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Welcome to YOUR PODCAST STORY, I'm John Ondo, Founder & President of Ondo Media and Premiere Podcast Production. I love podcasting and i believe it's a great time for entrepreneurs to start a one. I am a 38 year veteran television producer and filmmaker, with many jobs along side in radio broadcasting. I believe podcasting is a powerful communications tool that you can harness for your personal brand.



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Here is what we will cover in this presentation.

## WHY IS PODCASTING HOT?











### Podcasting offers:

- More details and in-depth discussions
- It's free and mostly non-commercial
- It's easily accessible in your car
- It doesn't require your eyes



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With the decline of local radio, podcasts are a new source of information. Some is legitimate journalism but most is self help, education and entertainment in areas that broadcast has long abandoned. Since CarPlay and Android play have been a regular feature in newer cars I believe this has lead to much of the doubling of podcasts listenership since 2015.

1		The Joe Rogan Experience Comedy	-
2		The Daily News & Politics	-
3		My Favorite Murder with Karen Kilgarl... Comedy	+2
4		The Rachel Maddow Show News & Politics	-
5		True Crime Garage Society & Culture	+1
6		This American Life Society & Culture	+2
7		Dateline NBC News & Politics	-
8		Pardon My Take Sports	+1
9		Conan O'Brien Needs A Friend Comedy	+1
10		RUMBLE with MICHAEL MOORE News & Politics	+13

SOURCE: STITCHER

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Here's a look at the Top Ten podcast as called by Stitcher

## TOP CATAGORIES NOW

Religion/Spirituality 100,000

Society/Culture 96,000

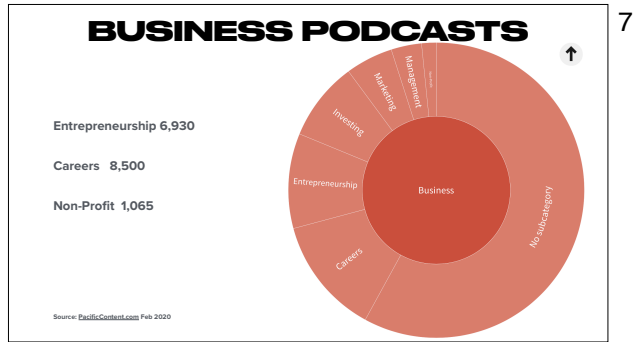
Business 66,000



Source: [Buzzsprout.com](https://www.buzzsprout.com/blog/podcast-categories) Feb 2020

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These are the categories by popularity as of Feb 2020 under Apple's new category format which everyone is moving too. Religion and Politics have lead this for many years.



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Entrepreneurship is third if you count the No Category group which could be podcasts which are no longer being published.

## WHAT PODCASTING DOES WELL



- PROMOTES YOUR BRAND
- NEW & ORIGINAL CONTENT
- REACHES ALL DEMOGRAPHICS
- LOYAL AUDIENCES
- NO CORPORATE AGENDA
- NO RULES (THE WILD WEST)

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## WHAT PODCASTING DOESN'T DO WELL

- WON'T PAY YOUR BILLS
- GROWTH IS VERY SLOW
- REQUIRES EFFORT
- NOT EASILY PRODUCED
- GIVES YOU TIME OFF



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## THE “Drop The Mic” STAT:

**93% of Podcast Fans Listen  
to Most of an Episode**

YouTube average view duration was somewhere  
around 50-60% of the total video length.  
But on average most people tune out after 2 minutes.



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Podcasting has the best listeners, they want content and details. They are skipping and scanning like on YouTube. This is the one platform where people want to hear all of your content, full length, in detail. Don't put podcasting in the same category as YouTube, they are completely different by how they are consumed. It's like saying well, how good is Cameron Mitchell if they haven't sold a billion BigMacs?

“Your podcast content should not be about you,  
but about solving your prospects’ problems.”

Steve Lubetkin, Journalist, Podcast Producer, and Author

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**YOUR PODCAST**

**STORY**

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“S” is for stories. There is no better way to communicate with anyone at any age than through stories.



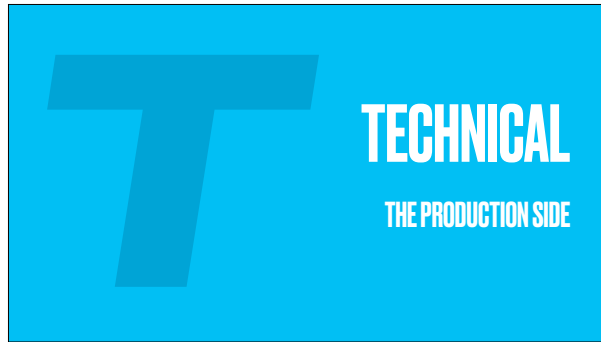
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I’m a big believer in stories. I’ve got Emmys on my shelf because I love telling stories. I break them down into these 3 categories. You can adapt these to your podcast.



