



W E L C O M E T O
PODCASTING FOR PENNIES

BY JIMMY REX



My Podcasts

In the last 8 months, I have created two separate podcasts that are updated weekly. The first one is The Jimmy Rex show, which currently has 70 shows, with a couple shows that have reached over 50,000 views.

The second is a podcast that is related to the Real Estate industry, 100K Agent Blueprint.

Both can be found on iTunes and SoundCloud currently.



THE JIMMY REX SHOW

Exceptional People Living Extraordinary Lives

- Over 70 Shows
- Show Listens Range from 7,500 – 50,000+



100K AGENT BLUEPRINT

Podcast for Agents By Agents.

- New Shows Weekly
- Featured in iTunes Top Real Estate Podcasts

Why Podcast?



ITUNES PODCAST
FEATURES MORE THAN
500K ACTIVE
PODCASTS



OVER 18.5
MILLION
EPISODES



PODCAST LISTENERS
ARE LOYAL,
AFFLUENT, &
EDUCATED

**44% OF US POPULATION HAS LISTENED TO
A PODCAST**

49% OF PODCAST LISTENS ARE DONE AT HOME

22% OF LISTENING IS DONE IN THE CAR

PODCAST LISTENERS ARE LOYAL, AFFLUENT, & EDUCATED

80% LISTEN TO ALL OR MOST OF EACH PODCAST EPISODES

WHY I STARTED MY PODCAST

01

PEOPLE DON'T
NEED TO LIKE
YOU, THEY NEED
TO TRUST YOU &
TRUST THAT
YOU KNOW
WHAT YOU ARE
DOING

02

LOCAL EXPERT

03

MOST
NETWORKED
PERSON IN
TOWN

04

BUILDS
LOYALTY TO ME
WITH MY SOI



“45 Million People Are Going To iTunes Every Month, Searching For Content to Fill Their Days, To Fill Their Rides, To Fill Their Workouts. Why Not Reach That Demographic.”

– John Lee Dumas

How To Start A Podcast

PLAN YOUR PODCAST

What is your podcast for? Who is going to be listening? What problem are you going to solve?.

NAME YOUR PODCAST

Clever name, descriptive name, choosing something that can be remembered and forces people to listen..

CHOOSE WHICH PLATFORMS

Which Platform are you going to use. Are you going to include Video?.

PLAN FIRST INITIAL EPISODES

Plan who will be on your show. How long each episode is going to be. When you are going to release shows. Clever series of Titles..



PURCHASE YOUR EQUIPMENT

Depending on your platform choices, you will need to purchase a set of equipment including mics, flash drives, video cameras, and software.

CREATE SOCIAL PLATFORMS / WEBSITE

Social Media is one of the easiest ways to get your podcast out to the world. Having a website will validate your goals and your show.

PRODUCE YOUR SHOWS / EDIT

Find a software that you can use to edit your shows. Some are free and can automatically edit the quality for you.

PUBLISH PODCAST TO PLATFORMS

Use a software like SPREAKER to publish your shows to iTunes, Google Play, SoundCloud, YouTube. This will make the process go smooth and help know its done the right way.

Our Timeline History

THE JIMMY REX SHOW



START

Planned Podcast. Figured what type of guests we wanted, what type of listener we wanted to attract, and a current problem we wanted to fix



PHASE 01

Named the Podcast. Find something that will grab listeners attention, help your personal brand, and force guests to want to be on



PHASE 02

Purchased all equipment. This includes quality microphones, camera equipment, and audio software.

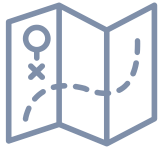


PHASE 03

Planned Initial episodes. Set up a list of easy to reach guests and interviewed each with direct targets and topics.

Our Timeline History

THE JIMMY REX SHOW



PHASE 04

Set up Websites and Social Media Platforms.



PHASE 05

Set up account for SPREAKER as our hosting platform for all podcasts.



