

Daniel Hall Presents



Episode 65

Tackle the Technology of Starting Your Own Podcast

with Dave Jackson

Welcome to this episode of the Real Fast Results podcast! Today's special guest is Dave Jackson, who is an expert when it comes to putting together podcasts, launching them, and really, all things podcast. He's the guy that puts together the Real Fast Results podcasts, as a matter of fact. He does the job beautifully and quickly, and he has some really great advice to share with everyone throughout this episode.

Promise: How to Tackle the Technology of Podcasting

Our big promise is, we're going to help you face your fears and tackle the technology of podcasting. So many people put podcasting on this huge pedestal. They are like, "Oh, I could never do that." And, it's really not that big a deal. You've probably got content that's been on your blog. It's been in your newsletter and in your emails. Just turn around and put those into audio or video [format] and set off to the races.

Remember that the Podcast Can Always Be Edited

So many people think, “Oh, I’m going to sound stupid if I do this,” or “I’m really worried about sounding stupid.” It’s not radio. **So, if you’re in the middle of a podcast, and all of the sudden you you sneeze, or you cough, or whatever you’re doing, or the dog barks--you can easily go and edit that out.** Behind the scenes, we’ve had issues where, I think Google Hangouts, or something like that, had a weird little glitch, and so Daniel just sent me a note that said, “Hey, at the 1 minute and 10 second mark until about 1 minute 17 seconds, could you cut that out?”

That’s because you don’t want your listeners hearing you ask, “Are you there? Are you back?” We all have that. We love technology. **We cut it out so you’re not going to sound stupid.** One of the things that you can do, if you are unsure of what to do, is take an old blog post. That’s really how I got into it, when I started in 2005. I had a newsletter for musicians, and I just started putting it out as a podcast. And, I would occasionally get feedback from the newsletter, but my very first piece of audio feedback came from a guy in Germany, and that’s when I just about fell out of my chair. I was like, “Wait a minute. There’s a guy on the other side of the planet listening to my podcast, and he likes it?” So, it’s really not that bad.

You Have to Know What You want to Talk About

First of all, you just have to know what you want to talk about. **For me, as a podcast consultant, a question that I answer every single day is, “What’s the best podcasting microphone,” to which I say, “The [Audio-Technica 2100](#). It’s less than \$100. Check it out.”** Well, if you have those questions, where you’re like, “Oh, I have to answer this again,” because we all have those, take those. Those are good episodes. Just expand on those, and that could be a nice little package of customer service.

So now when someone says, “Hey, I have a question,” and it’s whatever that question is that you get all the time, you can answer it quickly and then say, “For more information, click here and listen to our podcast.” When they listen to your podcast, they are going to be like, “Wow, this guy must be an expert because not everybody has a podcast.” While you’re there, you can click a button and subscribe to iTunes, and they are like, “Holy Cow! He’s got 30 episodes. I can look at all this awesome knowledge.” Now they are just getting to know you a little more, and they get to trust you because, “Wow, this seems like really good information.” And, if you can share a little bit about yourself, then they get to like you.

I was in Tampa Bay last week, talking to a bunch of business owners, and I had a couple of people come up and say, “Hey, I listen to your show.” They always, kind of, sheepishly go, “Man, I feel like I know you already,” because I’ve never met them, but to them, they’ve listened to over 500 episodes. They’re like, “Wow. You seem like, what I hear in front of me is what’s in the podcast.”

So, I've already got this relationship, and what happens is someone will call me up and say, "Hey, I just drove up from Poughkeepsie to (wherever). I listened to 30 episodes, and I just know you're my guy. What do I have to do to start a podcast?" **So it won't be the end of cold calling, but it is the beginning of warm calling, which is great. That's your favorite phone call to get.**

What You Need to Get Started

Yeah, I run a website called the School of Podcasting. That's a membership site. So, if you want to go through, step-by-step, what you need to do.

