The Indy Author’s Guide to Podcasting for Authors:

Captain’s Log

from Matty Dalrymple, The Indy Author

As we review the various components and considerations of hosting a podcast, it will be helpful for you to note your learnings and insights. At the end of each chapter of *The Indy Author’s Guide to Podcasting for Authors*, I pose a few questions for you to consider. This “Captain’s Log” will enable you to note progress, acknowledge mistakes, and celebrate successes. It will serve as a guide as you steer your podcast through its voyage. When a course correction is needed, it will provide information you can use to adjust your bearing.

*What is the name of your podcast?*

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# Why Podcasting ... and Why for Authors?

*What about podcasting as an author appeals to you?*

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# Determining Your Destination – Introduction

*What are your goals for your podcast?*

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*How do you foresee those goals might change over time?*

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# Establishing Connections with Guests

*Who are your “most desired” guests for your podcast?*

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# Building Community with Listeners

*What are your favorite podcasts, and what about them makes them so? How can you act on that knowledge for your own podcast?*

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*What are podcasts you’ve tried and abandoned, and what prompted you to do so? How can you act on that knowledge for your own podcast?*

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# Creating Direct Income with Your Podcast

*Is direct income creation a goal for your podcast?*

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*If yes, which of the direct income creation strategies we’ve discussed—patronage, affiliate income, and sponsorships—will you pursue?*

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*If you’re interested in affiliate income or sponsorships, what relationships will you pursue?*

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# Creating Indirect Income with Your Podcast

*Is indirect income creation a goal for your podcast?*

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*If you’re interested in indirect income creation by using your podcast to introduce your listeners to your other offerings, what are those offerings, and are they logically tied to the proposed topic area of your podcast?*

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# Preparing for the Voyage - Introduction

*In addition to this book, what are some other podcasting resources you might want to tap into as you prepare for your voyage?*

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# Choosing Your Topic

*What is the topic upon which you want to base your podcast?*

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*What are two dozen topics which might form the basis of individual episodes?*

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# Choosing Your Format

*Which podcast format most appeals to you, and why?*

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# Choosing Your Mode, Medium, and Venue

*Will your episodes be live or recorded? What’s the most important consideration for your choice?*

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*Will your episodes be audio-only or video? What’s the most important consideration for your choice?*

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*Will your episodes be in-person or virtual? What’s the most important consideration for your choice?*

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# Choosing Your Deliverables

*What steps will you take to ensure that you will be able to provide high-quality audio to your listeners?*

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*What other deliverables will you provide when you launch your podcast?*

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*What materials will you produce as a normal part of your podcast that would be of interest to your listeners, and that you could produce with little to no additional time and effort?*

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*What additional deliverables might you consider adding over time?*

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# Choosing Your Schedule

*List the top podcasts in your niche and on what day of the week new episodes air. Based on this information, on what day will you post new episodes of your podcast?*

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# Choosing Your Episode Structure

*What will the structure of your episodes be when you start out?*

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*What components might you consider adding over time?*

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# Choosing Your Persona

*Will you provide personal updates on your podcast? If yes, what type of information will you share? What will be off-limits?*

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*Will your podcast be clean or explicit?*

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*If explicit, what are the language and topics you will incorporate that will give it this rating, and what might that mean in terms of the audiences to which you promote your podcast?]*

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# Choosing Your Livery (a.k.a. Branding)

*Do you have a brand you want to project, or one you would like to develop?*

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*What livery will you use to do that?*

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# Choosing the Tech

*What technology will you use for the following components of your podcast, or what additional research do you need to do before making a selection?*

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| *Computer* |  |
| *Microphone / Earbuds* |  |
| *Online Meeting Platform* |  |
| *Auxiliary Recording Software* |  |
| *Audio / Video Editing and Transcription* |  |
| *Podcast Hosting Platform* |  |

# Setting Sail - Introduction

*What does professionalism mean to you, and how will you act on that in your podcast?*

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# Lining up Guests

*Who are five guests you will invite to the early episodes of your podcast?*

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*To what additional guests might they be able to provide introductions?*

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# Preparing for the Episode

*Having one of your target guests in mind, what research will you do before you approach them about being on your podcast?*

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*If they accept, what additional research will you do before the interview?*

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# Creating the Environment

*What steps can you take to make the environment where you will be recording your podcasts as conducive to high-quality audio as possible?*

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*What sounds exist in the environment that might need remediation?*

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*If you will be recording video, what do you want in your background to support the persona you want to project?*

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*What do you want to make sure does not appear in the background?*

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# Refining Your Audio and Video Presence

*Do you have experience listening to yourself in audio recordings or watching yourself on video? (If no, create some recordings in the medium you plan to use for your podcast and review them.)*

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*Are there any actions you want to take to address any self-consciousness about your audio or video presence that will remove it as a barrier to starting your own podcast?*

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# Creating the Episode

*What might you want to change or add in your own pre-flight checklist?*

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*What is one thing you want to be sure to keep in mind during your interactions with your guests (e.g.,* Keep the focus on the guest*)? (You can jot this on a sticky note and attach it to your monitor as a reminder during the live event or recording.)*

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# Making the Most of Your Content

*Based on how evergreen or time-bound your podcast content will be, over how long a time will you be able to continue to share that content so that you, your guests, and your listeners get full value from it?*

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# Making It Interactive

*On what platforms (e.g., social media, your website, YouTube) will you interact with your listeners?*

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*Can you commit to commenting on every comment that your listeners post?*

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# Reducing Friction (Improving Your Production Process)

*What mechanisms (e.g., checklists, templates, etc.) will you use to help reduce the effort to create the podcast while still keeping the quality of the product high?*

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*How long do you think it will take for the benefits you are enjoying from your podcast to begin to outweigh the cost of the time, money, effort, and stress of its production?*

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# Being a Podcast Guest

*What are five podcasts to which you’d like to pitch yourself as a guest, and what topic would you propose for the discussion?*

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*What topics do you want to present as ones you’d like to address as a podcast guest? Do you have a public-facing platform, such as a website, where you can post these?*

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*How might your branding / livery differ when you are a guest versus when you are the host?*

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