



PODCAST



Workshop

What is on the agenda today?

Podcast basics

- Idea
- Structure
- Recording
- Post-production
- Publishing



The idea



The idea- Setting goals

🎙 **Do I want to do the podcast just for fun?**

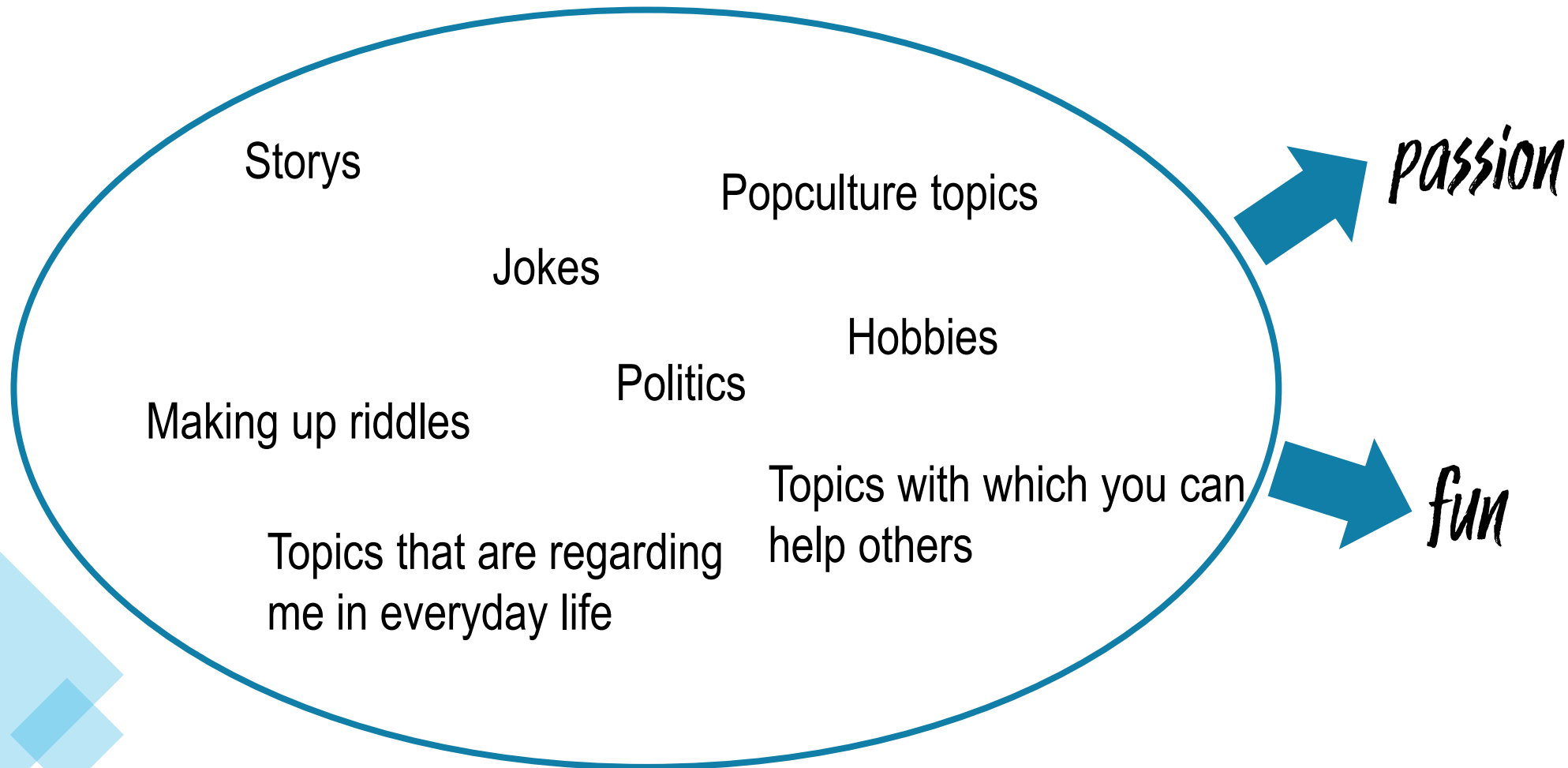
🎙 **Do I want to built up a community or find new contacts?**

🎙 **Which target group do I want to reach with my podcast?**

🎙 **Maybe you even want to make money with it?**

The idea- Finding a topic

There are basically no limits for you regarding the topic



What do you think are the most podcasts about?

