

Listening Shelf Audio



Supercharge your podcast plan



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Getting started

Podcasting offers endless creative possibilities, the sky really is the limit! This guide is a launchpad to help you design and refine your podcast show. We encourage you to explore various podcasts to find what resonates with you.

This guide explains some of the different podcast models, audiences, content styles and production options. It's designed to be a helpful "starter kit" to creating your own successful podcast.



About Ian Pringle

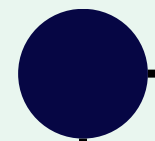
Ian is an accomplished actor, theatre director, podcaster, and voice actor. In addition to audiobook narration and podcast creation, he specialises in providing training programs to schools and community groups through the engaging mediums of theatre and role play.



About Listening Shelf Audio

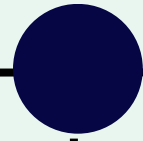
Ian, along with voice actor and narrator Sarah Jane Rose, co-founded Listening Shelf Audio. They specialize in podcast production, business audio solutions, audiobook production and narration, as well as tailored audio services. The Listening Shelf aims to provide a comprehensive, one-stop solution for leveraging audio in both professional and personal domains

Types of podcast model



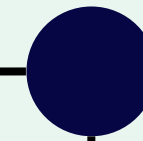
Chat Cast

This is a casual yet structured conversation between a host and guest. The dynamic can range from an informal, friendly discussion to a more structured interview. Typically, the podcast follows a specific theme. Chatcasts are straightforward to produce, where the ultimate quality is influenced by the expertise of the host and the caliber of the guest.



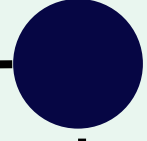
Expertise

These podcasts feature hosts who are experts in their fields, offering valuable insights and expertise. Hosts could range from professional footballers discussing the intricacies of the game to university professors delving into their specialised subjects. Alternatively, the host might be someone with a remarkable and unique life experience to share.



Journalistic/ Documentary

A journalistic podcast takes extensive research and often takes several months, or even years, to produce a series. This level of production is typically handled by seasoned broadcast journalists. However, incorporating smaller research-based elements into your podcast is entirely feasible and can enhance the overall quality and depth of your content.



Fictional

If you're a writer or performer, a podcast offers an excellent platform to expand your audience by showcasing your creative work. Whether it's comedy, drama, audiobooks, sketch shows, satire, impersonations, or any other form of entertainment, a podcast allows you to share your talent and connect with listeners who appreciate your craft.

