



HOW TO LEVERAGE A PODCAST TO GROW YOUR BUSINESS PART I: HOW TO GET STARTED

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CEO OF OCTAVIA MEDIA © 2021 OCTAVIA MEDIA, LLC



INTRODUCTION

INTRODUCTION OF THE SPEAKER

- Name: Andraé L. Jones
- Masters in Educational Psychology
- Bachelor in Computer Science, Statistics & Sociology
- CEO of Octavia Media, LLC
- Host of All About the Win Podcast
- Co-Host of Get Your BBQ On with Ken Alexander



OCTAVIA MEDIA

INTRODUCTION TO OCTAVIA MEDIA

- In response to the growth of digital marketing and digital strategy.
- “... a full-service marketing firm that specializes in the design and development of engaging Content Marketing, Social Media Marketing, and Video Production by combining storytelling and marketing strategy to build your brand and empower your business.”

PART I –
WHAT IS A
PODCAST?

HOW TO LEVERAGE
A PODCAST TO
GROW YOUR
BUSINESS



A BRIEF HISTORY OF PODCAST

- Can be traced back to the 1980s...A person with a microphone.
- Was originally named Audioblogging (journaling via your voice instead of written words).
- Took off in 2004 thanks to a small product called iPod.

WHAT IS A PODCAST ANYWAY?

- A Podcast is a show where a person(s) are talking about a topic(s) of their audience interest.
- Example of some shows:
 - Fishing
 - Entrepreneurship
 - Love, Sex, and Marriage
- Whatever you can think of... there is a show about it.

PART 2 –

LET'S GET TO
KNOW YOUR
AUDIENCE

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HOW TO PEOPLE EVEN HEAR PODCAST?

- Podcast are streamed onto your device.
- There are over 100 different Podcast Platforms out there.
- The most popular are:
 - Spotify
 - Google Podcast
 - Apple Podcast
 - Pandora

WHO LISTENS TO PODCAST

- Podcast is also perfect for those who want to learn more about a particular topic of interest AND want to learn from an expert.
- This gives the business owner the platform to share stories about their journey, struggle, and triumph and many lessons along the way.
- Host must remember that listeners want to be:
 - Inspired
 - Educated
 - Entertained

SEEING A DIFFERENT SIDE OF YOU

- The listening audience get to hear a more authentic side of you.
- They get to learn why you are passionate about the topic and relate to you on more personal level.
- It is as if the listener gets a behind the scene look into your life and your guest.
- The audience learns something about you after every show that makes them remember you either because:
 - You caused them to stop and think about something.
 - They relate to something that was said by host or the guest.

PART 3 –
DIFFERENCE
BETWEEN
PODCAST AND
RADIO

HOW TO LEVERAGE
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PODCAST VS RADIO

Podcast

- You decide your audience based on how you market.
- You control the ads that go on the show.
- You get to control the length of the show.
- You decide the guest and content on the show.

Radio

- Station decides your audience based on their market.
- Station decides the ads that goes on your show.
- Station decides the length of your show
- Station may want to approve content and guest on the show.



LOOKING AT SOME PODCAST

- The Joe Rogan Experience has been running since December 2009.
- Records 4 to 5 times a week.
- On his 1,638th episode.
- Leverages who he knows and their audience.

LOOKING AT SOME PODCAST

- Very simple format of giving advise
- Episodes vary in length, but never longer than an hour.
- Knows that once you start, you can't stop.



LOOKING AT SOME PODCAST



- Another entrepreneur base podcast.
- Simple format with episodes not going over 1 hour.
- Donald Miller is the master of introducing himself and his show in less than 90 seconds.

LOOKING AT SOME PODCAST

- Show for people who love to grill and BBQ.
- Offers tips and tricks to bring something new to the kitchen.
- Interviews people in the business owners and community advocates in Tucson.



PODCAST = FREEDOM

- You are free to create whenever you like however long you like...
- Understanding your audience attention span and providing quality content.
- Goal is to keep it simple and work your way up to Joe Rogan 3 to 5 Hour Session (they are very long).
- However, Joe Rogan has a way to hit more people to increase the awareness of the show (we will talk about that in Part 2).

