

So You Think You Know: Podcasting

Presented by Kevin Lockett, Host/Producer
The Digital Life with Kevin Lockett

DigitalKev.com

[@KevinLockett](https://twitter.com/KevinLockett)

#DigitalKev

Who is Kevin Lockett?

- 2008 Attended Social Media Presentation at E.J. Thomas
- 2008 Launched First SM Campaign for Lock 3 Park
- 2010 Learned Video Editing/Citizen Journalism from ADMC
- 2011 SM Strategy for Mayor Plusquellic Campaign
- 2013 Launched The Digital Life w/ Kevin Lockett Podcast
- 2015 Published First E-Book on Amazon
- 2015 Launched Code Akron for Urban Youth
- Graduate of The University of Akron (Pre-Poly Technic)

*So What is The Digital Life with Kevin Lockett?

A Charlie Rose Mixtape of Technology & Pop Culture



Digitalkev.com



**A special thanks for the guy who said I wasn't ready to be a podcast host.*

So Why Do You Want to Podcast?

Business

Influencer/Expert

Hobby

Cause

Bored/Trying Something New

Everyone Else is Doing It



Podcasting takes time, energy & dedication, so choose wisely.

What is Your Niche (Within a Niche (Within a Niche))?



Adam Carolla is Not The Blueprint!

...nor is Ira Glass, Serial
Joe Rogan, Alec Baldwin
Marc Maron, Nerdist,
Stone Cold Steve Austin,
Neil DeGrasse Tyson, etc.

Except for early adopters like Grammar Girl, most had a traditional reputation or connections with major influencers, before becoming



Your First Show is Going to Suck!

....in fact most of your early shows might suck!

BUT THAT'S OK!!!



How Long Should Your Podcast Be?

5-15 Minutes

30-45 Minutes

60 Minutes

120 Minutes



How long would you listen to you?

Where Do I Find My Guests?

Family

Friends

Co-Workers/Associates

TV/Radio

Newspapers/Magazines

Social Media

Retirement Homes

Anywhere



Congrats, You're Now a Show Booker!

Choose a Podcasting Day

Time Range Options

Be Flexible

Send an Invite

Pre-Questions?

Guests Can Be Nervous

Stay Within the Time Frame

Send a Thank You

Flaky Guests

Sometimes You Have To Cancel



iRock The Mic

Alesis

Yeti/Snowball (Blue Mic)

Audio Technica

Rode

Rock Band

Smartphone/Recording Apps

Digital Recorder

Xynex Audio Mixer

Pop Filter



Research, Research, Research

Be More Like Lisa Ling...

