

QUICK START GUIDE

WHY | WHAT | HOW

• Podcast facts

- 70% of Americans aged 12+ are now familiar with the word "Podcasting." (Estimated 197 million people)
- 51% of Americans reported having listened to a podcast at least once in their lives. (Estimated 144 million people)
- 32% of Americans report having listened to a podcast within the past month.
- The average number of podcasts consumed weekly by podcast listeners hovers around seven.
- The largest demographic of podcast listeners are employed full time.
- In 2018, the estimated weekly listenership of podcasts was 48 million.
- There were an estimated 14 million more podcast listeners from 2018 to 2019.

*Infinite dial report from Edison Research Mar 6, 2019



Introduction

So, you want to start a podcast? Podcasts are a great way to communicate with a specific audience. They've been around in some form since the 1980's, but have gained in popularity since the advent of the iPod, and smart phones. This quick start guide will help you on your way to making a show you can be proud of.

Step one: Why, then How

Knowing why you want to start a podcast and what it will be about seems like a simple step, but if you skip past this, you may find yourself floundering for years.

Why do you want to make a podcast? It could be as simple as: to get my content out to listeners, tell stories, or just for fun. Your **why** will direct what you do with your podcast.



Simon Sinek Start with Why

Simon Sinek teaches about the golden circle and the power of striating with **WHY**

- **What:** Every organization on the planet knows **WHAT** they do. These are the products they sell or the services they offer.
- **How:** Some organizations know **HOW** they do it. These are the things that make them special or set them apart from their competition. Their offer, or unique process.
- **Why:** Very few organizations know **WHY** they do what they do. **WHY** is not about making money. That is a result. **WHY** is the purpose, cause or belief. It's the very reason your organization exists.

“People don’t buy what you do. They buy why you do it.”

Starting with *why* makes all the other parts of your message simple and clear. As Simon Sinek teaches “Those who start with *why* never manipulate, they inspire. And the people who follow them don't do so because they have to; they follow because they want to.”

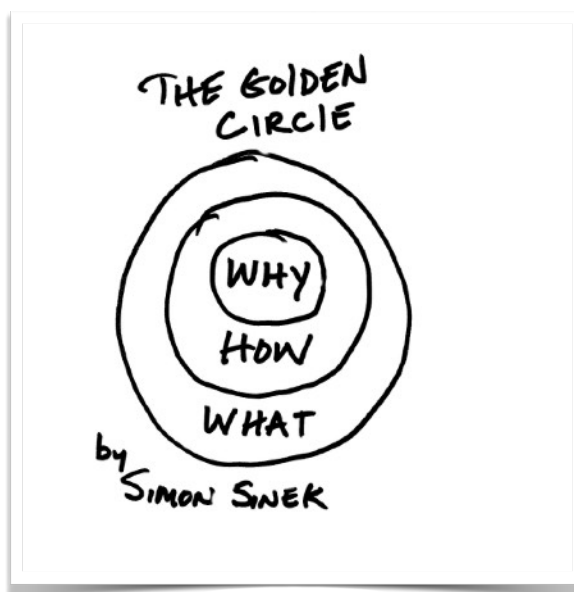
Take a few minutes to write about *why* you want to start a podcast. What are your thoughts about it?_____

Having trouble thinking of *why*? Maybe start with a story about why you do what you do. Stories are powerful because they clearly illustrate what is important to us. Here’s an example:

When the Wright brothers were experimenting with flight, they had a lot of competition. Samuel Langley, for example, was a University Professor, the Secretary of the Smithsonian Institute, and had a grant from the U.S. War Department for what would be nearly 2 million dollars today.

