

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

Wednesday, March 24
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

Wednesday, March 24
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

Wednesday, March 24
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