

The Benefits of Working with a Podcast Producer



Podcasting *with* PURPOSE

FOR LIFE COACHES

fresh
new
episode

Full Episode Transcript

The Benefits of Working with a Podcast Producer

Have you ever wondered what it's like to work with a podcast editor to help you launch your shiny new podcast? If that is your question, and if you've been wondering about that, in today's episode 217, you get to be a fly on that wall when we dive into the nitty gritty of it all.

You're listening to *Podcasting with Purpose for Life Coaches*. My name is Kara Gott Warner, the podcasting coach for coaches. I believe that a podcast is a powerful medium for creating connection and community, and inside every conversation is the potential for transformation. So, let's get started on yours. Enjoy the episode.

Hey, and welcome back to the show. So, before we dive in, I want to share a review from Jo Braid, the Burnout Recovery Doctor, and I just also want to say congratulations, Jo, because you won a Ask the Podcast Editor Anything session with me. So keep a lookout for a message from me so you can set up that session.

In just a second, I'm going to share how you can enter for a chance to win. Every month I'm going to be doing a drawing for a chance to win a session with me. You get to pick the heck out of my podcasting brain. Okay, so here's what Jo has to say about the podcast ...

Thanks, Kara for so many excellent episodes. I like your approach to support listeners who want to do more from what they hear on your show. The option to pause and answer some of your questions is great. You're a great source of wisdom in the podcasting. I've learned a lot from a handful of episodes so far.

Thank you so much for that lovely review, Jo!

Each month I do a giveaway for a chance to win one of the Ask the Podcast Editor Anything sessions. And all you need to do for a chance to win is to rate and review the show on Apple Podcasts.

So here are the three steps ...

Podcasting with Purpose for Life Coaches
with Kara Gott Warner

The Benefits of Working with a Podcast Producer

Step 1: Open up that little purple icon on your phone, Apple Podcasts and leave me a five-star rating and review. And then with your phone in your hand, screenshot your review and send it to me as a DM and you will then be placed in a monthly drawing to win a private one-on-one session.

Nothing is too silly; nothing is off limits. You get to pick the heck out of my brain. I am all yours, but you got to leave that review, and then you let me know that you did it by sending me the screenshot. You can send that in a DM, or you can send it to kara@karagottwarner.com

Step 2: Subscribe to the show so you don't miss a single episode.

Step 3: Meet me back here each week for the podcast.

That's it. Super easy. I can't wait to read your review!

So here's the inside scoop ... I'm going to drill down into all the ways that a podcast producer can help you with your podcast.

And I'm also going to talk about the byproducts of doing this. So how it really does pay off for you to work with someone like me to launch your new podcast.

It's like you are actually paying yourself back in the areas of time, confidence, creativity, and more white space.

When I say white space, it's almost like a canvas that you get to think of new ideas, new episodes, and just explore instead of feeling like you are always producing the podcast. You're spending more time on the podcast backend than you are recording it. And that is what can often happen.

And also, I'm going to share a little bit about what sets me apart from other podcast producers out there. I'm going to share the superpower that I have that allows me to help you because I see the blind spots

The Benefits of Working with a Podcast Producer

before you do. I see the things that are hurting you, that you don't even realize. And these are the things that make podcasting a drag, a slog, a chore, not fun.

A podcast producer helps you to keep the fun so you can focus on the creativity. And then you get to do what you do best and only you can do. And that is to serve your clients, right? To be that steward for your clients and serve them. And then I will do what I do best, and that is to produce a kick ass podcast for you.

And the other thing I have to say that really does set me apart is that I am not only a podcast producer, but I'm also a certified life coach who has identified those moments where you just want to stop. I call it the podfade brain.

So when that happens, I'm here to coach the heck outta your podfade brain. When you fall in that ditch, I get you back up. I get you back on that road again because it's going to happen. Trust me, it does happen. It's just a normal thing that does happen.

So if you're like, yeah, I know that's going to happen and I know that I can coach myself through it and Kara can help me with the tools. So those are the things that really do help me set that, set me apart, so that I can help you to create a successful podcast that creates legacy in your business that really serves your clients, that really becomes this body of work, this teaching tool for your listeners and your clients.

Okay, so enough of that, let me dive into what you really wanted to hear, right? What do you do? What does what does a podcast producer do?

I was just working with a new client yesterday who is just chomping at the bit, I can't think of another word for it. She's so ready, so excited, so floored. And so I'm so excited to share this with you.