The Wrights, on the other hand, were bicycle mechanics from Dayton, Ohio. They believed in the possibility of flight and the way it could change the world. This *why* drove everything they did. When they went out to experiment with their plane, they would take extra parts in order to make repairs on site. When no one would return their calls about supplying a smaller engine, they developed their own. They also developed their own

wind tunnel, when they discovered errors in the Smithsonian air pressure



documentation. “We did that work just for the fun we got out of learning new truths.” Orville Wright said. Once they took flight and succeeded, their competitor, Langley, quit. He wasn’t first and didn’t get rich. His **why** was primarily finance, and he didn’t find that here. The Wrights continued to innovate even after their first successful take off. In fact the majority of the world didn’t know they had even succeeded until much later. That story illustrates the power of **why**. The Wright brothers **why**, a belief in the possibility of flight, and how it could change the world, drove them to continue, while Langley’s drove him to search elsewhere.

Find your story

Think back to a time in your life when you began down the path you are on now. Take some time to do this activity on the side of this page. As you do, a couple of things will happen:

1. You will get clarity on the story you’ve lived and where the change happened. You will get practice telling this story, and learn what it means to you.
2. You will get practice recording yourself. Listen back to your recording, and learn what you like and don’t like about your delivery style.

How

After you’ve fleshed out **why**, the next steps become easier. With a consistent **why**, the **how** and the **what** become simple. In this instance you’ve already decided on the **what**- it’s a podcast. You know that is **what** you want to make, so let’s spend some time on **how**. There are so many resources online that can help you with the technical aspects of how to make a podcast- everything from what microphone to buy, to what audio editing software to use. We won’t spend a lot of time here- instead we will focus on the aspects that will make your podcast excel in some of the areas others fail.

At last estimate there were nearly 2 million podcasts being produced. The diversity of podcasts that are successful is astounding. On one hand you have true crime mysteries, and on the other hand fantasy football. You have chart toppers like Brene Brown’s “*Unlocking Us*”, talking about her shame research and connection, next to “*The Office Ladies*,” with Jenna Fischer and Angela Kinsey rewatching and telling stories about filming the comedy show *The Office*.

If you scroll through the top 100 podcasts that are currently popular, you will notice some trends, but you will also notice some outliers. True crime is a popular genre, but so are politics, celebrity point of view, money, self help, how things work, and history. The types of podcasts are as different as the people

Activity

What is your **why** Story

- Take out your phone, a computer, or any recording device. You can use free software like [Audacity](#), [Garageband](#), use a voice recorder on your phone, a video camera, or [QuickTime](#) recorder on your computer.
- Tell the story of when you began on the journey that got you thinking about a podcast.
- Where did you start? What was going wrong in your life that you wished were different?
- When you were in the midst of the hardest moment, what were you thinking? What did that thinking lead to?
- Once this difficulty changed for you, why did you want to help others change too?
- Listen back or watch the story recording. Do an evaluation: what worked, what didn’t work, what would you do differently? What did you leave out? What did you tell that was extraneous? Was there a beginning, a middle, and an end?
- Tell the story once more with the refinements, based upon your evaluation of the story.

who produce them. However, all of these have something in common. They have a specific audience. They know who they are talking to. Someone who has never watched an episode of *The Office* is much less likely to listen to “*The Office Ladies*” than someone who has binged every episode and owns a Dunder-Mifflin mug and t-shirt. Some audiences are broader than others, but what has helped each of these shows succeed is knowing who they are talking to.

Who

This is where deciding your audience comes in. Who are you talking to? The more specific you can get about your audience the better. Kevin Kelly in an essay about success laid out that to be successful, you only need 1,000 true fans.

Let’s start with that. Who are you talking to? Are they Female/Male, Old/Young, Educated on this topic/ New to this area?

What are they like? _____

What do they want? What do they think their problem is?

How are you going to solve their problem? What is your solution?

Client Avatar

If it's difficult coming up with these answers, think of a specific person you'd like to reach. Sometimes this is called the "Client Avatar." You've played the game Madlibs? Fill in the one below to develop clarity regarding **who** you're talking to. This imaginary listener, let's give them a name, and follow them through their day.

My listeners name is _____. My listener is a (female/male/non-binary). They are _____ years-old, and (Single, in a relationship, married, other). They live in _____ and love spending their time _____, _____, and _____. When they wake up in the morning the first thing they do is_____.

