

# Finding Your Voice – Choosing a Podcast Topic

Jason Van Orden

# About Me

- Podcasting Consultant
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- Producer & Host of:
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- Author of *Promoting Your Podcast*

# PROMOTING YOUR PODCAST

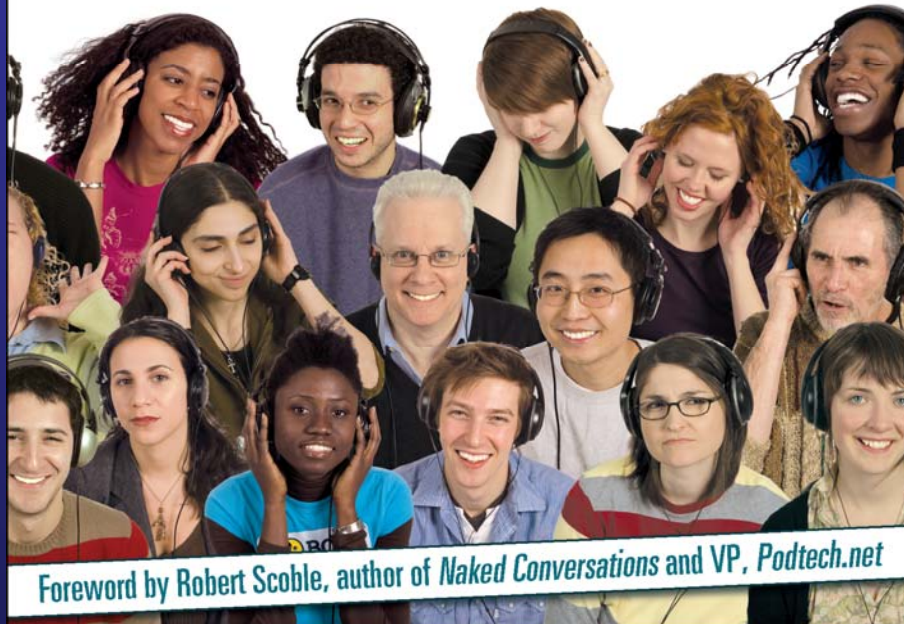
By **Jason Van Orden**  
Founder of Podcasting University



THE **PODCASTING**  
UNIVERSITY SERIES

PODCASTINGUNIVERSITY.ORG

## The Ultimate Guide to Building an Audience of Raving Fans



Foreword by Robert Scoble, author of *Naked Conversations* and VP, *Podtech.net*

# The Niche

- Podcasting brings a voice to underserved niches
- The Inverse Law of the Niche
- Carefully target a market and give them what they want

# The Triad

- Entertain
- Inform
- Interact/Include

# The Importance of Being Authentic

- It's what people want
- Builds a connection
- Easier to connect to
- Tell your story
- Share your passion
- People will know if you are not authentic

# Consider Your Market

- What do they want?  
This is even more important than what they need
- What is your objective?  
What do you want the audience to do

# Scripting vs. Outlining

- Scripts can be too rigid but some people need them to sound smooth and stay on topic
- Outlining talking points still keeps you on task, but allows you to speak more naturally

# Interviews

- Interview are more interesting than one person talking
- Interviews bring credibility to the person being interviewed

# Co-Host

- Adds interaction that people like to hear
- Feels more like listening in on a conversation
- Can Provide opposing points of view
- A co-host offers you support in content development

# Common “Voice” Mistakes

- Not allowing/encouraging the dialog
- Not being authentic
- Not participating in conversations elsewhere
- Simply regurgitating the same old stuff

Create a Dialog

# Why Create a Dialog

- Feedback
  - Find out what they want?
  - Refine your product/brand/service
  - Refine your content
  - Find out what story you're really telling
  - Did you leave something out?
  - Interaction/Community

# Why Create a Dialog

- Content
  - Get fresh content ideas
  - Let them create the show with you
  - Research/polls
  - Wisdom of the Crowds
  - Audio clips

