**The Nuts & Bolts of Podcasting for Business Success**

Thank you and I am excited to be here. The work that you and SCORE do around the country is incredible and I appreciate this opportunity. Thank you all for joining, whether you are joining us live today or listening to a future recorded version. Thank you for being here. When we put together the idea of bringing the The Nuts & Bolts of Podcasting for Business Success to you, we made a few promises . We will keep them at the top. As we come through, please note any questions you have, and we will be taking questions at the end of the podcast. -- Broadcast. During this session, goal is to talk about why podcasting is beneficial, how to launch a podcast using simple tools, including our smart phone, we are not going to be technical. We will focus on creating content and identifying and engaging your audience and tips and tricks to use to help you with time management as well. I was super excited because last week Seth Godin was doing the webinar last Thursday. I was excited because number one [Indiscernible] recently put up with regard to podcasting, and in it he said, podcasting is a proven technology that is still in its infancy. It earns trust and authority. What blows my mind is here in the year 2018, he is saying that it is in his infancy and when the so often we look to social media and tools and say oh my gosh, we are behind the eight: too late to the market. I will be talking a little bit about how I got into podcasting, and actually recorded my very first podcast in 2008 so to hear him say it is in his infancy one decade after, it is encouraging to me but we will look at it in the podcasting world. When it comes to podcasting,

people have a lot of reasons why they have not started their podcast yet. To that end, I was like to know who I am speaking to and so [Indiscernible] take a moment and let us know where you are on the spectrum of podcasting and this is a judgment and we are not judging you and is it about other obligations is the technology overwhelming? Do you feel like you -- if you build it nobody will come. Let me know where you are in the spectrum. One thing that I always end up hearing a lot of times is people saying I hate the sound of my own voice. So this is one piece of advice I will give you before we launch. If you hate the sound of your own voice, don't let it stop you from podcasting, and just don't listen. If you are going to be overly critical of yourself, just trust and put the content out there and let it the look at reviews and hear what other people say about it which will probably be a very great thing. [Indiscernible]

would listen and would they come and I am excited because we have that. >>

Michelle?

Yes. >> I am sorry to interject. But I wanted to let you know that we are getting some fading in and out of your audio. I just wanted to see if you could check your speaker and make sure it is close to your mouth or even possibly maybe we could give an attempt without the headset to see if that has a clearer connection.

Is this better?

It sounds good. I am a little animated so my earbuds are moving around because I do speak with a lot of emphasis. Maybe I will try to sit more still. Is this better.

That sounds good. Thank you so much.

Thank you, Alexa . I appreciate that. So the survey results are in. Think you all for taking the time to take the survey results. I will sit more still but I am excited about podcasting. When I graduated from high school, I went straight into the workforce and then after 10 years of community college, raising a family, working during the day, I transferred up to Cornell University and spent three years in undergrad full time as a student mom with my kids, at the age of 30, we walked across the stage as a unit and got my bachelor degree. I went on to law school and graduated from law school at age 33 from the University of Pennsylvania. I went straight into the workforce. I started blogging about my experience as a single mom going to college and trying to manage school and life and all of those pieces and I started on a platform called blogspot. There was a response. This was in the very early 2000. To put your ideas and your thoughts out there and have people actually reply back is a new type of communication. I enjoyed the written work, but around 2006 and 2007 , I got introduced to podcasts. I have always had an entrepreneurial spirit so even though I was practicing corporate law in DC, I wanted to learn more about professional development, personal development. I started binge listening to the podcasts that were available at the time, and I thought I could actually record one of these. In 2008, I recorded the first podcast. I recorded three episodes of [Indiscernible] your dream podcasts and I put it out on iTunes and it was out there for years and years and it was incredible because there was a good response and it was positive. I enjoyed using my voice and I am one of those people who do not hate their voice. I interviewed my kids on one episode and found out that podcasting was a great way to connect with people in a personal way. To fast-forward I self published a book in 2011 and Twitter was starting to get hot around 2009 or so, but I was not using it for anything other than looking at what people were saying. I realized it was a great tool for marketing my self published book and that is how EBONY came calling. They found my tweets about relationships and dating, which is what I had written about, online dating. And I was hooked. Between podcasting, social media, and soft publishing a book, I was able to have this perfect storm in the early 2010's to get information out and interact with people and get speaking engagements and traveled the country spreading my message. At the same time I was using different platforms for podcasting to talk about relationships and dating. In 2012 a made the switch to empowering women in small business. What I found, and what I will talk a little bit about in terms of looking at who will be listening to your podcast, the word podcast itself comes from the apple technology of the iPod which is where we were all listening to podcasts. What we found when we were marketing our podcast, which we were actually at that point in a radio station at Washington DC and the audio got recorded and got sent out as a podcast was I am an African-American woman. A lot of the folks in my audience are people of color. In the 2010, 2011, through to Thorson 2013 more people had androids and apple phones. We had to be clear that we chose platforms for our content and that we are putting that out there now because [ Indiscernible - audio cutting in and out ] together today we will be thinking about who is your audience and if you build it how well they come and how will they know you exist which how many of you have said? I think there were a few of you that said I don't know who would listen. And 31% said that and that is the key, you have to find your audience. We will talk a little bit about technology and a little bit about personality and a whole lot about hustle.

