

# SUPER EFFICIENT



# PODCASTING

*Super tips and techniques for efficient podcasting*

**BY SARAH MACGREGOR**

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Super tips and techniques for efficient podcasting

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## **Introduction**

**Is speaking your favourite marketing tactic?**

**Want to incorporate podcasting into your business but  
don't know where to start?**

**Never fear! SMac To The Rescue is here!**

Podcasting is easier than you think!

In this e-book SMac to The Rescue, Your Super Efficiency Expert, will share some of her top tips and techniques for efficient podcasting.

Enjoy!

## Recording Your Audio

Before you'll be able to do any podcasting, the first thing you'll have to do is establish a way to record yourself on your computer.

The program that I recommend the most is called [Audacity](#). Audacity is **free**, it works on both Macs and PCs, and it is super simple to set up and use. If you have a Mac there is also the option of using the built-in Garage Band program, but unless you're savvy with that type of program I still think that Audacity is the easiest to use.

Next, you'll need to have a good quality microphone. You may ask, "If I already have a built-in microphone, do I really need to purchase an external one?" Well, you can always download Audacity and record yourself using your built-in microphone and see how it sounds:

- Does it sound tinny?
- Does it pick up much background noise?
- Does it sound like you're far away?

If you answered yes to *any* of these questions, you will need an external microphone. Nobody wants to listen to a low-quality recording!

Once you've done your first recording and you're happy with how it sounds, all the settings in your recording program will most likely remain the same and you'll be ready to roll for the next ones at super speed!

## What The Heck Do I Talk About?

Now that you have the capabilities to record yourself speaking, what the heck are you going to talk about?!?

Before you start cranking out the recordings willy-nilly, take a moment to think about these few questions:

- What am I passionate about?
- What do I want to share?
- What is my expertise?
- What is my target niche?

You should come up with a “theme” for your podcasts, something that will define your topics and reflect your expertise and your business. Think of a title that will encompass all of your podcasts.

Once you’ve decided on your theme/title, now you’re ready to come up with some exciting content, and here is an easy and efficient way to do this: **REPURPOSE YOUR EXISTING MATERIALS**

1. Use blog posts that you have written in the past
2. Read articles that you have written in the past
3. Use useful sections of your e-books and turn them into podcast topics
4. Edit any pre-recorded teleseminars you have taught
5. Read pieces of workshops you have taught in the past

In fact, if you’re struggling with trying to find a common theme for your podcasts, take a look at all of your past materials and you will start to see a pattern - this can be your theme!

You can still have loads of great ideas for new podcasts and at the same time repurposing your existing materials will simply provide more fuel for the fire.

## Intro/Outro

Every professional sounding podcast will need both an Intro and an Outro as part of the package. You only have to create these once and then they can be used over and over again with each podcast you create.

First, choose your music. Next, compose and record your introduction and your closing remarks, and in the end combine each with the music that you've chosen to create two separate audio clips: one Intro and one Outro.

Now whenever you record a new podcast all you have to think about is the content, and when that is up to snuff simply tack on your Intro at the beginning and your Outro at the end and voila! One complete and professional sounding podcast.

Read on for some more specific tips on each piece of the puzzle...

### The Music

The main piece of both your intro and outro is the underlying music. This is the fun part! You get to choose some piece of music that fits your theme and catches the attention of your listener, yet isn't overwhelming or obnoxious.

My favourite place to find royalty-free music is at [StockMusic.net](http://StockMusic.net). The tracks here are not free, but they are very reasonably priced. You can search for your music by keyword, genre, mood, instrument, and more. Once you find a few that might fit the bill just listen to the clips and choose the one that works the best.

### The Intro

Your introduction should be made up of two parts: the underlying music and a spoken introduction.

Remember that your Intro has to be generic enough that it can be used with every single podcast that you create. Basically now is your chance to introduce yourself and/or your business to the listener, and you want to do it now at the very beginning so that you can reinforce your brand and let the listener know, without a doubt, exactly what and who they are listening to.

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## ***The Intro, cont'd***

So, here are some important pieces that you should think of including in your Intro:

1. The title of your podcast series
2. Your name/your business name
3. What your podcasts provide, a summary of what they offer to the listener
4. Your website
5. An invitation of some kind eg. visit your website, sign up for your free e-book, sign up for your newsletter, subscribe to the podcast, etc.

Try to keep it short and sweet and yet at the same time make sure to provide all the necessary information so that folks know who you are, what you're providing, and how they can find out more.

### ***SUPER EFFICIENCY TIP:***

Go listen to your favourite podcasts, as well as those that target a similar market to yours, to see what their Intro and Outro sound like. Make notes of what you like and don't like about each one and then apply this to your own podcasts.

## **The Outro**

Your closing remarks are basically saying something along the lines of, "that's it for this week" or "thanks, until next time" or something else short to close. You can reiterate some small pieces like your website or your invitation, but remember that the Outro should be much shorter than the Intro.

## **Putting It All Together**

This is where you get to play around with your audio editor of choice a little bit!

What I've found that works best for the introduction is to start out with a snippet of music all by itself first, not too long, and then start to fade out the music to a lower level. Then, keeping the music at this lower volume, here is where you would put your recorded introduction clip. And finally, when your introduction is almost coming to an end that is where you should fade the music out completely. The trick is to get the music to be completely faded away right as your spoken introduction finishes.



