

Why Start a PodCast and How to Start

Why Bother?

- **Great Marketing**
Generate original content consistently
- **Great Relationship Building**
Way better than just “networking”
- **Great Learning**
You become a student with every episode
- **Great Credibility Building**
You are “guilty” by association
- **Great Way to Help Others**
Provide guests with content to share with their networks

How Do I Even Start?

1. Come up with an Idea, Title and Format
2. Create Artwork, Intro, and license Bumper Music
3. Get Good Recording Microphone (~\$100)
4. Put a “Coming Soon” page on Website
5. Start with Your Contacts as First Guests
6. Conduct Prep Session and Send out Roadmap of Questions to Follow
7. Record first Episode
8. Host on Podcast Platform (i.e. Spreaker)
9. Publish on Your Site
10. Rinse and Repeat