





Repurpose Your Writing  
Give Renewed Life  
to Your Writing  
Through Podcast

Kimberley Payne



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- o Goal Setting
- o Podcast Theme
- o Audience
- o Podcast Title
- o Podcast Cover
- o Intro and Outro
- o Recording Device
- o Recording Platform
- o iTunes & Stitcher Radio
- o Repurposing
- o Growing
- o Next Steps

WELCOME!



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What is a Podcast?



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### Why Podcast?



- o What is your motivation?
- o Why is podcasting important to you?
- o What message do you want to share?
- o Why is it important to share this message?

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### Benefits



- o \_\_ increase my credibility
- o \_\_ promote my book/work
- o \_\_ monetize my show
- o \_\_ share my message
- o \_\_ nurture my tribe
- o \_\_ connect with leaders in my field
- o \_\_ get known as an expert on my topic
- o \_\_ perfect my online speaking skills
- o \_\_ build my list

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### What is Success?



- o Being invited on other podcasts
- o Increasing book sales
- o Earning ad revenue
- o Building email list
- o Being interviewed for articles

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Podcast Theme

- What are your listeners interested in?
- What do they struggle with?
- How can your message help them?



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Identify your Message

- 1 hour
- 1 thousand people

Title?  
Theme?



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Identify your Message

- Why did you choose that theme?
- How will you share that message?



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### Common Mistakes

- More than one message
- Worried about losing people
- Too long



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### Audience

- Who is your ideal listener?
  - Age
  - Gender
  - Income
  - Marital Status
  - Employment
  - Business Association
  - Interests



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### Tribe Survey

- Biggest Challenges
- Want to know
- Not interested in
- Main benefit
- Favourite blog
- Questions



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Podcast Title

- Conveys a benefit
- Targets a specific audience
- Offers a clear point of view



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Podcast Title

- Stand out next to others
- Passes the "Google" test
- Covers a range of topics



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Episode Title

- Matches what the episode is about
- Avoids jargon
- Connects to a pain point
- Uses the language of your ideal listener



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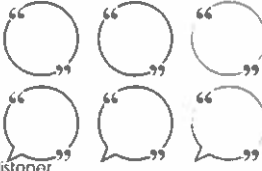
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### Episode Description

- Lists 3 benefits
- Contains an overview
- Sounds engaging
- Avoids jargon
- Speaks directly to the listener
- Expresses your point of view



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### Podcast Cover



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### Podcast Cover

- Does It match your brand colours?
- Is it different than others on iTunes?
- Is it 1400 x 1400 pixel size?
- Is the title visible and easy to read?



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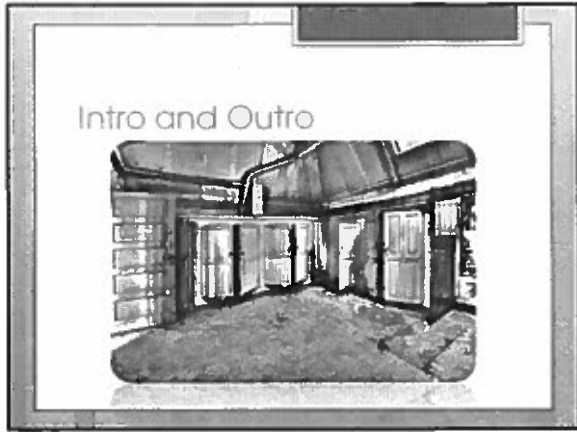
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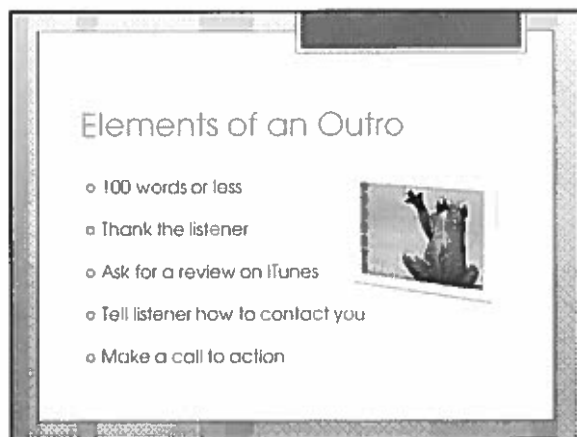
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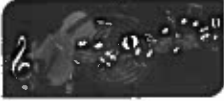
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Intro and Outro Music

- o Public domain (royalty-free)
- o Matches the mood/theme of my show
- o Acoustic
- o Pleasant to listen to



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Intro and Outro Music Tips

- o Sound excited as you begin and end
- o Your voice should start just as the intro music levels begin to go down
- o Your podcast episode should end as the outro music begins to rise



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Repurpose Your Writing

Give Renewed Life to Your Writing Through Podcast

Kimberley Payne



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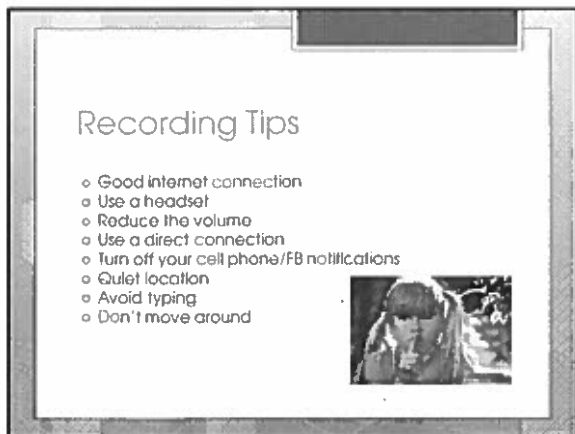
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### Solo vs Interview Podcast

**Solo**

- Share your voice and point of view
- Develops a bond with your listeners

**Interview**

- Expands your reach
- Develops partnerships
- Guests help you create the content

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### Tips - Solo Podcast

- Take your listeners on a journey
- Imagine talking to a friend
- Express your point of view
- Start excited and smile
- Speak to ONE person
- Choose a quiet place
- Use a cliff-hanger



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### Tips - Interview Podcast

- Ask what no one else is asking
- Go deeper
- Ask for stories
- Be curious
- Have standard questions
- Ask open ended questions
- Use reflective listening



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### Who to Interview?

- o Email your list
- o Do an internet search of blogs
- o Visit Amazon
- o Ask friends and colleagues
- o Look at articles and newspapers
- o Ask in social media groups
- o Listen to other podcasts
- o Ask for referrals



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### Speaker Assets

- o 100 word speaker bio
- o Headshot photograph
- o A few questions



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### iTunes & Stitcher Radio



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### iTunes New & Noteworthy

- Launch with 3 episodes at once
- Aim for 10 ratings and reviews 1<sup>st</sup> week
- Get 2-3 reviews/week over the next 8 weeks
- Keep active



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### Repurposing

- Articles
- Blog Posts
- eBook
- eZine
- MP3 Recordings
- Newsletter Content
- Online Course
- Special Report
- Transcripts
- Video



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### Action Plan

- Schedule time each week
- Keep a tracking sheet
- Reach out to potential guests
- Keep pad of paper handy
- Write a weekly blog post



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**Growing**



- Remind listeners to subscribe
- State the benefit of listening
- Ask Influencers to share
- Get active in Facebook & LinkedIn groups
- Share episodes on Facebook
- Include episodes in your newsletter
- Schedule tweets about your podcast
- Ask interview guests to share their episode

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**The Next Step**



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- Theme
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**Thank you!**



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