Less Like Local Sportstalk



Plan B: Ask Simple Questions Like Larry King

Journalism 101



Interviewing Essentials

Water

Clock

Notes/Questions

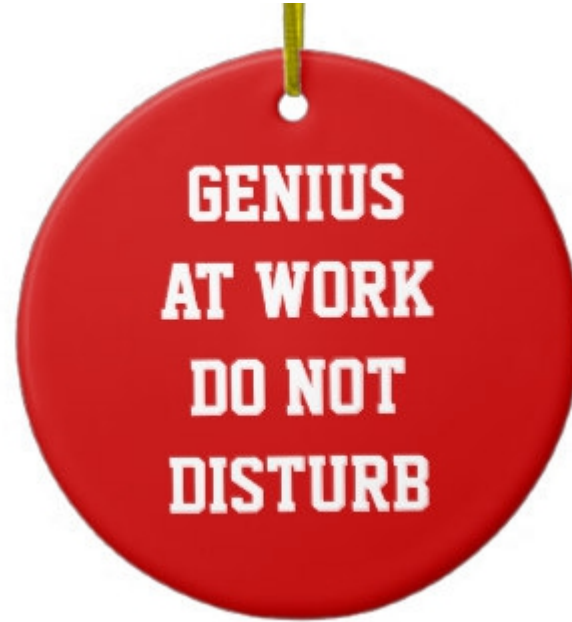
No Kids*

No Pets*

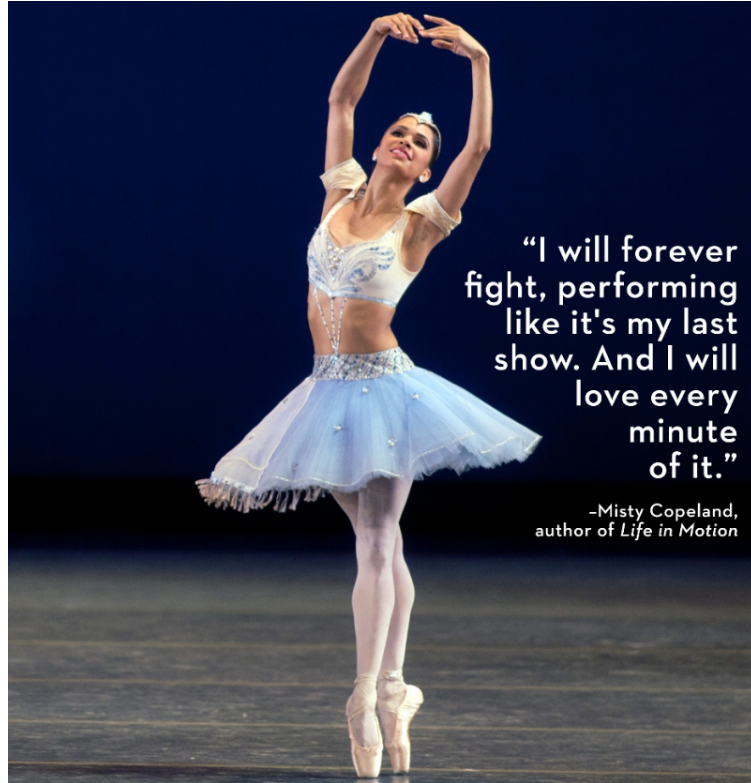
Close Door/Windows

Restroom

Ears



Interviewing is Like a Dance



Podcasting Rule #4080 (Really its #1)

LISTEN!



Editing Can Be Tiring But Necessary

Audacity

Adobe Premiere

Garageband

iMovie/Movie Maker

Raw/Live



*you
need to improve as a host*

How Girl on Guy Inspired Me (Stop Giggling)

Sponsor

Theme Intro

Show Intro

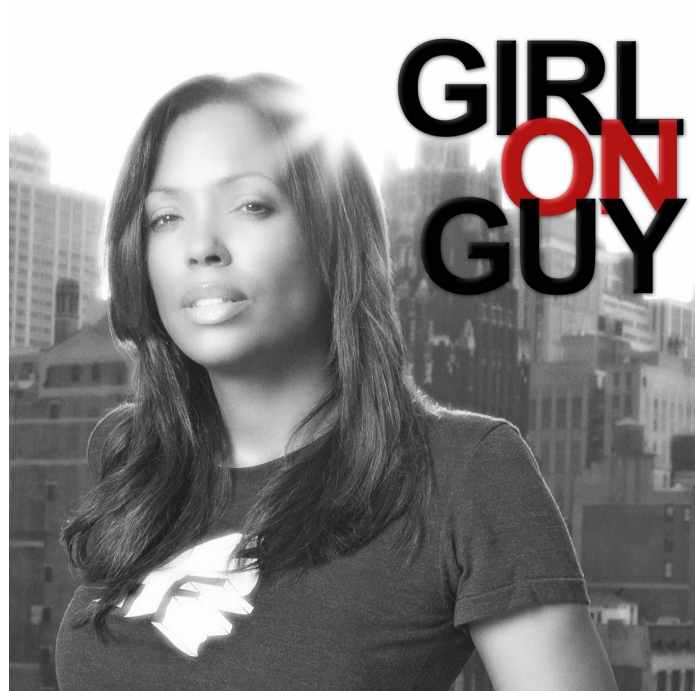
Music Bed

Interview

Music Bed

Show Outro

Theme Outro



Logos and Music Themes

iTunes Logo: 1400 X 1400

Royalty Free Music

Fiverr

Creative Commons

Local Talent

DIY

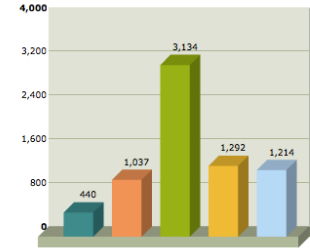


Upload This!

Libsyn
Podomatic
Podbean
Buzzsprout
Soundcloud
Internet Archive
BlogTalk Radio
YouTube

Your latest episode has been played 440 times.
That's 812 less plays than your episode average of 1252 plays.