We really want to know who is the audience, where are they, how can you serve them, and why are you the person to speak with them. This is about business so to the extent you have your own small business . But even if you are an employee in somebody else's business, launching a podcast is a great way to bring information to get more customers, to connect with people who are your peers, to connect with people that you would like to look to as mentors, and to honestly begin to position yourself as an authority within your niche. The first thing I start with is intention. That is where we want to say, what is your intention? Is so whether it is any of those I just named or you have another reason for podcasting, that is where you want to begin, because that will drive the language you use, the content you produce, who you put in front of your audience, and it will really help you to identify content that will be marketable. As I said, we had a podcast that was on apple and iTunes to but we realize a lot of our audience listened through Android devices. It was important for us to put our sure show on Google play and spot if I and other places where people could consume us and find us who look like our market. The goal is not to overwhelm you here

because this is to add a technique to the marketing you are already doing. Arguably you have an idea of who your avatar is, who the person who your ideal customer is or who is the ideal person you want to connect with. Just thinking through now where is it that they would consume audio. One of the great things [ Indiscernible - audio cutting in and out ] so much is because it is such a difference between the written word and the spoken word. When I first started as a blogger I started with the written word and I have a very large community of bloggers who I am connected with and we have conferences and I have spoken at the conferences and one of the bloggers, Christine [Indiscernible] and she is what they no longer term as a mommy blogger, but a lifestyle blogger. She focuses on mothers and [Indiscernible] and that has leveraged opportunities for her to go to Disney and meet Oprah and all these opportunities and I was talking her about adding an audio component to further connect her. I put this up and I will give you a few minutes moments of me not speaking just so you can read it in get an opportunity there. >> This text came directly from the blog. What I then asked her to do was to record that exact same segment using her voice so I explained to my daughter that it does hurt when you fall but I also shared with her how many times I fell when I was learning how to skate, more times than I could count. I told her how many scrapes and cuts I got from trying to teach myself how to skate, which are now scars. But I told her the best part. The scars will heal. I shared with her that it took me a while to learn how to skate without falling because I had to keep practicing and I had to keep getting up even when I wanted to quit, but every time I got hurt, it never lasted. It was only temporary. I reminded her that scars or tattoos and they have better stories. >> What I hope you see there is that richness, her voice in your ears if you happen to be listening to this podcast using headphones especially, you are connect in a way that is very different than the written word, which is another reason I am a strong proponent of podcasting because people have literally, and I have been in a location in Florida and somebody has turned to me and said is your name Michelle Talbert, I recognize your voice. She has listened to my podcast for years. She lives in Texas and I was in Washington DC , and we had a happen chance meeting and she recognize my voice. For many of us we have our earbuds in a large portion of our day consuming audio content because it enables us, unlike video, to multitask, although they say we should not, it is what most of us do. So to have somebody with you in the car is really a personal way to make that connection. Unlike the typical advertisement on the radio, people don't move away from us, actually listen to us and subscribe and want to stay connected with us. I always love to play that portion juxtaposed with the written word that Christine wrote on her blog for that exact reason. So then we get into the nuts and bolts that people feel overwhelmed within that is what will you talk about and how long should your podcast be and how do you get listeners. The first part is what will you talk about. If you are looking for examples to bring in new customers, the goal is always to give value, to find a way to connect with them that is not sales like but allows you to give the information and give all of the information. If you are a pool cleaner and you want to get more customers for the pool cleaning services, you may have shows that talk about anything that ranges from pool safety to DIY opportunities for people to keep their own pools clean in between cleaning so they come back for more information that keeps them healthy and safe

