



# ***How to host a Podcast Show Interview!***

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# ***HOW TO HOST A PODCAST SHOW INTERVIEW!***

## ***WHY DO INTERVIEWS?***

Interviewing people on your own podcast show is a great way to:

- Tap into another person's huge success by associating yourself with them, to their listeners and yours (sometimes referred to as the "Halo Effect")
- Give you a chance to network with other people you want to build future business opportunities with
- Advertise your popular interview podcast to build your business leverage and credibility online or offline
- Build other income opportunities (like being invited to give keynote talks) as a result of your presence created from your interviews
- Be considered a journalist by a lot of people, and therefore capture people's interests in a new way

## ***MAKE GOOGLE YOUR FRIEND***

Many podcasting relevant companies change regularly, including their prices, their special promotions, their products, their options

Join a podcasting networking to chat with other podcasters like you and keep abreast of what is new!

- Receive future job offers because of your breadth of experience and skills exhibited by people simply listening to some of your podcast shows
- Subtly divulge your personality appeal over time
- Collect valuable interview transcripts which can be repurposed into many different information products (now or later on) by you
- Keep copyright of your interviews for you to sell later with the interview podcast show if you decide to do so

When you record an interview, you can record it as an “audio only” file (MP3) or as a video (MP4). Both are fairly easy to do, however, audio is the easiest. It is also the quickest and cheapest. So if you are a beginner, consider creating an audio podcast show to start with and build up to a video if you think your listeners would value a video podcast more.

## **AUDIO**

People who are new to podcasting should seriously consider starting with audio only interviews. **Why?**

It's easier to plan an audio show

It's easier to prepare

It's quicker to record

It's easier to edit

It's quicker to upload and publish

### ***What will you need to record an audio MP3 media file?***

A good microphone (you can get good mics from Amazon.com for under \$50)

Computer with Internet connection

Software to record, edit and save as an MP3

A hosting site (hosting starts from \$5pm)

An iTunes account (free to set up)

A blog (which most podcasting hosting sites will provide you with for free)

A Feedburner account (which is optional)

## **VIDEO**

There are pros and cons of creating a podcast show with video.

### **PROS:**

You can list it on YouTube, and you can save it as an MP3 and upload only the MP3 on your podcast.

### **CONS:**

This is because videos are so high in memory to host it and it takes a lot of bandwidth when people download it and this can make your hosting fee high if you don't have a plan with unlimited hosting including in the fee.

### ***Other considerations when you create a video***

If you are creating a show that has to be video, then you need to also consider your:

Lighting

Sound

Recording device (ideally HD)

Any actors "appearance" (eg. Hair and make up)

Once you have created your media file, you need to save it in the correct format to be uploadable to iTunes. For audio it is MP3, and for Video it is MP4.

## ***WHAT IS INVOLVED IN HOSTING A PODCAST SHOW?***

The main things you will need to consider if you are going to interview someone on your podcast show is:

- What equipment you will need
- How to contact the people you want to interview
- How to prepare for the interview
- How to conduct the interview
- How you will edit the footage (if at all)
- How to host and upload your media file to iTunes
- How to monetise that interview

Each and every factor above is the bare minimum consideration you should make when you start out your interview podcast show. Many podcasters will do one interview, then one “how to” show, and so on. In other words, the interview podcast show format is one amongst many and it may get a bit neglected and difficult to juggle with the other show formats.

This eBook will keep you focused on the big picture and the bare minimums you need to have in place in order to ensure you have a raving successful interview podcast show!