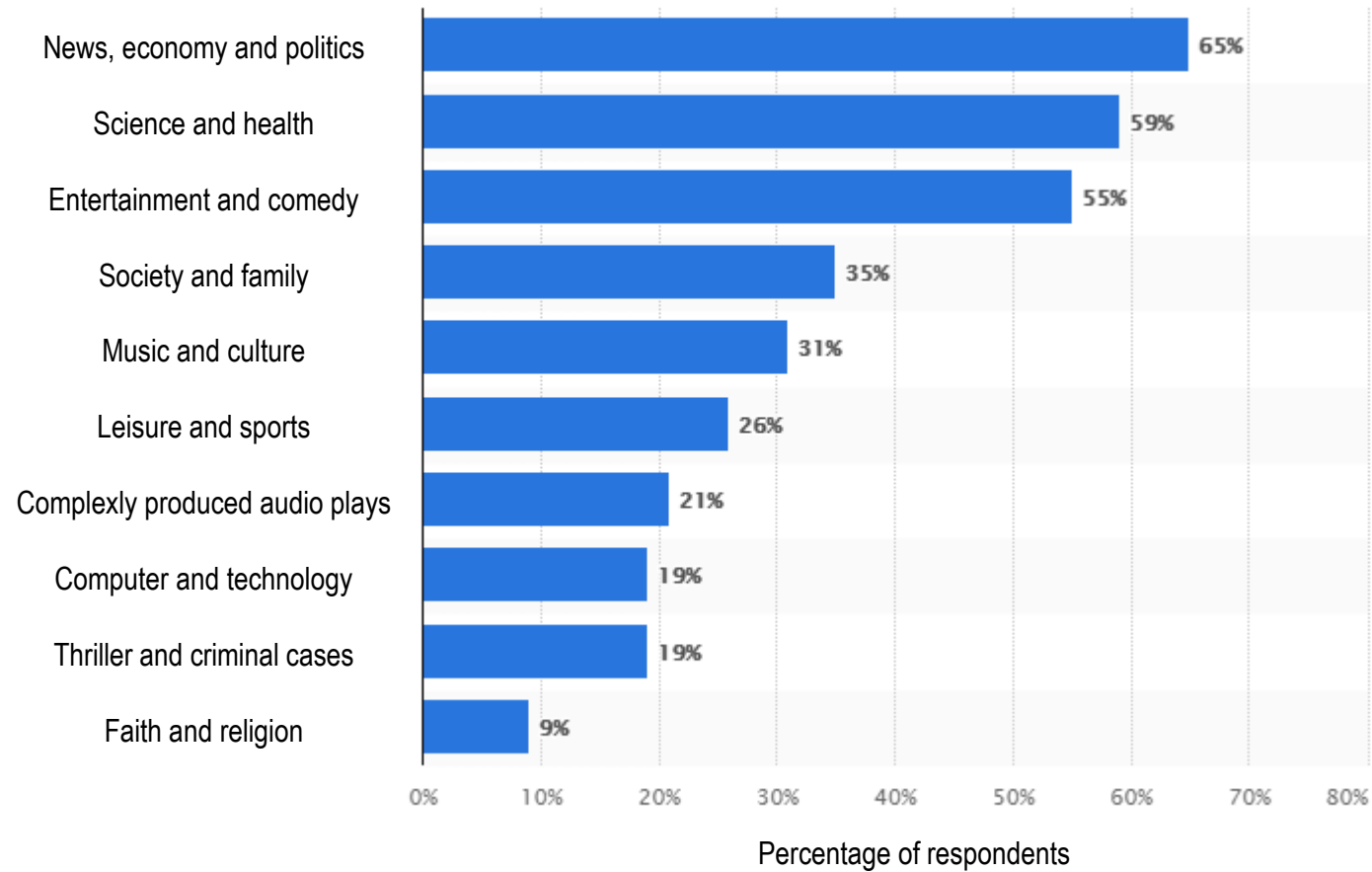
If you like to participate:

Go to [menti.com](https://www.menti.com)

And enter the code: 3035 1307

The idea

Most popular topics for podcast use in 2020 (in Germany)



Quelle: <https://de.statista.com/statistik/daten/studie/1076171/umfrage/beliebteste-themen-bei-der-nutzung-von-podcasts-in-deutschland/>

The idea- with whom do I create my podcast?