and provides them with the service they can incorporate themselves but it is still bringing them back to you and setting you up as the authority and when they need pool cleaning they will come to you because you have given away such value and this happens with information products as well and when people realize how much you [ Indiscernible - audio cutting in and out ] and this is one of the things I love about this that I put up at the top and that is exactly right. Podcasts are free. There are ways to derive income from podcasting, the actual content itself is out in the airwaves and it is free. How long should your podcast be?

Conventional wisdom is that the typical podcast would last about a commute so you don't have people who need to come back to your show and they can get all the information and one commute. In America, they say the average is 35 to 45 minutes for a commute. I have seen podcasts that are five minutes long once a week, once a month. Or podcasts as long as one or two or three hours because they have a way that they are talking about a topic and they are niche specific. Again, it all comes back to the intention of who you are trying to reach, what information you are trying to share and what you hope they walk away from every episode with. And I emphasize the word and -- episode because it will come back to that so in terms of links you don't want to yammer on and on. If you have value to add how you state your value and you find ways to interact with your audience and pulled them in and if you have a landing page or something like that, you have heard of the term call the action. With podcasting it is the same thing. You have a call to action that says something like subscribe so that will automatically get downloaded to their phone and you can have a call to action that brings them to your website in a call to action that asks them to sign up or get a freebie or a download because they are listening. These are great ways to interact with your audience as well as bring them back to another day. In terms of length, I love to say get in there long enough to keep them wanting more so that they will come back. Will talk a bit more about how you get listeners. What I would say is word of mouth and called action and when you launch you want to at least have your circle of folks know about it and ask them to share and you asked them to shared on social media and tell their friends about it. I have actually sat with people with their telephones and helped them download my show to their phone [ Indiscernible - audio cutting in and out ] called action and how do you get people involved with the show and how to connect with people and a lot of the tools and tips that you have heard in general and marketing work very well with podcasting as well. In thinking through your show, and especially for those of us that may not love our voices, a great way to spread the word about your show is to make it hosted with guests. By having guests on the show, number one, you get to leverage their knowledge and expertise and share that with your audience, again as an authority who not only knows a lot, but what you don't know, you know how to find the answers to. And then with the host when you have a hosted format, the folks you have on the show, you give them ways to share with their audience. So that introduces you to an entirely different audience as well. There are really great ways you can make this easier for them and one of the ways to do that, which I love, is I spoke with Guy Kawasaki on my show a few years ago. He was the evangelist at Apple under Steve Jobs. He was an incredible market guru and he is all over the place. He came on the show and he was very gracious with his time. We had a great conversation. What I would do with all of my guests is right after the show, once we had it edited and all set to go, I would create an email template that included artwork and opportunities for them to share very easily with their own audiences on whatever platform they had. He is extremely active on Twitter and there is something called click to tweet and I created tweets for him that all he had to do is press the button and it would automatically key out information from the show. It was larger than mine, he's following. By enabling him to share it on the show and here is a little bit about what it said, it introduced my show to an entirely new audience. And then what I love about working with him was that I was able to have the site Dia from a throwback perspective and on a Thursday I literally sent him -- a random Thursday morning, the idea came to me and I sent him the show again with another click to tweet. I said would you share this with your audience. He did. He tweeted it right out so now they got the initial and then six months later they got reintroduced to my show again because for those new followers or people who have not seen the original, they got reminded that there is a new show I can check out. That is a little bit about thinking creatively about leveraging your guests if you decide to have guests on your show and then leveraging your audience. So it is a win for your audience as well as an expansion for your audience.

