





# **HOW TO GROW YOUR BUSINESS WITH PODCASTING**



**ADAMISLIVE.COM**

# | *WHAT IS A PODCAST?* |



# | *WHAT IS A PODCAST?* |

A PODCAST IS A SERIES OF DIGITAL MEDIA FILES (EITHER AUDIO OR VIDEO) THAT ARE RELEASED IN EPISODIC FASHION & USUALLY DELIVERED THROUGH WEB SYNDICATION FEEDS



# | *WHAT IS A PODCAST?* |

WHO?

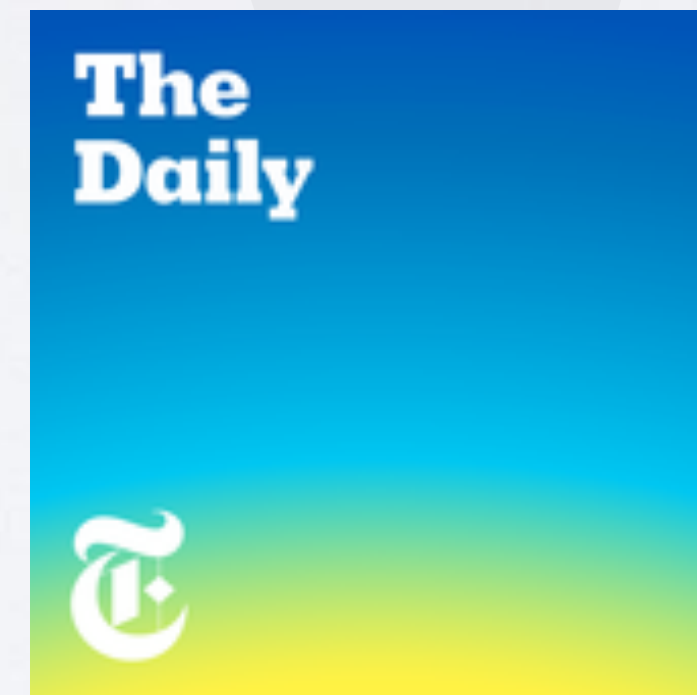
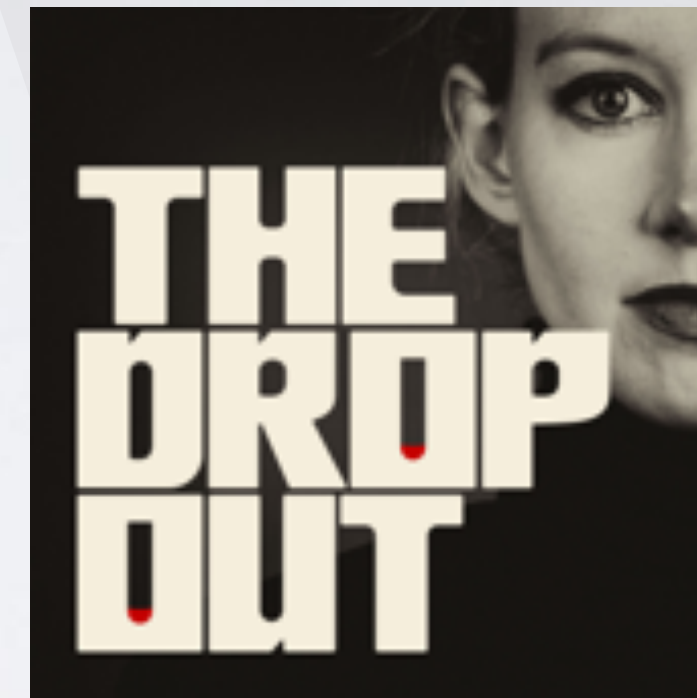


# | *WHAT IS A PODCAST?* |

TOP 10 PODCASTS...



# | WHAT IS A PODCAST? |



<http://www.itunescharts.net/us/charts/podcasts/>

March 23 2019



# | *THE STATS* |

# | THE STATS |

- 29,200,00 MINUTES BEING PRODUCED EVERY YEAR
- 2.5 MILLION MINS A MONTH
- 80,000 MINS A DAY
- 55 BEING RECORDED AT ANY GIVEN MOMENT!



