign up to your newsletter, download a free online resource, etc.

Don't go for a hard sell, think infotainment rather than infomercial. Leave them wanting more. Short, bite-sized works best. No more than 30 minutes per show – but even 10-15 minutes work well.

## how do I get started?

For an audio podcast, you need little more than a computer and a microphone. Here are some of the resources you might consider:

### Hardware



You can pick up a good microphone for about £50, such as the Samson C01U USB Studio Condenser Microphone, which plugs into your computer's USB port.



The M-Audio Microtrack 24/96 (about £200) is the podcaster's portable recorder of choice – useful for recording interviews on the move.

### Software

To edit your audio, use free software such as Audacity (<http://audacity.sourceforge.net>). Mac users can also use Garageband ([www.apple.com/ilife/garageband](http://www.apple.com/ilife/garageband)).

### Music

You can't just include any music from your CD collection – that's illegal! Make sure you have permission to use any music you need. The Podsafe Music Network is a good place to start (<http://music.podshow.com>). For free sound effects, try Soundsnap ([www.soundsnap.com](http://www.soundsnap.com)).

Interviews are a great way of providing useful information and new perspectives to your listeners. You can even do interviews using free internet telephony such as Skype ([www.skype.com](http://www.skype.com)) with a recording application called Pamela ([www.pamela-systems.com](http://www.pamela-systems.com)). It's usually a good idea to have your guests sign an interview release.

## planning your podcast

Think about your show format as you would for a radio or TV programme. **For example:**

Intro	Industry News	Feature / Interview	Tips / How-to feature	Ending
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Then sketch out a grid to plan your shows in advance. You can record some items in advance – just keep a note on your grid of which things are yet to be recorded. Think about your timings at this stage too. **For example:**

Item	Duration	Ep1	Ep2	Ep3
Intro	00:30	Intro	Intro	Intro
News	04:30	Item name	Item name	Item name
Interview	06:00	Item name	Item name	Item name
Tips	03:30	Item name	Item name	Item name
Ending	00:30	Music	Music	Music
Total	15:00			

Recorded To be recorded

## how we can help

### We can:

- Advise you on podcasting strategy
- Supply professional voiceover artists and broadcast journalists if you don't want to present your show yourself
- Source intro/outro music
- Provide audio editing and post-production
- Deliver your podcast with an RSS feed and get it listed in iTunes
- For video podcasts, we offer full filming, editing and post-production facilities and uploading to YouTube

### Interested in audio or video but don't want a podcast?

You can also benefit from audio and video by adding a welcome message to your homepage, or including product demonstrations, customer testimonials, or short advertisements on your website or YouTube. Just ask us for details.

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