

---

# PODCASTING MASTERY

## Quick Start Strategy Guide To Starting Your Own Successful Podcast

BY MYKE METZGER

 **UNDERGROUND**  
MARKETING HACKS

# PODCASTING MASTERY



**undergroundmarketinghacks.com**

All Rights Reserved © Underground Marketing Hacks 2018

Please see all terms and conditions at [www.undergroundmarketinghacks.com/terms-and-privacy](http://www.undergroundmarketinghacks.com/terms-and-privacy)

A Metzger Enterprises product.

**YOUR RIGHTS:** This book is restricted to your personal use only. It does not come with any other rights.

**LEGAL DISCLAIMER:** This book is protected by international copyright law and may not be copied, reproduced, given away, or used to create derivative works without the publisher's expressed permission. The publisher retains full copyrights to this book.

The author has made every reasonable effort to be as accurate and complete as possible in the creation of this book and to ensure that the information provided is free from errors; however, the author/publisher/reseller assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein and does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

Any perceived slights of specific persons, peoples, or organizations are unintentional. The purpose of this book is to educate and there are no guarantees of income, sales or results implied. The publisher/author/reseller can therefore not be held accountable for any poor results you may attain when implementing the techniques or when following any guidelines set out for you in this book.

Any product, website, and company names mentioned in this report are the trademarks or copyright properties of their respective owners. The author/publisher/reseller are not associated or affiliated with them in any way. Nor does the referred product, website, and company names sponsor, endorse, or approve this product.

**COMPENSATION DISCLOSURE:** Unless otherwise expressly stated, you should assume that the links contained in this book may be affiliate links and either the author/publisher/reseller will earn commission if you click on them and buy the product/service mentioned in this book. However, the author/publisher/reseller disclaim any liability that may result from your involvement with any such websites/products.

You should perform due diligence before buying mentioned products or services. This constitutes the entire license agreement. Any disputes or terms not discussed in this agreement are at the sole discretion of the publisher.

# TABLE OF CONTENTS



<b>Introduction</b>	<b>04</b>
<b>Module 1</b> Podcasting 101	<b>06</b>
<b>Module 2</b> Types of Podcasts	<b>09</b>
<b>Module 3</b> Getting Started With Your First Podcast	<b>13</b>
<b>Module 4</b> Recording & Editing Software	<b>17</b>
<b>Module 5</b> Domain & Hosting	<b>19</b>
<b>Module 6</b> Distributing Your Podcast	<b>21</b>
<b>Module 7</b> Podcasting Success Strategies	<b>24</b>
<b>Conclusion</b>	<b>27</b>
<b>Resources</b>	<b>29</b>

# INTRODUCTION





# INTRODUCTION

In case you haven't heard much about podcasting, let me tell you a little bit about it, and how it's commonly used by business professionals.

Think of podcasting as somewhat like a radio talk show, only podcasts aren't typically broadcast live. They are usually pre-recorded, edited, and then uploaded. Sometimes they CAN be live shows that are recorded and uploaded later, but that's far less common.

Podcasts can be set to download automatically by fans of that podcast, and can be listened to anytime, from any location, as long as internet is available to download the podcast at some point before listening.

Podcasts are a great way to stay in touch with your audience, while also expanding it quickly. Millions of users listen to podcasts every day, and you can reach a large number of those users quickly and easily.

In fact, Pat Flynn of the Smart Passive Income blog, says that his podcast has become his top method for reaching new customers and generating fresh traffic to his website, ranking podcasting's global outreach above Google, social media, and inbound links!

As a result of his podcasts, Pat has received lots of media coverage and opportunities that probably would not have been open to him if he hadn't started his podcast.

Wouldn't you like to have that kind of exposure?

Then let's get started!

# PODCASTING 101





# MODULE 01

## Podcasting 101

Podcasts are an incredible way to reach both current and new prospects, no matter what type of business you're running, or what niche market you are positioned in.

Podcasting is also a great way to stand out, and set yourself apart from the competition. Lots of people have blogs and YouTube channels and social media profiles, but not nearly as many people have a podcast!

There are around 100 million people who listen to podcasts every single day, but only about 200,000 active podcasts. Compare that to the millions of active blogs out there!

Podcast readership is also still growing. Between 2015 and 2016 alone, listeners grew by a whopping 23%!

Podcasting is a fantastic way to gain exposure for your blog, YouTube channel, social media profiles, books, courses, brand, app, software, video game, or anything else you're working on!

Plus, it's a great way to gain exposure for people who aren't as comfortable in front of a camera. People never have to know what you look like. And even if you hate your voice, you could use a voice changer to modify it!

But don't think you have to have a fantastic voice to do well with a podcast. As long as you have something interesting to say, listeners will keep tuning in.

Whatever you're trying to accomplish with your business—whether it's selling products, getting readers for your blog or books, getting views to your YouTube videos, or building your brand—you can achieve it with podcasting!