What you need:

- You need an idea to just get started.
- You need some content.
- You need a microphone. You do not need to spend \$2,000 on a microphone. If you want to, you can, but you don't need to.
- I always say it's about the price of an Xbox, to get one off the ground.
- You need a piece of artwork, so find a bored fifth grader. They'll probably make a great piece of artwork.

From there, you need a media host. It's kind of confusing. You'll put your podcast on your website, and I know most websites will say things like, "We have unlimited bandwidth." Well, there's always an asterisk to that, which is an unlimited bandwidth for web pages. So, when you stick your media files on there, and 500 people try to grab that file at the same time, your webpage is kind of like [wheezes]. They get a little tired.

You can use a media host like [Libsyn](#). That's who I use. It's [L-I-B-S-Y-N](#). It stands for Liberated Syndication. You can upload your file there. With that, you're ready to go. **There's this thing called an RSS feed that always makes people.** I know when I first heard about it, I was like, "I'm not going to know anything about this." The good news is, much like I don't know how my car really works... I know how to put oil in it and change the tires, but I just know that I put gas in it and it starts. You don't really need to be a super-geek to understand what an RSS feed does.

"It's a little bit like popcorn," I say. "When you pop popcorn, you just automatically get the aroma of popcorn, whether you want it or not." With a media host, you can upload an episode, and whether you want it or not, "Congratulations! You have an RSS feed." So, what you do is, you tell iTunes... People think you publish to iTunes. You actually don't. iTunes pulls the information from this RSS feed. All it is, behind the scenes... It's a big, long text file with a bunch of gobbledygook in it.

I always say that it's a little bit like radio. If you think about it, radio as just a sound wave that gets decoded in a radio and then you can listen to it. Well, an RSS feed is just this gobbledygook that, when you put it into an app like iTunes, the Podcast app, or whatever, it translates it, and you go, "Oh, look I can read this now, and look, there's a

file that I can click on and play.” So, a lot of this stuff is just... Getting it off the ground can be a little bit overwhelming.

I counted once. There are 27 steps to launching a podcast. Some of that is, “Are you going to have a co-host, or are you going to go solo? Are you going to do interviews, or are you going to do (whatever)? What’s the name of it,” and things like that. Most of these are one-time [tasks]. Like buying a microphone. You’re only going to do that once. Getting artwork is something you’re only going to do once. So once you get those 27 steps down, and again, most of them take 10 seconds to figure out, then you’re down to about somewhere between 5-8.

“What am I going to talk about?” Then you have to record it. Then you have to edit it, if you want to. You don’t have to. Then you upload it. Maybe you type a little paragraph, and hit publish. So, that’s like five steps, or something like that. The first 27 seem a little overwhelming, but once those are out of the way, it’s smooth sailing. Then it’s just a matter of finding your audience and making friends with them. A lot of people like to skip that step. I’ve made that mistake. Back in, probably, 2006 or ’07 I found an old forum of ex-DJs, and I was like, “This is my key audience. These are the people who know microphones already. Boy! Do you guys need to podcast.”

I just walked in, and I’m like, “Hey, I’m Dave Jackson from the School of Podcasting. You guys should start a podcast.” And, they went, “Who is this spamming idiot,” and they banned me immediately from the forum. So, you have to go in and bring value to the conversation. Get them to know and like you, and then say, “Oh yeah, I talked about that on Episode #12 of my podcast.” Then people go, “You have a podcast,” and you’re like, “Yeah, here it is.” Now, because they know, like, and trust you, they’ll go over and listen to your podcast, and then from there, the relationship deepens... Then, when you say, “Oh, by the way, I have a book,” or, “I have a service,” or whatever it is...

Then you get hired... Why is that? Because you’re considered an expert since you have a podcast. I mean, last week I was in Tampa Bay, and I got hired to do a speaking gig. So, there are a lot of different ways that you can benefit from it. But, that’s basically it. Get a microphone, get some ideas, get a media host, get some artwork, and then from there, just go to town.

Can I Have a Podcast with a Fixed Number of Episodes?

