



LAUNCH YOUR PODCAST

IN A WEEKEND



ADAM GRIM



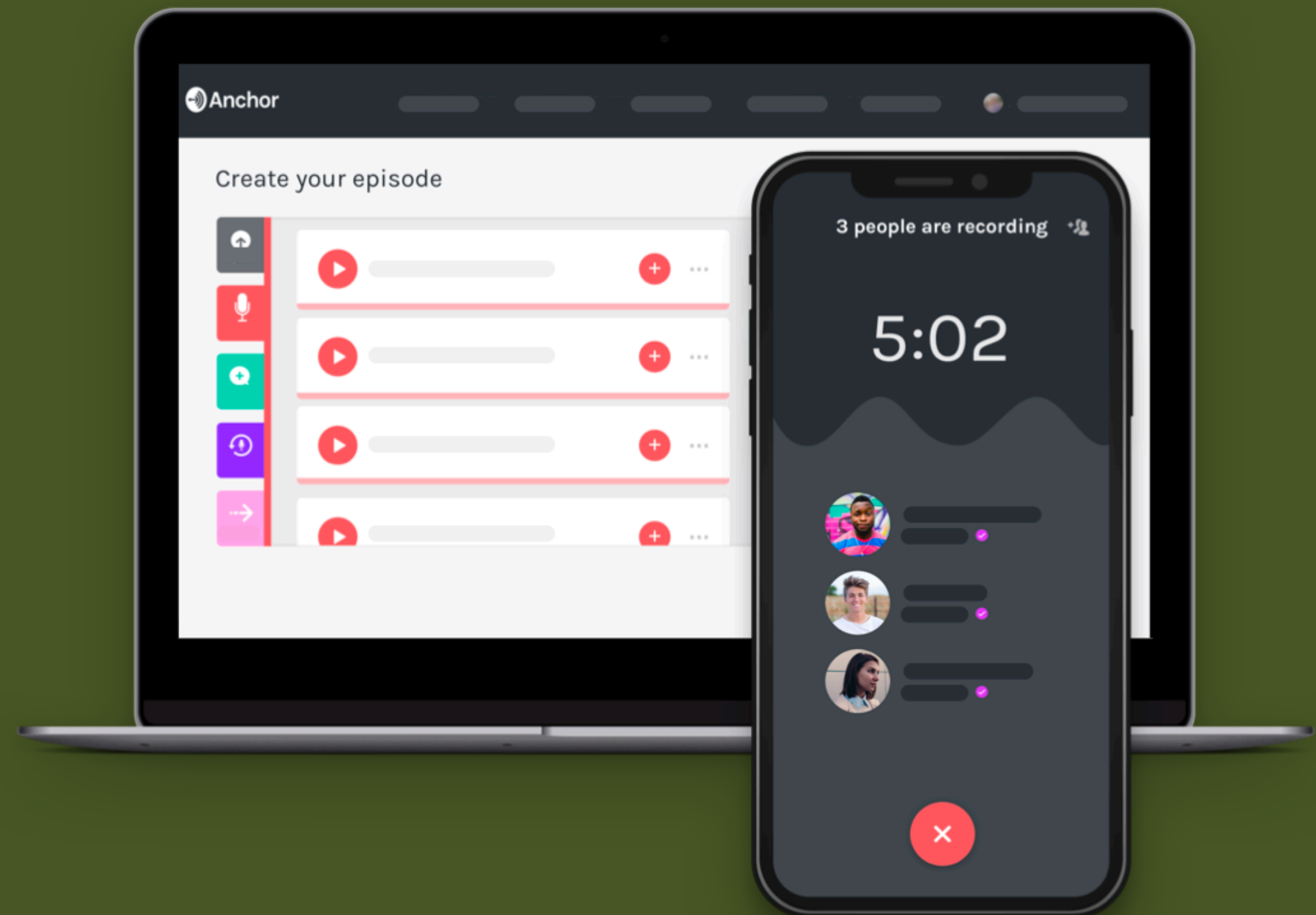
[linkedin.com/in/adamgrim](https://www.linkedin.com/in/adamgrim)



adam@bootstraplocal.com

THE PROCESS

1. The Setup
2. Record
3. Edit
4. Publish
5. Promote

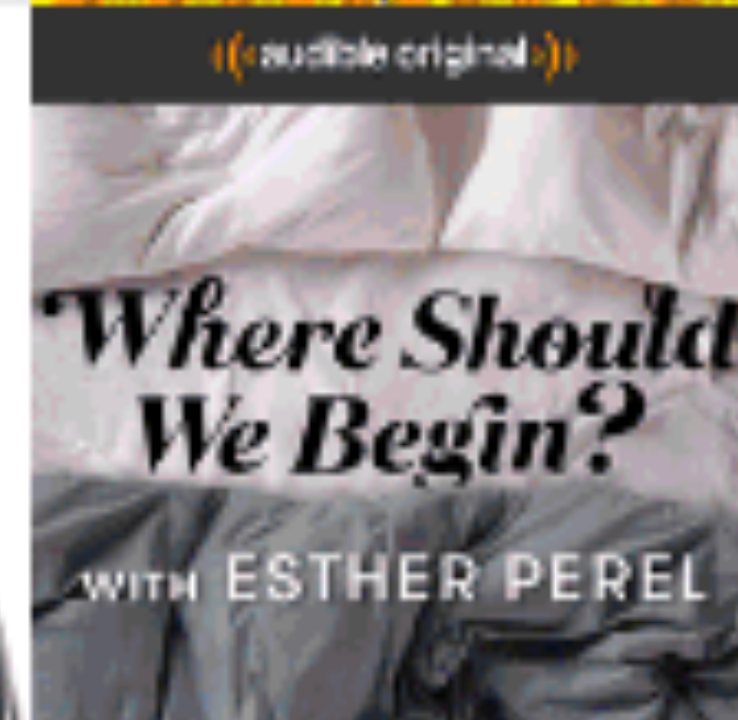
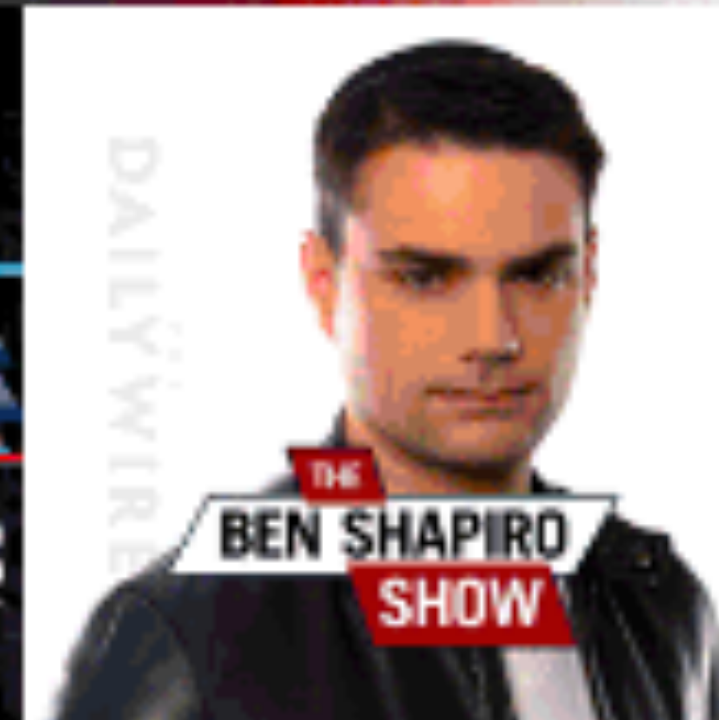
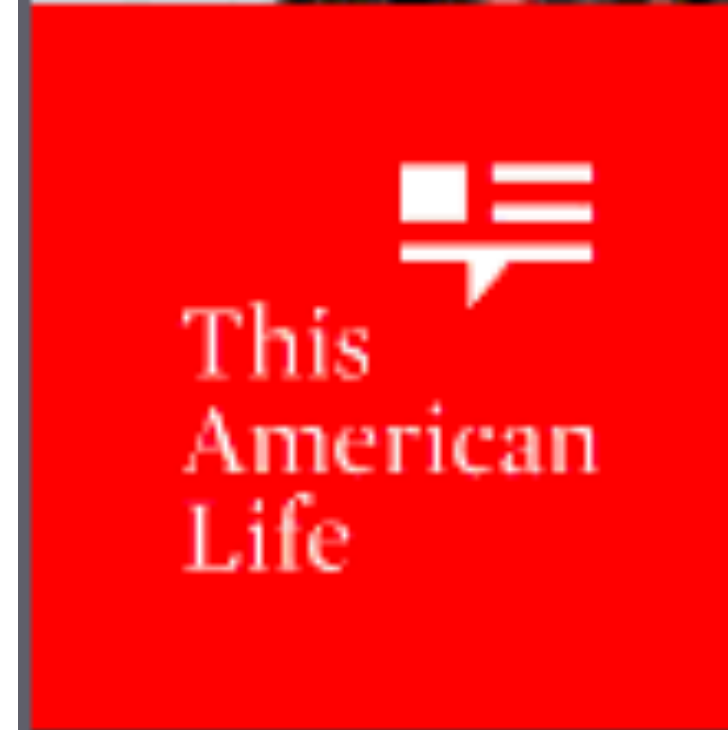
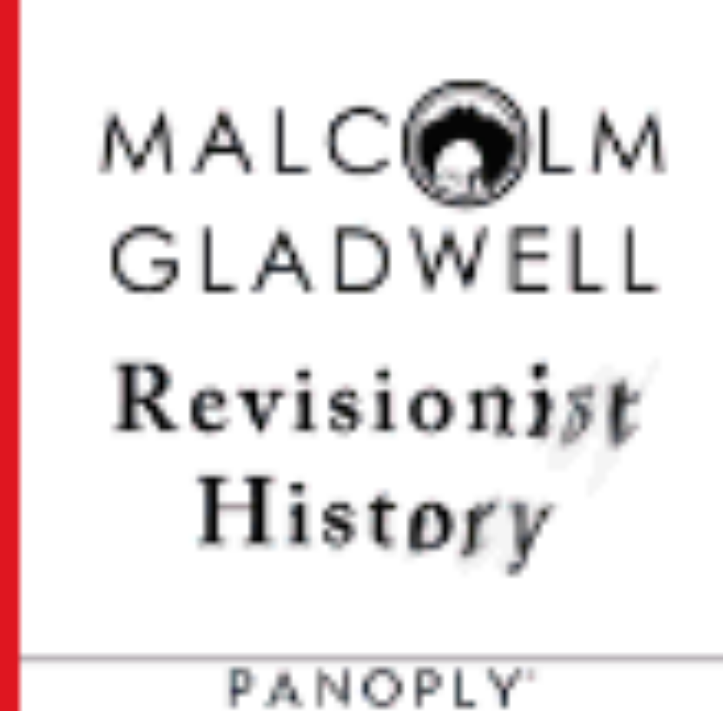
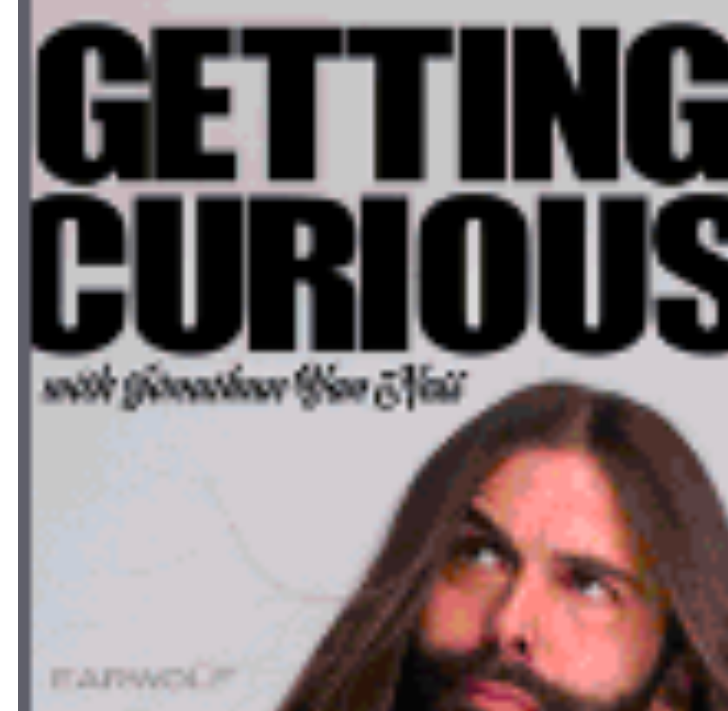


