The System:
My Podcast

I used to think this was really **hard**. It was a **mystery** to me.

Now, I think podcasting is the **easiest** form of content marketing.

Here's what you're going to **learn** today…

- Step-by-step (**system**)
- The **tools** I use
- The **tricks** I discovered
- The **team** to make it happen

Original

Now

Who a I...

- Gene Hammett
- **Entrepreneur**
- Business Coach
- **Family Man**

@genehammett

This is **NOT** everything you need...it is what I do day-to-day.

The STEPS My "System"

#1 Get interviews

Who	Steps	Tools
Virtual Assistant & Me	Ask Nicely Ask Repeatedly	Twitter Email (Drafts)

#2

Schedule Interviews

Who	Steps	Tools
Virtual Assistant & Me	Email Organize in Calendar Organize in Spreadsheet	Email (Drafts) Timetrade Google Calendar Google Docs

#3 Pre Interview

Who	Steps	Tools
Virtual Assistant & Me	Website Search Social Media Amazon Get Skype ID	Google Twitter Skype

#4

Perform Interviews

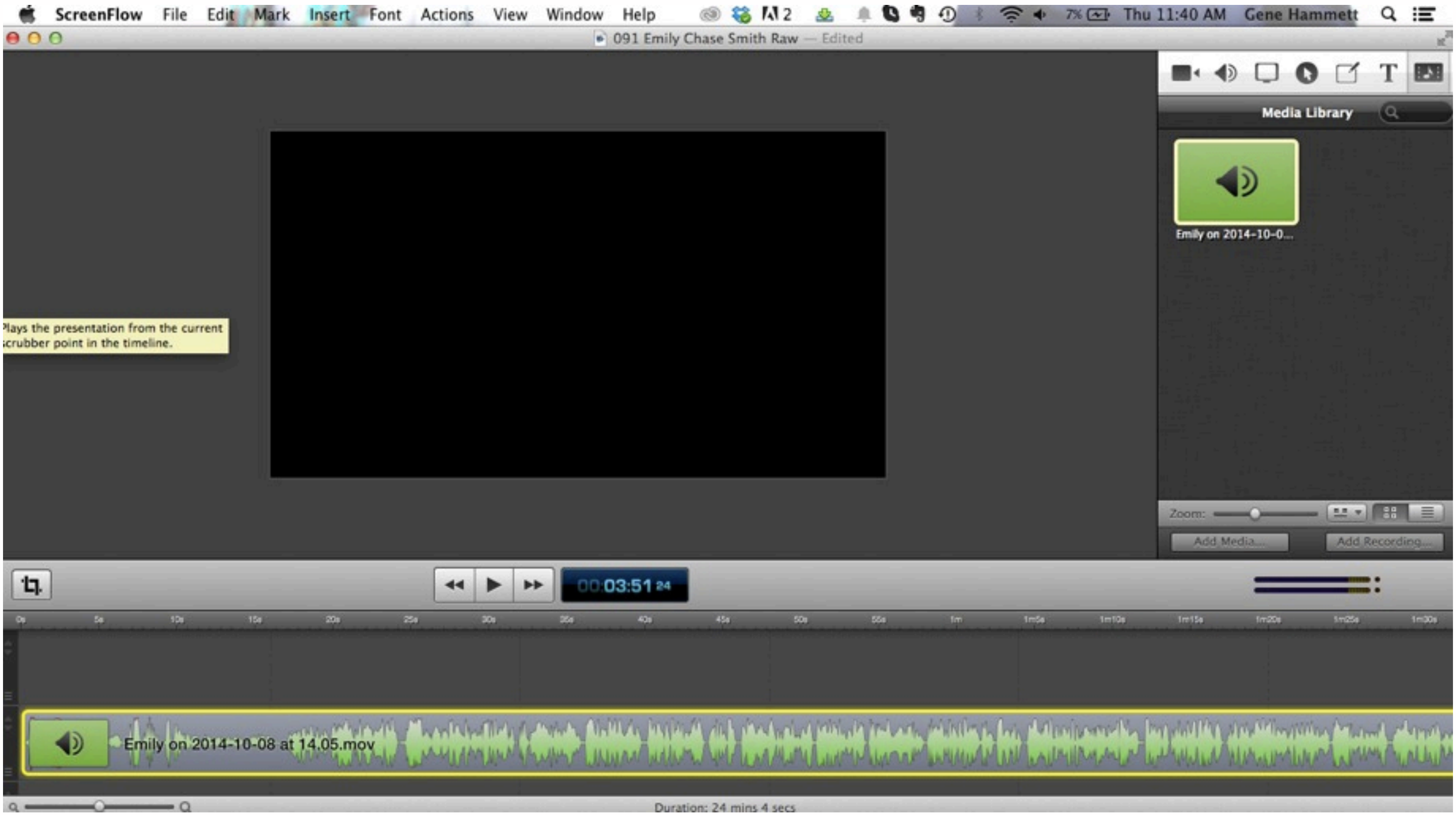
Who	Steps	Tools
Me	Skype On Time Warm Up Chat Share structure of show Discuss Audience	Skype Call Recorder Mic ATR-2100

