

How to Produce a Podcast: A resource guide for digital marketers

Presented by Jeff Large from ComeAliveCreative.com

Content Jam 2019

Plan

How much should it cost to produce a podcast? -Come Alive Creative (Article)

<https://comealivecreative.com/how-much-should-it-cost-to-produce-a-podcast-for-my-business/>

Using a Branded Podcast to Grow Your Business and Bottom Line -Come Alive Creative (Article)

<https://comealivecreative.com/using-branded-podcasts-to-grow-your-business-and-increase-your-bottom-line/>

Podcasting's Unfair Advantage -Come Alive Creative (Article)

<https://comealivecreative.com/choosing-the-best-marketing-strategy-podcasting-and-the-scale-of-competition/>

A Comprehensive Guide to Podcast Pre-Production -Bello Collective (Article)

<https://bellocollective.com/more-pre-pro-less-problems-4a12b2cfb687>

The Art and Science of Naming Your Podcast -Pacific Content (Article)

<https://blog.pacific-content.com/the-art-and-science-of-naming-your-podcast-58399308066a>

Podcast Equipment: The Complete Guide -Jeff Large (Article)

<https://www.jefflarge.com/podcasting-equipment/>

I'm Ira Glass, Host of This American Life, and This Is How I Work -Ira Glass (Article)

<https://lifelife.com/im-ira-glass-host-of-this-american-life-and-this-is-h-1609562031>

Produce

A Blueprint for Planning Storytelling Projects -NPR (Google Doc)

<https://docs.google.com/document/d/1NOEu3tfo2jWf7R3q3vh7i-dJ4gy-ExHvDSjE0CY1O98/edit>

Tips on Writing for Your Voice -NPR (Article)

<https://training.npr.org/2015/02/25/would-you-say-it-that-way-tips-on-writing-for-your-voice/>

The Audio Producer's Guide To Loudness -Transom (Article)

<https://transom.org/2015/the-audio-producers-guide-to-loudness/>

Audio Mixing 101: How to Get the Right Levels - Alex Knickerbocker (YouTube)

https://www.youtube.com/watch?v=DU30NVWRJ_I

Promote

Podcast Promotion: 8 Ways to Grow Your Audience -Come Alive Creative (Article)

<https://comealivecreative.com/podcast-promotion/>

Recycle your Content -Jeff Large (Article)

<https://www.jefflarge.com/recycle-content-better-strategy-automation-serves-clients-saves-time/>

Recommended Media Hosts -Jeff's picks (Websites)

<https://simplecast.com/>

<https://www.megaphone.fm/>

<https://libsyn.com/>

<https://blubrry.com/>

Progress

9 Ways to Determine the ROI of Your Podcast -Come Alive Creative (Article)

<https://comealivecreative.com/9-ways-to-determine-roi-of-your-podcast/>

Track Your Podcast -Chartable (Website)

<https://chartable.com/>

Another Way to Track Your Podcast -Podnews (Website)

<https://podnews.net/>

General

Out on the Wire -Jessica Abel (Book)

<https://jessicaabel.com/out-on-the-wire/>

Podcast Bytes -Come Alive Creative (Podcast Series)

<https://podcastbyte.com/>

Investing in the Podcast Ecosystem in 2019 -Li Jin, Avery Segal, and Bennett Carroccio (Research Article)

<https://a16z.com/2019/05/23/podcast-ecosystem-investing-2019/>

The Podcast Consumer 2019 -Edison Research and Triton Digital (Report)

<https://www.edisonresearch.com/the-podcast-consumer-2019/>

A Showcase and Workshop for New Public Radio -Transom (Website)

<https://transom.org/>

Make Radio -This American Life (Article)

<https://www.thisamericanlife.org/about/make-radio>