

Podcasting for Non-Fiction Authors (as a Host or Guest)



Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under

Who am I?

- Author of the Ann Kinnear Suspense Novels and Suspense Shorts and the Lizzy Ballard Thrillers
- Host of 200+ episodes of The Indy Author Podcast
- Author of *The Indy Author's Guide to Podcasting for Authors*

Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under



Why podcasting?

- Podcast host?
- Podcast guest?
- Both?



Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under

Why podcasting?

- Intimacy of audio
- Popularity of on-the-go content
- Affordability and (relative) ease



Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under

Why for authors?

In what is largely a solitary pursuit ...

- encouragement to look outward
- opportunity to build community

“I have created such an unexpected network and community of really impressive people ... And so many of those relationships would go on to be collaborations in other projects.” Jeremy Richter, Lawyerpreneur Podcast / J.W. Judge, The Write Approach Podcast

- An additional income stream (?)

Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under



What are your goals?

- Networking?
- Paying it forward?
- Learning?
- Earning?



Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under

What are the prerequisites?

(It's not the tech.)

- For hosts, **be an enthusiastic podcast listener**
 - *What are your favorite podcasts, and why?*
- For guests, **be familiar with specific podcasts**
 - *Why are you a good fit?*



Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under

What will be your ...?

- Topic
- Format / Medium / Venue



Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under

Topic

- Broad or niche?

What are two dozen topics you'd want to address as a host?

What are a half dozen topics you'd want to address as a guest?

Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under



Topics – The Indy Author

- Topics I'd want to address as a host
See episodes 1-200 of The Indy Author Podcast
- Topics I'd want to address as a guest
 1. Podcasting for Authors
 2. Indie Publishing Your Short Fiction
 3. Publishing Tips for the Frugal Author
 4. Pitching for Promotion
 5. Navigating Indie Distribution
 6. Indie Publishing in a Nutshell



Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under

Format / Medium / Venue

- Solo / Interview / Panel
- Live / recorded
- Virtual / in-person

As a listener, what appeals to you and why?

As a guest, what's the best fit?

Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under



Creating Direct Income

- Patronage
- Affiliate income
- Sponsorships



Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under

Creating Indirect Income

- Books
- Consulting
- Courses

*Do they align with your topic /
persona / brand?*

Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under



Choosing Your Tech

- Computer (e.g., MacBook Air)
- Microphone (e.g., Blue Yeti)
- Earbuds (pretty much anything)
- Interview platform (e.g., Zoom)
- Audio / video editing and transcription (e.g., Descript)
- Hosting platform (e.g., Libsyn)



Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under

Finding the Right Match

- Who are five guests you will invite to your podcast OR five podcasts you will pitch?

MatchMaker.fm ... PodcastGuests.com ...

PodMatch.com ... InterviewConnections.com ...

ListenNotes.com

*But the best podcasts to pitch
are ones you listen to!*

- To whom might they provide introductions?

Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under



For Hosts: Refining the Details

- Choosing your schedule
- Choosing your structure
- Choosing your extras
(transcripts, giveaways)



Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under

Creating the Environment

- For audio, what sounds exist in the environment that might need remediation?
- For video, what do you want (and NOT want) in your background?



Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under

Doing Your Research

- *No generic pitches!*
- What research will you do in advance?
- What additional research will you do after acceptance?



Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under

Being a Great Guest or Host

- Make it easy!
- Promote, promote, promote!
- Repurpose the content



Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under



Intrigued?

Check out TheIndyAuthor.com >
Podcasting for Authors

Tune in to The Indy Author
Podcast

Sign up for my weekly email
newsletter at TheIndyAuthor.com
> About & Contact

Follow The Indy Author on Facebook



Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under

Podcasting for Non-Fiction Authors (as a Host or Guest)



Matty Dalrymple, The Indy Author for the Authorpreneur Summit Down Under