As part of their morning routine, they listen to, or read _____, _____, or _____. On the way out the door they grab something to listen to. Some of the other podcasts in there cue besides mine are _____, _____, _____, and especially _____.

Once at work (or not) they look forward to a break and an opportunity to _____. This makes them feel _____. One of their greatest fears in their career is _____, but what keeps them going is _____.

One of their greatest person struggles is _____ but this is made easier by _____.

After their day is over, they can't wait to _____ with _____.

This always makes them feel_____.

On the way home they are worried about_____, and _____.

Therefore I'm going to offer them _____ on the podcast today. This will make them feel _____ and _____.

In their favorite podcast on my feed they learned _____ and experienced _____ and _____.

They are looking forward to a future of _____. That's where I come in, my podcast offers _____, _____, and _____ for their day, and sometimes a little _____.

Format

See how deciding who you are talking to can focus your message that much more?

Now that we know a little bit about who, we can refine your podcast even more. This next section in **How** takes you through the **format** of your podcast and the **style**. Here are 7 of the most popular formats of podcast. Yours may match one of these perfectly or fall somewhere in between.

1. **The interview podcast format:** A guest and a host talking about a topic. This has some benefits in that the interviewee brings most of the content, and your job is to drive the conversation. However, your interviewing skills, and the interviewee's authority in this conversation are important to establish credibility. This can be an effective measure to widen your audience, but you need to make sure your purpose doesn't get lost in their interview or you may lose your audience. On the other hand, a good interview could enhance and amplify what you are trying to accomplish in the world.
2. **The teacher/monologue podcast format:** You talking and teaching towards your why, and your audience. This is a fairly straightforward concept. You don't rely on anyone else's expertise or authority. It makes for simplicity in editing, because you can say things as many times as you need, to get it right, and edit out the content you don't like. It is a lot of speaking, and there is no one to interact with or take some of the pressure.
3. **Conversational/co-hosted podcast format:** This format is also fairly simple. You and your co-host discuss the topic you've developed. It helps to make the topic feel more conversational, as though the listener were sitting in the back seat of a drive listening in. It takes some of the burden off of you for preparation, (you only have to prepare your half) but you have to make sure you are on the same page in regards to your **Why** and how to get there. Because it's conversational, there is less scripting, but might require more editing.
4. **The panel podcast format:** Similar to the interview podcast, but with this format you get more opinions and more points of view. This can be great for the listener as they hear a range of options around the topic, but you will need to learn how to include everyone, without letting one person monopolize the conversation. This is also tricky coordinating schedules and technical resources.
5. **Non-fictional storytelling podcast format:** This format is very popular. Many of the true crime or popular radio shows fall into this category. It is incredibly compelling, inviting the listener in to learn more about a specific topic, but it takes more time and skill to edit and collect all the other audio to intercut. Research and fact finding are key with this format. Listeners expect accuracy and don't like mistakes. This format takes a team to pull off well, but is rewarding.
6. **Fictional Storytelling podcast format:** Think of this as the 1950's radio programs brought into the future. With sound effects and actors playing different parts, this format is highly scripted and usually story driven. You make it all up, so accuracy isn't a problem, but requires a team and creativity.
7. **Repurposed content podcast format:** This format is popular because it utilizes content that you already own or already exists, and is converted into a new format. You might be competing with yourself if you utilize your content that others are paying for and give it away free here, but it may bring in more listeners- or widen your reach.

8. **Hybrid** : I've seen many clients take and make a hybrid podcast for themselves. They will do a mix of teaching one episode and have a panel discussion on another. This allows you to take the best of what you like in each format. Just develop this wisely or you may find that your listeners start to tune out to some episodes, and look for others specifically.

Brainstorm

Now that we've covered format, let's take a look at your ideas for your podcast. On this page, brainstorm a list of topics (I've given you 30 spots here). You can run onto another page if you need to. Remember, when brainstorming, no idea is a bad idea. What would your person want to hear from you?

