

PODCASTING



QUALITY AUDIO!

Invest in a decent microphone, headset, and editing software. You don't have to break the bank in the process. You can find some top-rated equipment on Amazon pretty easily without breaking the bank!

DEDICATION & PRACTICE

Unless you're a media guru with years of broadcasting experience, your first few (or 20) podcasts may not be all that great. But as they say, practice makes perfect.

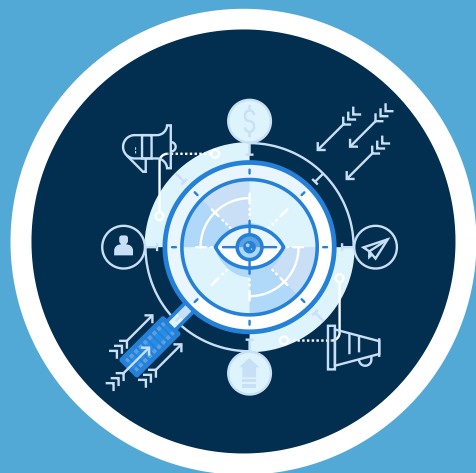


THEME OR NICHE

If you know your stuff and are passionate about your topic, it's bound to shine through even as you navigate the rocky terrain of launching a podcast. Pick a theme or niche you can stick with for the long haul.

GREAT GUESTS!

You don't need to land big-time celebrity guests to create a successful podcast. Well-spoken experts in their field—even lesser-known ones—can still be incredibly valuable for boosting listenership.



SEO OPTIMIZATION

Google has made podcasts easier to find in search results. And since Google can decipher audio to determine which keywords and key phrases a podcast includes, search results may even show individual episodes.

BE CONSISTENT!

Commit to a schedule, whether it's weekly, biweekly, or monthly, and make sure you have the resources in place to actually make happen it.

