



SUCCEED IN PODCASTING (The Untold Secret)



Boom Boom Publishing





© Copyright 2024 by Boom Boom Publishing

All rights reserved.

This document is geared towards providing exact and reliable information in regard to the topic and issue covered. The publication is sold with the idea that the publisher is not required to render accounting, officially permitted, or otherwise, qualified services. If advice is necessary, legal, or professional, a practiced individual in the profession should be ordered.

From a Declaration of Principles which was accepted and approved equally by a Committee of the American Bar Association and a Committee of Publishers and Associations.

In no way is it legal to reproduce, duplicate, or transmit any part of this document in either electronic means or in printed format. Recording of this publication is strictly prohibited and any storage of this document is not allowed unless with written permission from the publisher. All rights reserved.

The information provided herein is stated to be truthful and consistent, in that any liability, in terms of inattention or otherwise, by any usage or abuse of any policies, processes, or directions contained within is the solitary and utter responsibility of the recipient reader. Under no circumstances will any legal responsibility or blame be held against the publisher for any reparation, damages, or monetary loss due to the information herein, either directly or indirectly.

Respective authors own all copyrights not held by the publisher.

Respective authors own all copyrights not held by the publisher.

The information herein is offered for informational purposes solely and is universal as so. The presentation of the information is without contract or any type of guarantee assurance.

The trademarks that are used are without any consent, and the publication of the trademark is without permission or backing by the trademark owner. All trademarks and brands within this book are for clarifying purposes only and are the owned by the owners themselves, not affiliated with this document.





Table Of Content

- 1 Introduction
- 2 The Rise of Podcasting
- 3 Elements of a Good Podcast
- 4 Behind a Successful Podcast: Secrets Untold
- 5 Hardstark





Introduction

A podcast is simply a series of digital audio files that people can download and listen to. It can be downloaded to the user's personal devices, such as cellphones and laptops or computers. To be more specific, a podcast is an episodic series of recorded spoken words that can be all focused on a particular or particular topic, genre, or theme.

In a dictionary form, a podcast refers to a digital audio file in a series form that can be found on the Internet and is available for download. Way back in 2004, the term podcast was coined and first used by

Ben Hammersly in The Guardian newspaper article. A podcast is basically the combination of iPod and broadcast. However, it should be noted that it was not Ben Hammersly who created and developed the podcast.



History of Podcast

Former MTV jockey Adam Curry and software developer Dave Winer discovered and developed podcasting. Curry, aside from being a podcaster, is also an announcer, internet entrepreneur, and a media personality. He is known for his stint as a VJ on MTV. He is also known as one of the first celebrities who created and administered web sites. With his efforts in podcasting, Curry is now known as the "Podfather."

On the other hand, we have Dave Winer. Winer is an entrepreneur, writer, and an American software developer. With his significant contribution to podcasting, he has been given credit for the development and invention of the podcasting model. Today, both Curry and Winer are known as the godfather of podcasting.

Before the term "podcasting" was used, it was dubbed as audioblogging. In the same manner, an RSS web feed allows users and other applications to access websites in a computer-readable and standardized format. With the use of RSS, users can keep tracking many different websites using a single news aggregator. This aggregator will spontaneously form the RSS feed for new content. Due to these RSS attributes, users, including Adam Curry, requested audioblogging. As a software developer, Dave Winer added new functions to RSS 0.92 by including a new element called an enclosure. This enclosure will pass the address of a media file (mp3, wav, WMA, etc.) to the RSS news aggregator. The Grateful Dead song was the first media file that demonstrated the enclosure feature of RSS last January 2001.