THE SETUP

WHERE TO START

GET A TITLE

- Descriptive
- Your Name
- Brand name



GET A PODCAST COVER

Canva

Home

Templates ▾

Features ▾

Learn ▾

Search Canva

?

⚙️

Create a design

Home

Recommended for you

Grid

All your designs

Clock

Recent designs

Share

Shared with you

Brand Kit

Calendar

Content Planner

Folder

All your folders

Trash

Bootstrap Local

Welcome, Adam

"It's through mistakes that you actually can grow." —Paula Scher >

Recommended

Social Media

Events

Marketing

Documents

Order Prints

Video

School

Personal

Custom Size

Logo

Instagram Post

Poster

Presentation

Planner

Flyer

Recent designs

See all

Red and Blue Typography ...

Beige and Black Minimalis...

Blue Illustrated Office Wor...

White Night Sky Autobiogr...

Pastel Funky Pattern Chor...

Blue

Invite 3 people for free ×

Invite 3 people to team up with you on Canva Pro for free.

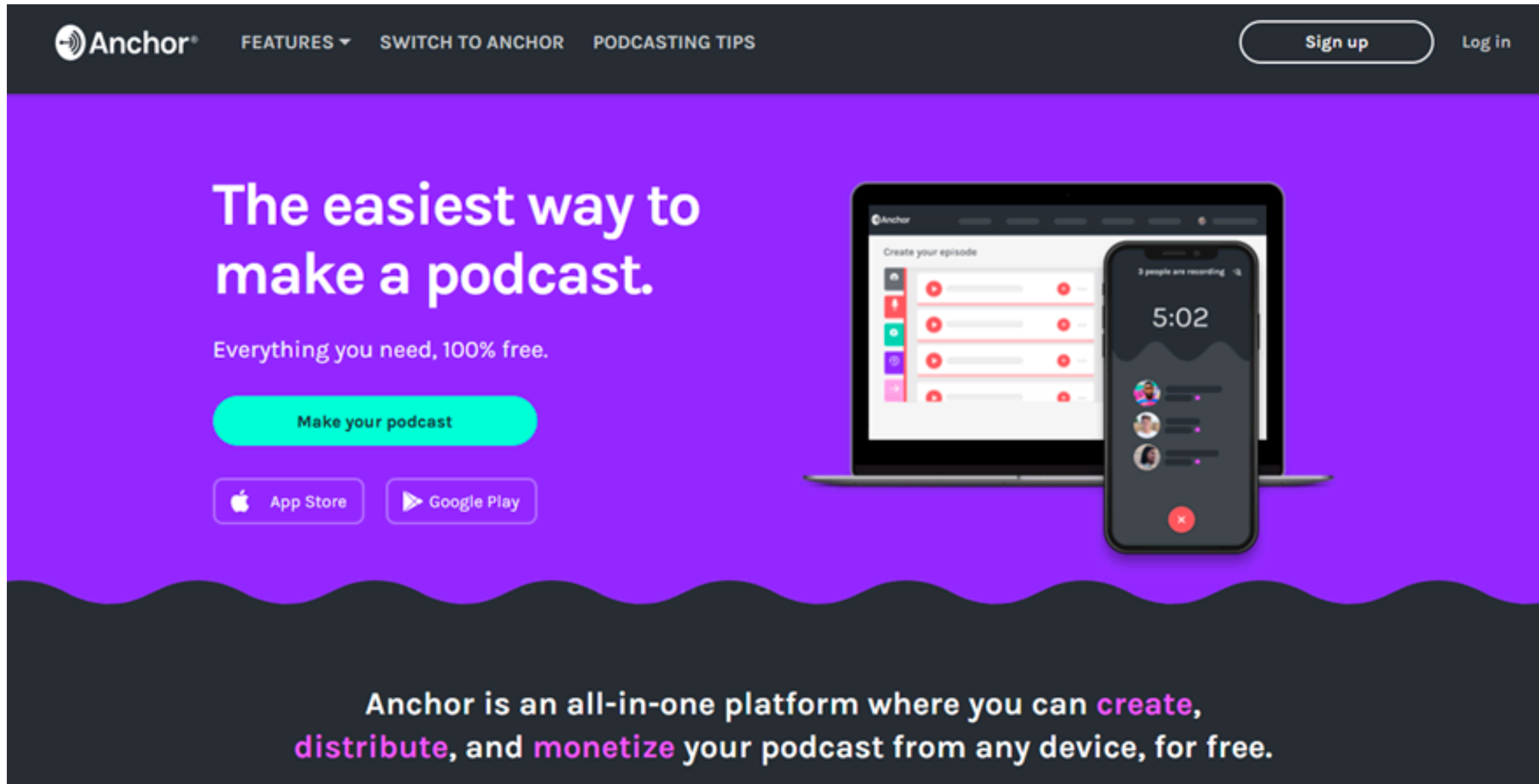
Add team members

Instagram Posts

Help

canva.com


GET A PODCAST HOST

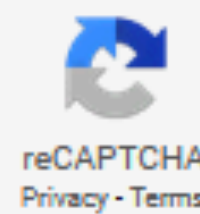
The image shows the Anchor website landing page. At the top, there is a dark navigation bar with the Anchor logo, links for 'FEATURES', 'SWITCH TO ANCHOR', and 'PODCASTING TIPS', and buttons for 'Sign up' and 'Log in'. The main section has a purple background with the headline 'The easiest way to make a podcast.' and the subtext 'Everything you need, 100% free.' Below this is a large orange button labeled 'Make your podcast'. Underneath the button are two smaller buttons for 'App Store' and 'Google Play'. To the right, there is an illustration of a laptop and a smartphone. The laptop screen shows the 'Create your episode' interface with a list of tracks. The smartphone screen shows a recording interface with a timer at 5:02 and a list of participants. At the bottom, a dark banner contains the text: 'Anchor is an all-in-one platform where you can create, distribute, and monetize your podcast from any device, for free.'

[ANCHOR.FM](https://anchor.fm)

Sign up for Anchor

Already have an account? [Log in](#) instead.

 I'm not a robot



Sign up

By continuing, you agree to our [Terms of Service](#) and [Privacy Policy](#).



Choose your cover art

First, you'll need an image.



Search for a photo

Upload an image

Choose one for me



Finish setting up your podcast

Before we can distribute your podcast to additional listening platforms, you just need to fill in a few things.
(You can always change these later.)

Podcast name

Beej's Elegant Podcast

Podcast description

Beej talks about elegant stuff on his elegant podcast

Podcast category

Society & Culture ▾

Language

English ▾

Continue

and Spotify.

