

Getting Started with Podcasting
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Outline for Reference

Reasons to be a Podcaster

1. Area Expert
2. Train your clients
3. Credibility to your business
4. You like it!

Putting together a Podcast

1. Length
2. Frequency
3. Material – Theme
4. Type
 - a. Monologue
 - b. Dialogue
 - c. Interview
 - d. Story
5. Equipment
6. Recording
7. Editing
8. Show Notes
9. Publishing

Funding a Podcast

1. Recording Equipment and Software
2. Edit yourself or Hire out Editing
3. Marketing
4. Advertisers

After completing this session,

- The attendee will be able to plan and execute a Podcast.
- Agents will have the tools necessary to make decisions regarding the Equipment, Process and Marketing Plan for their Podcast.
- Agents will have an understanding of the business side of Podcasting and be able to decide if doing a Podcast is a good marketing tool for their business.



Getting Started with Podcasting

Why do you want to Podcast?

Identify what you want to talk about.

Who is your audience?

What do you hope to accomplish with your podcast?

- For fun for you?
- Credibility as a local expert
- Educate people about something important to you?

Geo Local Examples:

- Let'sTalkJackson.com – Jackson, MS
- Pawcast.com – Baton Rouge Animals
- HeardPodcast.com – Food and Dining in Detroit

How long do you want it to be?

How often do you want to publish your Podcast?

Title, Graphics and web URL.

What is your budget?

What do you want to outsource?



Session Notes:

Monica Neubauer Biography

Monica Neubauer is the Podcast host for the Center for Realtor Development Podcast on iTunes. She speaks to Realtors internationally through classes, her blog and podcast. She was Realtor of the Year in 2015 in Franklin, TN. Monica is a CRS, REBAC and REBI instructor who loves to laugh and help agents live their lives with application and intention

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Pre-Launch Checklist for your Podcast

- 1. Avatar – Who am I trying to reach?**
- 2. Does my content match my Avatar?**
- 3. Are my specifications correct?**
 - a. Graphics
 - b. Audio Files – Split Format MP3
 - c. Hosting and Uploading Plan
- 4. Do I have my 3 startup episodes ready with a plan for more?**
 - a. With a Call to Action
- 5. Who is doing the editing and the show notes?**
 - a. Do I have a schedule with my team?
- 6. How is the sound? Have your post production company help you with this.**
 - a. Settings must be right
 - b. Is your recording set up good for the editor?
- 7. Is your Branding consistent?**
 - a. Graphics
 - b. Music
 - c. Intro
 - d. Call to Action - Outro
 - e. Titles
- 8. How are you going to get the word out about your podcast?**
 - a. Marketing Plan
 - b. Social Media
 - c. Ambassadors who will talk about it for you.
- 9. What is your business structure for your podcast?**
 - a. Will you self-fund?
 - b. What kind of advertisers would you like to have?
- 10. Be prepared to learn more and improve as you go.**