The Benefits of Working with a Podcast Producer

What I'm about to share is literally what it is that I talk about with someone who comes on a call who is interested in working with me and this is what we talk about on a consult.

And so I thought, why not just turn this episode? And then at the end of this episode, I'll give you a chance to schedule a consult with me if you still have questions and you really want to have that personalized one-on-one time with me to talk about your future podcast, then you can certainly do that.

Alright, so let's dive into, I have about 13 different things that will give you a really good rundown because I'm just going to say that everyone's a little bit different. Every situation is a little bit custom, and so that's why at the end of this episode, I'm going to give you a chance to schedule a call with me.

But I want you to know what these things are now. So that is going to give you a really good idea before we even get on the call. Or maybe you're going to be like, hey, this sounds great to me. Just send me the link where I can lock in my spot, and I'll also give that to you at the end of this episode too.

So the first thing we do is work on your show art, your podcast brand and that might be very similar to what your coaching brand is. And we tie that in with your podcast, or we just focus on, here's the podcast brand and I work on a bunch of different examples for you, and I send those to you, and you get to decide yay or nay.

And we keep going back and forth until we nail it, until you are absolutely in love with your show art, so that it is tap worthy. It is tap worthy if somebody wants to just tap on that button. They have to listen to what you have to say when they open up their podcast player.

The next thing, number two here in this list is we work on your name.

The Benefits of Working with a Podcast Producer

Now, a lot of the times I have people that come to me, and they already know what they want to name their podcast, or they have ideas. And so I help you to optimize that if that makes sense. Do a little bit of research for you and help you to see okay, are there other podcasts?

Here's something that you could probably do now ... take a look at the Apple Podcasts app on your phone. And if you don't have it, just really, I think you should, because it is in and of itself is like a search engine, not just a great place for us to listen to all our favorite podcasts, but also to use it like a search engine, especially in the beginning phases of our podcasting journey.

And it's also very useful all the way through your podcasting journey when you're thinking in terms of, do I want to get on other shows? And you can find them there. It is like a one stop shop for podcasting. But anyway, so one of the things that you can do is when you open up that app, you tap the little search button on the bottom right, and type in the name or a string of words that you're thinking of and what's going to happen if you also make sure that you're selecting all podcasts, not just the ones in your library. You're going to see all the podcasts that actually have those words in the name, or in the description, or in a subtitle. And so then you can click through on those names, those words that pop up and just take a look at what they're doing too.

But also this just helps you to see, okay, that name is taken. So how can I put a little bit more of a spin on that name? So you can still choose a similar name. You get to put your flare on it and mix things up.

The third thing is your show description. And that is what is the solution, right? If someone came to your podcast they click on their player, they find you. What are you providing? What is the solution and where are you taking them? What's the path that you're taking them on?

If you can say that in your description, that's really amazing, because people will be like, yep, I'm in, I'm signed up. Subscribe me. And so

The Benefits of Working with a Podcast Producer

these first three things I really want to work on if you haven't already, because this is what sets in motion the excitement.

It's like you can almost visualize your podcast if you have a name, and you have a show description. It's like a synopsis of what it is that you do. It sets in motion, like this is a real thing. Now I have a podcast. I can envision the podcast; I have an anchor for everything else. Then when I work on the show art, how does that all kind of work together?

And then you have this little inspiring driver for all the other things. So that's why I love to work on those first three and if you are already working on those, get to work after this episode and really be thinking about those things before you set up your call with me and then we can work on that and play around with ideas together.

The fourth thing is, you record. So I'm going to help you, give you ideas if you need help with that. And so you're going to record, and if you're confident, amazing. But even if you feel a little bit shaky, like that's okay too. You're going to get better. And how do you get better over time? You just keep doing it and doing it. That's it. And so if you can focus your efforts there, right? And recording and remember, you're an amazing coach. You're already doing this. You're already working with your clients. You're already working with them every single like week, right? So you record, you send it to the cloud, right?

And so the way I work with my clients is they record, and they just send it on a given day of the week. Dropbox is what we use. And I always know, depending on my production, what day they want to release their episodes, they drop it in a week ahead and I get to work.

So in the beginning it's a little bit different if we're launching. I will help and coach you on recording and putting all those pieces together. I'll give you tips, and advice and I'll hold your hand if you need me to, and then you will record.

The Benefits of Working with a Podcast Producer

You record your intro and outro, about 30 seconds is a good timeframe for an intro and an outro. And then what I do is I put that together with the music that you choose, and I'll give you resources and help you find the right music for your podcast and your style and all that fun stuff.