[Learn more about distribution](#)



We're submitting your podcast! 🎉

This will make your podcast available on all major platforms (including Spotify and Apple Podcasts). We'll let you know as soon as it gets approved on each platform.



Great, thanks!

1

I'd rather do it myself (advanced)

EQUIPMENT

GEAR GUIDE



OR



ADVANCED OPTION

SHURE MV7



ACOUSTIC TREATMENT

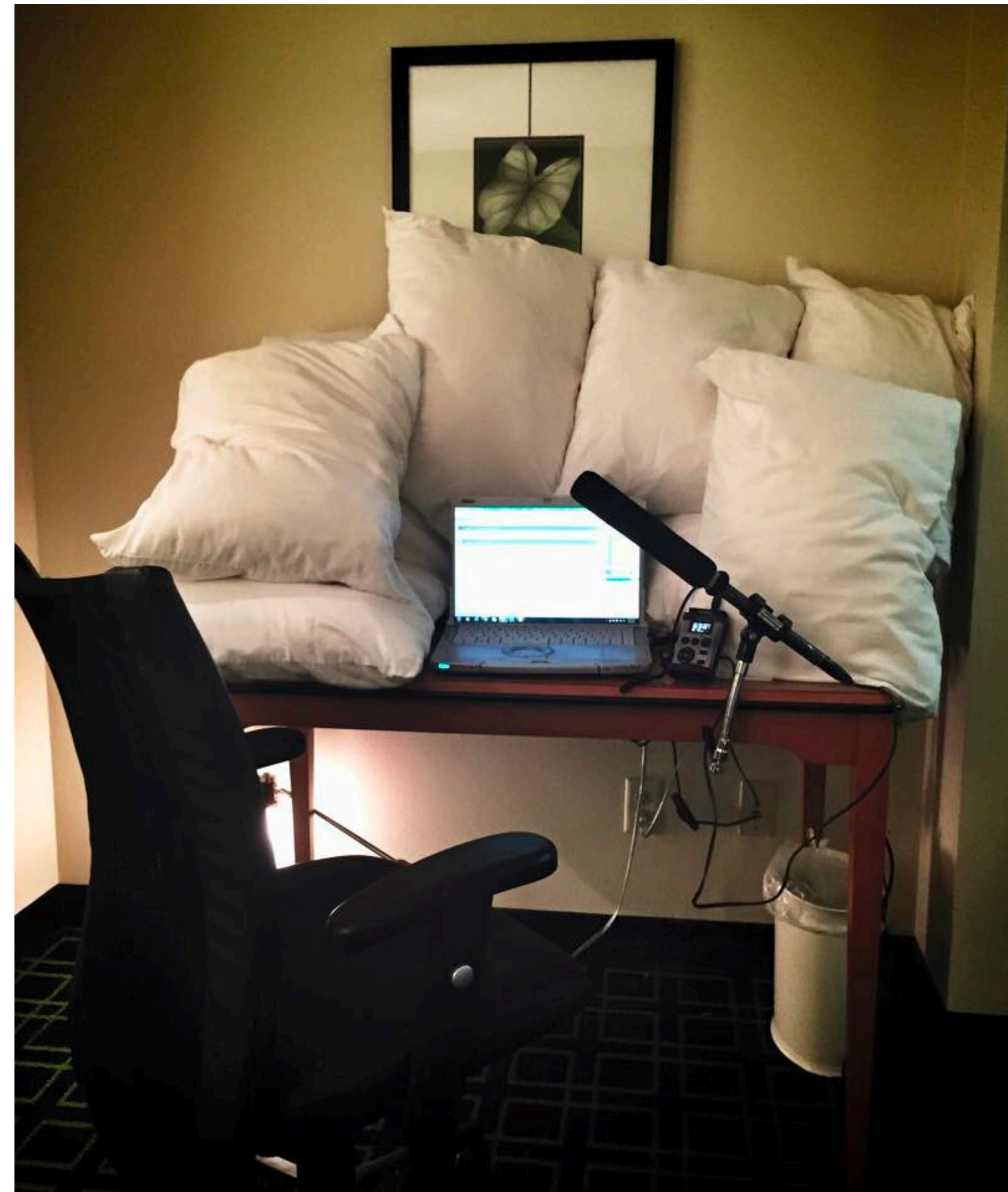
THE SECRET TO GREAT SOUND

HOW SOUND TRAVELS

IN A ROOM

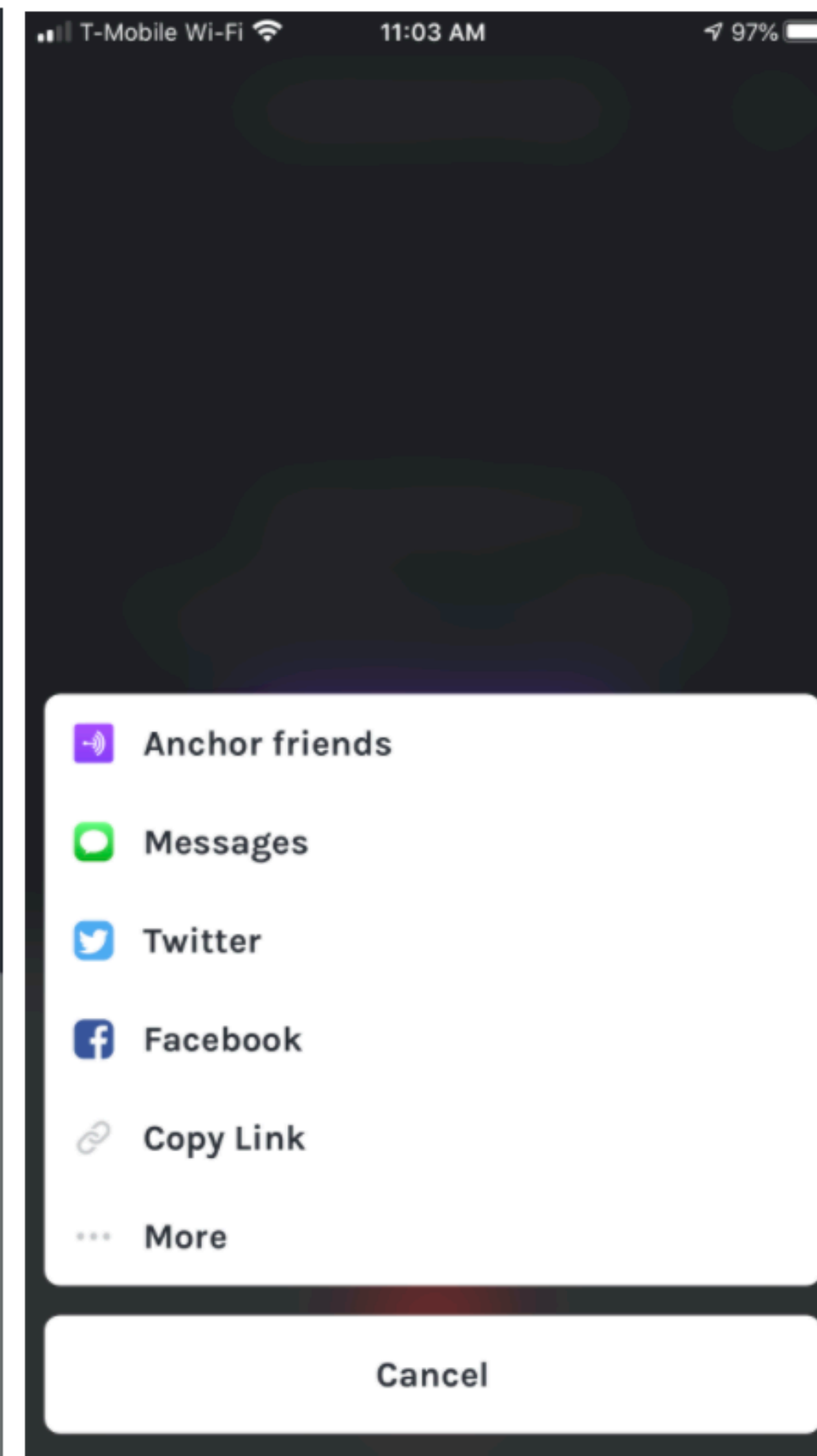
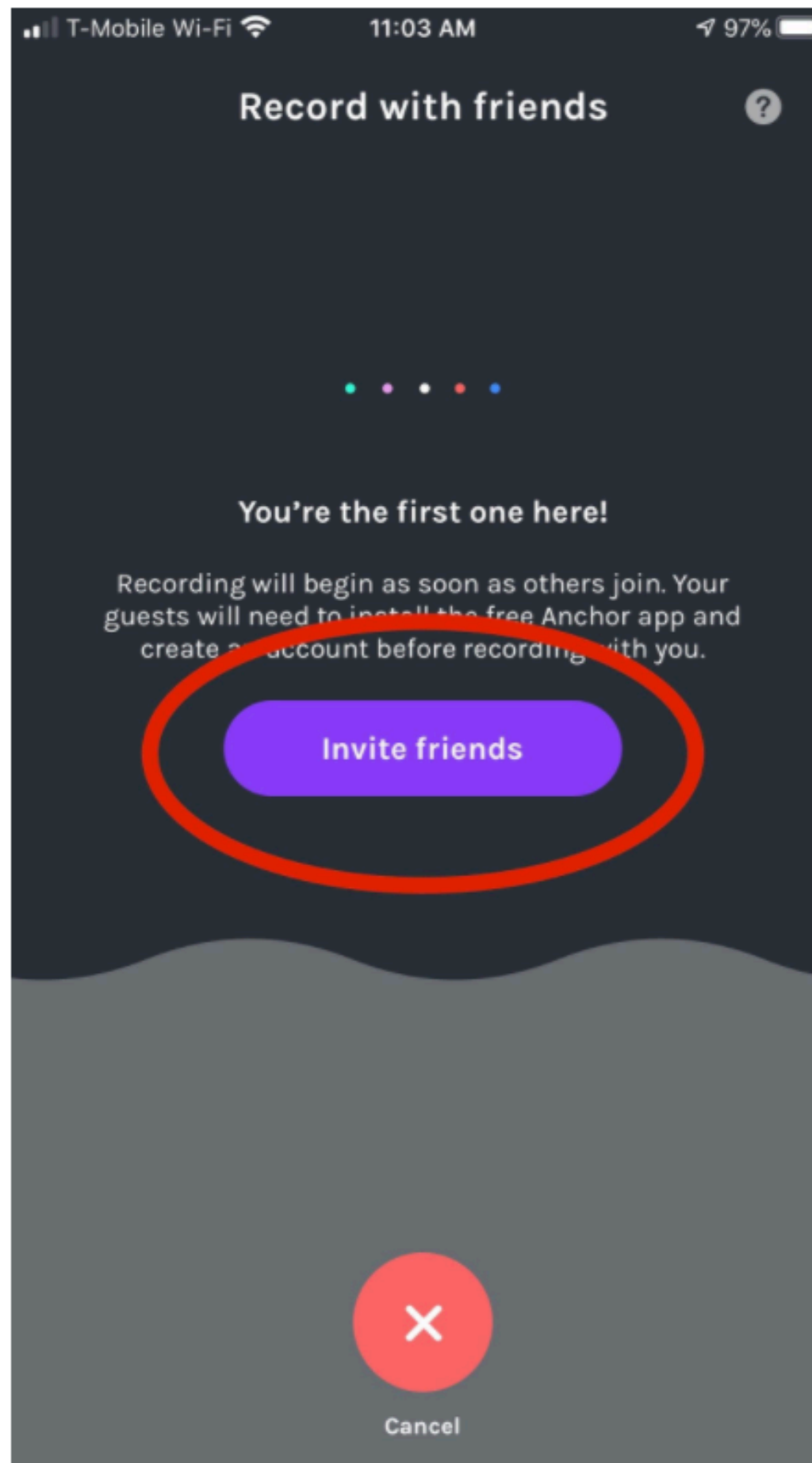
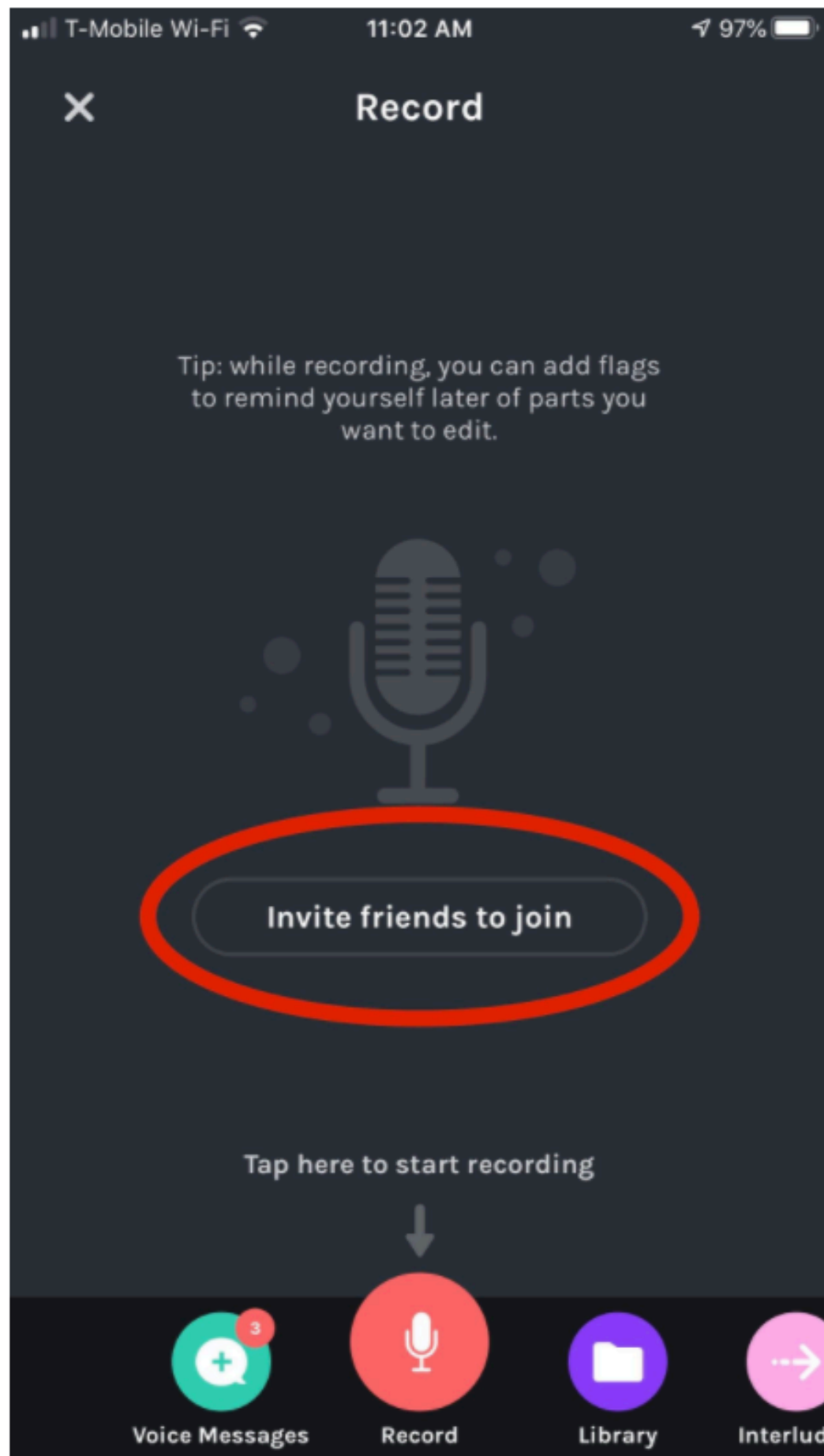
1. Starting at the source (you), it projects outward in all directions.
2. A small portion of it (known as direct sound) travels in a straight line to the microphone.
3. The remainder (known as reflected sound) bounces randomly between the surfaces of the room.
4. Some of those reflections reach the microphone.





RECORDING

THE CONVERSATION



Unlimited guests &
recording time
during coronavirus outbreak

Zencastr

Pricing Blog Support

Dashboard Login

HI-FI PODCASTING

Record your remote interviews
in studio quality

Simply send a link and receive
a separate track per guest

Start Recording Today!

Hi-Fi Video Recording Beta!

No installation needed



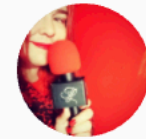
WHERE TO FIND GUESTS

MATCHMAKER.FM

My Messages



All Unread [0]



Tracy Lamourie

Guest ⓘ



Tracy Lamourie

Guest 2 weeks ago



Cristal Balk

Guest 1 month ago



Dave Foster

Guest 1 month ago



Ash Borland

Guest 2 months ago



Brandon Koslow

Guest 2 months ago



Brenden Kumarasamy

Guest 2 months ago

My client Nick Kyte's office is being featured in Authority magazines's Meet The Rising Stars of Real Estate and in a THrive Global Feature on how to Create A Wow! Customer Experience - he also speaks internationally on the luxury Canadian real estate market and is known as a thought leader in the field. Nick J. Kyte has established himself as a skilled top producer with experience in providing global exposure, tailored marketing and pricing strategies, exceptional consultations and negotiations. In the competitive Ottawa real estate market, Nick is renowned among colleagues and clients alike for his integrity, loyalty and offering the highest in quality representation, professionalism and a 93% referral rate. Certifications including the Institute for Luxury Home Marketing, Coldwell Banker Global Luxury and Smart Home Certifications. Nick connect clients to qualified domestic and international buyers and an active luxury branding community.