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I have a download on this with more detail. You can download it from [ondomedia.com](http://ondomedia.com) if you click on OurPodcast on the top menu.



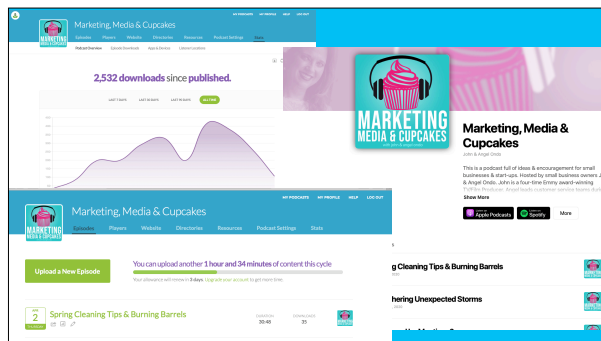
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The technical side of a podcast is you can actually use your phone to record a podcast. But as I talk to most listeners they are tired of low quality audio and podcasts not getting to the point. They want something that sounds professional. And this goes back to your brand is worth the investment of a few hundred dollars.



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Here's a comparison of a blog workflow and podcast workflow. They are about the same.



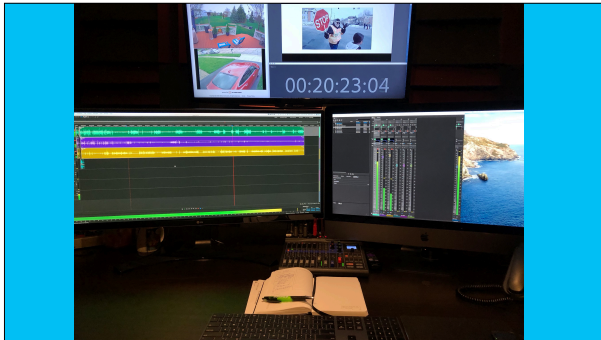
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Podcast host services are what you will use to upload your MP3 audio file to as well as your show notes. The host does the rest, from distributing it to Apple and Spotify, to giving you a simple website to promote and add to your website feed.



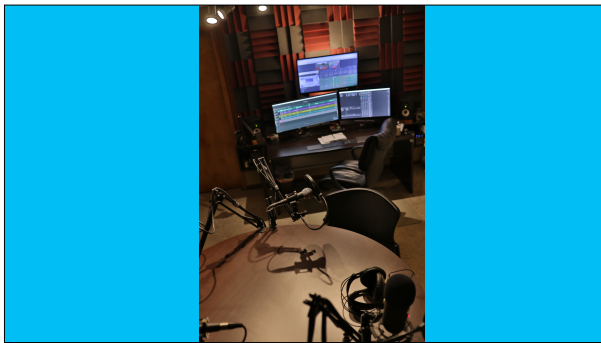
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A one mic setup we used recently in Florida.



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This is my main workstation which we use Adobe Audition to record and edit with. You notice that the mixer is a Zoom L8 which is a 6 mic mixer which also can record, and bring in phone calls from guests or from the computer.



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This is our studio setup at our house. It is available for our clients. We will be setting up similar gear soon at COVA!



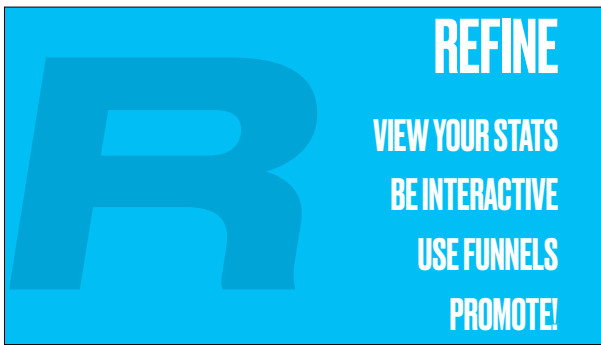
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Our friends from the Pilot Boys podcast, a very new and successful podcast based here in Columbus which is getting huge downloads!



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Organization is critical. If you produce a weekly show make sure it's weekly not on and off again. Have guests on your show. This helps to promote as well as improve your content and show that you have friends who want to be on your show as experts. Plan it out and promote well! Understand the time it takes to produce a good podcast.



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Your show number one will not be the same as show number 20. You will find what your audience likes as you study the audience response. As you find your voice. Make sure you tie in your show to any funnels you're using in social media or on your website. Your podcast is you funnel to get a new audience interested in what you do!



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Your results will be improving and promoting your brand. Pushing to a larger goal of appearing on other podcasts as well as building yourself as a problem solver and expert in the field. Give to your audience! Don't suck the life out of them?



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I am offering a free 30-minute coaching session to anyone whether you have a podcast or just starting one out. It's why I say I am the Podcast Evangelist. If you need more assistance Premiere Podcast is here to help. We are a team of broadcasters who bring out the best of podcasters helping them speak with purpose. [premierepodcast.com](http://premierepodcast.com)



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