Soloshow	Interviewshow	Co-Hosting-Show
<div data-bbox="25 506 101 578">+</div> <ul style="list-style-type: none"> Good for getting started Creative freedom Independence Changes according to own opinion 	<ul style="list-style-type: none"> A change in guests can keep the freshness Expert opinions Always same structure → easy preparing Various topics possible 	<ul style="list-style-type: none"> Better dynamics Work sharing You can motivate one another Possible to allocate roles
<div data-bbox="25 942 101 1013">-</div> <ul style="list-style-type: none"> Planning all content alone is more time consuming Less dynamic in the podcast, e.g. no speaking with one another about a topic/discussion → can easily become kind of a lecture 	<ul style="list-style-type: none"> Dynamics limited when changing cast Have to find someone to just participate once Need to find out before, how the interview partner acts in front of the microphone 	<ul style="list-style-type: none"> The chemistry must be right Creativity also connected to the other person Preparation can be more complex, when not doing it alone

The idea- How do I name my podcast?

🎙️ **The name should contain a keyword**

example: „Gründungsgeflüster“ (Founding Whisper): the topic is company founding / entrepreneurship

🎙️ **Not to narrow name** (no restriction of topic)

example: „Poker Podcast“ → better would be Card Games Podcast

🎙️ **Often also fantasy names are chosen**

example: Gemischtes Hack (mixed mince) → can establish a „brand“

→ **Chose an eye catching name**



The structure



The structure – how do I structure my podcast?

🎙️ **Podcasts involve a lot of speaking freely, however preparation is everything**

- Determine exact episode topic
- Create episode script
- Stick with the structure of a podcast

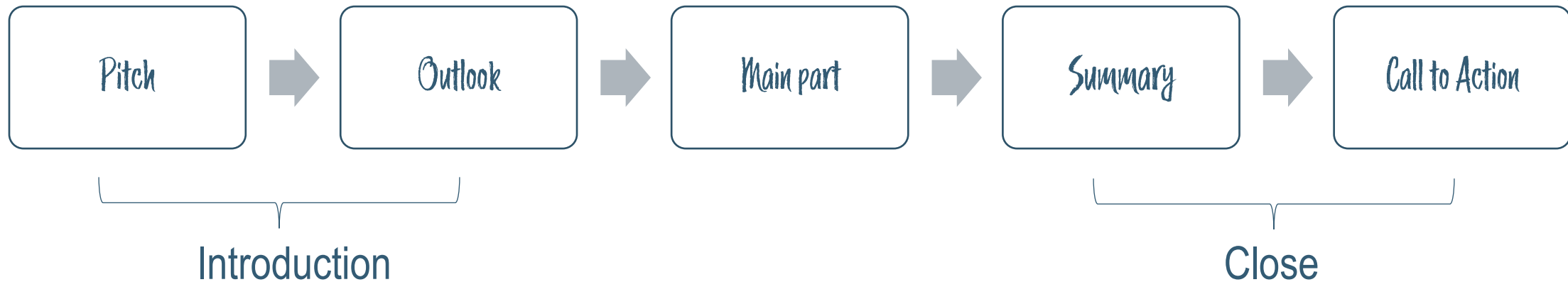
→ What should the listener take with him from this episode?

→ Do I have to prepare questions?

→ How can I sum up the topic?

→ How can I achieve audience interaction?

The structure – how do I structure my podcast?



The structure – how do I structure my podcast?

🎙️ **Before starting with the actual topic:**

- Shortly introduce yourself
- Shortly introduce the idea of the podcast
- Shortly sum up what makes your podcast special

🎙️ If you want to you can also start with a quote, that fits to the show and always returns in each episode

→ **Pitch = Self-marketing**

The structure- how do I structure my podcast?

Outlook

The 5 W:

What will it be about?

W What will the listener learn from you?

Which exact problem will you solve for the audience?

What will the audience be able to do/know afterwards?

What will be the listeners benefit from listening?

*In this episode I will tell
you, how you can...*

Moreover, you will learn...

In the end you will get...

→ With the outlook the listener knows, if the podcast will be of interest for him

→ **Make the audience curious, but do not make any false promises**

The structure- how do i structure my podcast?