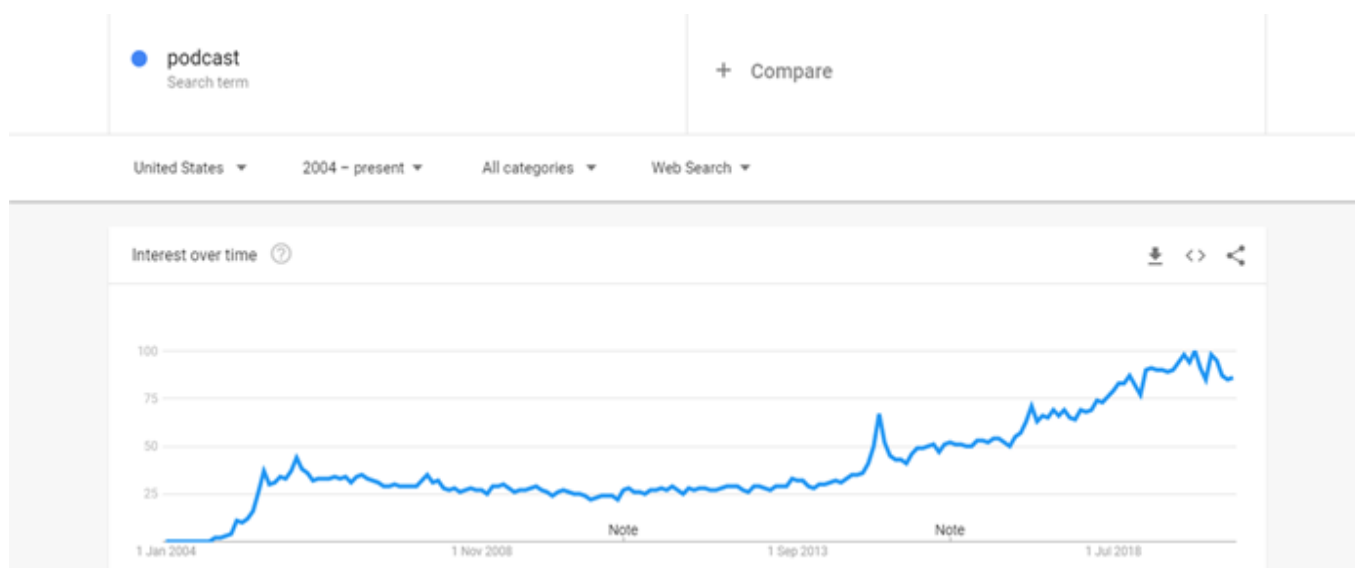


Adam Winer's Radio Userland is a weblogging product with a built-in aggregator that provides "send" and "receive" mechanisms that were later on called audioblogging. In 2003, to provide support for the enclosure he has developed, Winer challenged other aggregator developers. Later on, Kevin Marks, an early experimenter, established a script to download RSS enclosures and pass them through iTunes to transfer to an iPod. After these developments, Adam Curry now proposed RSS-to-iPod that moved a digital audio file or an MP3 from Winer's Radio Userland to iTunes.

Podcasts Becoming World Popularity

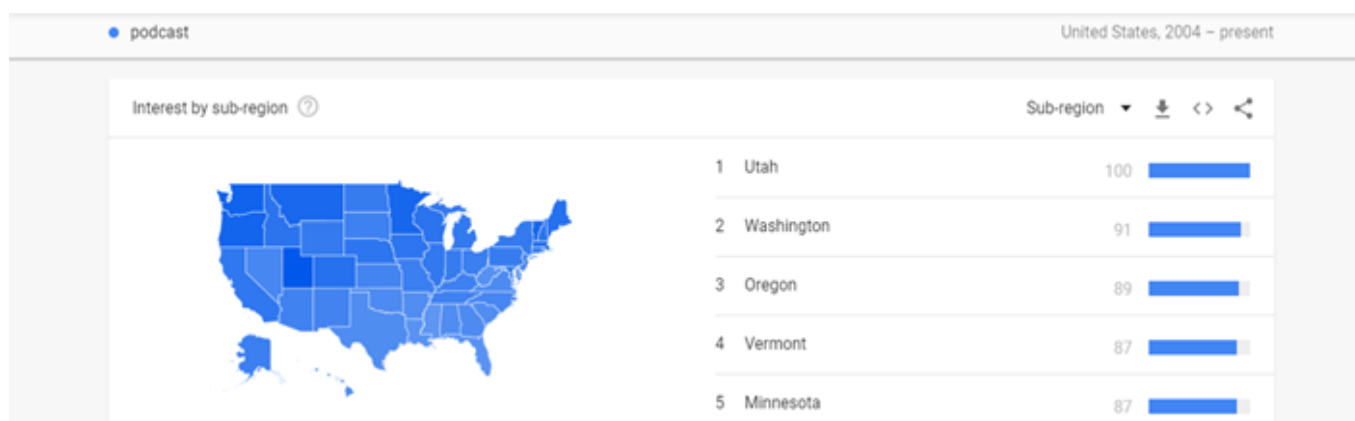
The first company to deliver podcast services is Liberated Syndication. Libsyn allows podcasters to publish any kind of podcast they wanted. The company was also established in 2004: the same year podcast has been developed. In April 2005, Leo Laporte's This Week in Tech was the first to win the People's Choice Award at the Podcast Awards. In the same year, the book Podcasting Do-it-yourself Guide by Todd Cochrane was released and published. In June, Apple iTunes 4.9 was released to take podcasting mainstream. The Apple iTunes 4.9 features include over 3,000 audio programs from ABC News, BBC, Disney, ESPN, and other podcast directories around the world. Former President George W. Bush even used the podcasting medium to deliver his weekly address. Along with Yahoo, who added a podcast search site where people can listen and subscribe to different podcasts, the New Oxford America Dictionary also declared "podcast" as the word of the year.

