

Tips and Tricks for Podcasting

You already know how critical content is to your awareness and engagement strategies. If you're doing this well, it's likely that you are already shaping your calendar to mix the media: video, editorial and blog. At MLive Media Group, we work with hundreds of clients to support these initiatives, and one that is growing in popularity is the podcast.

If you're new to the medium, you may wish to review this quick list of tips from MLive professionals. These quick reminders may make the difference for you, and certainly will for the resulting recording.

- 1.** Turn off notifications and close your email on your computer. Your audience will be able to hear those "dings" and they are difficult to edit out. 
- 2.** If you plan to video record your podcast, your background matters. Using custom backgrounds or "funny" backgrounds can distract from the content of the podcast. Find a space you are comfortable in and set up camp there.
- 3.** Get the camera to eye level so you are not looking down at the others in/on the podcast. Find a stack of books or boxes if you need to elevate your device without a tripod.
- 4.** Have dedicated sound. If you do not have a microphone and headphones available use earbuds or something to improve the sound of the laptop. AirPods are acceptable, but not ideal. Because of the Bluetooth connection, these can have some lag in response time. 
- 5.** Know your why. Why are you making a podcast? Why would someone listen to this podcast? Have an understanding of what you want to put out in an episode so that you can make sure that gets into the conversation. Having a plan is always important. 



6. If you stumble, misspeak, or must stop to answer a question again, stop.



- Podcasts are meant to be edited.
- You don't have to try for the 'perfect take.' This should feel like a natural conversation not a scripted one.

7. Stay away from industry jargon. Words that are only used in your industry need to be explained for your audience, so it is best to avoid them. If they are needed because they explain the question – explain what they mean so the listener is brought into the conversation, not left out.

8. Smile - even if we aren't using video, we can tell if you are having a good time.



9. Dedicate time. If this isn't a good time or you are too distracted to focus on the conversation, reschedule. Podcasts and interviews in general are better if all parties are present and ready to share.

10. And finally, if you are a guest on a podcast, a "one-off" scenario makes sense. You are part of a single episode. But if you are developing a lasting and meaningful connection with an audience through podcasting, you must be consistent, releasing episodes at a pre-planned pace.



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