I “duck” your voice. This is a little podcast lingo for you. I duck the music under your voice. And I will edit that. I'll edit out pauses. I'll edit out any other faux pas and I'll just help you to find the right thing to say so that you feel really confident about that.

Number six is, I set up your host. So you might be thinking, what is a host? So you know that you have a website host? A podcast host is very similar. So there are a lot of large files when it comes to podcasting and also, it's also so that this host can maintain the files so that they can also be heard on all the podcast players.

And basically the host is the place that houses your episodes and also feeds them out. I think of it like a spider web. It feeds them out to all the different players that are out there. So this is the best and simplest example of what a host is, and this is where your podcast lives.

The hosts that I suggest, and I'll mention them here, my number one favorite is called Buzzsprout. There's are other hosts. There's Libsyn, which is short for Liberated Syndication. So www.libsyn.com and www.buzzsprout.com And then there's Anchor which I don't use, and know enough to be dangerous, but it's better for me to recommend just a couple.

This is not an episode on recommending hosts because really if you work with me and you launch your podcast with me, I really do recommend Buzzsprout because they have a lot of great user-friendly options. It's easy to do sound bites, audiograms. They also have beautiful players. So it's just what I recommend.

The Benefits of Working with a Podcast Producer

Number seven, I submit your show to Apple Podcasts. Your host will feed everything out to all the players, but before that happens, we actually have to set things up so that Apple Podcasts knows you exist.

And that is something that I do for you on the backend. And then what I do is we have all these pieces together. You've recorded your intro, your outro, everything's great. Then you send me everything. It's all in the cloud. And all I do is I jump in there and I create it.

So that's part of this launch program that I offer. I produce the first four episodes. Now that's one full month of production. Seriously, it's amazing, right? One full month, your first month of episodes.

Number nine is, I coach the heck out of your podfade brain that gets overwhelmed, that wants to stop, that wants to keep re-recording and worries about your voice, and you're telling yourself it's not good enough. You're like the tweaker. You're always tweaking. No, we put that to bed lovingly. We say goodbye to all the tweaks.

And you know why? Because your baby birds are waiting for you to feed them, coach.

Your episodes are going to flow beautifully with me by your side.

Number 10, I create audiograms for each of those four episodes that I mentioned. And what I do is I create three audiograms. I create those little clips for you. Three per episode of the four episodes that I'm doing in this launch program. Then I create a transcript for each episode.

Whoa. Really? Oh my goodness. We embed that on your website depending on the kind of website that you have. And then I schedule it.

Number 13, by the way, you guys, okay, so 11 was your transcripts, and then 12 is I schedule it the day you want to share the work.

The Benefits of Working with a Podcast Producer

And then lucky number 13, even though some people don't think that's lucky, but my husband's birthday is on July 13th, so how could it not be a lucky number?

The 13th thing is, I create a template for your website, for your show notes pages on your website. Isn't that amazing?

Yes. You're welcome.

And then after all this stuff is done, we're going to have a pod party. At this point, everything is in motion. All the pieces are created.

We've scheduled those four episodes, and now it's about having a fun. It's about sharing and creating a buzz. And so, what I do at this point is I share resources that support you during the launch phase of your podcast so that you can create really a beautiful big wave.

Because I believe that creating a podcast is a community, and it's a collaborative effort because a rising tide always lifts all boats. Ladies, we're not island. Get the help. Be smart about your coaching business. This is real self-care. Take care of yourself and your baby birds by doing the things that only you can do and working with an expert who can help you with the rest.

You will be so much more successful, so much happier, joyful, content you won't burn out.

Invest in the podcast you want to create in the world.

So you want to take me up on this? I take only one new podcast launch client per month, because I also have production clients that I work with.

So, these are my clients who have either launched with me and then have gone into the month-to-month experience with me and those are my baby birds, right? And I only take one client because this is how I

The Benefits of Working with a Podcast Producer

keep the highest quality in my work and the I give the white gloves treatment for you and all of my clients.

So, here's what you need to do if you want to lock in your spot with me: visit www.karagottwarner.com/services Or go to www.karagottwarner.com and click on Services and you're going to see my *Ready, Set, Launch* program. It's right on the top of that page. Then I will immediately be in touch with you to set up your onboarding session.

How cool is that?

And if you have any questions about the program, send your email to me at kara@karagottwarner.com

Alright, so that's all I got for you. I hope this was really informative and really helpful for you to see exactly what happens when we work together on your podcast.

See you next time.