There’s an event happening in Florida in February, called [Podfest](#). It’s this whole thing, where speakers come in. It’s your typical kind of event. I think they are going to have four episodes. The first one is, “Why [Podfest](#)?” Like, “How are we different from any other events?” They are having, kind of, a workshop on Day 1. It’s not really officially part of the event, but it’s kind of a kickoff. So, they had me interview the two people behind it and explain what this event is and what people can expect. It’s

kind of funny because the two people have their own podcasts, and they weren't really promoting it in-depth on their show because they didn't want it to be a giant commercial.

This was kind of nice, for them to go, "No, this is what we're going to do, and this is why it's different." Then, on the third episode, we're going to take sort of a hodgepodge of clips from the speakers, so you can get to know who is coming. In the fourth one, I think they're going to explain what to do if your family wants to come. That's because it's Orlando, and there's this thing called Disney World as well as other things that you can do in Florida around that time. So, you can make it, not just about going to [Podfest](#), but also to visit other places, and the podcast can direct people to some sites to see what else there is to do.

It's going to be four episodes, maybe five. For you, it doesn't have to be this ongoing thing. **Again, you can do your FAQs of your business, and just make that it.** Some people will come up with those ahead of time, and say, "This is Episode #3 of 16. Today, we're going to talk about so and so..." That way, you know that at the end of #16, you're done. That's your best tips, and tricks, and insights. It doesn't have to be this ongoing thing. A lot of people like to do that, but it is... Every week, it's like, "Okay, what are we going to talk about this week?" Well, it doesn't have to be that way.

Also, they don't have to be an hour long. A lot of people like to do 20 minutes or an hour. There was a show and it was like two minutes, and it was your daily health tip. And, it would be like, "Did you know that carrots are blah blah blah, and if you eat carrots, this is what happens... Blah blah blah? Brought to you by the Association of Christian Athletes." **So, it was just a little branding thing, and they did it like three times a week.** But, it was just these little baby podcasts. It doesn't take long to do those little baby ones. It was just something to keep their brand in front of you.

Make Sure Your Podcast Has Value

My favorite word is "value". It's not enough to just put on a podcast. I mean, we can all talk about our favorite French toast recipes, and you know, the cat puking on the rug, but that doesn't make me want to go buy your product. **So, it has to be of some sort of value.** That's the whole thing. People are like, "Wow! This guy knows his stuff," and there at the end, you say, "Oh, by the way, if you want to start a podcast, go to [SchoolOfPodcasting.com/Dan](#) and get 20% off." And, they're like, "This guy seems to know what he's talking about. I'm going to go see what's going on."

I think my favorite story of being seen as an expert (and I swear I didn't make this up) is... There was a great event at the time (it doesn't exist anymore) called New Media Expo, and it was, at the time, one of the biggest events for bloggers, and podcasters, YouTubers, and things like that. The guy that was running the podcast track stepped down. The head of the expo went on to the head of [Libsyn](#), this media hosting company, and said, "We need a new director of podcasting. Do you know who might be a good fit for that?" They said, "What do you think about Dave Jackson? You know, that guy from

the School of Podcasting.” He thought, “That’s an idea.” So, he went to another media hosting company, and they said, “What about Dave Jackson?”

At that point, the head of the expo was thinking, “It’s funny they would say that.” So, he went to a third media hosting company, and do you know what they said? “What about Dave Jackson?” **Your podcast becomes this giant audio business card, and the beauty of podcasting is that there’s no spam in podcasting.** So, in a day when we have Hulu, and Netflix, HBO GO, Sirius, and all of these things that can steal away your attention... I hear people say, “Well, I just started a podcast. It’s been going a month, and I have 100 downloads per episode.” And, they’ll say, “Only 100”.

I’ll say, “Okay. My backgrounds in teaching. I’ve been helping people understand technology for over 20 years. Twenty people is a pretty full classroom. **You have five classrooms of people that have chosen to download your stuff.** That would be a whole floor in a building of people that are tuning in to hear you.” That’s pretty cool, in my book.