## ***NEW PODCAST START-UP TIPS!***

Just remember there is no “right or wrong”, it is your podcast show, and you can run it any way you like. Although, there are some commonly held beliefs amongst many podcasters which I think you should seriously

consider if you are going to start an interview podcast show. They include:

- Get transcriptions of your interviews, whether you publish it on your blog or website immediately (for SEO purposes) or keep them for publishing later.
- Keep interviews to 30mins if possible, but some of the more popular interviews have actually gone for 60mins, but this is more rare.
- It is up to you if you get your interviewee to “sign-off” on the show before you publish it.
- It is up to you if you send out your proposed “questions” before the show, some podcasters do, and many don’t.
- Always ask the interviewee what they would like to draw attention to in the interview so you can make sure you cover it (including any call to actions or URL links).
- If you think the skype connection will not be good, ask the other person being interviewed if they would be willing to also record the show, then have them save it as a media file, and send it to your “Dropbox” for you to download and edit into your interview recording. This will ensure a good recording overall.
- If you are using skype for the interview, turn off all your other internet browsers so that all the power for the interview is being given to your skype connection.
- If you can, organize to have two “recorders” going at once, that way if one of them doesn’t work, you can rely on the other one.
- Always keep an eye on your recorder to make sure it is working.
- Never be afraid to say to your interviewee “the connection is breaking up, can I ring you back for a better connection”. In a podcast – audio quality is “paramount”!

So, let's get started!

## **1. WHAT EQUIPMENT YOU WILL NEED**

You must have a microphone (of good or better quality) and a computer with internet access.

If you are starting out, first try your standard microphone on your PC/Mac. If it doesn't meet the standard you want, you need to buy a new microphone. A popular purchase right now is the Audio-Technica ATR 2100 which sells for around \$50 and it will plug straight into your PC/Mac with a USB connector, and also a mixer if you go a bit more pro.



Currently for sale on Amazon.com # \$50.00

If you want to go more pro, then you can invest in a heap of expensive and exciting equipment. The problem is, if you are starting out, you won't want to spend that kind of money, we are talking about hundreds, possibly thousands of dollars. A popular more expensive microphone on the market right now is the Yeti.

***So to start out, ensure you have a good microphone.***



But if you are interested in going more pro, then there are a few basic investments you could make to get you more professionally sounding:

- Mixer
- Processor
- Headphones
- Pop cover (for your mic)

## **MIXER**

The mixer Mackie 802-VLZ3 is an 8-channel mixer with an aux in/out for handling a mix-minus (required for Skype).



Currently for sale on Amazon for # \$200.00

## **PROCESSOR**

The Alesis 3630 Compressor/Limiter/Gate is a dual-channel processor that provides compression, limiting and gating. It handles sound irregularities in your recording and takes out background noises you don't want in the recording.



Currently for sale on Amazon for # \$100

## HEADPHONES

The headset Shure SRH240 is a very comfortable pair of headphones that with superior sound.



Currently for sale on Amazon for # \$50

You can also look for the following items if you want to get even more professional with your podcast show sound:

- A pop filter (to go over your mic)
- A mic stand
- A portable mixer

Equipment can be expensive, and you should buy it as you need it, and upgrade as your needs evolve. But it is not uncommon for someone to start out podcasting with all the top equipment ready to go. So that is entirely your choice!

## **2. HOW TO CONTACT THE PEOPLE YOU WANT TO INTERVIEW ON YOUR PODCAST SHOW**

There are three basic ways to approach people to interview:

1. Email (contact them direct)
2. Network with them on social media sites first
3. Get an introduction by a mutual acquaintance

Most people you contact really need to know “what’s in it for them” before they will consider an interview with you. That is fair enough considering:

- a) Their time is money (to them)
- b) They are popular enough that you have contacted them, so they will be in demand elsewhere too
- c) They may not be familiar with “podcasting” so you may need to educate them on the benefits of being on your podcast show
- d) If they don’t know you, they will know nothing about your podcast show either

When you approach someone out of the blue, the reaction will be mixed depending on some basic factors:

- How established is your podcast
- What is the quality of your past podcast shows that they can listen to
- Whether your target audience is a good fit for them
- If they have the time
- If they want to do interviews on podcasts
- The popularity of your podcast show, which can be gauged from your podcast show statistics (which you could disclose if it helps you)

Many people you contact directly will not respond to you. This can be for various reasons, but should not dishearten you, or stop you from approaching other people.

