Podcasts in English

Be heard

The Topic!
How to keep them involved

- At the beginning, you need to be sure that the topics are enough for a sufficient number of episodes, i.e. ideally **several dozen**.

- It takes a while for listeners to find their way to podcasts, and it's a good idea to provide them with additional content **regularly**.

- The topic needs to be planned so that only part of it is covered in each episode and the **listener is motivated wait for the next episodes**.

- It is important to think about the purpose of the podcast. If the purpose is to present interesting and useful information, **the listener must receive it in each episode from beginning to end in order to endure listening** and let go subscribe to the podcast next time.

The Script!
How long should it be

- The ideal length of an episode is **at least 20 minutes**. A maximum of 1.5 hours. It is not necessary that each episode be the same long. But each episode must have a given structure, where part of the topic is discussed in depth. It should consist of some parts where individual points are discussed in turn.

- It is ideal to make **a point script** before starting the recording to ensure that the conversation does not unsystematic skipping, or mixing several topics together.

- Each episode must have **a beginning, a content section, and an end**. At the beginning, we welcome the listener and describe to them what is going on, what they learn in the current episode to bait them into listening. The following is the content part where we will introduce them interesting information. Everything ends with the conclusion, when we say goodbye to them, thank them for listening, invite them to listen next episodes, and we'll give it some branding if we have one.

The Form!
How does it sound

- Although we will be working accordingly to the a script, it is important because of the structure of the individual themes and parts of the episode.

- But the podcast host should definitely not read anything ahead of time. The contemporary **viewer is used to authenticity**, so it is necessary that the whole the conversation felt **casual and believable**.

- Each episode should feel like a pleasant conversation between two people sitting next to each other.

- When it comes to **brand promotion**, I recommend putting it into the conversation only in a **non-violent way** and not trying to make the listeners sell "directly".

The Recording!
How to talk

- To record podcasts, it is necessary to have a closed space, ideally without windows, to **avoid echoes**, which it especially excels when it comes to audio-only podcasts.

- If you don't have such a space, better acoustics can be created even in a room with poor acoustics, namely using **acoustic panels that are placed in front of the microphones and absorb any echo**.

- The podcast participants should then sit next to each other, each at their own microphone. The podcast host will introduce a then begins to interview the respondent. **Then the host ends the whole conversation again**.

The Recording!
How to talk

- I recommend recording multiple episodes in a row as it saves time. Once the equipment is ready, it's good to **use it effectively** and not set everything up just for one episode at a time.

- A podcast can be recorded with pauses on individual audio tracks and then edited together.

- For example the user-friendly Audacity can be used for this.

- Or recording the entire conversation to taste, which is a better option for the current listener. **The conversation then works more authentically**. Even in this case, it is necessary to cut out the places that did not work.

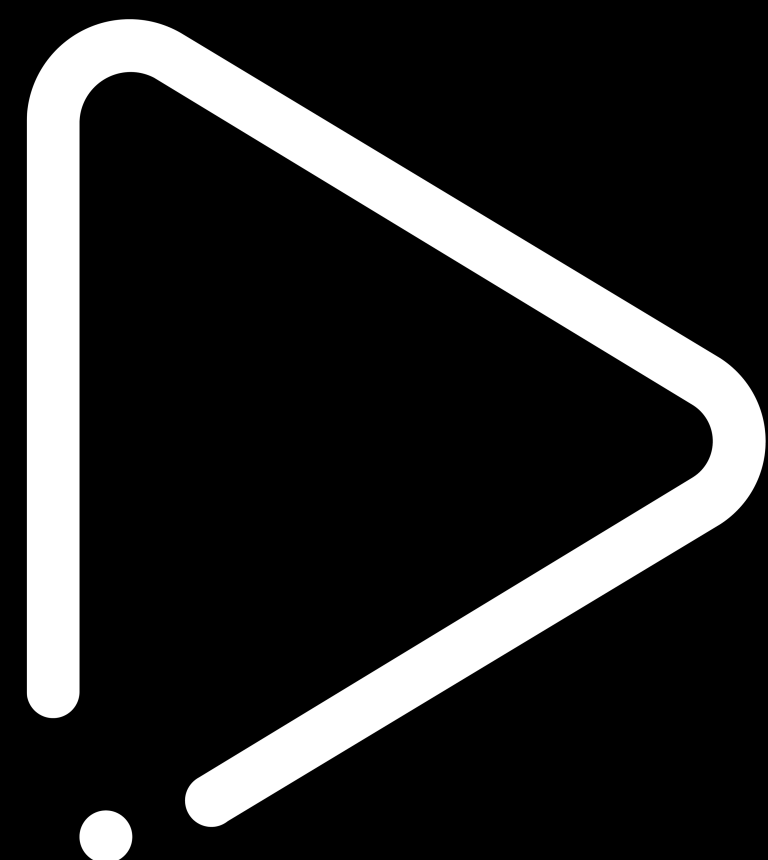# The Platforms!
Where to send it

- The podcast should be **given a name** under which it will be published on one or more platforms.

- We recommend Spotify, Apple Music and Google Podcast. <u>anchor.fm</u> is a great way to publish podcasts everywhere.

- The **regularity of the publication is important**. At least 1 episode per week. Only regularity will ensure a growing base listeners.

The Promotion!
How to make it heard

- It is advisable to promote podcasts **on social networks** such as Facebook, Instagram or TikTok.

- We can alert listeners to a new episode, or **entice them to the next one** that will be released in a week.

- At the same time, it is good to establish an interaction with the listener using social networks and give them the opportunity to influence the podcast. Such tactic also increases the chance that the podcast will become more popular.

- The ideal way is, for example is to **make a challenge where the listeners can ask the guest themselves**. The best questions will then be asked to the guest.

Now go make your own podcast