

Successfully Turn your Profession or Passion into a Podcast

How to turn what you know into a compelling podcast!



Lisa Osborn
LisaOsborn.com



George T Bundy
BRSMedia.fm



Gina L Osborn
GinaLOsborn.com



Turn your Profession or Passion into a Podcast



In Today's Session, You'll Learn:

1. How to identify your niche as a Podcaster.
2. How to sound Major Market + Time-saving Production Tips.
3. How to Market and Brand your Podcast for Success!

Passion · Engage · Succeed



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Gina L. Osborn

@ginalosborn

Podcast Host, Keynote Speaker, FBI Assistant Special Agent in Charge, Retired



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Creating a Successful Podcast

- ★ *Identify Your Strengths*
- ★ Understand Your Purpose
- ★ Grow Your Audience
- ★ Develop an Effective Launch Strategy



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LISA OSBORN

LisaOsborn.com

Podcaster + Coach, Producer, Voice Overs



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Lisa's Pro Broadcast Tips

- ★ ***YOU*** are the main reason your listeners tune-in, so open each episode with a Monologue to connect with listener(s)
- ★ Speak to **ONE** person - use 'You' instead of 'Everybody'
- ★ Who is your ideal listener? Imagine you are speaking to him/her/them



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Lisa's Time-Saving Audio Production Tips

- ★ Begin with the best sound quality possible (GIGO)
- ★ Outline your show/interview questions in advance
- ★ Avoid verbal responses while another is speaking
- ★ *Do Not* cut out every breath or silence



Hear these Tips Again in my new Podcast ***BroadcastEdge***



You'll find it at

BroadcastEdge.Net

and wherever you get your podcasts



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GEORGE T BUNDY

@GTBundy

[*] **BRS Media** *EST. 1995*



! Main Street Branding™



Get a name that ends in .AM



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Branding -

NEVER UNDERESTIMATE THE POWER OF BRANDING

The experience listeners have with your brand is how they feel about it -- and so a brand is really *what other people think about you!*



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Brand Identity -

- To have your audience understand your Brand Identity. Come up with your two to four words of what you and your Podcast represent.
- What do you want to solve? What do you love (Passion)? What joy does your Podcast bring to you & others?



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Lots of Podcasters never get off the Ground.

1. 12% of Podcasts have only published a (1) single episode.
2. 6% Didn't make it past (2) two episodes.
3. 1/2 of all podcasts have 14 or fewer episodes.

❖ *From Pacific Content (pacific-content.com) who analyzed the Castbox.fm Podcast Directory*

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You! BRAND

"You!" Brand - Turn your Unique Talents into a Winning Podcast.



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What Is Brand Personality in Podcasting?

- Brand Personality is a set of human characteristics that are attributed to your brand name.
- Brand Personality is something to which the listeners can relate!

"You!" Brand - People don't follow products, but people they know, like and trust.



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Five Type of Brand Podcast Personalities

1. ***Excitement***: carefree, spirited, and youthful
2. ***Sincerity***: kindness, thoughtfulness, and orientation toward family values
3. ***Ruggedness***: rough, tough, outdoorsy, and athletic
4. ***Competence***: successful, accomplished, influential & leadership
5. ***Sophistication***: elegant, prestigious, and sometimes even pretentious



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Social Media Brand Building for Podcasters

1) Branding Building - *Getting the Word Out*

Engage & Grow with your Social Fanbase

Promote your projects organically (authentically) not pushed.

Find/Connect with like minded people with your Passion or Profession.

2) Conversion Building - *Getting them to Listen*

Use your Voice to Promote and Drive Brand Awareness.

Share the Spotlight on Social with your Guests.

Publish Social Media content within your feed, Not just Links.



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Top Buzz-Generating Social Media Tactics for Podcast Launches!

1. Research your Audience. Before marketing your podcast, have an active plan.
2. Share Teasers (grab attention and build anticipation).
3. Start a Website & Blog.
4. Create Branded Hashtags. ***#Hashtags***
5. Strike a chord (Give your followers/listeners a reason to engage).
6. Produce Audio & Video Promos.
7. Find Similar Passionate Influencers.
8. Don't reveal too much before the Launch.



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Online Brand Diagram

↓ SOCIAL ↓

Name@MainStBranding.com

↑ WEB ↑

↑ EMAIL ↑





COLDPLAY



[AlienRadio.fm](https://www.alienradio.fm)

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Podcasts about “Branding” to Listen to ...

Mike Kim



Brand You - Personal Branding

MikeKim.com/show

Chris Ducker



Youpreneur.FM Podcast

Youpreneur.FM

Sheryl Plouffe



Personal Brand Breakthrough

Anchor.fm/sherylplouffe



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Q&A with the Panel

Lisa



George



Gina



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Hit Us Up!



Lisa Osborn

Lisa@Lisa.FM
LisaOsborn.com

@Lisa_FM



George T Bundy

gtbundy@brsmedia.fm
BRSMedia.fm

@GTBundy



Gina L Osborn

gina@ginalosborn.com
Ginalosborn.com

@GinaLOsborn



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