<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
---	---

Now take a minute to look back at your list of 30 podcasts. We are going to narrow it down to your top 5. When launching a podcast Apple recommends you have 3- 5 episodes ready to launch. That way if

listeners like what they hear, they don't have to wait until next week to listen for more. What are the 5 topics you picked? List them below:

Outline

Now take these 5 topics, and write an outline for them. Think of stories and examples that go with them. If this were a teaching podcast, I'd typically recommend 3 steps and 3 stories. I lean toward 3 because it makes it easy to remember, and easy to break down. Maybe you already have a process. Great! Use that. Humans like order, and steps give that to them. People's brains also like stories because they open us up to possibility. Sometimes we are guarded against an idea, or resistant to a thought. When a story is used, it acts as a trojan horse for our idea. We are delivered a thought in a nice little package, tied up with a story. Let me give you a short example of a podcast outline and what it might sound like in the podcast.

Sample

Podcast Title: The Evaluation Process

Hook /Intro

Hook Story

Overview 3 steps: Name, Claim, Game

Name

Story

Name: why its important

Claim

Story

Claim: why its important

Game

Story

Game: why its important

Summary

Conclusion/Call to action

Podcast

Today on the podcast we're going to talk about some epic fails and wins that brought in 1.25 million dollars in one day, and how the process I'm going to teach you today can be utilized in any part of your business. You're listening to "Through The Periscope," and I'm your host, Matt Kjar.

[Podcast introduction]

As most of you know I do video production. Well, I was working with a client about a year ago, and we filmed a years worth of videos in two days. They were fast paced, high intensity and tightly scheduled days. When I got back I had my assistant editor lay out the first class. We sent it to the client and didn't hear anything. The first class was slated to hit in just a few short days. Just before the class was supposed to go live the client messaged me and said we needed to look at the class again. They mentioned a couple of audio issues and they weren't happy with some of the shots. I panicked a little. I reworked the audio as quickly as I could, and adjusted some of the clips. The next day when the class was supposed to go live, I checked it... parts of it seemed to be right- but then it got to the main part of the class. It was not at all what I had put together. In fact, the client had rerecorded the entire class on their own and replaced it. I was stunned. I wasn't sure why, but I thought I had failed my client. I hadn't delivered something they were thrilled with, and I hated that. Looking back, what was missing was the evaluation process I'm going to teach you today. It will help you produce work that makes you happy, change lives, and thrill your clients.

When I edit videos or audio pieces with clients, we use a 3 part evaluation process to discuss the content. These steps work in all sorts of areas of your life. You can use these same 3 steps when having a heated discussion with your spouse, when working toward a goal, or even while helping your 3 year old get ready for bed. I call these steps: Name, Claim and Game. (I made them rhyme for ease of memory- that always works well for me.) I'll give you more details about these 3 steps in just a second, but first a story.

About 15 years ago I was working with a client on a video. He had a tight deadline, and for that reason, myself and a 3D artist went to his office to prepare the video for the next day. He was working

long hours preparing for the meetings he had the next day with investors. As I worked on the first pass of the video I felt like something was off. They had given me a script, but I felt this section didn't convey the message they were going for. I took the liberty of editing that section in a completely different way from the script.

When the client came in to check the progress he previewed the video. When we got to the section I had changed, he stopped me. "What's going on here?" He asked. "This isn't what's in the script." I hesitated... "Put it how it is in the script," he said, as he rushed off to another meeting. I worked for a few hours trying to get this section to match the script and work. When he came back he watched the script version and was frustrated. I could see on his face as he watched that he didn't like what was happening. His eyebrows squeezed together uncomfortably as his mouth turned downward.

"This doesn't feel right," he said. "It's not working."

This time instead of hesitating, I said, "Can I make a suggestion?"

I pulled up the previous edit with some additional changes and showed it to him.

"That's it!" He said. "That's what I want."