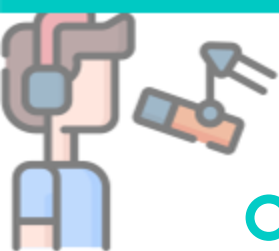




The statistics above show the number of individuals searching for the name “podcast” on Google from the United States. The second image further displays the top five sub-regions of the United States with the most interest in podcasting. As the years go by, widespread interest in podcasting continues to rise. This can be backed by Google search statistics.

In the year 2014, the podcast “Serial” become popular and grabbed the attention of many American listeners. This created another surge of interest, enveloping a great group of followers. As of today, Apple Podcast, Spotify, and Google Podcast are the three most popular podcasting sites where you can stream, listen, download, and subscribe content.





Chapter 1: The Rise of Podcasting

When podcasting became a hit in the year 2004, a lot of aspiring content providers took the plunge. The idea of getting a chance for their podcasts to be heard pushed them through.

Here were a few reasons that prompted them to pursue podcasting:

- They wanted their podcast ideas to be heard by audiences across the nations.
- They wanted to earn money using the talents and ideas that they have.
- They got inspired by other popular podcasters and wished to become famous like them.

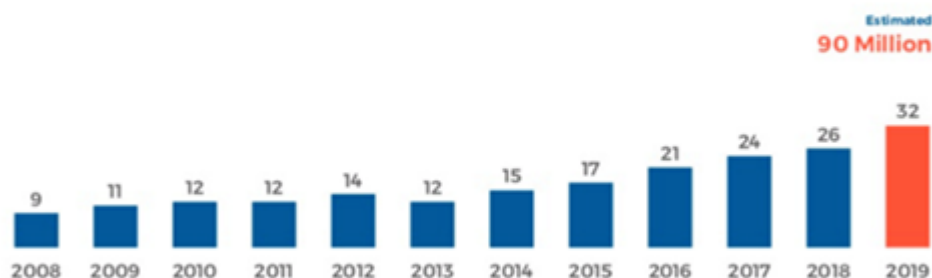
Podcasts provide you an opportunity to record and distribute digital copies of world events and personal experiences. It could be a weekly affair where one person hangs out with another to discuss current events. It might be a short informal piece of your film reviews, relevant opinions, business promotions, or even life testimonials. Podcasting has become one of the primary sources of entertainment and information. It is beneficial to individuals as well as to businesses. As a matter of fact, podcasting can be a powerful marketing strategy if you are trying to expand the reach of your business, products, or services. Thus, before entering the podcasting world, know your purpose. Think twice. Find a niche that you can truly belong to.

In 2019, Edison Research's Infinite Dial showed statistics that more than half of Americans are now listening to podcasts. It estimated an increase of 6% listeners monthly, from 26% in 2018 to 32% in 2019. The continuous rise of podcast creation grows with more than 700,000 podcast and 29 million podcast episodes since then.

Monthly Podcast Listening

TOTAL U.S. POPULATION 12+
% LISTENED TO A PODCAST IN LAST MONTH

THE INFINITE DIAL™ 2019



#InfiniteDial

THE INFINITE DIAL © 2019 EDISON RESEARCH AND TRITON DIGITAL

According to Edison Research's "Infinite Dial" report, an estimated 32% of the U.S. population (90 million people) listens to podcasts on a monthly basis.





It can be perceived that the most popular podcasters are celebrities. Accordingly, in the year 2017, 15% of Apple's top 20 most downloaded podcasts were hosted by influencers or celebrities. In 2018, the data increased to 32%. 48% of all the new shows released in the same year are hosted by celebrities. In the fall of 2018, Westwood One survey showed that 60% of podcast listeners discovered podcast shows via social media. Social media is one of the means most influencers and celebrities used to promote content where a massive number of existing audiences can be found. Apart from being known as celebrities, they have taken advantage of podcasting to gather new audiences.

As podcasting rises, the listener base is also expanding. Edison Research found significant demographic differences between what he labeled "rookie" – listening to podcasts for six months or less, and "veteran" – listening to podcasts for more than three years. Results showed that 53% of rookie listeners (12-34) are female, while veterans (35-54) only have 37%. Also, 43% of rookies often listened to podcasts on Spotify, Pandora, or SoundCloud. The research also found out that rookie listeners discover podcasts on social media compared to veterans. Therefore, social media is essential and has impacted the rise of podcasting. Now, industry experts are advising podcasters to share some teaser or clips on social media, just like celebrities and influencers did, to earn more listeners.





Chapter 2: Elements of a Good Podcast

Years after the podcast has been introduced, it is undeniably still on-trend. But why does it still exist even if most people perceived watching as more interactive and engaging than listening?