Main part

🎤 **In this part it will be talked about the actual topic**

→ Per episode there should be exactly one topic, not multiple topics

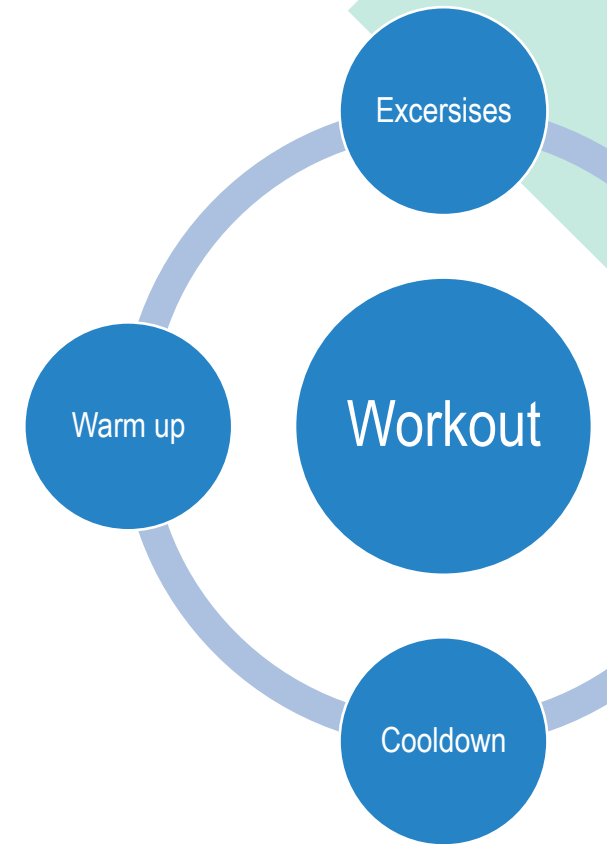
🎤 **Episode script is important for the main part**

- Mindmap with the most important points

- Questions, that should be asked

→ So that nothing is repeated or forgotten

→ Brings dynamic to the podcast



The structure- how do i structure my podcast?

Summary

🎤 **In this part everything will be summarized again**

- The most important aspects
- So that even the beginning of the podcast is back
- Listener can check, if everything is understood

Let's summarize again...

The structure – how do i structure my podcast?

Call to Action

Draw attention to yourself and your podcast

- Where can more information to your podcast be found?
- Do you have a social media channel?
- How can you be reached?
- If you like, a small teaser, what will happen in the next episode

BUT: Preferably only one call to action per episode

Tune in again for the next episode...

Visit my Facebook page...



The recording



The recording

🎤 OPTION 1

- Condenser microphone via audio interface
 - Very high audio quality, but more sensitive to noise
 - connected via XLR
- Recording via computer software
 - Use for instance freeware, such as **Audacity** or **Garage Band**
 - Otherwise other software is also fine, such as **Audition**
- Use special microphones or microphones with the same type when recording with more than one person

The recording

OPTION 2

- USB Mikrophone
- Connect directly via USB to computer
- Recording analogue to option 1

<https://images-na.ssl-images-amazon.com/images/I/71cm5zeseaL. AC SX466 .jpg>



The recording

OPTION 3

- Connect microphone to smartphone or use the integrated microphone
 - Cover microphone with pop shield
 - Recording via app (e.g. Voice memo)
 - If necessary put phone in flight mode to suppress noise
-
- Currently many smartphones are equipped with good microphones
 - Mobile and stationary recording possible



The recording

🎙 Always pay attention:

- Use a pop- or windshield for recording
- Use a quiet recording environment (if possible not to much reverb)
- Get cosy when recording, that makes it more relaxed
- If you say something wrong, record that part again
- Have fun!

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<https://images-na.ssl-images-amazon.com/images/I/51D9vUmdKEL. AC SX450 .jpg>



The recording

🎙️ A small DIY “Add-on” for Homerecordings

🎙️ “The microphone shield” for better sound

You need:

- 2 folders
- foam
- hot glue



The recording

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The post-production



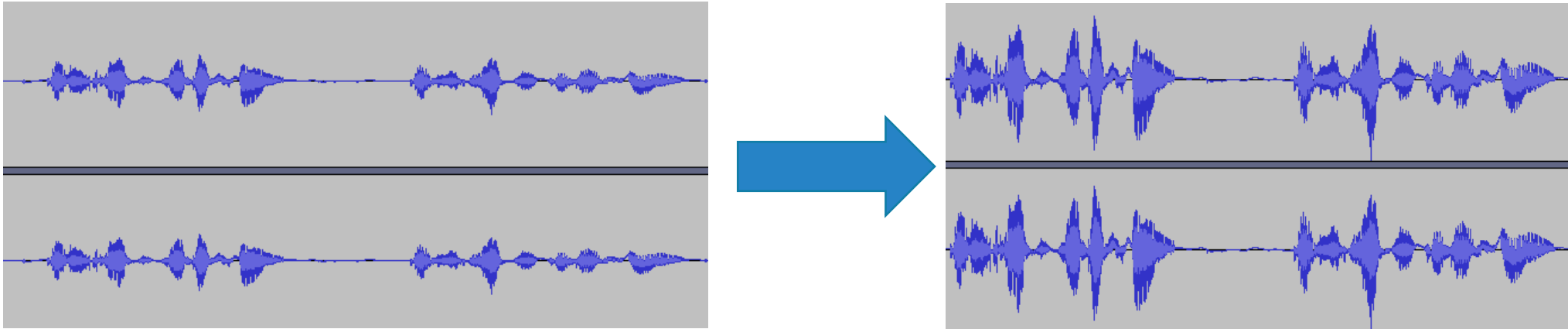
The post-production

- 🎙 **Cut out parts that you do not like**
- 🎙 **Cut out breaks inbetween**
- 🎙 **Play jingle in the beginning and at the end**
- 🎙 **Adjust sound quality**
- 🎙 **Match audio tracks to each other (e.g. in an interview)**

The post-production- Cutting elements

For example with  Audacity®

Use compressor

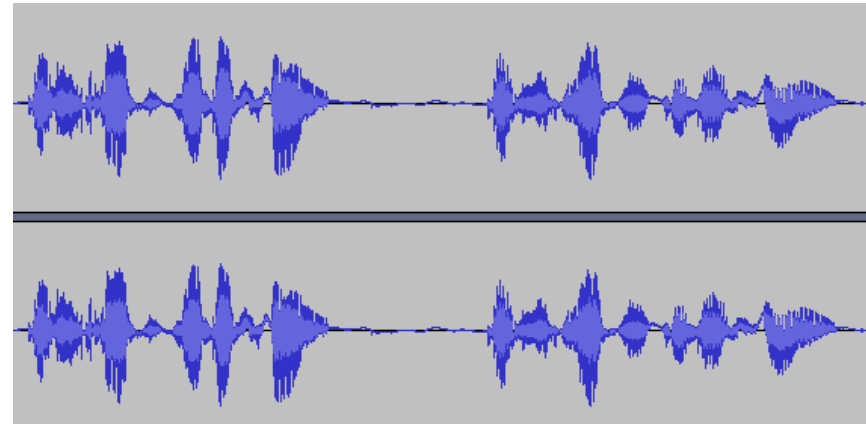
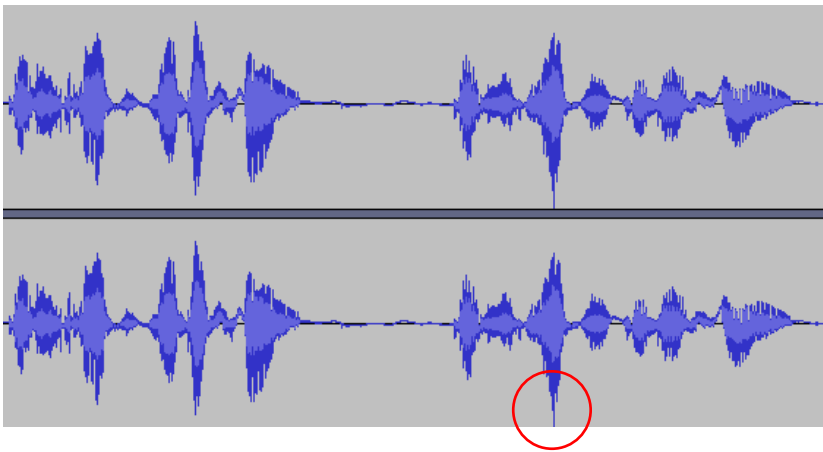


- Edits „dynamic range“ of the recording (it will be „compressed“)
 - Difference between „loud“ and „quiet“ places in music or speech will be reduced