Content is king. A lot of us, when we are thinking about how do we know what to talk about, what will I say, when it came to content there were about 20% of you who said I don't have ideas for content. One of the things that I did really early on, back in 2012, I was at a conference, and I was podcasting sort of sporadically. What I would do is go behind the scenes at conferences, literally with just my phone in my hand and go up to speakers and presenters and people who were attending the conference and ask them to talk into my phone and asked him some questions about my experience and what they thought about the conference we were attending and then I would tweet that out. I was on a platform where I could do that. I was actually microblogging, micro podcasting for lack of a better term. I would put out these nuggets during the conference and while it was going on. That endeared me to the folks that were being pushed out to my networks when I would tweet out there audio clips, and it also endeared me to the conference planners because it was something beyond live treat tweeting or sharing pictures. It was having the background and bustle and that was great marketing for their event as well. And then because I was bragging how the people I would share it with, they would share it with their audience. Again, this created content because I was able to ask people questions and share information and I did not have to come up with those on my own and I was able to get access to an audience that I may not have had access to because they would retweet the snippet included in that and thereby expose my brand again the more people. But also they would only be two minutes long or 90 seconds long. That is why I do stress the word episode because you don't have to have an episodic podcast. Your podcast can be as short as you want it to be timewise but can also be something that is a value add to your existing market that you say share with other folk 's and leverage to get you in front of other people but you don't have to have that pressure of I have to come up with a new show every week. There is a podcast or who broadcasts every single day. Even for myself in the month of March, our guests cohosted a podcast for women's history month and we were daily, Monday through Friday. That is a big endeavor and it can be very overwhelming but so can coming up with content every week to fill 45 minutes to an hour and reaching out to guests. I love to give advice that if you are out and about, especially doing things related to your space and industry, without your phone, and now they have lab mice which is one of the pictures there I have a single lab microphone that I can clip into my smart phone and I also have a dual Lavalley or microphone that I can clip onto somebody else and have another one clipped on to me and it plugs right into my phone and we can have this really great conversation and record it right into my phone and send it out. And additionally there is technology called anchor dot FM and I have it there on the bottom of my slide and if you are thinking about testing the waters with the podcast and you don't want to make the financial investment of getting equipment and finding a platform host and all of that, you can go and while it is free and they have controls and put ads in there, but to test the market it is a simple tool to easily upload information and have it go right on I tones iTunes and what you want to connect with. My microphones are in my purse at all times and I am no longer actively podcasting my own show but people can still hear it and they downloaded hundreds of people listen every month and I have not recorded a new episode in two years but also I can create content on the go and push them out of my social media platforms so I always love to give people that snippet because it is a timesaver. All you are doing is giving people access with what you are already doing and you are not creating additional content. You are just taking a moment of your time to bring in some audio and give that bonus. As I mentioned, when I spoke with Christine, whose voice you heard earlier in the presentation, she writes her log and she does a lot of writing and has contributing writers, and that is time consuming. What I like to hear from folks is what I had Christine do. You can do it for your entire post. You create one piece of content and you read it in a way that is engaging and not necessarily sounding like you are reading. But you can take that same content and read it and audio form and push that out of the podcast so now you have the written word and you have the spoken word that enables you to meet people where they are and where they are consuming this information. The other thing I like to do is in reverse where I stopped writing as walks, much, and I could send it out for transcription and I have in certain instances, now I have an article I can put out, and I have done it with black enterprise. I didn't interview where I did the podcast interview and I created written content for the magazine, and I also had transcription of the actual podcast interview with the woman who I Don, who was popular and had great information and put that on my website as an opt in so when people came to my website, they could download the transcript from the podcast and I would get their email address which we all know that email is like platinum and gold. And people say please talk to me because I want to see what you have to offer. I was able to take one interview and create three pieces of content and reach various is, audiences. Again, content is king but repurposed thing is the kingdom, especially when you are short on time. This can go for Instagram live, Facebook life. Actually, Facebook life, not life. In other words, I have done interviews and have created content, especially in certain challenges and things I have done that are video based and I sent them out daily using software with Facebook live so it is looking live but it is prerecorded. So you can see where you can incorporate some of the things you are already doing that just layer and the audio . There is so much software out there now or you can take a MP4 file, video file, and just pull out the audio to make it in MP3 file and you can actually transcribe your videos so that you have the closed captioning at the bottom of your screen and all of these are ways to overlay, but meet people where they are, but also keep your time available. It also gives you a lot more bang for the content you are creating. These are, again, creative ways of thinking through how will I create content. You are already creating content and most businesses have a blog and many business owners are going to conferences and things like that and you are creating an opportunity for networking with your peers and others because there is nothing that people like to talk about more than themselves. If you feel pressed for content, have a guest or somebody on the show because you can take their brain and get the content from them and I like the opportunity to connect with people. My network has grown exponentially because amazingly people don't feel shy about speaking on the microphone and it is really incredible. I bet opportunities to be invited to the Obama White House to cover the state of the union. I had the opportunity to interact with Mark Cuban and other folks all from blogging social media and podcast. As we begin to wind down, and I know that was a lot of information, I have another survey where I would love to see where you are thinking based on our time together. I always love questions so please you can feel free to ask me questions. I really wanted to give this broad overlay to let you know there are ways that you can incorporate podcasting right into your existing marketing activities in a way that gives you full control and it does not make you feel like you will pull your hair out. I would love to answer your questions. >> 34% of you are saying I am ready to launch and about 65% of you and they said they need information. Are you there, Alexa?