Making Short Podcasts

Let’s say that I had a class on Photoshop. I could come up with my favorite 20 Photoshop tips. Give these away for free, and then what happens, the mentality is, somebody will try these and they’ll be like, “This is really cool. I didn’t know you could do this in Photoshop.” Then, they go, “If he’s giving me this for free, what is his paid stuff going to be like,” or “What is her paid stuff going to be like?” So, that’s kind of a cool thing.

I mean, it works at the mall, right? You go in, you walk by the chicken place, they hand you a piece of chicken, and you’re like, “Hey, this is really good.” Then, you turn around and get it. So it’s sort of a free sample approach. That way, if it’s a self-contained amount. **You do it, you work through it, it’s done, and then, you just sit back and watch the leads come in.**

I have a friend named [John Dennis](#), and he did a show called [Smart Time Online](#). **He started a podcast, and he had a problem because he got so many leads that he had to quit doing the podcast.** In fact, he said that it was amazing because he hasn’t done the podcast in years, and he’s still getting leads from that thing. He used it to drive people to his newsletter. So, that’s what he was doing. **He has a certain form, and when people sign up through this form, he knows that the lead came from the podcast.** That was his way of tracking the ROI. He goes, “I’m telling you, a couple a week is coming in, and I haven’t touched the podcast in years.

It’s this, kind of, audio business card that people are listening to on the way to work in their car or at the grocery store. That’s one of the coolest things about podcasting. You can listen to it anywhere. He actually got a Fortune 500 client because he had approached them once, and he couldn’t get past the gatekeeper. But, he said that the CEO on the treadmill listened to his show in the morning, and that CEO said, “We

should talk to this guy.” So it’s a way to get around that gatekeeper sometimes because you can’t get past them, but the CEO on the treadmill, who wants to listen to a marketing show, found him. I thought that was pretty funny.

Promoting Yourself Through Podcasting

One of the things I try to do, when I do an episode, is work in something from my personal life to illustrate a point that I’m making for their business. So, I guess it was the year that Muhammad Ali died. So, I did an episode about what podcasters can learn from Muhammad Ali, like the fact that he stood up for what he believed in, he was definitely unique, he was a showman, and he was entertaining. So many people emailed me and said, “Man, he was my champ too. I grew up watching him,” and we had this whole big connection via Muhammad Ali. That was just something where... Anything that you can do to connect with people.

I did one episode in which I talked about the passion you need to start a podcast because when you first start, and you’re getting over those first couple of hurdles... I had a step son that was 16, and he had one thing on his mind, which was his driver’s license. Every time I turned around, he was like, “Can we go driving?” So, on the podcast I said, **“You kind of need the passion of a 16-year-old to launch that first podcast and get over that first hump.”** I had so many people telling me how they took their kid driving and how crazy the experience was.

I always try to take little pieces of my life that are relevant to the topic. I’m not just going to talk about, “Well, my cat did this and that...” Those are ways that you can give people a glimpse into who you are, and that’s how they know you, they like you, and they trust you. You know, if you can come on regularly, people will trust you more because they know you are going to come on at your regular time and day and that you’ll have great content. Then, if you’re a nice guy, that’s going to come across through the microphone, as well as your attitude, your sense of humor, and your level of expertise.

The beauty about people being able to find your content is that you’re helping people while you’re sleeping. You’re giving great customer service, and you’re building that relationship passively, which is great. That way, when they want to go above and beyond what you covered in a book-ended podcast, now they know who to turn to. That’s the beauty of it.