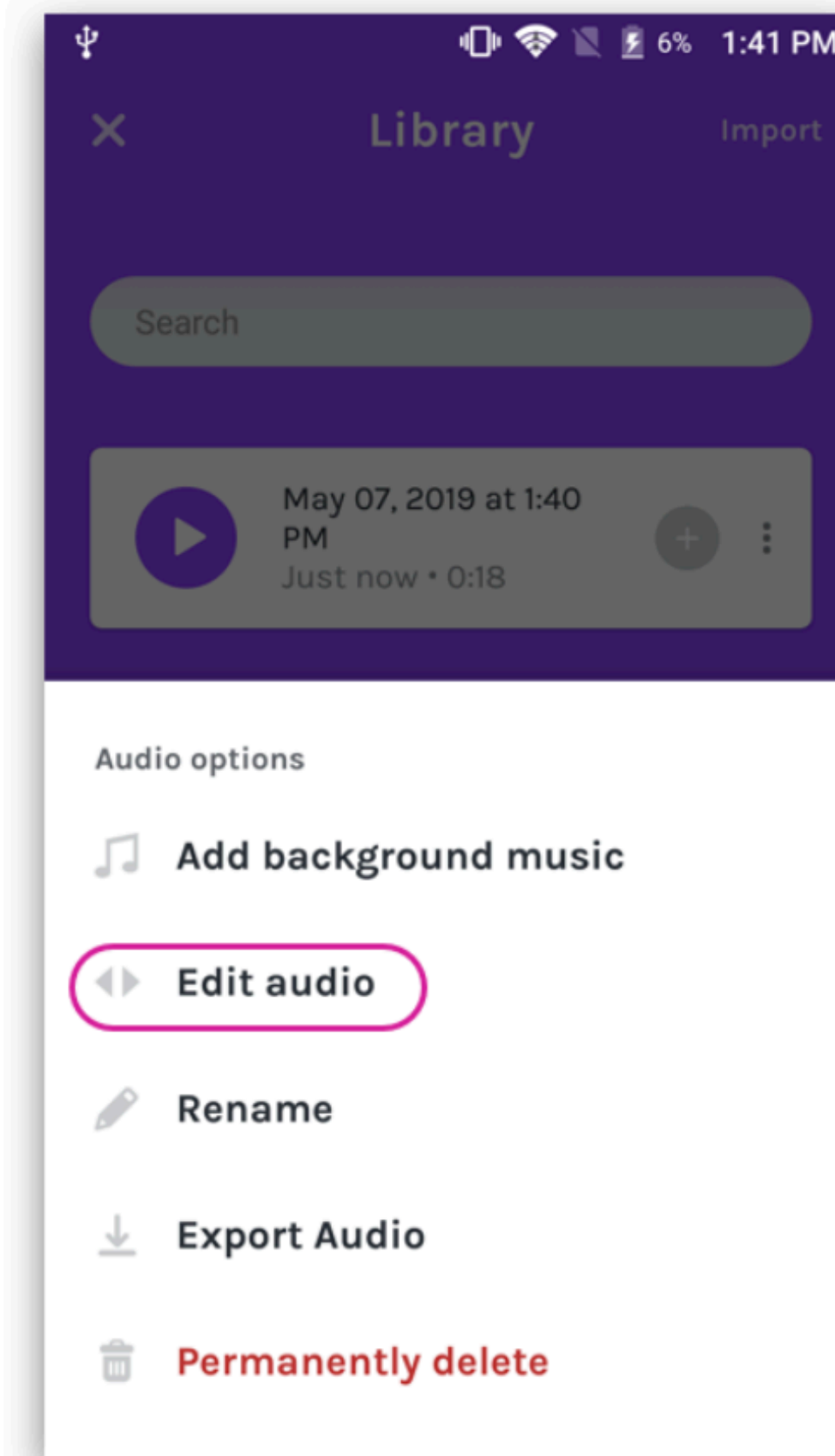
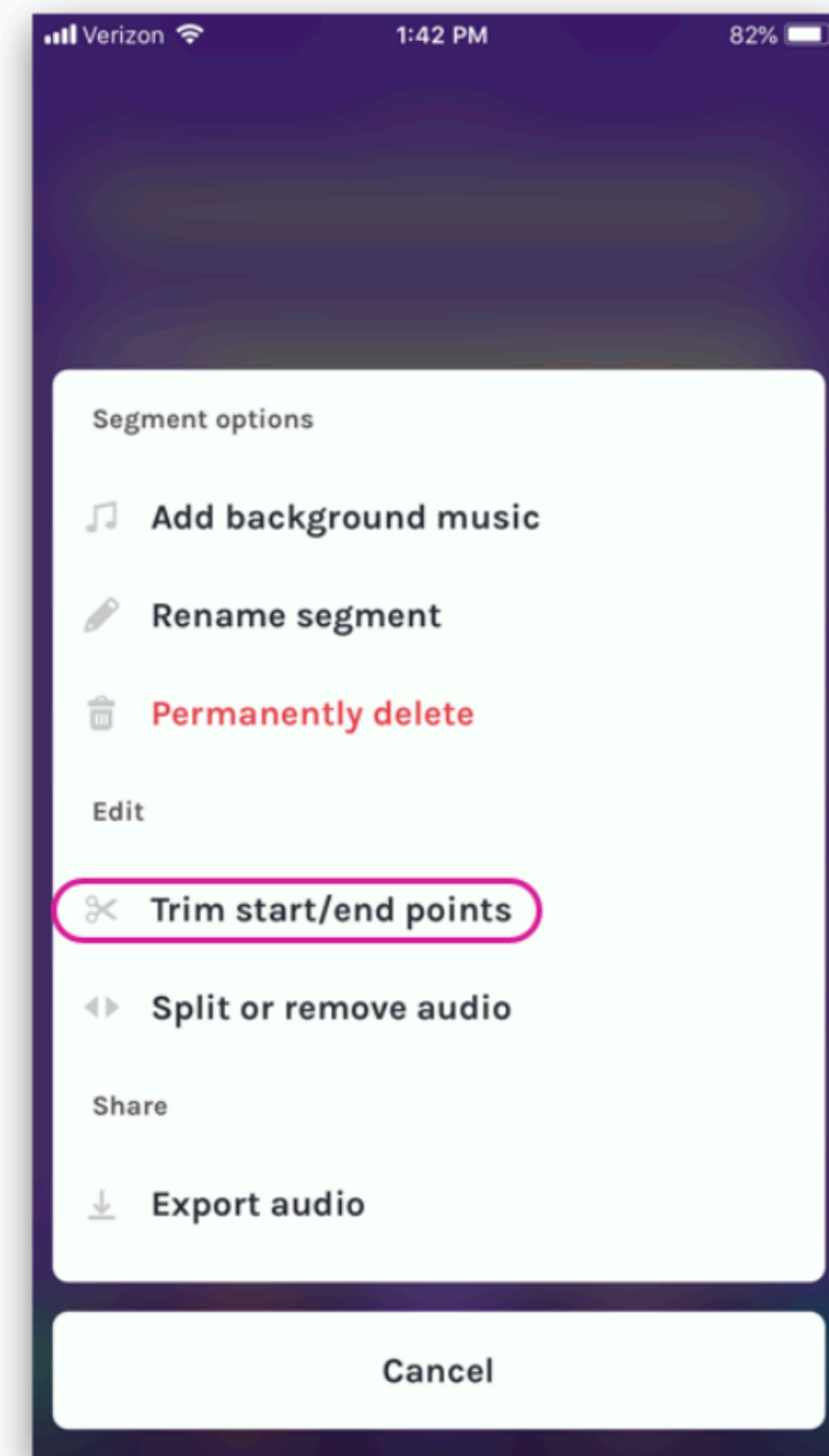
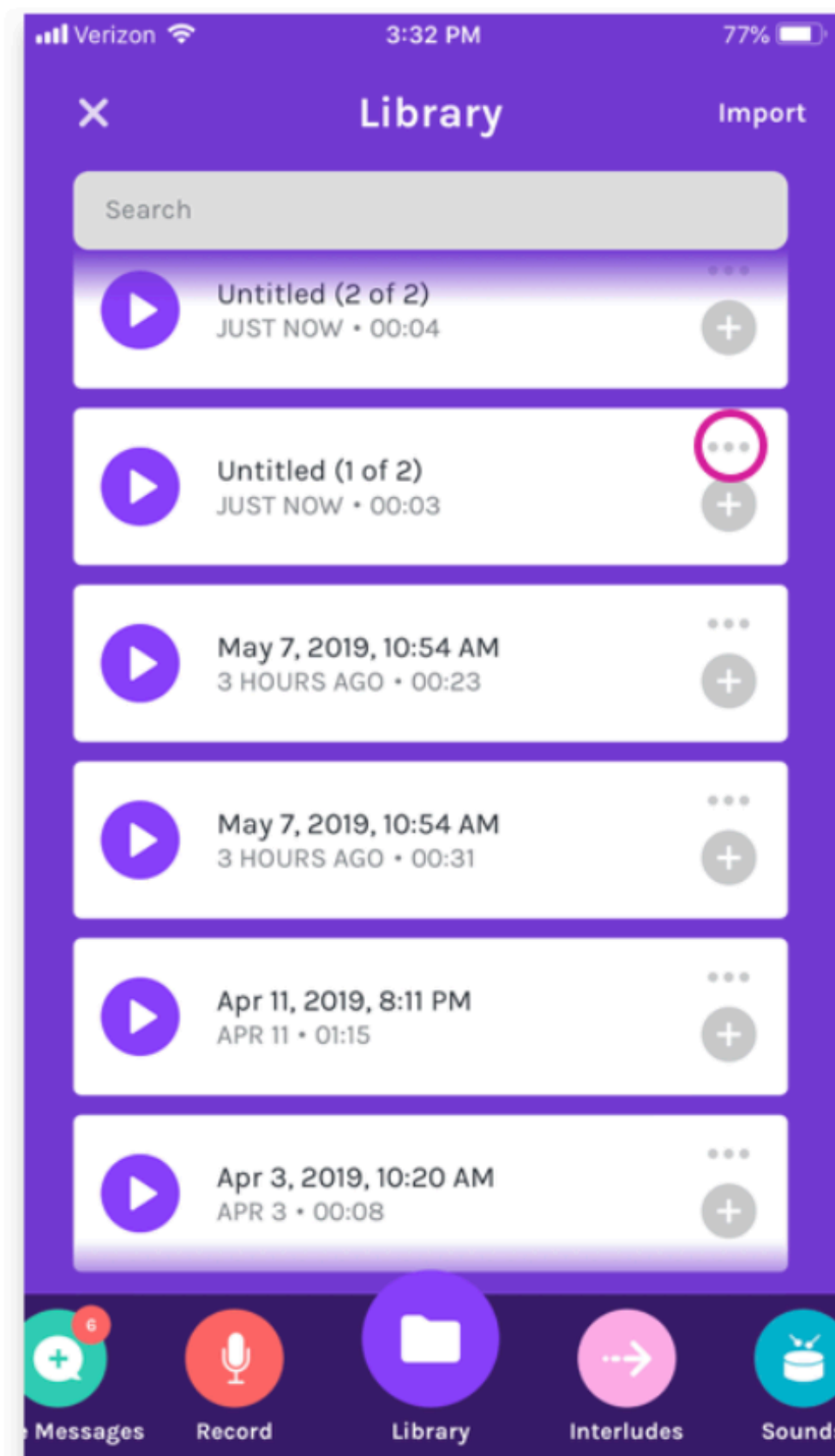
<https://www.listennotes.com/podcasts/social-media-and/episode-3-figure-it-out-Drmj32Yfdek/>