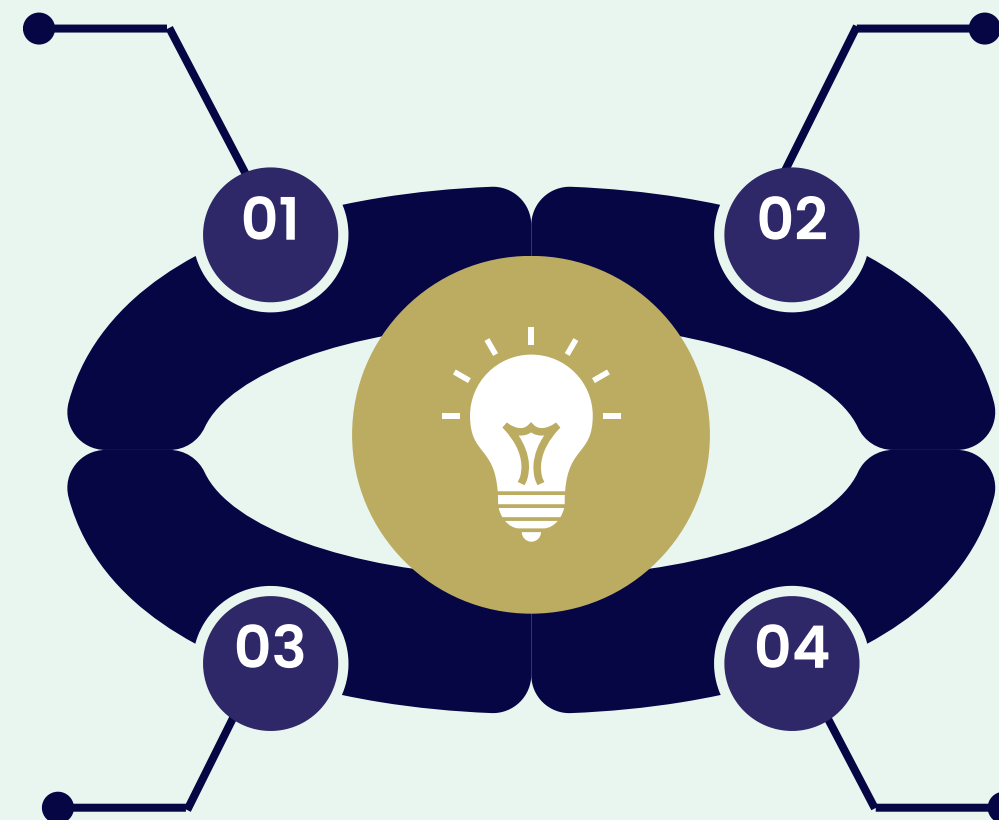
Thinking about the audience

Common Interest

If your podcast centers on a specific topic like a football team, your audience likely shares a keen interest. Search terms like 'Manchester City FC Podcast' make them easily discoverable. Careful language and approach are crucial. Once you align with their expectations, they're likely to remain loyal due to their strong initial interest.

Demographics

Is your target audience a specific age group or ethnic community? Perhaps you've identified an unmet need in the market and wish to create a podcast for a demographic you perceive as underrepresented. Consider the demographics that your podcast idea aims to resonate with.



Location/Community Specific

Like community radio, certain podcasts target specific communities—whether physical, virtual, or conceptual. Do you belong to this community and have the expertise to represent it well in your podcast? Expect discussions on community issues, vox pops, call-ins, and interviews with notable community members

Wide Net

Is your podcast designed to appeal broadly? While most podcasts have a specific target audience, some aim for a broader reach. For instance, a magazine-style program like "You and Yours" on BBC Radio 4 caters to a wide audience, although it might be primarily appealing to those aged 30 and over.

The key to content

Interviews

Interviews are a staple in most podcasts, offering a quick content creation method. Guests can bring in their own following, potentially expanding your reach through shares. However, interviewing skills are essential, as some guests may present challenges. Effectively interviewing guests not only enhances your content but also establishes valuable personal connections for potential future collaborations.