# Why Create a Dialog

- Influence the Conversation
  - Markets are conversations
  - You can ignore them or participate
  - The only way to influence them is to participate
  - Use your podcast as a forum of participation

# Why Create a Dialog

- Boost Your Ego
  - They will tell you how great/  
helpful/entertaining you are
  - Provides continued motivation

# Why Create a Dialog

- Catalyze Word of Mouth
  - Ownership of content and feeling of something larger will motivate people to tell others

# Why Create a Dialog

- User-Generated Content
  - Search engine food
  - Sticky web site

# Tools of Engagement

- Blog comments
- Audio comments
- Email
- Forums
- Widgets

# Advantages of Blog Comments

- Probably built in to your blog software
- User-generated content on your site
- Sticky factor
- Search engine food

# Blog Comment Ideas and Best Practices

- If you moderate comments, approve within 24 hours
- Respond within 24 hours
- Be careful about censoring comments (use criticism as a tool)

# Blog Comment Ideas and Best Practices

- Feature recent/top/new commenters on the home page
- Recognize people in your podcast
- Reference blog comments in your podcast
- Encourage people to comment on their blog/site about you

# Blog Comment Ideas and Best Practices

- Use spam protection and filtering as needed
- Remove additional barriers to commenting (e.g. CAPTCHA, required registration, etc.)

# Advantages Audio Comments

- Audio content
- People love to hear their voice
- Adds intimacy and personality
- The mobile audience can immediately respond

# Audio Comment Ideas and Best Practices

- Make it easy to submit (phone)
- Use voicemail that sends you an audio file
  - K7.net
- Play the comments in the show
- Get an easy to remember phone #
- You may need to clean the audio

# Advantages of Forums

- Threaded discussions
- Good at building community
- Lots of user-generated content

# Forum Ideas and Best Practices

- Moderate and/or assign moderators (use your frequent contributors)
- Have a clear terms of use
- Keep your software updated (security)
- Participate

# Advantages of Email

- Easy to respond
- Everyone uses it

# Email Ideas and Best Practices

- Have an easy to remember email address
- Respond as much as you can
- Read and reference them in the show

# Widgets

- [PodGlo.com](http://PodGlo.com)
- [MobaTalk.com](http://MobaTalk.com) ([MyChingo.com](http://MyChingo.com))

# PodGlo

**Boating Comments**  
15 Comments Get site: [MP3](#)

**Manslaughter, Gas and L**

- petergien:** This is wh
- anon:** test
- petergien:** Ken, y
- anon:** test
- kjchan:** hello
- dugjk:** cool!
- dugjk:** phone imag
- dugjk:** phone call i
- petergien:** Hi ther
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- dugjk:** like

**The first Boating Podcas**

- anon:** test
- kjchan:** kens id chec
- dugjk:** test

Audio Comments provided by [PodGlo.com](#)

Manslaughter, Gas and L

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**Boating Comments**  
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Get: [MP3](#)

**Created by:**  
 [kjchan](#)

**Description:** hello

**Tags:** comment

**To leave a Comment...**  
**Dial:** 1(310)622-9409  
Respond to this Topic:  
**Pin:** 00065  
or  
Respond to this Comment:  
**Pin:** 52

[PodGlo.com](#)

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# MobTalk



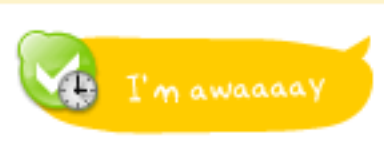
 Talk to Me Baby

- Messages**
- Welcome! (Chef Mark)
  - Walker Thompson
  - diane petkoff
  - Chef Mark
  - Michael Bailey
  - Steve



Leave a Voice Mail  
MobaTalk Comment System

Listener Comment Line (phone):  
646-797-3196



# General Ideas and Best Practices

- Thank commenters
- Have one interactive call to action in each episode
- Always respond
- Choose topics conducive to conversation
- Leave room for commenting in the topic

# General Ideas and Best Practices

- Don't fake interest
- Be ready to listen
- Get your audience talking to each other
- Make it obvious on your site how to comment

# Contact

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