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### ***Putting It All Together, cont'd***

In the case of the Outro the same principles apply, but in reverse. Start off with the music starting to fade in at the same time your spoken closing remarks are playing, keeping the music at a lower level the whole time. Then, as the speaking is almost coming to an end that is where you should fade in the music back up to normal levels, and finally end off with just the music all by itself. Make sure the music comes to a logical conclusion as well, don't just chop it off wherever it's convenient.

#### ***SUPER EFFICIENCY TIP:***

If you're not comfortable with this level of editing you should get your Virtual Assistant to come to your rescue - they can create an Intro and Outro to your specifications with super speed!

Keep playing with it until it sounds right, and ask yourself these questions as you go:

1. Can you hear every word you've spoken?
2. Is the music too loud or overpowering?
3. Does the music go on for too long?
4. Does each transition sound smooth?

After you've listened to it over and over again you might want to take a break, and then come back to it again with fresh ears - it's always possible you may notice things that need to be tweaked that you hadn't noticed before. Or even better, get a friend or colleague to listen to your completed clips for you and ask them to give you some honest feedback.

## Your Podcast Graphic

When creating a graphic for your podcasts it best to stick to the good ole “Keep It Simple” logic. Remember, your graphic will not be very big so too much detail will simply get lost.

Here is the sizing that iTunes recommends:

“iTunes recommended specifications require that the image be no less than 170 pixels x 170 pixels **SQUARE** at 72 dpi.

The preferred size is **300 pixels x 300 pixels at 72 dpi** in JPG, or PNG format”

Using these sizing specifications design your graphic to stand out and catch the eye, and if graphic design isn't your cup of tea ask your Virtual Assistant and/or graphic designer to make one for you.

Again, have a look at other podcasts and see what their images look like. Make notes on which ones you like or don't like and why, and be sure to model your own graphic accordingly.

## Putting it All Together & Some Finishing Tips

Now you've got all the pieces of the puzzle required to make podcasts:

- A theme
- Topics to speak about
- Intro
- Outro
- Graphic

It's time to put it all together and create some finished podcasts! Once these initial preparations are done you'll find that creating podcasts will be super fast.

First of all, if you haven't done so already, record some podcast episodes.

### ***SUPER EFFICIENCY TIP:***

It makes sense to record a bunch of episodes at once so they're ready to put together at any time. Whenever you're in the mood or inspiration strikes you, take advantage of it! Keep recording so that you're ahead of the game.

Once you've made sure that your recording sounds just right, copy your Intro and paste it to the beginning of your podcast, copy your Outro and paste it to the end of your podcast, and save the whole shebang as one complete episode. Export it as an mp3.

### **Meta Tags**

Most audio editing programs, including Audacity, allow you to add Meta Tags to your podcasts. Be sure to add appropriate meta tags to each and every podcast episode in order to increase your SEO.

### **Attach the Image**

Last but not least remember to attach your image to your mp3 file and voila! You have a completed podcast episode!

## Publicizing

There are many different ways that you can get your podcasts out to the public, and here are a few suggestions:

### 1. Hosted on your own website

- a. If you have a Wordpress website there are numerous plugins that make it super easy to incorporate podcasts on your site
- b. Otherwise you can create your own podcast page and set up a new RSS feed

### 2. Submit to iTunes

- a. Go to the iTunes website for more information, they have certain specifications that you'll have to use in order to submit
- b. You will need to have an iTunes account in order to submit

### 3. Submit to other podcast directories

- a. Some directories will directly host your podcasts for you so you don't need to have your own website (ex. <http://www.podbean.com> has a free or monthly subscription depending on how much space you use)
- b. Most directories simply require you to submit your podcast feed so you'll need to have your feed set up first on your own server in order to submit
- c. There are loads of podcast directories out there
  - i. Podcast411 is an excellent site that has tons of information on podcasting as well as a huge list of other podcast directories: <http://www.podcast411.com/page2.html>

It's best practice to have your podcasts on your own website first if at all possible to draw traffic to your and your business. And of course iTunes is a universally known and respected directory.

When you're deciding on which other podcasting directories to submit to, try to choose the ones that serve your target audience and are the most relevant. As mentioned before there are so many directories out there, it would be easy to get overwhelmed with all the choices!

## Conclusion

You're all set to start podcasting!

Remember, take care of the initial pieces of your podcasts first: your theme, topics, music, intro & outro, and graphic. Once these pieces are in place it's super easy to create new podcast episodes much more efficiently.

I wish you the best of luck, and every success!

## About the Author

Sarah MacGregor (a.k.a. “SMac”) officially started out as a Virtual Assistant (VA) in 2007. After careful planning SMac To The Rescue started off with a bang and it just keeps growing, having now evolved into a Multi-VA practice.

SMac quickly realized that some things that seemed like common sense to her were in fact a real struggle for other business owners, and she naturally fell into the role of breaking down projects into manageable pieces, coaching business owners on how to become more efficient, and coming to the rescue of every solopreneur that crosses her path!

SMac has been a teacher/trainer in many different capacities over the years, she’s insanely organized, and she gets excited every time she’s faced with a new situation where her organization and efficiency can be put into action! She’s a software developer to boot so you can rest assured that she is truly a techno-geek.



**Sarah MacGregor a.k.a. “SMac”**  
CEO, SMac To The Rescue!  
Your Super Efficiency Expert!

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