SMARTSTART PASCO

- Entrepreneur Centers
  - New Port Richey and
  - Dade City
- Training and Educational Workshops
- Incubator
- Roundtable

BACKGROUND

- 27 years active service with USAF
  - Combat aviator/Leadership Staff
  - Retired 2009 at rank of Colonel

- Founded Systro 2015 – Strategist for Small Business Owners

- Launched Purposefully Profitable Podcast 2017

ACTIVITY

- Programming

- Content plan

- Script

- Rehearse

- Record

- Edit

- Intro/Outro

- Show Notes

- Post

- Promote

WHAT SHOULD I TALK ABOUT?

- Content Sharing/Education
  - Subject Matter Expert
  - Trusted Advisor

- Marketing
  - Visibility with potential customers
  - Celebrity within your community

- Monetization
  - Advertising/Sponsorship
  - Revenue into your company

ACTIVITY

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TYPES OF SHOWS

- Content only show
  - Tips
  - Audio Drama
  - History
  - How-to
  - Philosophy
  - Meditation

- Interview show

HOW OFTEN MUST YOU POST SHOWS?

- Consistency is key

- What do you know about the listening habits of your audience?

- What messages do you want to share?

- How much content do you have?

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CONTENT PLAN

- Excel Spreadsheet
  – Column – themes
  – Rows – topics
- Build the framework
  – Fill it in as you go along
  – Work to get ahead and stay ahead
- Control your schedule
  – Reasonable production plan
  – Don't let your audience down

HOW LONG SHOULD THE SHOW RUN?

- Just short of boring

- How long does it take to communicate the message?

- How long does your audience stay? (check analytics)

- When does your audience listen?

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SCRIPT

- Script – Interview questions, presentation
  - Research and write it out – do your homework
  - Be flexible and spontaneous, but organized and well prepared
- Communicate
  - Talk to people not to the microphone
  - Ad lib as often as you can

HOW DO I POST MY FIRST SHOW?

- Equipment

- Platforms (Apple Podcast, Spotify, SoundCloud, etc)

- Setup (soundproof, computer, microphone, etc)

- Cost

ACTIVITY

- Programming

- Content plan

- Script

- **Rehearse**

- **Record**

- **Edit**

- **Intro/Outro**

- **Show Notes**

- **Post**

- Promote

EQUIPMENT FOR RECORDING AT HOME

- Computer (PC vs Mac)

- Microphone (ATR-2100)

- Soundboard (None)

- Software

  – Recording (Zoom, Audacity, Skype)

  – Editing (Audacity (PC), Garageband (Mac))

  – Hosting (Libsyn, BuzzSprout, GoDaddy, PodBean, etc)

- Post (Apple Podcast, Spotify, iHeart, YouTube, etc)

EQUIPMENT AT WEST PASCO ENTREPRENEUR CENTER

- Computer (PC vs Mac)
- Microphones (BCD-1 Broadcast Dynamic Microphone MXL)
- Soundboard (StudioLive AR8 USB)
- Software
  - Recording (Soundboard to SD card or Application to Computer)
  - Editing (Software)
  - Hosting (Service)

ACTIVITY

- Programming

- Content plan

- Script

- Rehearse

- Record

- Edit

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- Show Notes

- Post

- **Promote**

HOW DO I GROW MY AUDIENCE?

- Community building
  - Niche
  - Neighborhood (Facebook, Patreon, Instagram, etc)
- Marketing the show
  - Ads, Contests, Guest appearances, Speaking
  - Social Media
- Analytics
- Competition = extended community

RESOURCES

- Facebook Community and Local Meetups
  - Chris Krimitsos
    - Florida Podcasters Association – 2nd Tuesday of every month
    - Podfest Multimedia Expo - annual conference in Orlando (March 6-8 2020)
  - The Messengers: A Podcast Documentary

- Pat Flynn – Smart Passive Income
- Dave Jackson – School of Podcasting