START YOUR OWN PODCAST

4 Easy Steps to Achieve
Thought Leader Status
with Podcast Management
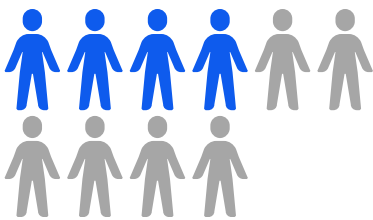
WHY PODCASTS?

THE LEADERSHIP PROJECT

1. **Credibility** - Showcase your expertise in a specific subject matter, elevating your profile to thought leader status
2. **Convenience** - Your primary avatar can now consume your content while driving, working out, in public transportation, or working
3. **Connection** - Expand your reach to a global audience
4. **Conversion** - Research shows listeners are more likely to patronize ads from their favorite podcasts than from random TV commercials
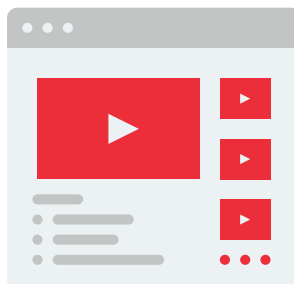
PODCAST STATISTICS IN AUSTRALIA
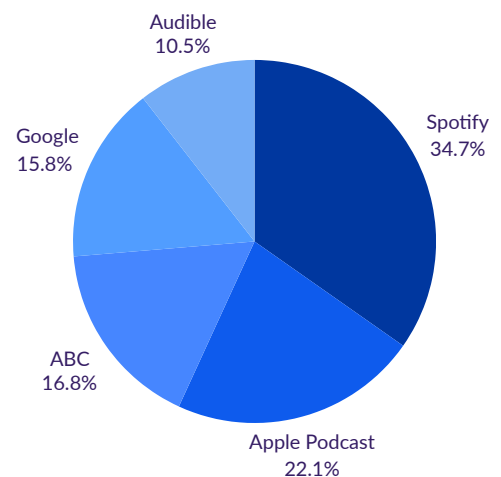
GROWING AUDIENCE

40%

among Australians 18+ up listen to podcasts monthly, which rapidly increased during the pandemic

16.5M

unique Australian visitors listen using Youtube monthly, making it the leading platform for podcasts

OTHER PLATFORMS

- Audible 10.5%
- Spotify 34.7%
- Google 15.8%
- ABC 16.8%
- Apple Podcast 22.1%

STEP ONE: DEFINE YOUR BRAND

THE LEADERSHIP PROJECT

Who is my primary avatar? This can be your past self, friends, loved ones, people you know who are easily accessible online

_____
_____
_____

What is one core problem that he / she has? How does pain look like for your primary avatar?

_____
_____
_____

What is my main solution? How can I guide my primary avatar from pain to pleasure? What is something I feel confident in talking about for hours that would best help him/her?

_____
_____
_____

How can I be attractive to him/her?
Podcast Name Ideas:

_____
_____
_____

Category:

_____

Format:
Will I do a solocast or an interview-style? Will it be audio only, or will I also do a video podcast?

_____
_____
_____

STEP TWO: SETUP YOUR PLATFORM

A podcast host / directory allows you to upload your episodes once and have them automatically distributed to all listening platforms (Apple Podcast, Spotify, Audible, Youtube, etc)

**Choosing the best platform will depend on your needs:**

- Distribution to major listening platforms
- Number of episodes / hours to be published per month
- Storage limits and bandwidth
- Ability to monetize your show
- Access to data insights and analytics
- Sharing features

There are many platforms to choose from, popular ones include Buzzsprout, Podbean, Anchor and Riverside.

The Leadership Project Podcast uses **Buzzsprout** as a user-friendly platform with preset templates for editing, insightful data analytics on how your podcast is performing and great customer support.

Use our affiliate link on Buzzsprout to get a $20 Buzzsprout credit:
Register on Buzzsprout

Congratulations from Buzzsprout!
10,000 PODCAST DOWNLOADS
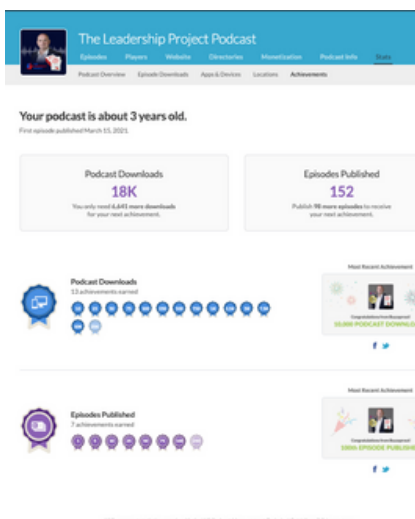
You can start a podcast with as little equipment as just your smartphone and a connected microphone. However, audiences are typically looking for a quality audio experience.