In the news <http://www.topagentmagazine.com/profiles/2016/10/Nick-Kyte.pdf>

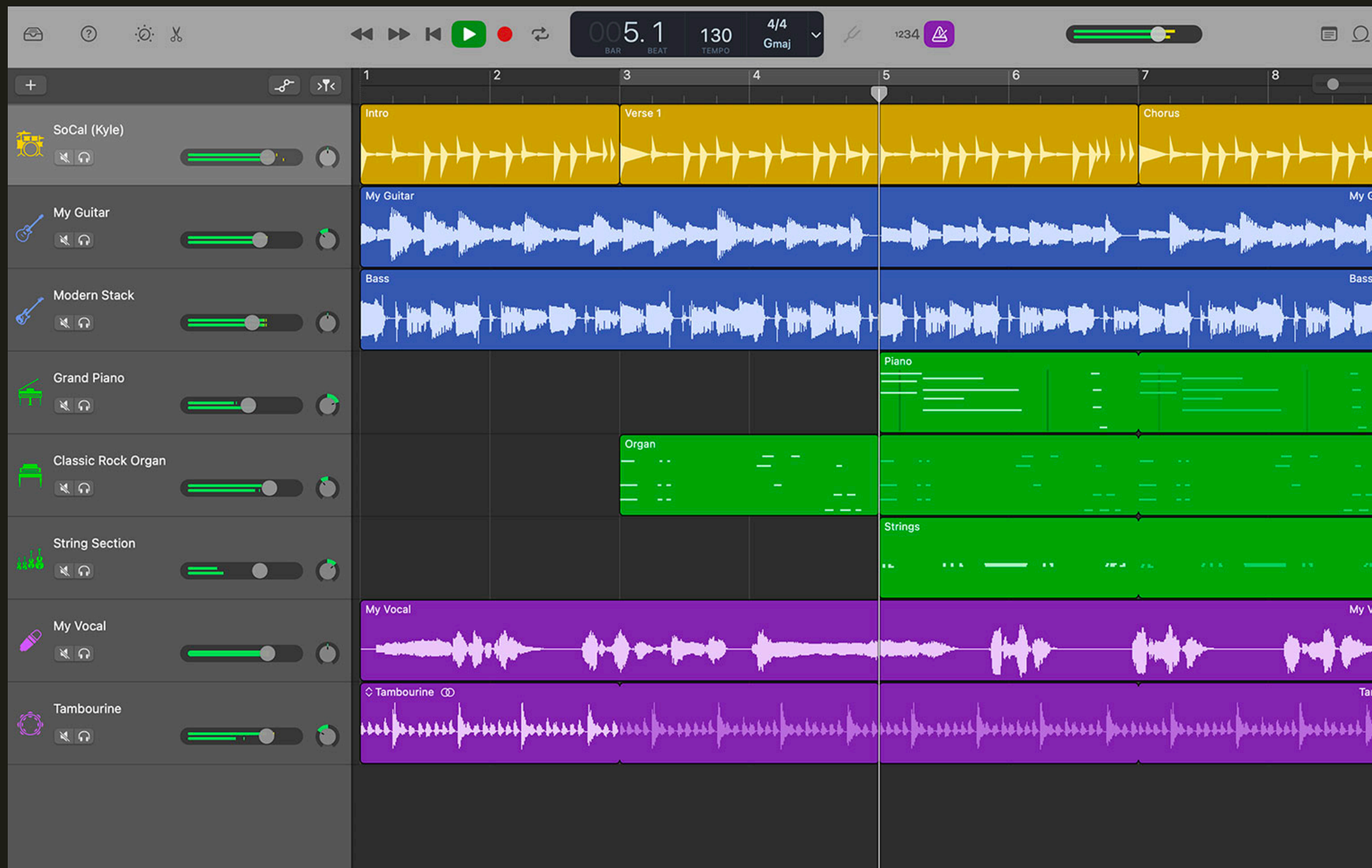
EDITING

YOUR EXPERTISE

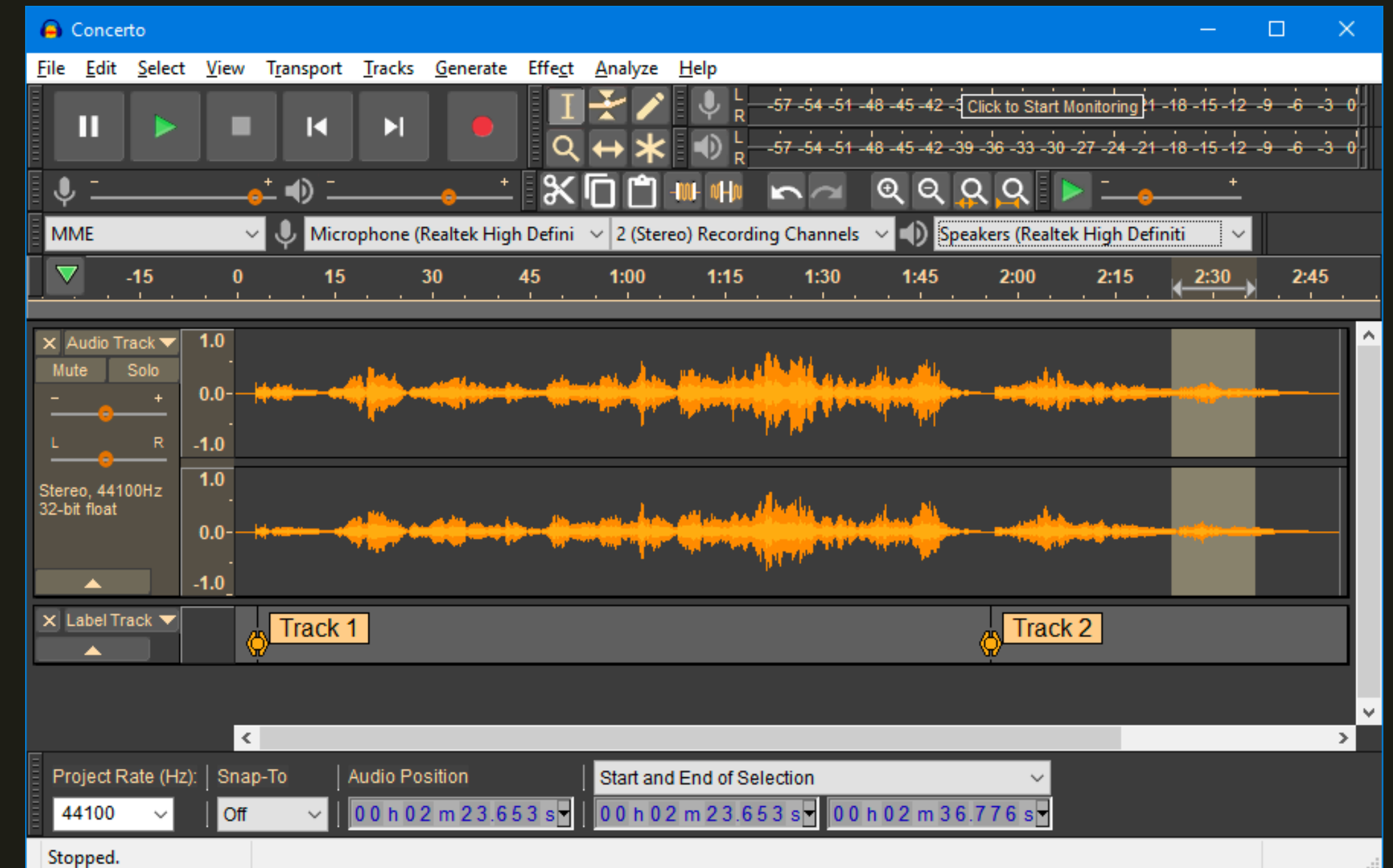
BASIC EDITING



BETTER EDITING TOOLS



apple.com/mac/garageband/



audacityteam.org

3-STEP EDITING

THE BASICS

1. Record your interview. Don't stop for mistakes, just laugh about them, quickly correct yourself, and continue.
2. Bring the recording into the editor and top and tail it (means chop the silence at the start and the end).
3. Export and publish!

IN CASE OF MISTAKES



7-STEP EDITING

A BIT MORE POLISH

1. Record your content, including intro, content and end bits.
2. Bring that audio file into the editor and chop off the silence at the start and end.
3. Remove mistakes
4. Amplify the volume to a standard level – again -2db peak amp.
5. Import theme music and transition clips.
6. Use the shift tool to move the music and transitions into the right place, overlapping a little with vocals.
7. Export and publish!