Some people are always looking for marketing opportunities, and these are the kind of people who will be most receptive to your interest in an interview with them.

When you approach someone, try to draw attention to your past interviewees, what they spoke about, and what their “call to action” was (eg. Did they get people buying their product as a result of your interview with them?)

### ***When you're starting out!***

When you start out, you won't have a past list of interviewees, but you could do a couple of quick podcast shows (maybe discussion podcasts) so that prospective interviewees can go and hear what you are about, and how you handle yourself on your podcast.

It is always nice to do an introduction podcast show too, explaining what your podcast is about, your bio, people you intend to interview in the future and how to subscribe to your podcast show.

## **3. HOW TO PREPARE FOR AN INTERVIEW**

Make sure you check out their website/blog or any products they have created, or written before you conduct the interview (if that is possible).

You can send them a list of questions you wish to ask them just to make sure they are on the same page with you as to what you wish to ask them about.

It is also worth asking them if there is anything they specifically want to cover, or discuss and put those things into your questions carefully. This can include “call-to-actions” like subscribing to their blog for more information on their topic or niche.

Most people you interview will get their message across in the interview without too much problem or prompting from you. But you need to ensure they do so, or they may be disappointed with the interview.

Make sure your skype is working, and your skype recorder is working. If you don't want to spend money on Pamela.biz or PowerGramo.com – then download the free skype recorder iFree-Recorder.com. All of these recorders will do the job.

Do a test run with a friend first to make sure everything comes up well.

If you want to use a booking service (for overseas interviews – time differences) “google” online diaries, and try out services like Clickbook.net – a free online diary service.

#### ***4. HOW WILL YOU CONDUCT THE INTERVIEW***

It will always be daunting conducting interviews when you start out, however, you need to take faith in the fact that a podcast show is not live, it is pre-recorded and you can edit that footage at any time.

You should have a set of questions (or topics to discuss) set out on paper in front of you, which you can edit and add to as you go through the interview. You'd be surprised how much “fresh discussion ideas” can evolve from the answers in an interview.

Of course you could have a very straight forward “question – answer” format, where you simply ask a question, they answer it, and you move

onto the next question. This is a common tactic for interviewers who are more interested in SEO gained from the interview than the actual interviewee themselves, but this is your choice.

Remember to always do what you are comfortable with, because as long as you have a consistent interview style, no one will be concerned on how you actually personally conduct your interviews.

“Consistency” is important for guest anxiety, if they know the kind of interview format and style you have, they will be excited to do an interview with you.

The benefit of allowing people to see what questions you intend to ask them is that they can prepare great answers for your questions. If you just write bullet points, and then “ask away freely” within the interview, you will probably find that they don’t give the best answers they could have if they had time to prepare. You can often tell that some interviewees have prepared their answers with bullet points to job their answers, but those answers tend to be more thorough and informative.

Of course, it is always up to you how you conduct your interviews. It is always a great start if you listen to other people who host interviews, and how they do it. This will help you decided what formats you like, and don’t like yourself.

## **5. EDITING YOUR INTERVIEWS FOR PUBLISHING**

There are two ways to approach publishing your interviews:

- a) Simply record and publish the media file as is; or
- b) Edit the media file, put an intro (maybe music) at the beginning and make it pretty to publish.

Every podcaster has their own style and “footprint” to their podcast shows. This is called “branding”. You should “brand” your podcast show too. Don’t think about what is perfect, think about what you want your listeners to think about you when they listen to your interviews.

A great interviewer will ask questions their listeners want to know the answer to.

This is the difference between a person listening to one of your interviews and never hearing another, and a person listening to one of our podcast shows and thinking “how can I subscribe to this podcast show, I like what I hear”.

You want people to subscribe to your podcast show for many reasons, the main one being you want to have a high download number, so you can:

- Monetize your shows easier
- Attract better people to interview
- Build a popular podcast show

### ***Editing your podcast show***

If you decide to do some work and edit your podcast show before you publish it, you have two options:

- a) To download editing software to edit the show yourself;
- b) Outsource the editing process to someone with those skills.