Your Last 5 Episodes	Plays
Build web apps by doing less (with Allan Branch)	440
5 offline ways to dominate online with Adam Fra...	1037
Become a content king with James Schramko	3134
Choose your own path with Dan Andrews	1292
3 business fundamentals with Tim Conley	1214



Most Popular Episodes	Plays
Become a content king with James Schramko	3134
What's going on in search with Jamie Marsden	1384
4 steps to conversion rate optimisation with WI...	1319
Choose your own path with Dan Andrews	1292
3 business fundamentals with Tim Conley	1214
The 5 biggest mistakes in business with Brendon...	1131
5 offline ways to dominate online with Adam Fra...	1037
5 tips for selling an authority site on Filppa	994
Scam World - Are all internet marketers scammers?	936
SEO companies where to from here with Gabriel M...	892

Average Number of
Plays per Episode

1252

Podcast Plays Over Time

Last 7 Days	Last 30 Days	Last 90 Days
1895	9513	13773
All Time Total Plays		Trend
13773		-0.46%

Promote Your Podcast Like Dwayne Johnson!

Facebook

Twitter

Instagram/Snapchat

Business Cards

WOM

Website/Blog

Press Releases

Email/Newsletter

The Digital Life
Kevin Lockett
Podcast

"Tech 808
Conference
and
The Phat Startup"

The James Lopez
Interview

Listen Today
at
DigitalKev.com

THE BEST
BROOKLYN CITY

Tech808

HIP HOP, TECH, ENTREPRENEURSHIP

LEARN HOW TO START FROM THE BOTTOM
AND THE STEPS TO TAKE YOU TO THE TOP

NYC, NYU - NOVEMBER 21, 2014
RSVP: ThePhatStartup.com/Tech808



Free Stuff I Can't Live Without

Google Calendar
Sunrise App
Free Conference Call
Levelator
Dropbox
Workshops/Webinars
Book Stores
Free Wi-Fi
Photo Text/Collage Apps



Don't Worry About Being America's Next Top Podcaster

Top Hosts Make Their Money Outside of Podcasts

It Might Take Awhile to Find Your Audience

Focus on Content First

Love The One (Audience) You're With

Analyze Your Stats

You Will Hate The Sound of Your Voice

Pre-Questions?

Time Moves Fast

Take A Big Swing

Keep Learning

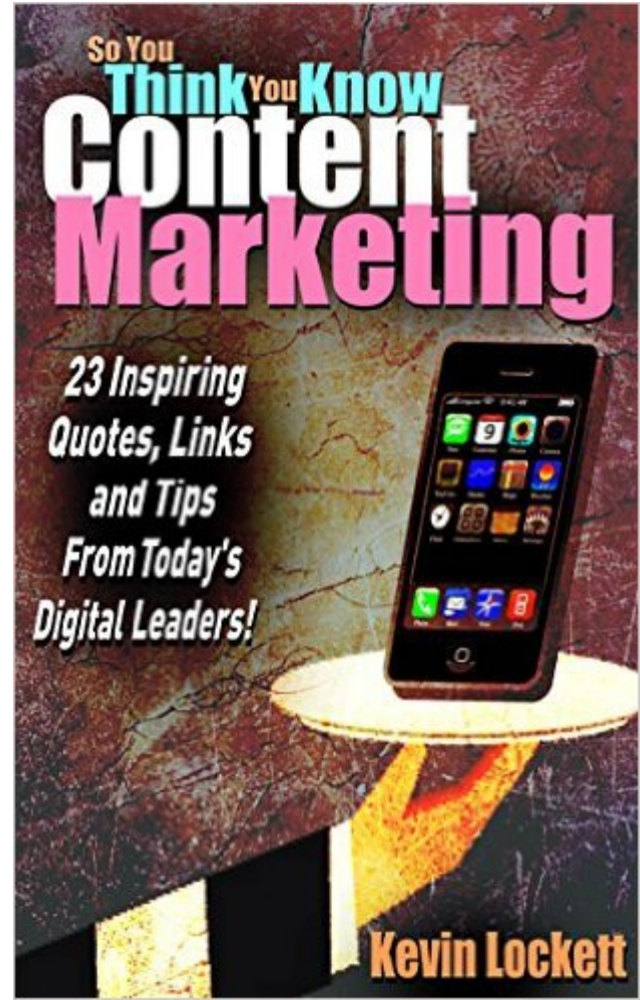
Have Fun!



Kevin Lockett E-Book

So You Think You Know:
Content Marketing.

[Now Available on Amazon](#)



Thank You!!!

KevinLockett.com

DigitalKev.com

CodeAkron.com

[@KevinLockett](https://www.instagram.com/kevinlockett)

LockettMedia@gmail.com

[#SocialMedia Tips from Kevin Lockett \(Plain Dealer\)](#)

#DigitalKev