REPORTING

LOOKING AT THE DATA

Plays i

7,041

All-time

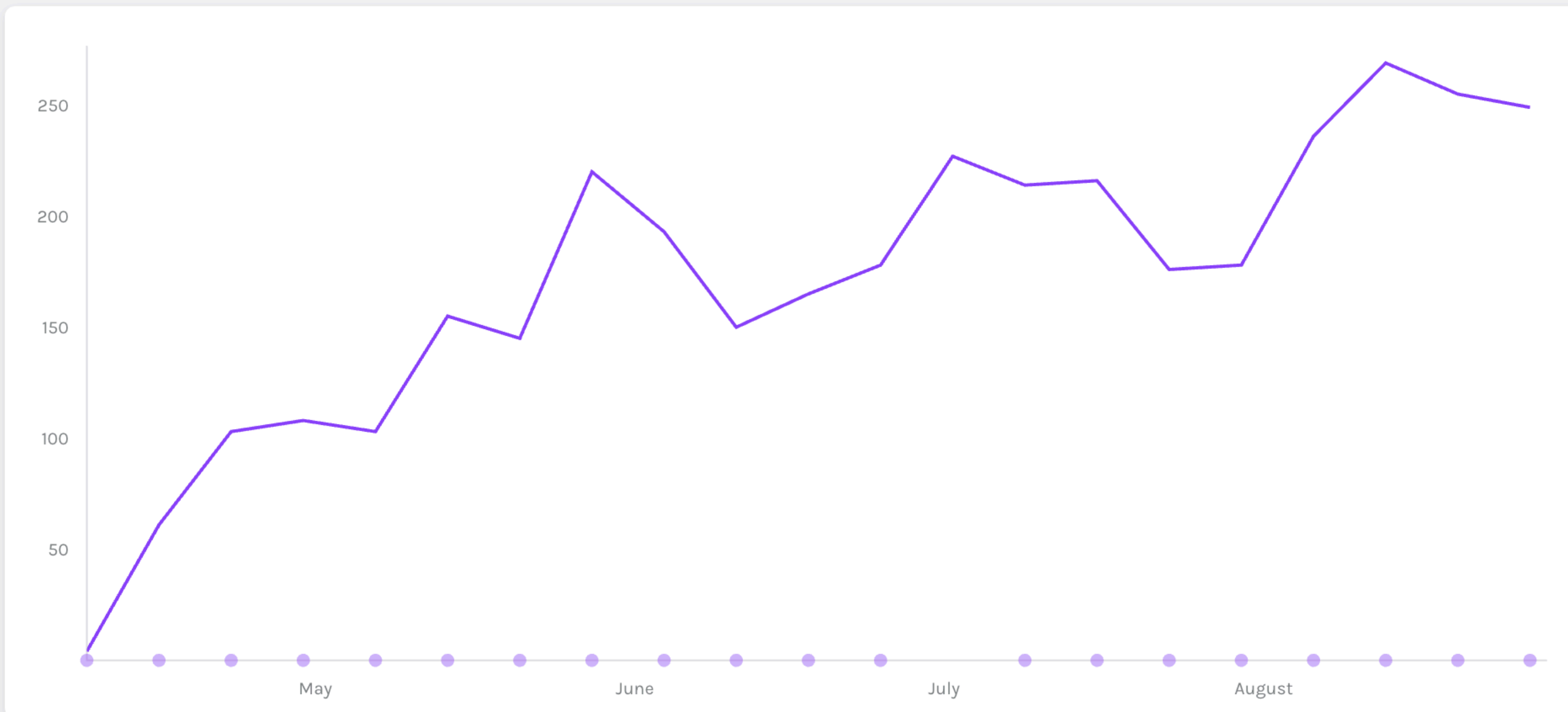
Estimated audience i

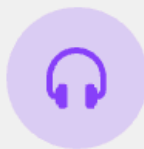
145

Based on recent episodes



Your podcast performance





Your listeners

Geographic location

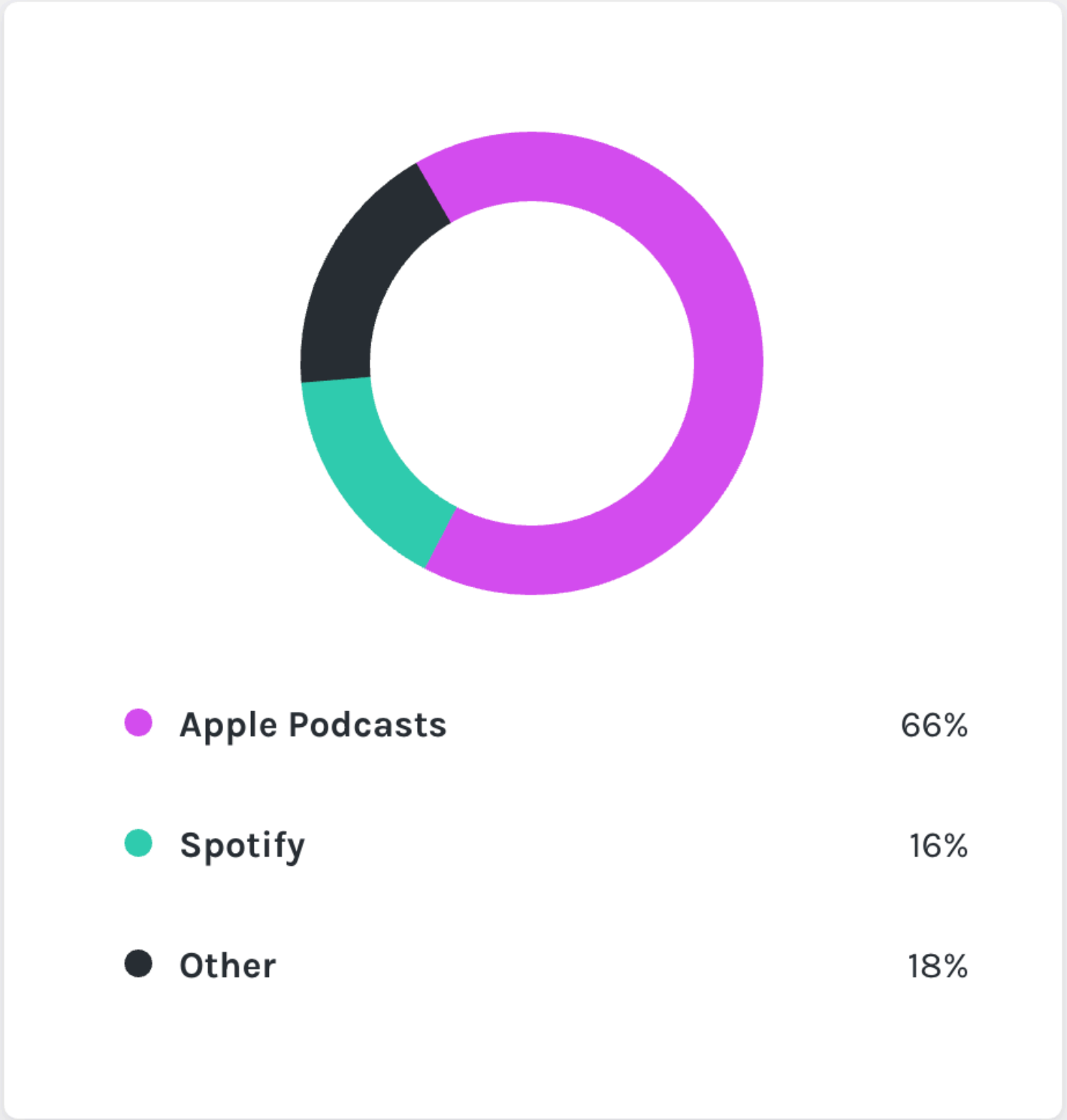
	United States	<div><div></div></div>	89%	>
	India	<div><div></div></div>	1%	>
	United Arab Emirates	<div><div></div></div>	1%	>
	Canada	<div><div></div></div>	1%	>
	South Africa	<div><div></div></div>	<1%	>
	Montenegro	<div><div></div></div>	<1%	>
	Romania	<div><div></div></div>	<1%	>
	Thailand	<div><div></div></div>	<1%	>