### **Edit your audio shows yourself**

The easiest way to edit your audio podcast shows yourself is by downloading the free software program for audio editing, Audacity.

<http://audacity.sourceforge.net/download/>

Audacity can be downloaded for PC's or for MACs. However, if you have a MAC, you will probably have access to the free audio editing tool called Garageband. Therefore it is completely up to you which editing software you chose to use.

There are numerous free video tutorials on how to use both Audacity and Garageband on YouTube.

For example, you should enter a search "Audacity tutorial" in the YouTube search engine, and select from there the best tutorial to suit your training needs.

When you finish editing your Audacity file editing, you need to export it as an MP3 file. This will require an additional download of the "LAME" software, also available from the Audacity website.

### **Edit your video shows yourself**

If you chose to edit your video footage yourself, you can try to use the built-in editing tools in YouTube. YouTube now offers a great variety of free editing software right in their website <http://www.youtube.com/editor>. Again, you will need to do some training to get familiar with what editing tools are available and when you should use them.

You could also use any of the following video editing software in order of cost to purchase below:

- AVS Video Editor (# \$60)
- Sony Vegas Editing Software (# \$110)
- Camtasia (v.8 is the most recent release) (# \$300)
- Adobe Premiere Pro (# \$600)



The above list is not definitive; there are plenty of other options available to you, at various pricing. Many of the above options also have trial periods of 30 days to “try before you buy”.

Again, free tutorials are always available on YouTube training you on the basics of learning these software programs.

Always remember to have your final videos saved in MP4 format.

### ***Outsourcing the editing work***

If you can afford to outsource your video footage to an expert, you can look for editing experts on any of the following websites:

- Elance.com
- Odesk.com

Again, there are many outsourcing websites where you can find experts who can edit your footage for you. Their rates will vary, and you should always seek out examples of their finished work before you hire anyone.

Always remember to have your final videos saved in MP4 format.

## **6. HOSTING & UPLOADING YOUR MEDIA FILES**

When you have recorded your interview, saved it as an MP3 (audio) or an MP4 (video) then you are ready to upload your media file to a hosting account and publish it to iTunes.

### **HOSTING**

You have two options for hosting your media files:

- a) Your own host, like Amazon S3 AWS; or
- b) A dedicated posting hosting company like Libsyn.com

Both options have benefits and disadvantages. The main benefit of hosting on Libsyn.com or Blubrry.com is their low cost (from \$5pm) and they have detailed statistics on your downloads and traffic. Whereas Amazon will have very limited stats available, and iTunes will give you virtually no stats you can work with.

There are two aspects to your hosting company:

- The cost to “store” your media files; and
- The cost to you when people “download and watch” your podcast shows.

The downloading and watching part is called “bandwith”. So you will often see hosting companies advertise “5MB pm Storage – Unlimited Bandwith”. Therefore when your show becomes popular, the more downloads you get, will cost you nothing extra.

When you are starting out, your downloads will be low, so a site like Libsyn may seem overkill, but their other features like statistics, providing a free “player” to embed in your website etc, will make the low monthly fee more viable. Also, bear in mind Amazon services is not free, there are charges to store your media files, and you are charged download usages too.

If you decide to use Amazon S3, then you need to create a blog (or use the blog you are going to host your podcast shows on) and download the Blubrry.com free plugin “Powerpress” which will create your RSS feed and upload each podcast show as you upload it to your Wordpress blog and publish it to iTunes for you.

<http://www.blubrry.com/powerpress/>

<http://aws.amazon.com/>

If you have a Blogspot or Wordpress.com blog, you will need to create the media elsewhere and insert a player into your blog. This requirement would be simplified if you used a Libsyn account for this kind of blog.

<http://www.blubrry.com/> starts from \$7pm.

<http://libsyn.com/> starts from \$5pm.