News

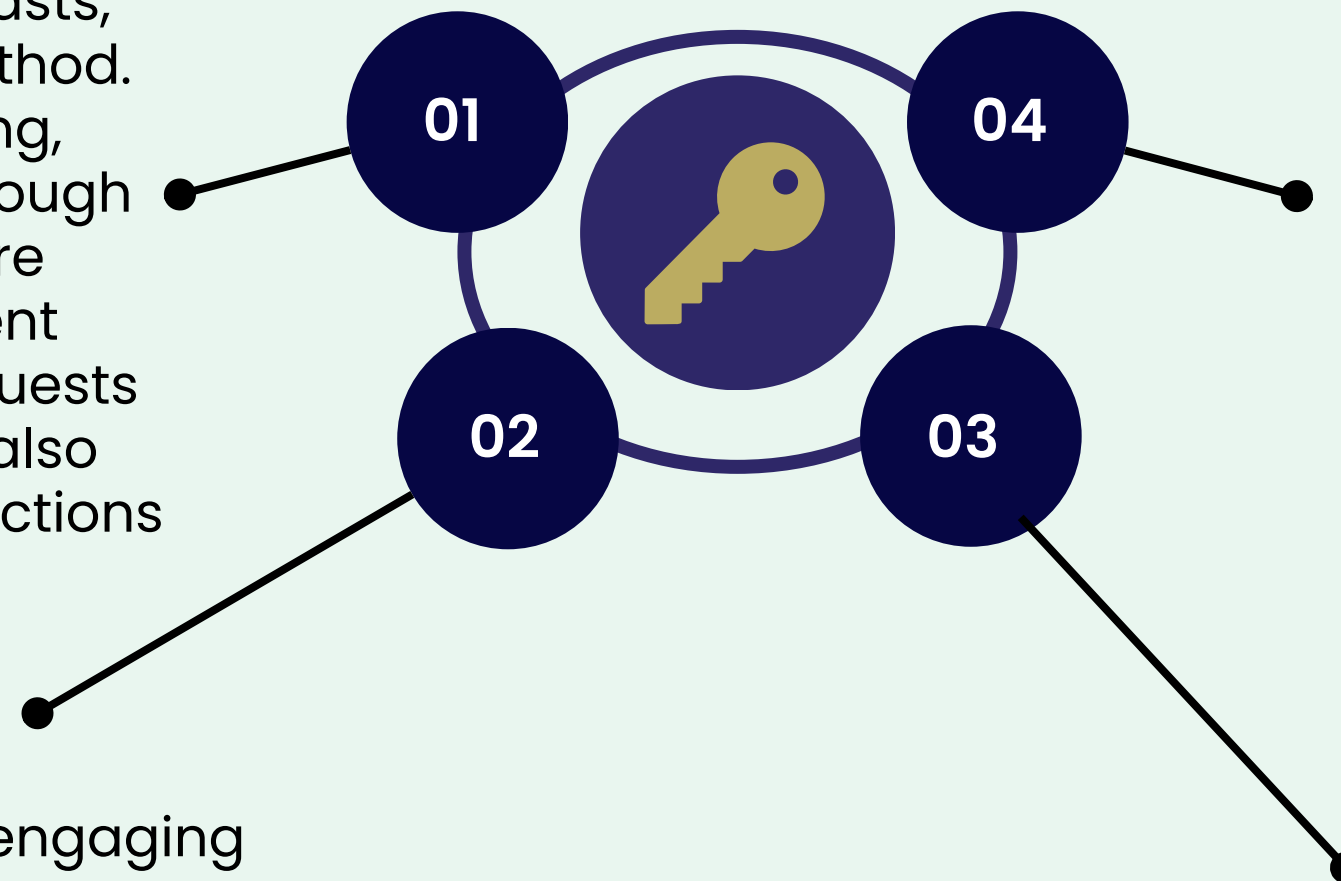
Short, regular news podcasts are engaging and valuable. For instance, a 5-minute financial update can benefit customers, especially if you run a financial advice business. Adding a news segment like "And now this month's Fishing News" can diversify your podcast content.

Vox Pops

Street interviews, known as 'vox pops,' involve capturing candid public opinions. It can be nerve-wracking, but the insights gained are invaluable for adding depth to content. Safety is paramount—stop recording and leave if uncomfortable. Shows like Alexi Sayle's "Strangers on a Train" on BBC R4 use vox pops, showcasing genuine public perspectives.

Discussions

This is like a casual conversation, not a structured interview. Individuals with a connection on a topic or experience chat freely, no designated host. For example, fishermen from different countries discussing fishing. While it produces great content, editing can be challenging, especially with multiple voices, mic problems, and off-topic tangents.



Getting production right



Location

For optimal recording, consider the environment. A studio offers a quiet space, ideal for focusing on the content. However, if the setting is integral to your podcast, consider recording "in the field" for added ambiance. For instance, a Fishing Podcast could benefit from interviews by a lake, enhancing the story and engaging your audience.



Music

Consider intro and outro sound, which doesn't have to be music. Online resources offer various options, but ensure you have rights to the chosen music to avoid legal issues and potential costs. Choose sounds that represent your content effectively—like using typewriter sounds for a podcast aiding writers, for instance. The key is finding what suits your show best.



Editing

Editing trims and emphasises essential audio, enhancing the podcast. You can do it yourself with free software and tutorials, or hire a professional for efficiency. A creative edit can elevate your podcast from good to amazing. Start with a high-quality recording for the best results.



Artwork

Choose artwork that suits your content, like a photo of yourself in a relevant setting or appropriate branding. This mainly pertains to cover art, but episode images, like photos of you and a guest, are great extras for your listeners and for promoting your podcast on social networks.

Podcasting Cheatsheet



Podcasting Cheatsheet



Concluding thoughts...

We hope that this provides valuable insights into podcast creation and brings you closer to starting your own. If you have questions or need assistance, feel free to reach out. Happy podcasting!



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