The post-production- Cutting elements

For example with  Audacity®

Use a limiter

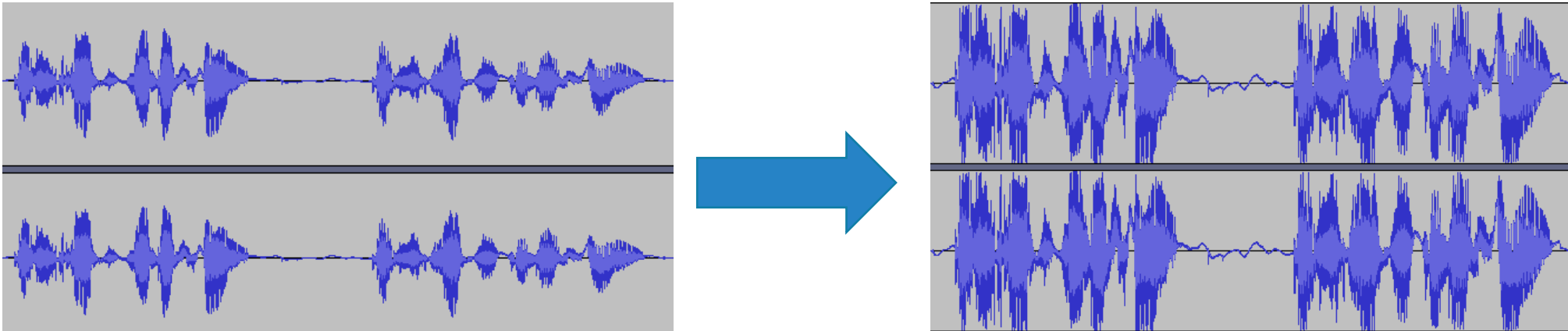


- Samples level peaks and cuts them out

The post-production- Cutting elements

For example with  Audacity®

 **Normalise to 0dB**



- Increasing the amplitude without overdriving
→ Evens volume

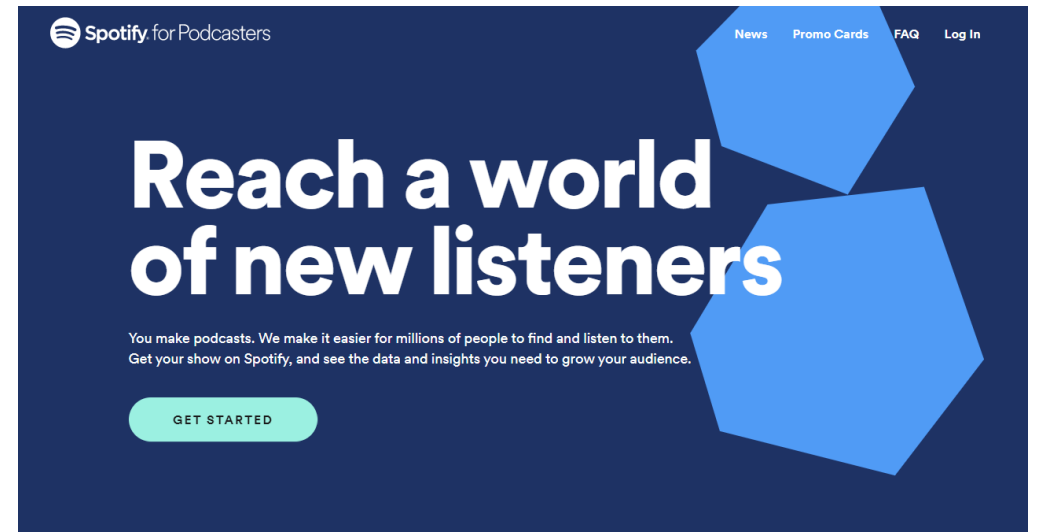


The publishing



The publishing

- 🎙️ **Output file from software (e.g. as .mp3 or .wav)**
- 🎙️ **Chose podcast hosting platform and upload**
 - e.g. Spotify for Podcasters, Soundcloud, Podcaster.de ...
- 🎙️ **Spread podcast**
 - e.g. send out links, use Social Media channels
 - Use podcast directories
 - Raise awareness through cooperation with others



<https://podcasters.spotify.com/>

Thank you for your
attention!
Any Questions?



Feel free to check here for more information:

🎙 <https://www.mikrofon-test-podcast.de/>

🎙 ZDF – Tipps für deinen Podcast

🎙 Blogs verschiedener Podcaster

🎙 <https://podcast-agentur-hamburg.de/>