

Key takeaways from Podcasting Talk

1. Podcasting continues to grow.
2. Smartphones drive podcast consumption.
3. Listeners consume 6 ½ hours each week.
4. 33% of share of time of audio content are podcasts.
5. 2 million podcasts indexed on Google.
6. 52% is on Apple Podcasts, 19% on Spotify.

How to start creating your podcast using anchor.fm

1. Consider your topic, genre and audience.
2. Guests make podcasts more interesting or alternatively discussions between two experts.
3. 3 ways you can record, smartphone, tablet or desktop.
4. Or record using other methods and upload to Anchor.
5. Consider opening and closing music and possibly transitions during the podcast. Don't go overboard!
6. Equipment for mobile devices: Lavalier Mic + extension lead + adapter to be able to use two microphones and earphones (buds). <http://amzn.eu/0MQDlr8> - £76 - for phones with an ear jack - consider adapters or other mics for latest Apple phones.
7. Share podcasts on social media, website - blog (embed audio player).
8. Submit your RSS feed to mixcloud.com after opening an account, it's free also!
9. Contact me with any questions!

Share Your Story' Storytelling Workshops Being held in Birmingham City Centre

Join one of our 'Share Your Story' Storytelling Workshops

A 3-hour practical session, which will give you the foundations of how to bring your business story alive in everything you create online and off line. You will leave with a blueprint for your own business.

PRICE: £120 (INC VAT) - Check the link for EARLY BIRD OFFERS

Location: The Shakti Rooms, 3rd Floor Avebury House, 55 Newhall Street, Birmingham B3 3RB

Timing: 9.15am for 9.30am start - finish at 12.30pm

The workshop is only the beginning of your journey. Afterwards there are 2 follow-up coaching calls to keep you on track and finalise your own 'Share Your Story' Blueprint. That's not all, read on and you'll be pleasantly surprised with all the additional online support and free resources!

Register via: stayingaliveuk.as.me/shareyourstory