PART 4 –
CREATING
YOUR OWN
PODCAST

HOW TO LEVERAGE A PODCAST TO GROW YOUR BUSINESS

STEP 1: FIGURE OUT WHAT YOUR SHOW IS ABOUT?

- What do you want to talk about week after week?
- What is something that your friends, family, colleagues, or clients/customers ask you about regularly?
- What topics will you be discussing on a weekly basis?
- What would give your audience value?
- The title of the show will come from the topic.

STEP 2: AUDIENCE

- Who are you targeting?
- Better question: Who will benefit from this show the most if they just listened to 1 episode?
- Get specific:
 - Age
 - Demographic
 - Interest
- Don't be afraid to adjust when necessary (and announce it on air).

STEP 3: THE FORMAT OF THE SHOW

- How will the show be delivered?
- Who will be on the show?
 - Will you have co-host or just you?
 - Will you have guest? How often?
- How long will the show be in length?

We recommend nothing more than 90 minutes.

STEP 4: SCHEDULING IS EVERYTHING

- Have a realistic look at how many times a week or month you can record and release a show.
- Make sure to stay consistent to grow your audience.
- What day will you release your show?
- What day will you record?

STEP 5: RECORDING AND MASTERING

- Editing your show is the most important part as it will make or break a show.
- Delete any hissing, “ums”, “huhs” and anything else that is distracting to the listener ears.
- Make sure that you and the guest sound like a million bucks!
- Keep track of recording and editing time to schedule it out in your calendar.

BONUS: SCRIPTED OR NOT SCRIPTED

- A very hard question asked by many podcasters and content creators.
- Want to be able to deliver your message without overwhelming and confusing your listener.
- **The first 120 seconds are the most critical as it needs to say:**
 - The name of the show.
 - What it is about.
 - The audience it is geared towards.
 - Who are you and your credentials.
- Script that until it is memorized.

BONUS BONUS: PRACTICE! PRACTICE PRACTICE!

- Never stop practicing even after your first set of shows.
- See what went well and find ways to elevate.
- Listen to other shows to get ideas and try them out.
- Keep experimenting and don't stop as keeping the show fresh is what keeps the listener coming back for more.



PART 5: TIPS
AND TRICKS



HOW TO LEVERAGE A PODCAST TO GROW YOUR BUSINESS

TIPS AND TRICKS

- **Tip 1** - Record between 3 – 5 episodes of your show before releasing them.
- **Tip 2** - Stay consistent! Release a new show every whatever day of the week you pick...
- **Tip 3** - ...Unless stated otherwise. Tell your audience if you are going on a break and when you will be back.
- **Tip 4** - Clean audio works best. Do not go cheap on this!
- **Tip 5** - Have fun! Experiment! And tell your friends, family, colleagues, and clients/customers what you are up to.



QUESTIONS

WE ARE OFFERING A FREE 30 SECOND DIGITAL COMMERCIAL (NO STRINGS ATTACHED!)

- **FREE, no obligation, 30 Second Digital Commercial**
- Use it on:
 - Website
 - Social Media
 - YouTube
- To learn more and sign up for our free weekly tips and tricks columns.

Go to

<https://tinyurl.com/octaviamediasignup>



NEXT SESSION THURSDAY MAY 6TH, 2021

Part 2: How to Market Your Podcast while Marketing Your Business

- Alright, you got your Podcast, now what? In this session, we talk about how to promote your show online on multiple different platforms? We talk about the advantages and disadvantages of the platforms and how to promote your business (as well as your guest businesses) as well. We also touch on how long it takes to grow your audience, how to maximize your guest's audience, how to engage with your listeners, and we talk about the world of Patreon. By the end of this session, you will be as good as Joe Rogen... O.K. maybe not yet... but you will be on the first step on getting there.



THANK YOU!

- Thank You, ACA
- Thank you to all of you!



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