Microphone. A good quality microphone is crucial for giving your audience the best listening experience. Choosing the right microphone will also heavily depend on the setup. Will I be recording in a home studio or while on the go? Do I have guests on the show and are they joining me in the same location?

Microphone Stand or Boom Arm. This will minimize the noise from handling and ensures consistent sound quality throughout.

Pop Filter or Wind Socks. This will minimize the plosive "pop" sounds and reduces unwanted breath sounds.

Headphones. Invest in closed-back headphones for monitoring the quality of your audio throughout recording. This provide good sound isolation to avoid hearing the background noise.

Audio Interface or Mixer. This is connected to your computer or laptop to properly adjust the quality of your audio recording.
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Recording and Editing Software. Choose the best recording and editing platform from the basics to the complex. Popular options include Audacity (free and open-source), Adobe Audition, GarageBand and Pro Tools.

Here are recommended options:
- Basic – Smartphone with microphone (not recommended)
- Basic + - USB microphone connected directly to a laptop (fine to get started)
- Advanced – XLR microphone with audio interface connected (recommended)
    - Microphones – Rode PodMic; Rode ProCaster
    - Audio Interface – Rodecaster Pro
- Camera – if you are going to add a video podcast your options would be:
    - Basic – add a Logitech webcam (or similar) – we do not recommend using the built-in camera on your laptop due to low video quality
    - Advanced – connect a digital camera as a webcam (we use Sony)

STEP FOUR: PLAN YOUR CONTENT

Marketing Calendar. Create a monthly calendar for each platform that includes the date and time of posting, topic, copy on post, caption and hashtags for Search Engine Optimization

Podcast Lineup. Schedule your podcast recording date and target airing date, along with the topics and content outline. Prepare your script and talking points. If you have guests on the show, make sure to provide them with the timeline for possible co-promotion of the episode.

Collaborations. Collaborate with other podcasts to maximize your reach and increase your credibility. Provide them with a sample of your podcast episodes and highlight how you can add value to their audience.

Community Engagement. Get feedback from your listeners by interacting with them on social media, hosting live Q&A sessions and organizing events relevant to them. Leverage on user-generated content and ask for what topics they might find useful.
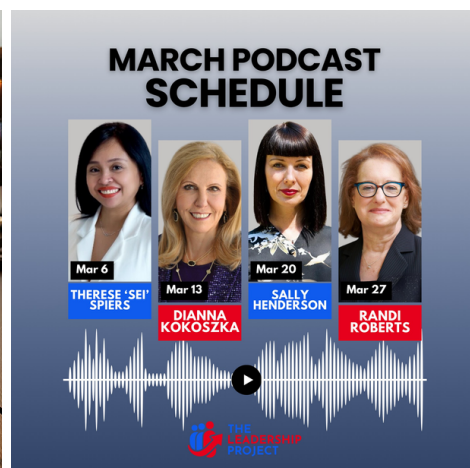
FEELING OVERWHELMED?

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WHAT DO WE DO?
& WHY DO WE DO IT?

DON'T SWEAT THE SMALL STUFF
LET US DO IT FOR YOU!

Maximize our years of experience in producing over 150 episodes with over 10,000 downloads all over the world. Let us do it for you so you can focus on what you do best.

★★★★★

Top 5% of Most Listened Leadership Podcasts Worldwide
Top 19 Worldwide for Leadership Podcast Category
Featured in Feedspot's "Best of" Leadership Podcasts

THE LEADERSHIP PROJECT

Work with us

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The Leadership Project is a new movement with a vision To Inspire All Leaders to Challenge the Status Quo. We want to empower modern leaders through knowledge and emotional intelligence to create meaningful impact. We hope that you join our community to share knowledge, experience and wisdom on leadership. We will have a weekly podcast and regular blog articles designed to stimulate conversation and debate.

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www.mickspiers.com

"Learn Together; Lead Together"

YOU'RE A LEADER NOW WHAT?

The proven path to high performance leadership

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