I am here. Are we ready to jump into questions?

Yes. Please. I love questions pick

We have been receiving a lot of really great questions coming in throughout the webinar today and we are continuing to see those come in. We are going to do our very best to address as many questions as we possibly can in the time remaining. It is typical we receive more questions and we have time to address during the segment. I would like to encourage you, if you are not already working with a mentor, I would like to encourage you with a SCORE mentor who can assist you further with your business needs and applying this strategy. A copy of this presentation will be sent out to everybody today and it has Michelle's contact information. Without further ado, let's answer the questions that have been coming in and thank you all so much for your engagement and submitting these. Our first question , and this one comes to us from Gina who says that she is interested in starting a podcast show as a part-time business and would like to know if you have any suggestions on getting sponsors.

That is almost always the second question

after who would listen. And then it is how do I make money from it. Definitely. Sponsors are abundant. I am, and I haven't recorded a live podcast in two years, and people are still reaching out to me on LinkedIn about putting their companies on my podcast. There are a number of companies now, and you want to do your due diligence but there are a number of companies now that actually bring in pod casters and serve as brokers for sponsors and will shop you as a brand, as a platform out to brands and will shop brands who they think are a good fit. That is one way to go about it. The other way, depending on which time and energy you put into it, it is to think creatively about who your listener is. You want to know who your market is and who is listening to your podcast, and then you can bring value to your audience I connecting with brands who are in alignment with your content, and the goals and hopes, wishes, dreams of your audience. The one thing that people will make the mistake of if they get too many sponsors and you have to really be careful. You would not watch a TV show where every three minutes there was a commercial. You want to be mindful of your content to commercial ratio with regard to sponsorships and putting that audio into your podcast. The way to do this is to find people who are sponsors who add value so you can really fold that in organically and seamlessly within the content you provide your audience. The other way is to work with brokers who can find you brands for sponsors on your show. It is a great question and often asked question.

Our next question is how you found your audience and was there a special strategy or process used?

This is a great question. Again I can't believe podcasting is in its infancy so we were clueless. Social media, using social media in concert with my podcast was a godsend because I could share a link to my podcast and now we have Instagram. We did not have that then that we do have it now so you can actually put quotes up and leverage . The audiences we have been building on all of these platforms from Facebook to Instagram the snapshot to Pinterest, and we use that native social media. It knows you have a podcast. You get additional value from them. Like I said within the podcast have a call to action. Be sure to subscribe. When you subscribe, that gives you more listener numbers to put into your sponsorships and I have thousands of listeners it automatically downloads your show to them and then ask them to share with their friends as well. And I mentioned that Seth Godin was on a webinar last week for SCORE and he said all you need is 10 people. He said when you find your audience of 10 and asked them to tell 10 people and you grow exponentially that way. So finding the audience is about creating content and leveraging social media and leveraging word-of-mouth's and asking them to share and bring other people on board.

This is a three-part question. How do we know how many listeners are tuned in, and what is the best way to receive feedback? >> Apple used to hide the ball from us in a really had a hard time figuring out how many listeners did we have and how many people are listening. Depending on the platform you are using now, you can see the subscribers, if nothing else, which it may or may not match up with the amount of listeners you have covered at least that gives you an idea of who opted in this say who offered more. Depending on the platform you use, like I said during the presentation, anchored that SM is really in on the go type of opportunity to get your word out there and share for the different platforms, many of us use something called LIBSIN. It enables us to see with regularity how many people are downloading and how many people are listening and you get an idea of what your audience looks like there and more and more hosting companies, including ample have balked about it about not having the information we needed and they are giving us more and more information to let us know who our listeners are and where they are and how many we have listening and what episodes are more popular which goes into your other question about feedback. The other call to action is you can send people to your website for additional value so during your podcast you can say if you would like a transcript or you would like a free opt in or you would like a report and I did a report on the topic we talked about today, you can head over to the website and you can have them opt in and you can get their email so you can have additional communication with them and you can ask people to leave reviews on your show or whatever platform you're on so it is about you sparking the conversation and asking for the feedback and a call to action is key so you can understand how your helping your audience as well.