#5

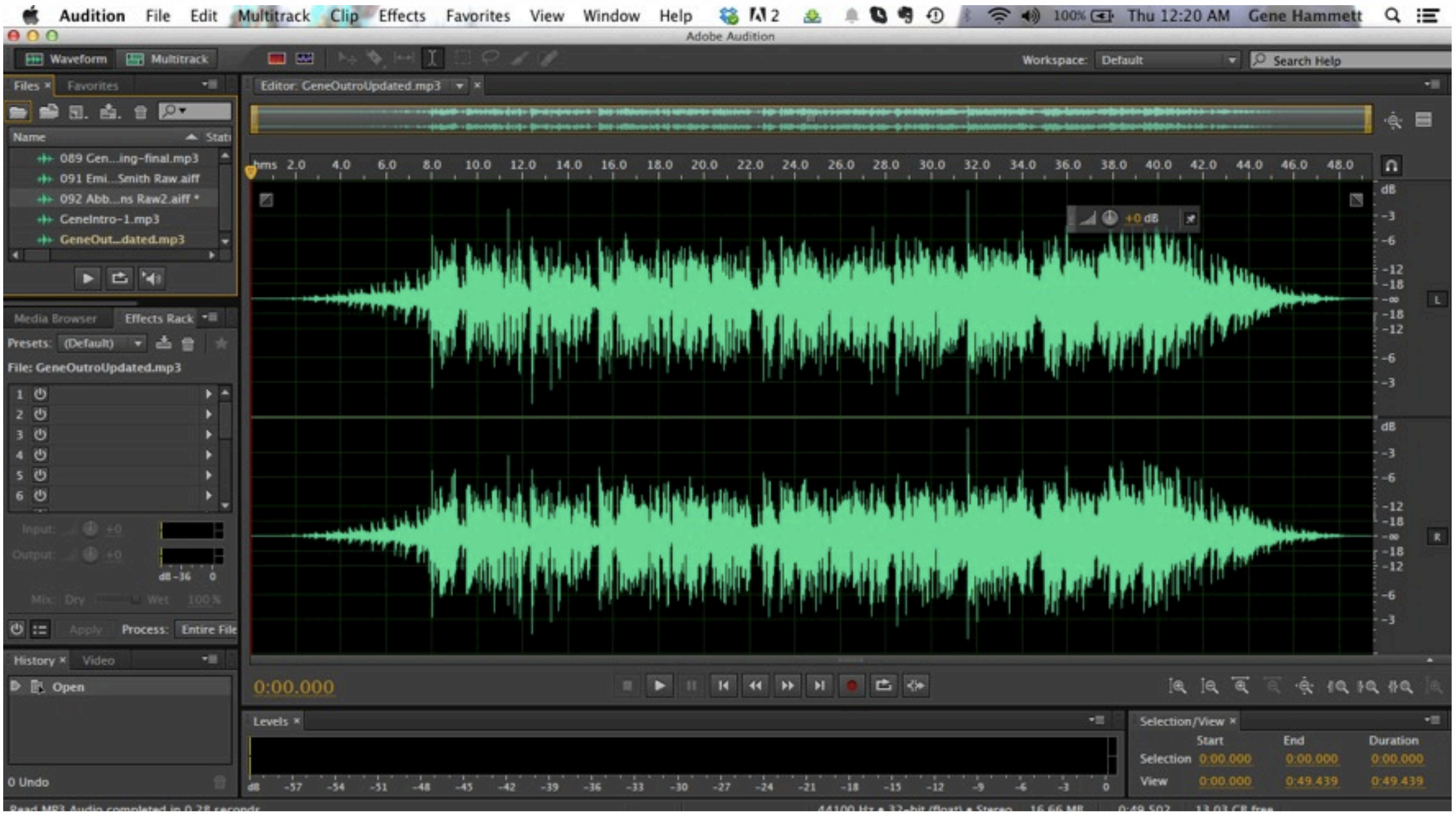
After Interview

Who	Steps	Tools
Me	Convert recording with Screen Flow Export to AIFF file Import into Adobe Audition Make “raw” file Export MP3	Screen Flow Adobe Audition Dropbox

ScreenFlow


ScreenFlow File Edit Mark Insert Font Actions View Window Help
Thu 11:40 AM Gene Hammett
091 Emily Chase Smith Raw — Edited
Media Library
Emily on 2014-10-0...
Plays the presentation from the current scrubber point in the timeline.
Zoom:
Add Media...
Add Recording...
00:03:51 24
Emily on 2014-10-08 at 14.05.mov
Duration: 24 mins 4 secs

Adobe Audition



#6

Add Intro, Outro & My Solo Parts

Who	Steps	Tools
Me	Open files Record ending first Paste Outro Record Beginning Paste Intro Record Introduction	Dropbox Adobe Audition

My podcast structure...

Beginning-Tease

Intro (music)

Introduction

Interview

Close

Outro

Table

Saved

With Guest

Custom (solo)

Order of production

Interview

Close

Outro

Beginning-Tease

Intro (music)

Introduction

Table

Saved

With Guest

Custom (solo)

#7

Final Steps

Who	Steps	Tools
Me	Save Files Apply Presets (entire) Save Again Export as MP3 Save to Dropbox	Dropbox Adobe Audition

#8

Title & 1st Paragraph

Who	Steps	Tools
Me	Title decided inside the recording Write first paragraph Save to Dropbox	Dropbox Open Office

Tricks that I learned over time....

