

PODCASTING TIPS AND IDEAS

1. When presenting single-opinion podcasts, be positive or negative – but never be wishy-washy
2. Healthy podcasting 101: Make your podcast host look good if you're a guest and make your podcast guest look good if you're a host.
3. Use the podcasting system and software that feels most natural to you.
4. Have your podcasts transcribed. Offer the transcript as a gift, bonus or member perk.
5. What bugs you most about podcasts?
6. The difference between a vodcast (video podcast) and video: Vodcasts are available for download through RSS feeds.
7. Create hashtags for your regular weekly podcast – and HAVE regular weekly podcasts.
8. Be aware of pacing and keep it lively when you present your podcasts. (People listen to be entertained – even while learning.)
9. What is your niche member's main reason for preferring podcasts? If you don't know, you're missing a valuable insight.
10. Help your podcast listeners have the best experience: Provide helpful and entertaining show notes.
11. Archiving your podcasts doesn't mean forgetting them. Write new blog posts with links on anniversaries or other relevant occasions.
12. Send out reminders for your podcast the day before, the morning of and fifteen minutes before air time.
13. Announce your podcast on FacEbook right before it launches: You'll be surprised how many extra listeners you pick up.
14. Test your podcasting equipment before every podcast. (How many of you do this?)
15. Don't just create a FacEbook Page for your podcast – create a Twitter Page too (and brand both with your logo, colors and background.)
16. Make sure your podcast guests know your ground rules – and you know their needs.

17. Instead of running the usual email mini-course, send links to a podcast mini-series.
18. 45-60 minutes is the preferred length for podcasts among most audiences – but be sure to ask yours their preferred length.
19. Have you created a hash tag for your podcast? (If so, please share it here.)
20. Post Twitter comments and links about/to your podcast while it is happening. Share the link and invite people to listen in.
21. Always use the #podcast hash tag, when posting about your podcast.
22. Anytime that someone tweets about your podcast, click the Twitter star to favorite it – you’ll end up with testimonial page!
23. What was your biggest podcasting mistake? How did you correct it?
24. Ask your listeners to spread the word on their blogs and social networks – before and during your podcast.
25. Create a poll for your “best podcast of the year”. (Use the results to create even better podcast content next year.)
26. Use your keywords in your podcast title, description, graphic files “Alt” tags and filenames, show notes and blog.
27. If you don’t podcast weekly, run regularly-spaced podcasting series on your niche topics. (Who already does this?)
28. Podcasts should sound real and spontaneous – but not so real you “freeze”. Use cue cards for key points and transitions.
29. Don’t script your podcasts completely: They’ll sound artificial and lifeless. Just jot down key points instead and ad lib the details.
30. Track and measure your podcast engagement. (Bit.ly links are an easy way to start.)



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