### Creating an RSS Feed

Once you have recorded your first podcast show, you need to set up an RSS feed. If you use the Powerpress plugin mentioned above, it will create your RSS feed for you. If you use a podcasting host like Libsyn or Blubrry, they will provide you with an RSS feed for your podcast show too.

### Feedburner

Most bloggers are comfortable with Google Feeds, however, it is not uncommon now for podcasters to try and avoid using Google if possible. You would only submit your RSS food to Google for the statistics and to allow subscribers. However, you will get superior statistics from a podcast hosting company like Libsyn or Blubrry and subscriptions are mostly made to iTunes or your blog. Therefore, Feedburner is not a necessary and sometimes unpopular process. Use Feedburner at your discretion, but if you are using a podcasting hosting site, many would recommend you not use Feedburner at all.

### ***Publishing Settings***

Tags - Tags are "labels" for your post that help people find your podcasts by searching specific keywords or keyphrases. If your program does not save your MP3 file with tags, you can download a free program that will do that for you:

<http://www.mp3tag.de/en/download.html>

These tags are useful for SEO purposes.

### ***Publishing to iTunes***

Before you can publish your RSS feed to iTunes of your podcast show, you must first create your first podcast show. Once you have created your first podcast show then you can go and submit your podcast show to iTunes for approval. Approval usually takes around 24hours.

You will need to have an iTunes store account to do the next step.

To set up your iTunes settings and lodge your podcast show for approval., you'll need to configure iTunes related settings under menu "Settings > Feed/iTunes". To submit your podcast show to iTunes go to the "Podcast" page, and click on "Submit a Podcast". It will open up one box for you to type in your podcast show RSS feed URL.

Submitting your podcast to iTunes gives you more chances to be known by worldwide audience. The "iTunes Preview" window shows you exactly how your podcast will appear in iTunes. The corresponding settings are shown below:

#### **iTunes Settings:**

iTunes: FeedID - This is the ID you'll receive after you register your podcast service with the iTunes Music Store.

iTunes: Summary - This defaults to your hosting account podcast show description in your hosting account, but you can change it for your iTunes listing by editing this box.

iTunes: Podcast Logo - This defaults to your default logo for your hosting account but you can change it here for your iTunes listing by using the drop down box to choose another image.

iTunes: Author/Owner - The creator/owner of the podcast.

iTunes: Subtitle - Give your podcast a subtitle (optional)

iTunes: Keywords - These default to the channel tags you created when you uploaded your podcast.

iTunes: Category - iTunes allow you to select up to 3 categories.

iTunes: Email - This defaults to your registered hosting account email but you can change it here if you want.

Once you finished those settings, now it's ready for you to submit your podcast to iTunes.

## **Statistics**

Your statistics are best viewed from podcasting hosting sites like Libsyn and Blubrry. Remember that Blubrry will provide statistics for podcast shows that are not listed with them too. So if you host your media files on your Amazon S3 account, then register your podcast show with Blubrry.com (starting from \$5pm) and you can still receive detailed statistics.

## **Embeddable Player**

Eager to share your podcast to millions users in Facebook, MySpace, or integrate to your own blogs and websites? An embeddable Player is designed for this purpose.

If you have your podcasts show hosted with a podcasting host like Libsyn or Blubrry, you will be provided with an embedded player from your host site, configured and ready to post in your blog posts or your social media accounts.

If you need to create a fresh embedded player, many sites online will provide this service for free.

Go see:

<http://www.podtrac.com/> (under “publishers”) – free to join

<http://soundcloud.com/> - free to join, a lot of options for players here too

If you use the Podtrac player, and you program it properly, once the player is embedded on your website/blog, it will automatically feed up the new podcast shows as you publish them in the future.

## **7. WRAP UP**

That’s it! Once you have your first show up, then you set about recording another, and another and another.

How you create your podcast show strategy is up to you, and you should always consider what your audience would most want to hear, always think like your audience, and your podcast show subscribers and downloads will continue to grow, indefinitely.

Good Luck with your Podcast Show!