



PRESENTS...

INTRO INTO...
PODCASTING



**“YOU MUST
UNLEARN
WHAT YOU
HAVE
LEARNED”**

SO, WHO ARE YOU GUYS?

- Founded in 2001 as the “anti-group” (see: didn’t like any groups)
- Run by 2 guys (The Sales Guy and The Geek)
- Over 6,000 members on LinkedIn
- 100k unique visitors and 500k page views monthly at ITintheD.com
- IT in the D podcast played over 20M times, #1 ranked tech podcast on SoundCloud.
- Over 2,000 jobs fulfilled through our meetings
- 100% grassroots
- No guest speakers, name selling, forced sales pitches
- Featured in CNN/Money Magazine, WJBK (FOX), WDIV (NBC), WXYT (ABC), 96.3 WDVD, Oakland Press, MLive.com, Detroit Free Press...
- 2010 CBS People’s Choice Blogger of the Year Award (Life section)
- Launched the Podcast Detroit podcast network in July, 2015
- More than 40 shows broadcast live each week from our studio
- Expanding to multiple studios shortly to make room for waitlisted shows and expand operations

SO, WHO AREN'T YOU GUYS?

- Ninjas, Experts, Gurus or Life Coaches
- Trying to get you to pay \$300 so I can re-write your resume
- Trying to sell you something afterward
- Someone who will sugarcoat the truth

So you wanna start a podcast?

Here are some reasons why

- It's euphoric
- Immortalize that one bar conversation
- It's not expensive
- You can build your personal brand
- It's an amazing conversation starter
- Share your expertise
- It's insanely fun

So where the hell do I start?

Find your voice and your brand

- Find a topic (if you can't talk about it ad-nauseum for 30 minutes, find a new topic)
- Get a show name (Google to make sure it's original)
- Create a logo
- Register a domain name and put up a website
- Register the name across all social platforms

So where the hell do I record?

The possibilities are limitless

- Record on your phone (yes, literally)
- Record at home on your PC
- Record at home with semi-professional equipment
- Rent studio space
- Join a podcast network

Then what?

Where do I upload it to? How do I listen to it?

- Find a hosting platform for your files
- Make sure you have an RSS feed available
- Submit to every major podcast platform (iTunes, Stitcher, SoundCloud)
- Submit to every place else that accepts RSS feeds
- Beware of fees and hidden charges
- Stay away from BlogTalkRadio
- Make sure you write a blog entry for every episode with notes, an embeddable player and links to guests and topics

How do I promote it?

Just putting it on Twitter and Facebook won't cut it.

- Print business cards (Yes, podcaster/host should be your title)
- Go to as many events as possible
- Sit on as many podcast panels as they will let you
- Do live remotes whenever possible
- Have your guests blast your show to their social network
- Do monthly/quarterly Meetups
- **CREATE A COMMUNITY**

How do I monetize the show directly?

You mean I can make money on this thing?

- Find like-minded businesses who would be a good fit
- Invite them on your show
- Push the ever living hell out of their brand/product
- Follow up with them and ask them to sponsor your show to cover fees
- **YOU HAVE TO BRING VALUE FIRST BEFORE YOU CAN EVER ASK FOR DOLLAR ONE.**

How do I monetize the show indirectly?

You mean I can make money on this thing?

- Put affiliate links on your website
- Create a call to action, “Support our show by going to xyz.com and hitting the Amazon link at the top, it is greatly appreciated and helps keeps the lights on over here”
- Put Google Adwords banners on your site

Things to remember...

This is important

- This is fun. It's supposed to be fun. When it's not fun, it's time for you to stop.
- There are no rules. If someone tells you there are, they are full of [censored].
- Be consistent. Cadence is your friend. Pick something and run with it.
- Always look to improve.
- Have zero expectations on listenership, monetization, etc. this is a marathon and it takes a TON of time, effort, and commitment.

Call to Action...

- FIND YOUR VOICE
- BRANDING
- AWARENESS
- COMMUNITY
- MONETIZATION
- REPEAT

Want to Learn More?

- Thursday, May 5
- Activ8 Gaming in Ferndale
- Metro Detroit Podcasters Meetup
- Games, Drinks, Chatting and Ideas
- 5pm - ???



THANK YOU...



Networking Detroit, One Beer at a Time!

