

NAMM[®] | U



Grow Your Business

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Grow Your Business



How to Launch
a Podcast
for Your
Music Business



Launched Podcast 2 Years Ago

- Just for Music Lesson Business
- 21 Episodes So Far
- Streamed/Downloaded 8,000+ Times

Enabled us to make friends and help others around the world...



Why Podcast?



- Build a community
- Build a tribe
- Make friends
- Create trust



Small Town Business

Community Building in
an increasingly global
world



Hey Guys!

JUST A QUICK NOTE TO LET YOU KNOW HOW MUCH YOU HAVE IMPACTED ME THIS YEAR. I HAVE GROWN A LOT IN MY BUSINESS AND PROFESSION DUE TO YOUR GENEROUS SHARING IN THE PODCASTS, FB AND IN TEACHERZONE.

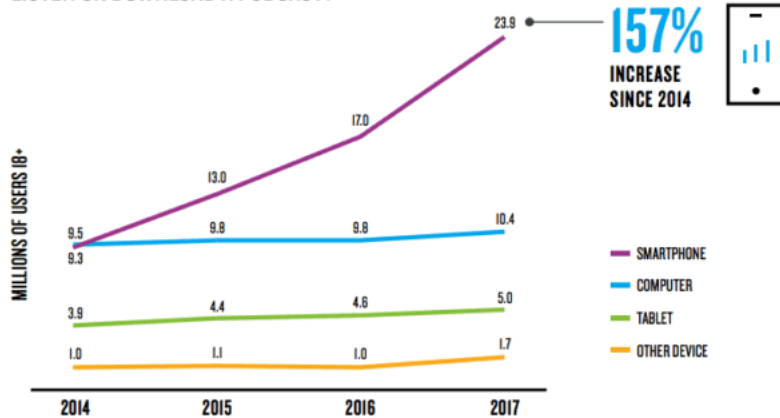
MERRY CHRISTMAS!

Tim Wouster



SMARTPHONES DRIVE PODCAST USAGE

IN THE PAST 30 DAYS, WHICH DEVICE HAVE YOU USED TO WATCH, LISTEN OR DOWNLOAD A PODCAST?



Podcast Stats (podcastinsights.com)

- 630,000+ Podcasts
- Ages 18-54 = 77% of Listeners
- 49% listening is done at home
- 50% of all homes in US are podcast Fans
- 24% of Population Active Listeners
- 2x Growth Last three years



Gear...hosting...basic distribution

- Mics USB to Computer if Solo
- Mic - Shure SM7B
- Board - Yamaha MG10XU
- Spreaker / Libsyn...etc.

Live Stream to YouTube

- Tripod
- iPhone/iRig



Name....Niche...website...
FB group...

- Creating a Logo
- Buying a Domain
- Landing Page/Website
- Forum...FB Group



2019

January

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

March

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

April

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

July

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October

S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Get going...(how often) Frequency

- Quarterly
- Monthly
- Weekly
- Daily

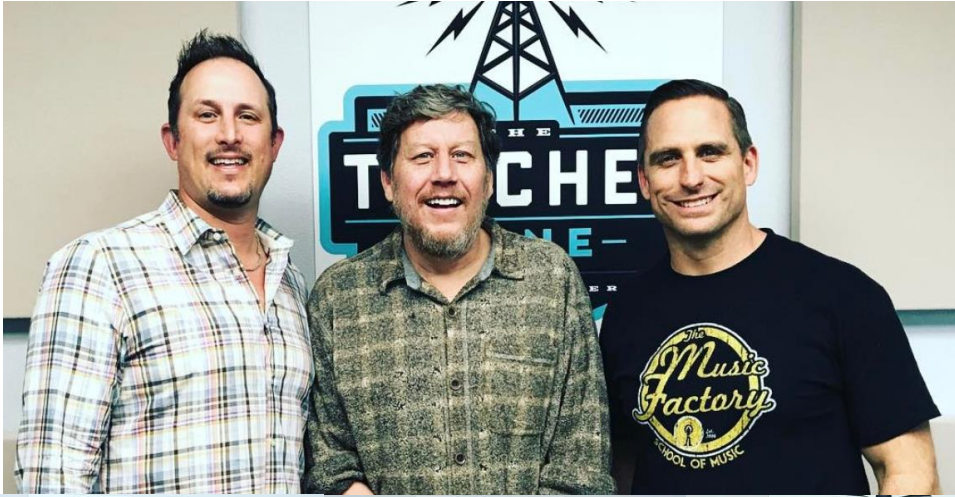


SCRIPT



Your Outline - Script (create a formula)

- Bumper Music
- Intro
- Ads
- Topic
- Main Points
- Conclusion
- Outro...etc.



Topics and Guests

Who would your Audience Like to hear from?





Editing

- Signal Set up/ Mixer
- Spreaker - LIVE - No editing
- GarageBand Editing Not Live Guests in and away from podcast Studio
- File sharing
- Uploading to Distributor



Release...

Tell the World!!!

- Social Media
- Automatic Downloads



Digital Marketing

Strategies Focused on Increasing The Reach & Visibility of Your Business.



Marketing
(email...ads...guest
speaking on other
podcasts)....etc.



Be consistent...

Stop polishing and ship instead. Polished perfect isn't better than perfect, it's merely shinier. And late. – Seth Godin

Never give up!!!

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