If you are planning to make a podcast, you need to first understand what makes a podcast stand out. If celebrity-hosted podcasts reached the top because they are celebrities and celebrities have a wide range of audiences, then, how can a simple podcaster compete with that? In creating a chart-topping podcast, you need luck, strategy, and innovation. Before you start planning and making a podcast, ask yourself these first:

- How do I broadcast it and make it popular?
- What are the types of equipment needed to make my podcast audio recording easy and effective?
- How do I get more listeners?
- How will I improve the quality of my show?





Focus on the Central Idea

Every podcast delivers a unique genre belonging to a genre to an audience. The first thing a good podcast possesses is a clearly defined and understood main idea. You can only explain this well if you truly have a passion for the topic. In producing your videos, you need stories that will appeal to your audience. Ask yourself if people will be interested and if it is a story best told via that medium.

To create a good podcast, make your listeners feel that it is the best source of entertainment, knowledge, or information. In naming your podcast episodes, make sure that you give your listeners a clue to what is about to be discussed. You don't want to waste their time. At the same time, your titles should also create excitement. Do remember that high-quality content is still at the core of your success. Compelling titles with empty content will not work well. You don't want to be known for clickbait.

Your characters are also an essential part of your podcast. Even if the person behind those characters is you, learn to empathize with your audience. Bring emotions to build connections. In doing so, create a clash between characters to make your podcast exciting. Therefore, if you have a content idea that is centralized and content that interests your audience, you can sustain a podcast.





Equipment and Audio Quality

Think. Who wants to listen to a podcast to poor quality audio? I bet, even you won't. Part of planning to start producing your podcast includes equipment and knowledge in editing software. So, invest in equipment such as a microphone and a headset. If you have very little to no experience in audio editing, you can attend audio-editing workshops to make your podcast production very professional and personalized. If you are strapped for time, you still have an option to sign up for a website or look for a professional that will help you edit your podcast.

During audio recording, think of the right tone to use. It can be conversational to comedic, instructional to intense, serious to silly, and many others in between. Remember that the exact same words can have different meanings depending on the tone of your voice. Therefore, the actual tone and modulation of your voice will set the tone of your whole narrative. Note also that you need to watch your language. Keep it simple and make use of short sentences. And align the language you will use on the genre of your podcast.





Build your Audience

Start your podcast with an informative intro so that listeners will identify what they are listening to. The success of your podcast relies on your content quality and the number of listeners you have.

In building your audience, there is what we called who, why, and how. Knowing who you are making content for is very essential. To become an excellent podcaster, you should know who your audiences are and what they are looking for. In understanding why listeners should listen to your podcast, make a tagline that will sum up the idea of your podcast with a clear message. A good intro will lead to your podcast's identity. Finally, the how in your podcast episode is a part of your intro that will tell listeners some information about what will happen in the show.

In building rapport with listeners, podcasters have their unique strategies of gathering audiences. The basic and most common one is promoting your podcast through social media, where the potential audiences can be found. Some podcasters invite possibly famous co-podcasters to promote their podcast. Others also give away rewards and prizes to their listeners. Anything can be a form of building and gathering your audience as long as you have connections to help you with it.





Regular Schedule and Consistency

Remember that podcast listeners have expectations for content creators. A good podcast has consistency on a regular publishing schedule that they adhere to. Therefore, if you create a podcast that people expect to deliver new episodes weekly, then respond to the expectation. By following this simple timetable, you are boosting your listeners' trust in you. If you cannot deliver, your audience may go somewhere else – and stay there.

Chapter 3: Behind a Successful Podcast: Secrets Untold

Along with the rise of podcasting, podcasters experience an increase in fame, too. It is their personalities that are making the medium popular, after all. Before making your own podcast, be inspired first with the world's top-earning podcasters with their famous podcast. Let us first go behind the scenes of their success. Here, we will explore the 2019's top 5 podcasters with their most popular podcasts.



The Joe Rogan Experience by Joe Rogan

The Joe Rogan Experience can be seen on every list of must-listen podcasts. It was launched on December 24, 2009. This podcast is a free audio podcast hosted by the American comedian, actor, television host, martial artist, and UFC and sports commentator, Joe Rogan. The Joe Rogan Experience features an array of guests discussing current events, comedy, philosophy, political views, hobbies, and many other topics.

Joe Rogan started and ran his own podcast on his own. He did not rely on any network to improve his podcast's listenership. He did not even listen to specialists who say a good podcast must be short and sweet and made his podcast run even longer. Rogan let his show grow by himself organically, allowing his listeners to come to him and find what his podcast is all about. Even if Rogan did not exert any effort in marketing and monetizing his podcast, being known before starting his podcasting career helps him to. As a result, all his time and efforts are all focused on his contents and not in making money.

