

HOW TO START A PODCAST: THE MIC, THE MISSION, AND THE MESSAGE

Whether you're a total beginner or just need a nudge to get started, this session will inspire and equip you to launch your own podcast with confidence.





WHO IS TONJA RAY-SMITH

By day... I'm the Vice President of Marketing & Communications for Southeast Tourism Society

By night... I'm a fun-loving, wine- drinking podcaster with too much time on my hands.

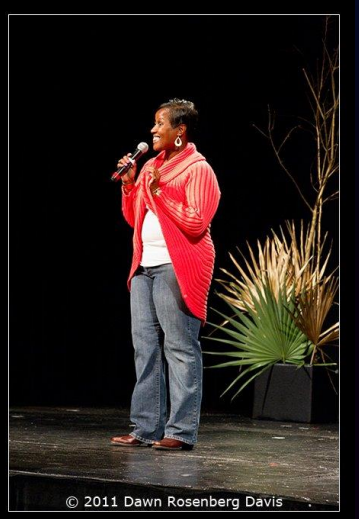
In my mind... I'm a rich, multi-talented musician with homes all over the world!





WHY I STARTED

- Encouragement from my mom
- A lifelong dream to be like Oprah
- To chronicle a Personal Experience
- Field Work





THE MIC

- What Type?
- What Capability?
- What Usability?
- How much should it cost?

TYPE:

- Noise control based on your recording environment.

CAPABILITY:

- Is the mic compatible with how your podcast set up?
 - Think ahead –
 - Will you be a solo podcaster?
 - Will you invite guests?

USABILITY:

- You want to choose equipment that's easy for YOU to use.
- Bigger doesn't always mean better, but you want it to be GOOD!

COST:

- What is within your budget
- More expensive doesn't always mean better, but you want it to be GOOD!

PRODUCTION LOCATION:

- Record in a quiet space
 - Minimize the noise



USB Microphone, MAONO
Under \$50.00 on Amazon



THE MISSION

- Purpose
- Audience
- Approach

PURPOSE:

- Identify your WHY!
- What is your goal?
 - Educate/entertain/inspire/promote
- How impactful are you trying to be?

AUDIENCE:

- Identify who you're trying to reach.
 - Visitors/Community – both?
 - Peers

APPROACH:

- Develop a strategy.
 - Including your purpose & audience. Tie it all together
 - One man production/special guests





THE MESSAGE

- What are you trying to say?
- Informed Topic Discussions
- Audience vs. Message

WHAT ARE YOU TRYING TO SAY?:

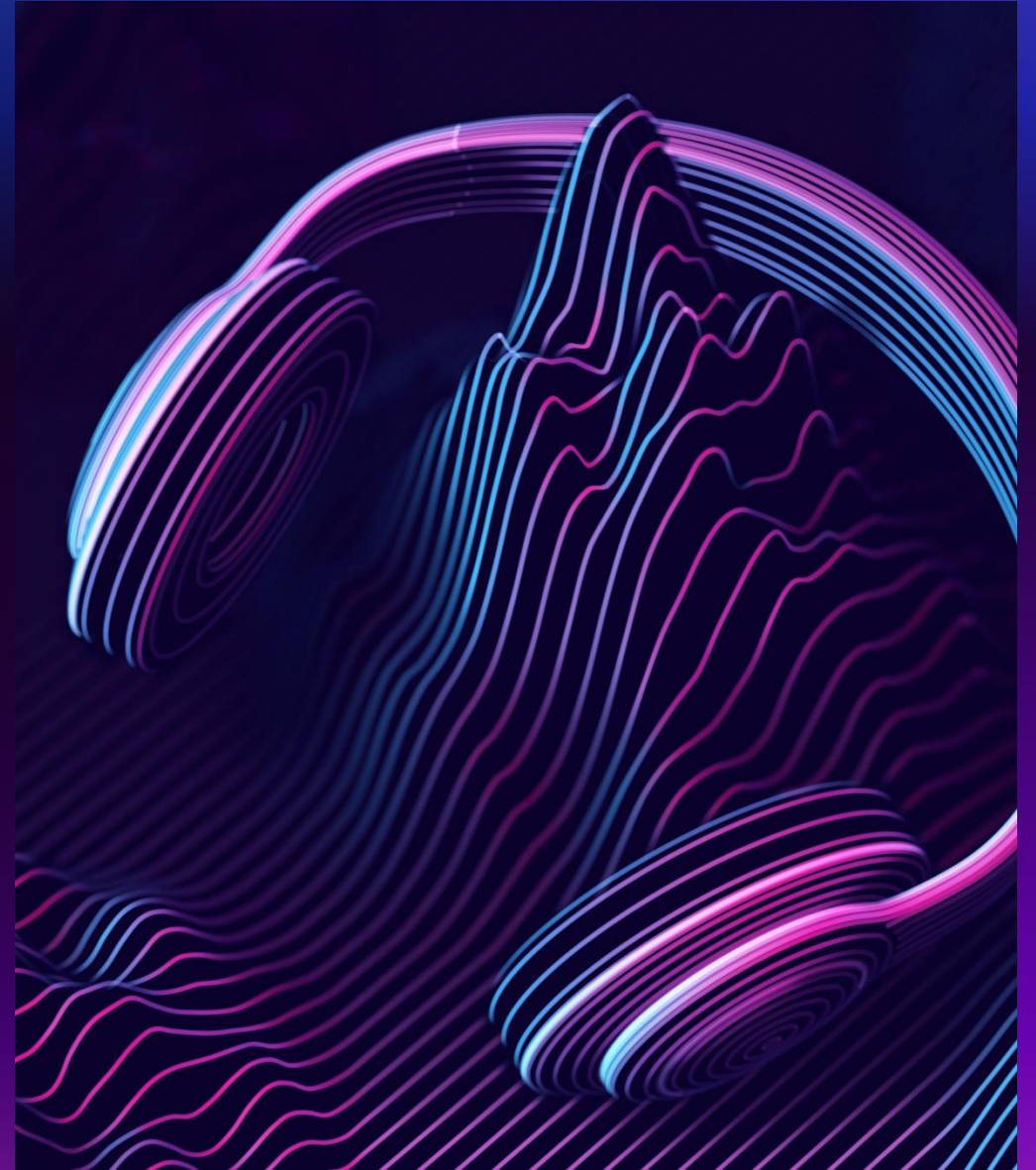
- Set the stage for your production.
- What do you want your listeners to take away from your podcast?
 - Who/What/Why/This is what you'll learn.
- Is it in alignment with your brand and mission?

BE INFORMED:

- Choose subject matter that you can confidently discuss.
 - CONFIDENCE IS KEY!
- Dig into your passion and interest!

AUDIENCE VS. MESSAGE

- Is the audience to message ratio sensible?
- Is the message engaging to the audience you're trying to reach?
- Building a connection – TOP OF MIND!
- Strive for loyalty!





CONTENT & SCHEDULING

- Define a Structure
- Publish Consistent Content
- Be Timely & Efficient

STRUCTURE:

- PLAN
 - Topics – HOOK!
 - Guests – Complimentary to your message
 - Set expectations – What's the GOAL

CONSISTENCY:

- Set a schedule, but...
 -don't be afraid to adjust when necessary

TIMELY & EFFICIENT:

- Release episodes as promised
- Keep each episode on a structured time
 - Get the message across in the designated time – no more/no less. (Well, maybe less) 😊





MARKETING & BRANDING

- Choosing a name
- Social/Website/Email
- Creativity

CHOOSE A NAME:

- You only get ONE chance to make a lasting impression!
 - Select a tagline
 - Select a description – outlining your mission.

SOCIAL/WEB/EMAIL:

- Create corresponding social media pages for your podcast
- Get a website/blog
- Send email marketing messages

CREATIVITY:

- Be creative in the process!
 - Something quirky that will make you stand out
 - Get your social audiences involved in the process (ask them for suggestions)
 - Get some cool graphics
 - I love hashtags!





TECHNICAL SUPPORT

- Platforms
- Editing
- Publishing
- Creativity

PLATFORMS:

- Spotify for Podcasters
 - Free
 - User-friendly

EDITING:

- Spotify for Podcasters
 - Free
 - User-friendly

PUBLISHING:

- Spotify
- Apple
- Itunes
- Google
- WordPress

CREATIVITY:

- Canva



PODCAST EXAMPLES

- Visit the Northshore
- Visit Lake Charles
- Group Travel Leader
- Adam Stoker, Relic, Destination Marketing Podcast

