

# Non-Profit Podcasting in 4 Easy Steps

A one-day workshop by Richard Perry

Forget what you've heard from the audio geeks. The tech, the gear, is the LAST thing you should worry about. Get your show in Apple's podcast directory by following a few basic steps. Note, I didn't say "Launch your show with crappy audio." Follow the four steps in this one-day workshop and you'll soon be sharing your messages with the audiences that matter most to YOU. When you have a concept or strategy ready, here's the workflow:

## Step 1: Create your digital media

- get a good (I said "good", not "expensive") microphone
- record and edit your audio
- make an .mp3 file
- use free editing software
- decide on show details like length/format/style
- how to record anywhere, anytime with no gear

## Step 2: Get the media online

- find a reputable podcast hosting company
- buy a monthly or yearly plan
- send them your .mp3 episode

## Step 3: Help people subscribe automatically

- let your host company create the RSS feed
- create and upload album art (logo)

## Step 4: Send it out to the world

- send info to podcast directories
- use your own website or Wordpress blog
- share your info with contacts/audiences
- teach them how to listen & subscribe
- cross promote
- keep learning and have a blast!

### Fees

Corporate: \$1,750/day plus travel/accommodation

Non-profits, associations and agencies: Discounted to \$1,250/day plus travel/accommodation

Keynotes/Breakouts (20-30 min): \$750 plus travel/accommodation

*\*Note: One-half of the workshop fee is payable upon booking.*

### Contact

Richard Perry

Tel: (902) 870-9662

Email: [richard@richardperry.ca](mailto:richard@richardperry.ca).

Twitter: richardgperry

Website: richardperry.ca