I realized in that moment I had almost let my client and myself down. I could have saved us a lot of time if I had used this evaluation process, but I hesitated- which left me with a frustrated client and a few hours lost editing something that didn't work.

[music interlude]

That takes us to our first step: **Name**. Name what you like about the video. This helps you and me in a couple of ways: it clarifies what is working for you. It also opens up your mind to the possibilities of what might work in the future. Now this works in all areas of your life. Name what's working in your goals, your conversations, or even the bedtime routine. When we start with sufficiency, our minds open to what we like and we can find more of that. It's similar to brainstorming, some of the most creative ideas come from a place of possibility. That's step number one: Name it. On to step 2: Claim it.

[music interlude]

Step 2 Claim. Several years ago I was on a shoot in a school district shooting an educational video. As we were looking at different locations to conduct interviews, a room in the upper stories of the old building was suggested because of the beautiful light it had flooding in through the large windows. It was one of the Pricipal's favorite places to study and take visitors. We were excited to film there, until we went up to the room and... the air conditioner started. Because this was such an old building it had been retrofitted for heat and cooling during the hot times of the year. Our audio tech stood there for just a couple of seconds and then said.

"Sorry guys, we can't film here"

The sound of the air conditioner was so loud that we were all nearly yelling when it came on. The video would have looked good, but we wouldn't be able to hear anything the interviewees said. That is step 2 Claim.

[music interlude]

Step number 2: Claim what isn't working for you. Don't be afraid to speak up. It would have been much worse if our audio tech has said it was fine and then we returned home from across the country with bad audio. So again, we are going to Name what we like, start with the positive, then Claim what isn't working, which is step number 2.

[music interlude]

When you name what you like and claim what you don't it opens you up to step 3: Game.

Last year I was working with a client on a series of testimonial videos, leading up to a business launch. I had filmed interviews with several of the participants before the event, and then interviewed them after the event. As I took their interviews back for editing I looked at their stories. They were just too good to use in only one video, so I split them up into "Before" and "After" videos. I sent several of the before videos to the client, who was puzzled.

"I thought we were doing just one video?" she asked.

"I know," I said, "but they were just too good. I split them up. Is that ok?"

I showed her the after video. She was so excited.

"This is great. I know exactly how I'm going to use these." She said.

She sent one out each day in an email leading up to the launch. Her email's would end with "I can't wait until tomorrow to show you her after." The launch was a huge success. When I asked how the launch went she said "1.275 Million in one day. So.... Pretty good." She attributed a huge part of that to how we used the videos.

[music interlude]

So, step 3 is: Game it.

What would you like to do differently? Play with it, what are the creative things you could do to move the project forward? How could you think differently, act differently and get an even better result? When we switch it to a game in our minds, it becomes that much easier to have fun with it, and enhance all of it. So, those are the three steps: Name it (Name what you like,) Claim it (Claim what you don't like) and Game it (how could you think creatively and make this more amazing and fun?).

I'm confident that as you implement this into your business and lives you will see better results and change more lives, and that will help everyone continue to rise. This has been "Through the Periscope" Until next time, keep rising above.

[Conclusion music/ Call to action]

That is a quick outline of the 3 parts of the evaluation process, with 3 stories tied to them. As you write your outlines, try some different possibilities. If you aren't sure about your format, maybe take your top podcast option and record it in the different formats and have someone in your target audience listen. One of my favorite sayings is, "success is built on a pile of failures." If we are afraid of trying and failing, we may not ever give it a shot, but in the failure, we learn so much.

Additional Resources

This has been a quick start guide for developing your podcast with a focus in mind. There are numerous resources online that can help you as you continue down this road. What we've done together is the part that the most successful podcasters do: they make sure they are reaching their audience and sharing the message they are passionate about. As you continue to work on your podcast, here are a few more resources for you. [Here](#) are some guidelines around naming your podcast. [Here](#) is a resource on designing your podcast image. [Here](#) is a resource with possible hosting sites, and [Here](#) is a guide on getting your podcast listed on Apple podcasts.

