

The Nuts and Bolts of Podcasting

with Max Branstetter, Founder and Podcast Producer,
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Because these extended Marketing Smarts Moments are more free-flowing, the style of this worksheet is a bit different. Instead of giving you the 4 points, we are instead providing you with the list of questions we used to prep for the episode. In this way, you get a teaser of the episode, which can prepare you for what to listen for. Use this worksheet to take notes and identify your actions.

- How do you know when it is time to give podcasting a go?

- What are the absolute musts and best practices of setting up your podcast space?

- What makes a show successful in your mind?

- What excuses hold people back? And how do you help people get over them?

- What are the ideal markets/businesses for podcasting?

- What tips and tricks can you offer for the specifics - like sound quality, making sure there is little background noise, echoes, etc.

Action Plan:

Action	Timing	Progress	Complete

