

# Introduction to Podcasting Workshop

Only a few of the many thousands of people who launch podcasts each year see their podcasts become a success. You can be one of them.

Leadership Institute's Introduction to Podcasting will teach you how to plan, launch, and grow your own successful podcast.

## Starting Your Podcast

1pm to 2pm EST

Decide if podcasting is right for you and learn how to build your "digital workstation" from scratch. You'll learn:

- what equipment and software is necessary for your podcast;
- the best frequency for podcasts – and how much time you must commit; and,
- what expensive purchases you can save for later (or avoid entirely).

## Show Prep, Content, and Interviews

2pm to 3pm EST

Much of the work for a successful podcast begins before you hit the record button. You'll learn:

- secrets of an effective podcast interview – and how to use them in your podcast prep so every episode is a stand-out;
- how long your podcast interviews and total length should be; and
- how to launch your podcast on your website.

## Marketing and Promoting Your Podcast

3pm to 4pm EST

Find – and keep – an audience for your podcast. You'll learn:

- how to identify and build a loyal audience;
- effective marketing and techniques that work for every budget; and,
- how to develop a promotion plan for your podcast