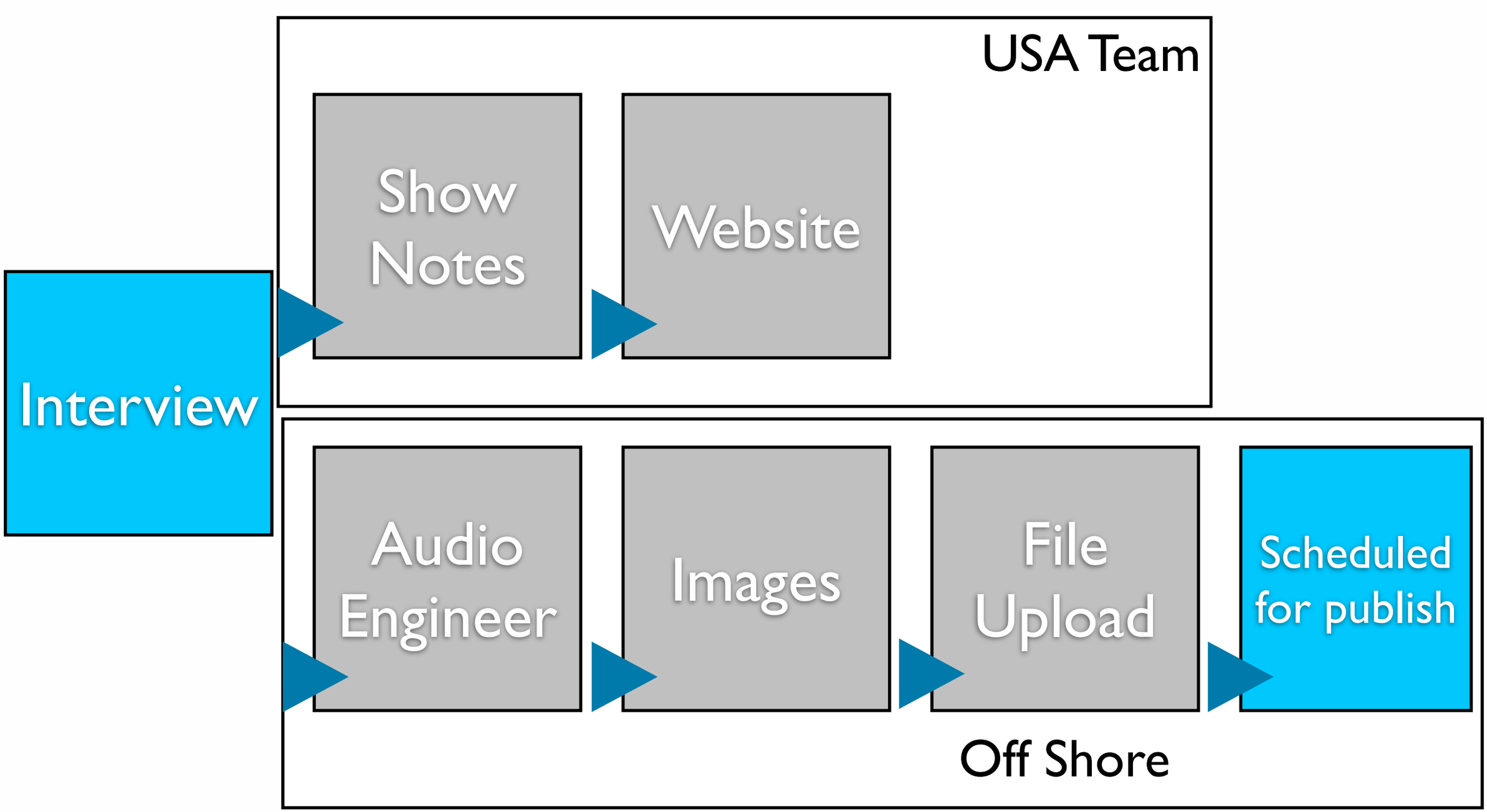
- Decide on a naming convention for files
- Write notes in ONE notebook (not scattered papers)
- Record the exact time of interview
- Three snaps before the interview
- Save your file in each step of the way in post production

My Team

- Project Manager
- Show Notes
- Social Media Promotion
- Audio Engineer
- Graphic Designer

It takes a team to pull this off.

My System...


USA Team
Show Notes
Website
Interview
Audio Engineer
Images
File Upload
Scheduled for publish
Off Shore

Mic

$53.97

Audio-Technica ATR2100-USB
Cardioid Dynamic USB/XLR
Microphone

Boom Arm

$16.99

Boom Arm

Most critical question in a successful podcast....

Who?

Finding the people to serve is essential.

The audience tells you...

- name of the show
- the problem you solve
- theme of the show
- structure of the show
- time of the show

Your "audience" is the most critical element of your show.

Strategy Session

http://leadersinthetrenches.com/vision

Free 100% Valuable

You get what you focus on...

Focus on

excuses

Focus on

finding a way