Download CSV

Listening platforms

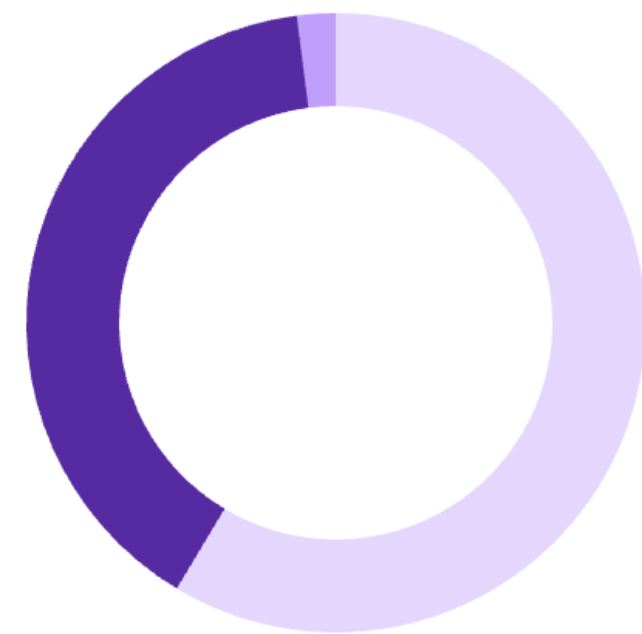
Apps

Devices



Download CSV

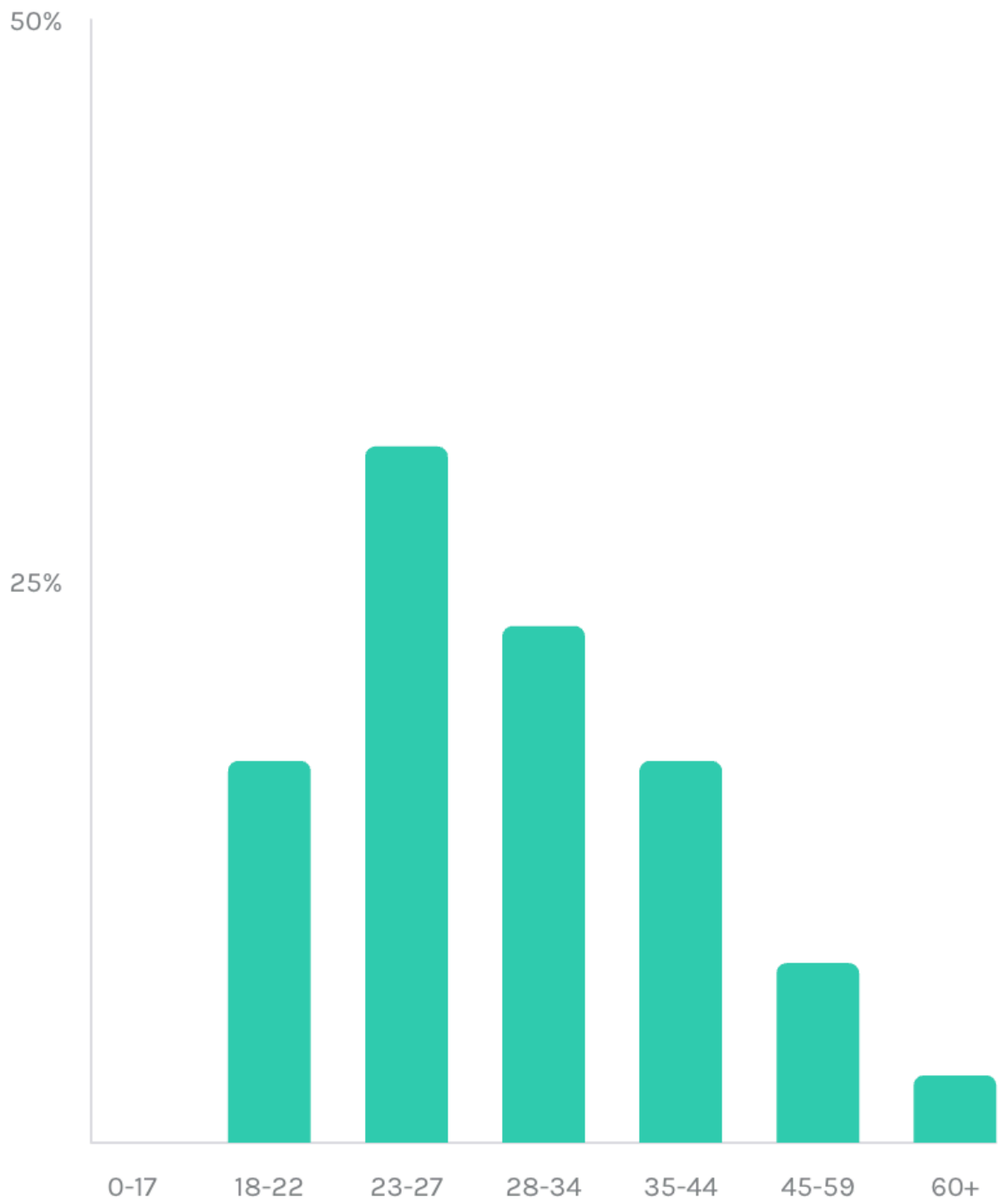
Gender



Male	58%
Female	39%
Not specified	2%
Non-binary	0%

Source:  Spotify.

Age



Source:  Spotify.

PROMOTION

THE 7 STEPS TO BUILDING AN AUDIENCE

1. PODCAST DIRECTORIES

BY THE NUMBERS:

Player	Unique devices	Unique downloads	Average downloads per device
Apple Podcasts	42.72%	60.74%	7.18
Spotify	19.89%	10.77%	2.73
Other (primarily web browsers)	12.12%	6.76%	2.82
Castbox	5.36%	3.66%	3.45
Google Podcasts	3.44%	1.35%	1.98
PodcastAddict	2.55%	2.83%	5.6
Stitcher	2.15%	2.85%	6.7
iHeartRadio	1.96%	1.23%	3.17
Overcast	1.71%	2.15%	6.37
Pocket Casts	1.55%	1.39%	4.53

2. YOUR WEBSITE

- Embed the player
- Create posts for episodes
- Create show notes
- Consider transcripts



3. BUILD AN EMAIL LIST

USE A LEAD MAGNET

5-10 DAY
CHALLENGE

QUIZ OR
ASSESSMENT

CONTEST

LIVE WORKSHOP

CALCULATOR

EXCLUSIVE
CONTENT

4. USE DISTRIBUTION CHANNELS

ORGANIC (FREE) CHANNELS

SOCIAL

SEARCH

EMAIL

PAID
ADVERTISING
CHANNELS



5. GUEST PROMOTION

- Keep it unique
- Be grateful
- Include a link to the show
- Share any graphics
- Encourage them to share it

Hi [name],

Thanks again for joining me on our show. I loved what you said about [specific point the guest made].

Our episode is going live today! Here is a link to the episode: [link]

Also, we've created a video snippet from the show. Here is that link [link]. Please feel free to share any of the information or use it however you'd like.

Like I said at the end of the call, I'm always looking for new podcast guests. Do you know two people who [specific qualifications that make it easy for the guest to know exactly to whom to introduce you]?

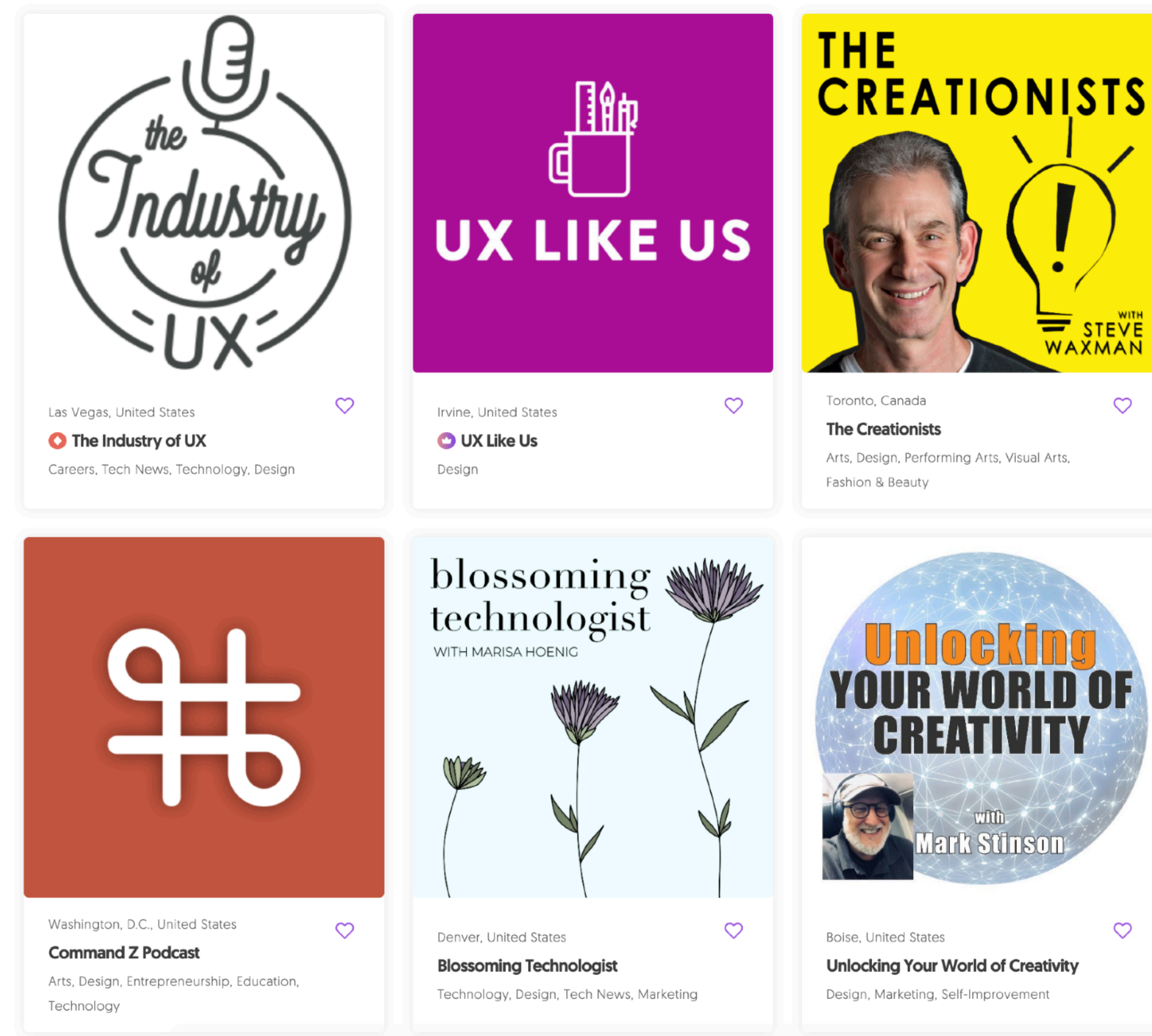
If so, I can send you an email you can forward to them about the show.

Thank you!

Adam


6. BECOME A GUEST


MATCHMAKER.FM



7. YOUTUBE

HEADLINER.APP


[Features](#) [Gallery](#) [Pricing](#) [API](#) [Learn](#) [Blog](#) | [Login](#) [Sign Up](#)



Video Is the Best Way to Promote Your Podcast

GET STARTED NOW

No risk. Free unlimited videos.



NEXT STEP...

GET STARTED