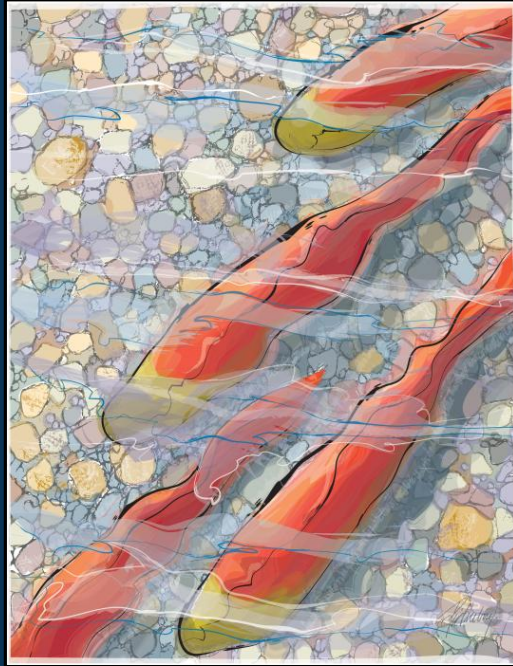


“The Eco-Logical Home” is a Podcast I do that grew out of my online radio show “The Living Shelter Café”. I’ve found you can focus your Podcast strategy in two different ways:

Podcasting for Educational Outreach – Sponsor supported (commercial or grant funding) or Paid Subscription based (must be very specialized with established name)



Podcasting as a Market Strategy – Reaching potential customers  
Either way, this is a way of differentiating yourself from the crowd



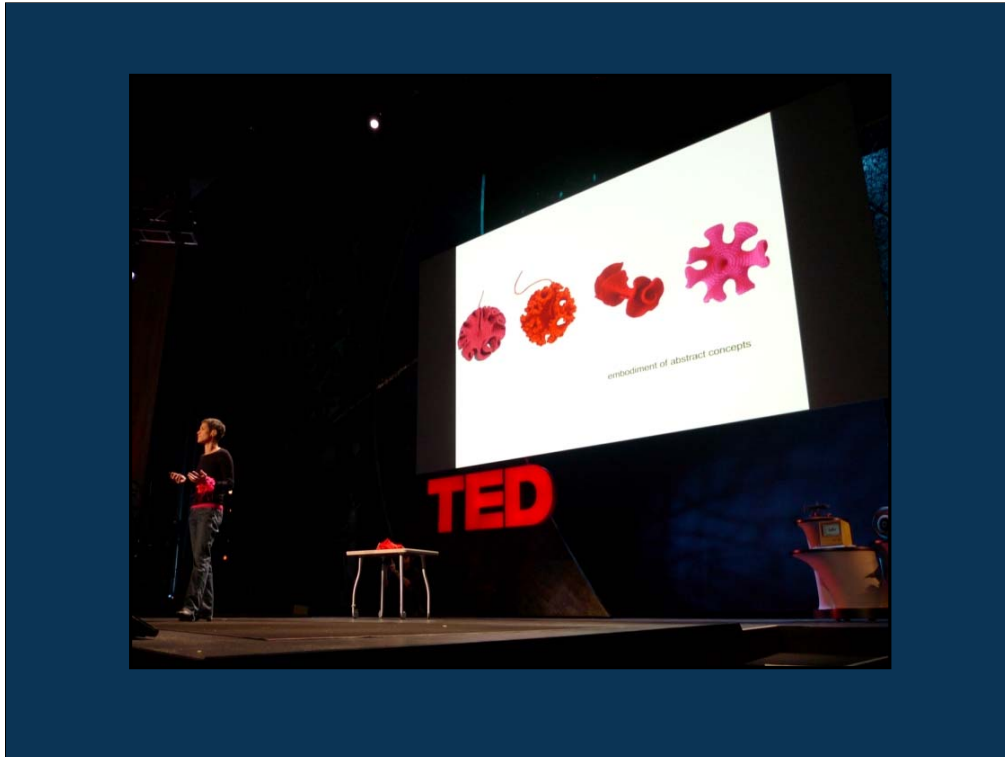
Podcast Equipment Necessities – start with the basics

Headphones, microphone, small mixing board - \$350 + computer

Telos gives you ability to use phone for your interviews, whether Live (call-ins possible) or Prerecorded – use corded land line for best quality - \$150 + phone

Portable recorder allows you to go on location for event interviews - \$300

Audacity is free recording and editing software you can download and learn easily



What's going to make people come back is your ability to engage your audience. Here are some tips I've learned in the past few years:

Invite guests with both expertise AND strong speaking skills

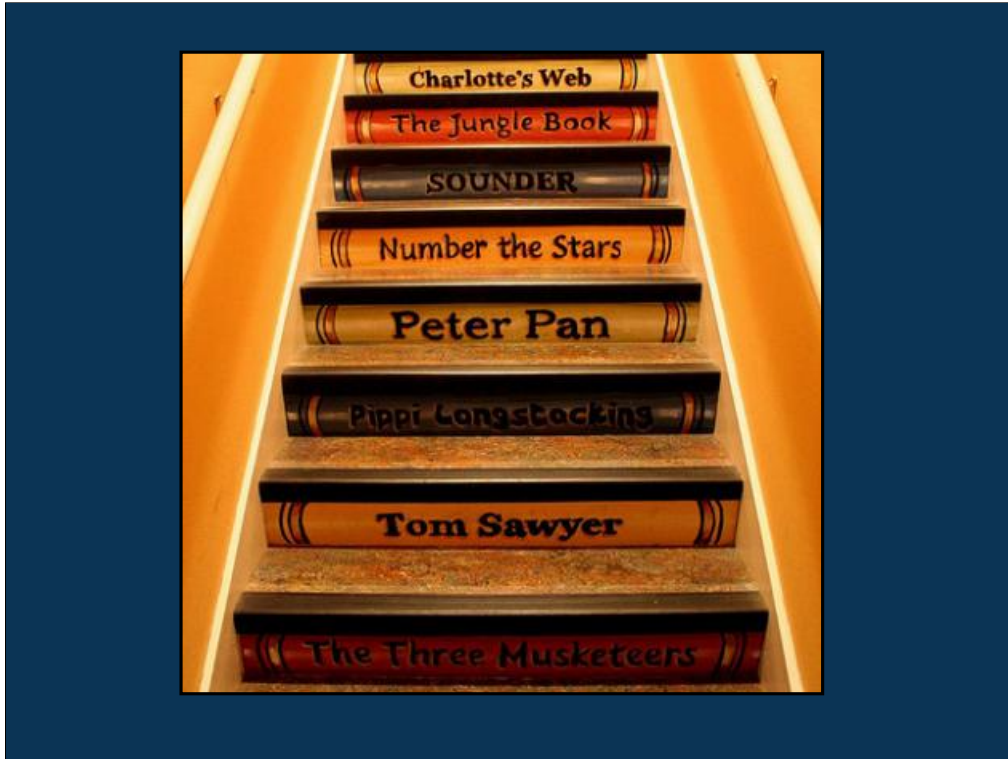
Clarify your guest's terminology



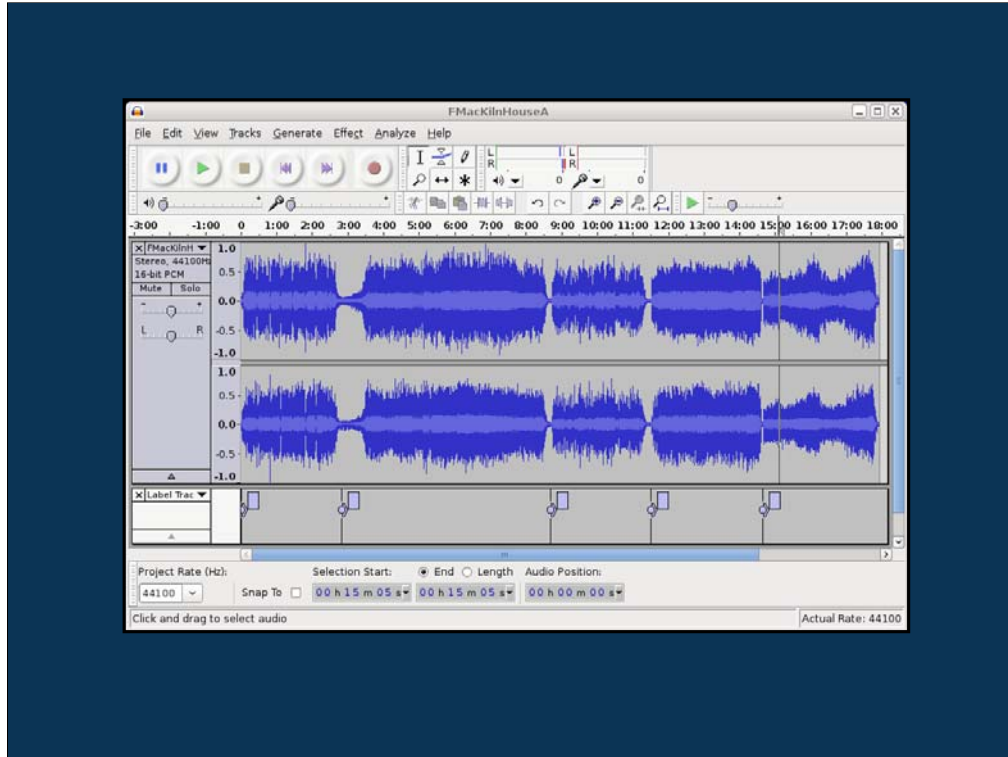
Ask questions that pique the audience's interest

Keep it short – 10 to 15 minutes

Use good-natured humor



Tell stories, and relate them to widely known history or fact  
Be in charge of the conversation



Once your interview is done, use Audacity to edit out stumbles and edit in music. You can even separate out tracks if you have a long interview to make several shorter pieces.



Post prerecorded and live archive shows on your website, where visitors can subscribe to RSS feed. Be really consistent and persistent with postings – weekly if possible.

For exposure, tie to your blog and newsletter, and link to other related blogs, make it easy for people to share it on Facebook and Twitter. Can also be posted on YouTube as an audio only piece.





There are lots of online support sites to help with the technical stuff, including several video tutorials on You Tube. Just Google Podcast...

A podcast is really just an audio blog. Most people don't make money directly doing this, but establish themselves as leaders in the field which brings more business.

Don't be scared of the microphone – the world is waiting for your voice!