And the third part is is there an optimal frequency for podcasting? Would you say once a week? Once a month?

What I would say is to be consistent if you feel that you would not have enough time to do something episodic, I would say do it as a bonus at, add, or bonus only. And ask them to share that out. Typically, many shows are about once a week to once every two weeks and like I said there are some that are much less frequent and longer and shorter and the answer is in this is in my typical lawyer speak it depends. Why I say consistency is more important because at least if you are going to say that you look at these bonuses from time to time when I go to conferences and you can set that expectation and every Thursday at 2:00 PMI release an episode and then it comes three weeks and then you got too busy to upload and now your audience is disappointed. So it is more so about being consistent about whatever it is you said is the expectation for your market and delivering on that. If you overdeliver and deliver two episodes in one week because something cool happens in your industry. Nobody is going to balk at that. If you don't deliver when you said you would, that is going to cause a problem with the trust you have been building by having this communication channel with your audience and I hope that is helpful.

What you recommend is the best way to get guests when you're just starting out and don't have a large audience yet?

Amazingly enough, I started a podcast in 2015 with the idea that based on a book by Reginald Lewis called why should white guys have all the fun. Prior to that I had been talk about love and dating and sex and relationships in online dating and was making a shift over to talking about women's empowerment and entrepreneur entrepreneurship and technology. I had the idea that I would reach out to five white guys in the industry who I thought were having fun and to play on his book but also could add value to my audience that didn't even exist it because I had not launched the show yet and I sent out five e-mails to Pat Flynn and if you are familiar with smart passive income to Guy Kawasaki to Peter Shankman and another gentleman named Michael and I forget his last name right now and then I sent a fifth one out to somebody four years later I will actually meet with him this month coming and I did not have a show yet. All four of those guys that I just named responded within 24 hours of me sending them the email request laying out to them just how I laid out to you that I am starting a new podcast [ Indiscernible - audio cutting in and out ] talk with my audience, that did not exist yet because I had not launched yet, about your journey in entrepreneurship and we will talk for no more than 15 minutes and I would love to share your story with my audience within 24 hours and four of the five guys all responded yes. I did not have a show yet and I was switching industries and I found a way -- when I said that a microphone is the best networking tool on the planet, we mean it. People love to share their story. If you have a particular guest in mind that you think would add value to your audience, ask.

Around your editing process, they want to know if you can talk a little bit about your editing process?

I literally groaned when you said editing. I don't like to edit at all. In a quick nutshell, I suggest that if you have the budget, find somebody who is good, a BA who has worked with other pad casters to edit for you. That is what I will say the start . Moving that off the table that was not an option for me at different points in my career when I did not have money coming in and things like that customer what I would do is I record the call at the time and we were using Skype technology and a few other phone technologies came into play and I would have the MP3 file and upload them to a free software called audacity and then edit from there. I would then download it and put it on to LIBSIN, the hosting platform I mentioned, and they would send it out to you to and to iTunes, etc. My editing process was painful for me because it is not my gift or talent, but it was something I knew I had to do. Even with that, purists in our podcasting world would get on my case because I didn't edit out for the words on and on and my podcasts were pretty much as we recorded, it was pretty much what you got. I added the edited it lightly. They made their guest sound better and they rearrange the language and all of that. That was not my gift. I knew we would never have a podcast if I was going to be required to do that. I have not given you the full spectrum of edit lightly and don't edit at all and get somebody else to edit for you and edit heavily for those words and pauses. That is the range but I lean toward the lightest editing possible and I would have my intro and out Trillin sponsorship for things like that and it would get put into the file with the audacity and then have it stitched together seamlessly and upload it to LIBSIN.

Gina said she heard from some folks in national radio that said hosts need to act as entertainers as well as educators at, or they will lose listeners. What are your thoughts?