Recap of What You Need to Get Started

Sure. **First, you need the name of your show, and that should be something that’s fairly obvious.** I love Real Fast Results. We know exactly what that’s

about. Some people kind of get tricky. Here's an example. I know someone who did a show for a ham radio, and it was called *F.O. Time*, and I guess if you're in ham radio that makes sense, but the problem was that no one was searching for that. So we changed his name to *Ham Radio 360*, and his downloads tripled. **Don't get too cute with the name.**

Come up with a great name. Get a microphone. Stay away from condenser microphones. I'm going to sound a little geeky when I say that, but like I say the [ATR 2100, it's from Audio-Technica](#), it's a great microphone. **So, get your microphone, and then from there, record a couple of episodes.** There's free software called [Audacity](#) that you can use to record your stuff. There are other ones that you can use, like [Adobe Audition](#) is very popular, but it's kind of on that plan where you have to rent it. It's like \$20 a month if you use the Adobe Suite.

You can get by with [Audacity](#), if you just want to dip your toe in the water without spending any money. Then, from there, you need a web host. Like I said, I use [Libsyn](#). **If you use the coupon code SOP Free, which is short for School of Podcasting (Free), it will give you a free month.**

And then from there, record and post. You'll need your artwork. I forgot that one. You've got to have your artwork, which has to be 1400x1400 pixels, for whatever reason. That's an iTunes thing. You know how they like things to be pretty.

You just put those things in place, and once you submit to iTunes and get accepted, from that point forward, every time you make a new episode, it just gets syndicated in iTunes. You don't have to do anything. You just put out a new episode, and usually, within a day it will show up in iTunes. Your subscribers get it instantly. From there, it's just a matter of building the relationships.

It's really not that hard. I know that a lot of people think, "I'm not a geek, and I don't know anything about mixing audio." Have you ever been in a car, and your jam comes on, and you're like, "Oh man! Beyonce," and then you crank it up? Then, the phone rings. Well, what do you do? You turn down the radio so that you can hear the phone. Okay, so you do know how to mix audio. Have you ever attached a file in an email? Have you ever uploaded a picture to Facebook? Okay, then you know how to upload an MP3 file to Lypsyn.

Do you know how to press record on a VCR (for those of us who remember VCRs)? Well, then you know how to press record on Audacity. You've got a lot of the skills. We all know how to talk. It's just a matter of putting those together, uploading them, and getting them out there. It's a lot of work, but it's also the most fun I've ever had.

What if I Just Want to Promote My Stuff?

If it's evergreen content, that's beautiful. You could just put out like eight episodes and give your call to action, "For more information..." See what happens. You'd be amazed. Since it's a niche topic, typically, there are going to be people who want to hear about your topic. There's no spam in podcasting. **They'll hear it and they'll start to get to know, like, and trust you. So, off you go.** With a little bit of a bookend aversion, you don't have the commitment of having to do it for three years. You don't have to.

Connecting with Dave

Yeah, you can find me at SchoolofPodcasting.com. If you'll throw a "/contact" behind that, you'll be brought to a page that will allow you to contact me via email, or voicemail, or whatever you want to do. All the different ways to contact me are there as well. Also, if you go to SchoolofPodcasting.com/Dan, and you're interested in starting a podcast, the School of Podcasting has step-by-step tutorials. We've got a private Facebook group, you get priority email, and I also do a live coaching there, twice a month. If you go to SchoolofPodcasting.com/Dan, you can sign up for a course or a whole membership package. That'll get you 20% off, and we'll get that book-ended podcast up and going. **Before you know it, you'll be a digital influencer in iTunes.**

Resources

SchoolofPodcasting.com/Dan

Microphone Recommended by Dave
[Audio-Technica 2100](#)

Recording Hosts
[Audacity](#)
[Adobe Audition](#)

Media Hosts
[Libsyn](#) (If you use the coupon code **SOP Free**, which is short for School of Podcasting (Free), it will give you a free month.)

Real Fast Results Community

If you are diggin' on this stuff and really love what we're doing here at Real Fast Results, would you please do me a favor? Head on over to [iTunes](#), and make sure that you subscribe to this show, download it, and rate & review it. That would be an awesome thing.

Of course, we also want to know your results. Please share those results with us at <http://www.realfastresults.com/results>.

As always, go make results happen!