



The Podcast Production Company

www.PodcastProductionCo.com

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Claire Raikes

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You're convinced...

So, where do you start?

3 Options

- **Learn the hard way**
- **Take expert advice**
- **Have someone else do it**



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5 Step Process

- Platform
- Pre-production
- Production
- Post-production
- Promotion and PR



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Platform

- **Blog**
 - *Hosted or installed on existing webspace*
 - *RSS*
 - *Reader interaction*
- **Feedburner**
 - *Feed management*
 - *Making it easy to subscribe*
- **Guidelines & Disclaimers**
 - *The Dos and Don'ts*



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Pre-Production

Preparation and Planning

Strategy

- *Objectives* – commercial goals
- *Style* – congruent with brand values
- *Format* – timing, frequency, content type



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Pre-Production (cont)

Project management

- *Planning production schedule*
- *Contributors*
- *Recording time*
- *Editing time*

***N.B. Purpose : to benefit the listener
Keep it simple***



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Production

Recording

- **Fixed content**
 - *Podcast intro*
- **Changing content**
 - *Episode introduction*
 - *Core content*
 - *Summary*



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Production (cont)

Things to note:

- Remember to be 'on brand'
- Not a sales pitch
- Music - original content or royalty free



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Post-Production

- **Editing, mixing and splicing**
 - *software*
 - *tagging*
- **Hosting and posting**
 - *where will you host it*
 - *three ways to listen*
 - *episode notes*



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Promotion & PR

- **Directories**

Top 5

- **Podcast cover**

iTunes

- **Social networking!**

*Comments, Trackbacks, MyBlogLog,
MobaTalk etc*



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Summary

- **Put the listener first**
- **Keep it simple**
- **Get advice or hire help**



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