I think there is some truth to that. I think when they say entertainers, it doesn't mean you have to do something outside your own personality or character. When people say entertain, you automatically think I have to turn into Scheck he green. I am not even old enough to know that is so don't ask me why I used him as a reference. Anyway. You can use your own personality. You infuse your own ideas and thoughts and opinions, depending on what it is you are producing and the content you want to share. I do believe there is a level of entertainment that has to come because you want people to keep coming back. I do agree with that but I don't think we have to do it to a place where you are turning to into Barnum & Bailey every time somebody listens to you. I think if you give information that is good, people will continue to come back. When you tap into your market and audience and give them what it is they like in a way that they can consume it, they will keep coming back. I don't know that you have to try to come up with ways that are entertaining. I say be yourself and your market will find you and you will resonate with your market.

This question is, is there a fee for publishing podcasts to various app stores?

No. >> Kimberly asks can you podcast through your computer or phone or what is your preference or what do you suggest?

I have done it various ways. The answer is all of the above. It is where you are most comfortable. We have a studio in a radio station where we have the full set up and we shifted to a home studio, so I have a mixer into microphones and microphone stands and put that all together through the laptop, and that would bring people on by Skype or other software. And then I use it on the go and I can say voicemail and I can use other platforms that have existed over time to capture voice recordings and I would typically, depending on what I was doing, and like I said in 2002 I push them out his tweets and they would be little links and people could listen to them right within Twitter but also I can then download them to my computer if I wanted to edit them using audacity or using something like that. So the real key is where you comfortable and where do you feel you will get the best quality of sound and production value that you are trying to achieve, and then where can you be consistent and continue to feel comfortable with technology. But all of the platforms are available, whether it is smart phones or laptops or computer and I am talking you to you today using earbuds and it is not the optimal way of recording voices but it is a way that it can be done.

We have time for one more question. This question comes in from Heather and she wants to know about how much time would you say you should devote our plan to devote to recording, editing, and transcribing a single podcast? >> Tony Robbins has this great thing about the word should when people asked the question from a should perspective about people telling you what you should do is you end up shooting you all over yourself. I would hate to say what you should do. I would say the expectation would be based on how you are doing the actual syndication. What I mean by that is if I have my smart phone and my microphones and I am going to tweet it out, there is very little time. There is no postproduction. It gets recorded and gets sent out right then and there on the spot. That is the easiest and least amount of time. When I was editing, for instance, show we cohosted in March for women's history month, I was spending an hour and I would spend about an hour in total production and postproduction. Then there is the social media aspect of it in that regard where we are trying to get the information out there so we created Instagram posts and means and pull quotes and things like that customer can take a number of hours, but again, I don't want to discourage anyone, because this is all about where you determine you would like to be and what the sweet spot will be for the way you are creating your content and how you are marketing it, and if it is episodic or if it is something you will do frequently and you really want to build this out in that way, then yes, it could take a few hours from both the perspective of interviewing your guests and preparation for interviewing if you are a guest hosted show and preparation for your show if you are hosted and speaking into the microphone and then editing and putting in frozen out truth any sponsorship clips that you have that you have to drop in or any brakes you have or do any post [ Indiscernible - audio cutting in and out ] to say

that you are doing the show. So, yes, that cannot end up taking -- our average show with all of that included is about two or two and half hours. This is per episode. >> Those are all the questions we have time to address on today's webinar.

Thank you all so much.

We had so many great questions. I wish we had time to get to all of them. Thank you so much for submitting those. If we did not have a chance to address your questions on this live session, we encourage you to go ahead and connect with a SCORE mentor if you are not already working with one. They can assist you further with your business needs. You can even specify wanting to work with a SCORE mentor who has podcast experience. That can be done on www.score.org/find-mentor. A recording link will be sent in a post event email that will be sent out in a few hours. I would like to thank you all for attending today and I would like to give a very big thank you as well to Michelle Talbert for presenting with us today. Thank you, Michelle.

Thank you so much. And you can come to my website, and I have a podcasting section and they can see me put together my home studio and video.

Fantastic.

I wanted to mention as well that the next score webinar will pick back up on January 8. That is lean canvas, create your business quickly and it will provide practical tips and tools for doing so. So while we do have a few weeks without the live sessions, you can view on-demand webinars any time

www.score.org/take-workshop.

We wish you a very happy holiday and take care. >> [ Event concluded ]