# | THE STATS |

- 51% OF US POPULATION HAS LISTENED TO A PODCAST
- 49% OF PODCAST LISTENING IS DONE AT HOME
- 22% LISTEN WHILE DRIVING (IN A VEHICLE),



# | THE STATS |

- PODCAST LISTENERS SUBSCRIBE TO AN AVERAGE OF 6 SHOWS
- PODCAST LISTENERS LISTEN TO AN AVERAGE OF 7 DIFFERENT SHOWS PER WEEK.



# | THE STATS |

## **5 Most Popular Categories**

# | THE STATS |

## **5 Most Popular Categories**

Religion

Music

Comedy

Society & Culture

TV & Film



# | *THE STATS* |

PODCAST LISTENING **GREW** 23%  
PER YEAR SINCE 2017



# | THE STATS |

PODCAST LISTENING **GREW** 23%  
PER YEAR SINCE 2017

PODCAST GROWTH IS  
BEING DRIVEN BY **MOBILITY**





# | THE STATS |

PODCAST LISTENING **GREW** 23%  
PER YEAR SINCE 2017

PODCAST GROWTH IS  
BEING DRIVEN BY **MOBILITY**

ONE IN FOUR AMERICANS AGES  
12-54 LISTENED TO A PODCAST LAST MONTH



# | THE STATS |

420 MILLION ACTIVE BLOGS  
VS  
660,000 ACTIVE PODCASTS



# | THE BENEFITS |

# | *THE BENEFITS* |

CONNECTION TO AUDIENCE  
& BUILDS RAPPORT (VOICE)



# | THE BENEFITS |

CONNECTION TO AUDIENCE  
& BUILDS RAPPORT (VOICE)

ITS EASIER! (FOR SOME!)



# | THE BENEFITS |

CONNECTION TO AUDIENCE  
& BUILDS RAPPORT (VOICE)

ITS EASIER! (FOR SOME!)

THE “I KNOW YOU” PHENOMENON



# | *STEPS TO SUCCESS* |



# | *STEPS TO SUCCESS* |

CONSISTENCY





# | STEPS TO SUCCESS |

CONSISTENCY

HAVE A FORMAT FOR THE SHOW (IMO)



# | STEPS TO SUCCESS |

CONSISTENCY

HAVE A FORMAT FOR THE SHOW (IMO)

MARKETING VIA SOCIAL MEDIA + GUESTS



# | MONETIZING |



# | MONETIZING |

SPONSORS

# | MONETIZING |

SPONSORS

AFFILIATES

# | MONETIZING |

SPONSORS

AFFILIATES

DONATIONS

# | TOOLS |



# | *TOOLS* |

HARDWARE





# | TOOLS |

## HARDWARE



# | TOOLS |

## HARDWARE - LEVEL I



# | TOOLS |

## HARDWARE - LEVEL 2



# | TOOLS |

## HARDWARE - LEVEL 3



# | TOOLS |



# | *TOOLS* |

SOFTWARE



# | TOOLS |

SOFTWARE



# | MY WORKFLOW |





# | MY WORKFLOW |

PICK TOPIC

CREATE FOLDER- POST HASTE

CREATE CHECK LIST OMNI FOCUS

WRITE THE OUTLINE

RECORD

LIGHT EDIT WITH ADOBE AUDITION

EXPORT MP3

CREATE SHOW NOTES FROM OUTLINE

ID3 TAG EDITOR ADD SHOW NOTES AS LYRICS

UPLOAD TO LIBSYN - GET LINK FOR WORDPRESS PLUGIN

SCHEDULE LIBSYN RELEASE TIME

LOGIN TO WORDPRESS TO CREATE NEW POST

ADD SHOW NOTES

ADD LINK FROM LIBSYN

ADD SHOW NOTES/SHOW GRAPHIC

SCHEDULE POST

SOCIAL MEDIA SHARE + RE-SHARE



# MY SHOWS



[KITCHENSINKWP.COM/ITUNES](http://KITCHENSINKWP.COM/ITUNES)



[GETOPTIONSPODCAST.COM/ITUNES](http://GETOPTIONSPODCAST.COM/ITUNES)

# ABOUT ME



@HEYADAMSILVER

[ADAM@KITCHENSINKWP.COM](mailto:ADAM@KITCHENSINKWP.COM)



LETS PRODUCE A SHOW!



Q/A