



PODCASTING CHECKLIST

Presenter: Margarita Rozenfeld

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Learn

- Podcasting
 - Style, format, etc - listen to other podcasts, join online forums, meet-ups, etc. See page 3 for a partial list of Podcasts I like.
- Technical – nuts to bolts of podcasting
 - Pat Flynn videos - www.youtube.com/watch?v=xu2QNUY5iyk (these are a bit older but if you use Garage band, I found them super helpful!)
 - Online forums, meet ups, Podcasts on Podcasting (not kidding)
 - She Podcasts www.facebook.com/groups/shepodcasts/
 - DC Podcaster Community - www.facebook.com/groups/DCPodcasterCommunity
 - Google Plus - <https://plus.google.com/communities/102333709604116814839>
 - Meet-up (search for others) www.meetup.com/Bethesda-Podcasting-Meetup/
 - Branding / marketing / Social media
 - E-course by John Lee Dumas - www.eofire.com/twc
 - Same sources as above
 - Listen to lots of podcasts you're interested in, join podcaster forums, learn from the best; PodFest – DC
 - Equipment - recording & editing (see section below)

Create Podcast

- Theme / voice / title**
- Format**
 - Solo, interviews, mix – if interviews, who do you want as guests?
 - Frequency – consistency is key!
 - Length per episode
 - Location – live, phone or Skype

❑ Equipment basics

- Mic (often recommended under \$100)
 - [ATR2100](#)
 - [Blue Snowball](#) (one I use, but may have gone with ATR if knew about it first)
- Computer (or digital recorder – didn't research these, decided on Mac)
- Soundproof box - buy on [Amazon](#) or DIY (fabric box & sound proofing foam)
- Pop filter (attached to mic for better sound filtration – [here's an example](#))

❑ Editing (will you edit your own or outsource?)

- Garage Band – comes on all Macs
- [Audacity](#) - free and good for all computers but more of a learning curve than with GarageBand
- [Levelator](#) – software that evens out your sound (useful for non-Audacity editing)
- Skype Recorder – for recording Skype interviews – here is a link to [vendors Skype uses](#)
- Outsourcing – my occasional editor Tom is amazing [KNVPSTUDIOS.COM](#) or find your own on forums, [www.fiverr.com](#) or [www.upwork.com](#)

❑ Show “materials”

- Intro / outro with music recorded (or use your own voice) - [www.fiverr.com](#) is a great resource for inexpensive intro / outros
- Cover artwork – [www.fiverr.com](#) is great for this too
- Format of Show Notes – these will be included on your website and perhaps social media with each episode (can be SEO optimized). Look at other podcasts' show notes to help customize your own format. Here is how I do mine (slick through a few episodes - [www.inciteinternational.com/podcast](#))
- Guest guide – to share with your guests when inviting them. Please [email me](#) and I'll be happy to share mine.



❑ Libsyn and Website

- Libsyn is designed to store and distribute your recordings to [iTunes](#) and [Stitcher](#) (<http://libsyn.com>). It also gives you stats about listeners.
- Integrate Libsyn (via plug in for WordPress), RSS feed, Newsletter subscription box, FB, LI, Twitter links, etc into your website

❑ Distribution / marketing (I'm linking to mine as examples)

- Your website - [www.inciteinternational.com/podcast](#)
- Newsletter – subscribe if you'd like to see how I format and market the podcast in my Newsletter [www.inciteinternational.com/news/newsletter](#)
- LinkedIn – your profile and groups - [www.linkedin.com/in/margaritarozenfeld](#)
- Facebook – your account & groups - [www.facebook.com/margarita.rozenfeld](#)
- Twitter - <https://twitter.com/InciteYES>; Other social media – Pinterest, Instagram, etc.
- Guests - help them by creating and sharing quotes for social media
- Cross-promote with other podcasts / Newsletters

Launch Tips

- Have at least three episodes ready to go at launch
- Create marketing message and decide how / where you'll announce launch
- Ask friends and supporters in advance and as often as you can to Rate, Review & Share your show episodes – the more people rate / review / share the more your audience will grow. I posted “how to “ instructions on my website and include a link in every Newsletter <http://www.inciteinternational.com/how-to-post-an-itunes-review/>
- Submit show to iTunes, Stitcher, SoundCloud several days before desired launch date (launch on a day your audience is most likely to be tuned in)

Post-Launch (Maintaining Podcast)

- Schedule episode / interview with guest
- Record
- Edit
- Add show notes
- Post to your website
- Promote – Newsletter, social media, through your guests
- Repeat

Few of the podcasts I like (different genres, formats and styles)

- On Being with Krista Tippett
- The Moth
- Good Life Project
- This American Life
- Wise Traditions
- She Podcasts
- HBR IdeaCast
- The TalentGrow Show
- Dose of Leadership

Presenter's Bio

Margarita Rozenfeld is the CEO of Incite International, an award-winning organizational development company providing consulting, coaching, facilitation and training services to non-profit, corporate and public sector clients including Pew Charitable Trusts, Melwood, Reston Limo and the World Bank.

Margarita is a frequent speaker on topics of strategy, leadership, cross-cultural communication and organizational development. Her expertise has been featured on the Fox Morning Show, Washington Business Journal, Washington Post and several books on entrepreneurship and organizational effectiveness. Margarita is the host of Leadership Insights Podcast that has been featured in the iTunes New & Noteworthy category and founder of YES!Circle, a networking, advisory and educational organization for entrepreneurs in the D.C. region.

Margarita graduated with honors from James Madison University with degrees in International Affairs and Spanish, minor in Russian Studies and holds an executive certificate in Organization Development from Georgetown University. She is a 2016 Leadership Center for Excellence 40 Under 40 honoree.