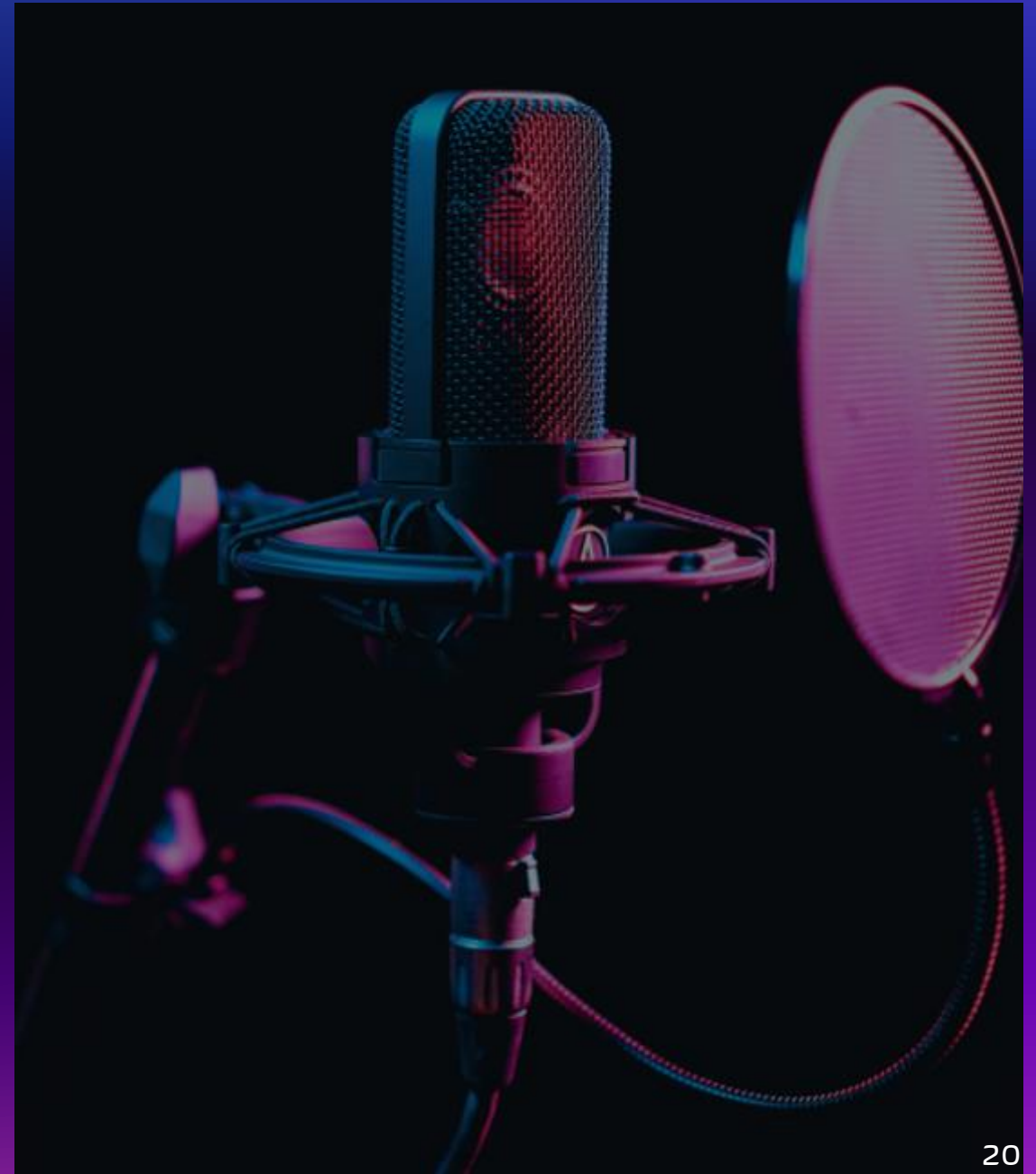




FINAL TIPS & TAKEAWAYS

- Take the LEAP
- Find YOUR GROOVE
- Be AUTHENTIC
- Have FUN!
- Invite ME!

ONLY ASK QUESTIONS...
...I CAN ANSWER

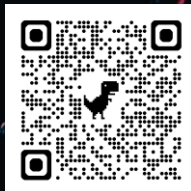


SMITH & LESSON

EP:2 - REFLECTIONS & RESOLUTIONS

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HOSTED BY TONJA RAY-SMITH
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THANK YOU!

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