PHASE 06

Published our first list of shows (4) on iTunes, SoundCloud, and YouTube



PRESENT

Launched over 70 shows in the last 7 months. Listens ranging from 7.5K – 50K +

Plan Your Podcast

Step 1



What's Your Podcast For?

Why do you want to make a podcast? Are you a business? Do you want to Network better? Do you want your stories to be told? No matter what it is, you will want to identify what your podcast is for. Podcasting is a great way to provide good content to people that want to hear it. Identify your "WHY" and make sure you keep in your why in mind at all times.



Who Is Your Podcast For?

This is one of the most important steps when creating a podcast. If you know who you want to listen to your podcast, you will be able to find them and target them. Every episode, you should ask yourself, does my perfect listener want to listen to this content?



Force Listeners Interest

Forcing an individual to listen to your show is simply giving them a reason that they cannot say no to. Whether you are providing business tips, real estate market information, or just a casual conversation about boating, make sure that you give content that allows listeners to want to come back.

Write down 15 things that you know your listeners want to hear and make sure that you hit each of those items.

Name Your Podcast

Step 2



Using Your Own Name

Using your own name is either the best thing you can do for your podcast or the worst. There is no in-between. Its simple though, if you have a name that is unique and very recognizable to listeners, then you go for it! It will help your network grow as well as get your personal brand more recognizable.



Clever Name

If you think of a clever name for your show, remember that people need to be able to find it easily when they search podcast. Stay far away from names that might be hard for some people to spell. There is no point in putting out content if no one can find it.



Descriptive Name

Some of the greatest podcasts have the most boring, obvious names. Why is that? Because it makes it easy to find for someone who is just casually looking for a new podcast. It's a good idea for search purposes but you have to be careful because sometimes these names are not the most valuable.

Choose Your Platforms

Step 3



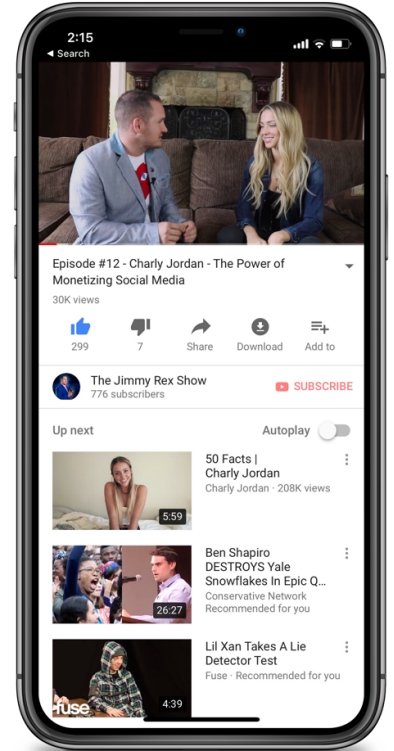
Audio Sources

iTunes is a must. This should be your first place and also the first place that you promote your show to first. Luckily there are now Apps like "ALITU" that will help you publish your audio to all sources by simply connecting them. Choosing which platforms is important though, some of the best podcast keep it to only iTunes to ensure all of their listeners are coming from one source.



Video Content

Filming your podcast is getting more and more popular. You can gain an emotional connection to the host if you are constantly watching their shows. Having video of your show will help ensure that you are keeping loyal listeners show after show.



Plan Your Initial Episodes

Step 4



What Type of Podcast

Deciding your podcast isn't just "will I have guests or not." This is where you game plan. If your show will have guests, right down 100 people that you want on, then break is down to easily attainable and needs effort. Keep this list in a place that you will always see. This will help you be motivated to get guests that are your "dream guests". If you are not doing guests, make sure that you have a list of subjects ready to go and in order that you want to release. Make sure your podcast is always Up-To-Date and current.



How Long is Each Show

The length of your show ties right back in with who your audience is. If you are trying to attract big wigs at a national size company, you probably will only get 15 minutes of their time. If you are trying to attract a new realtor who wants to learn the industry, you could have their attention for hours a day. This is a big decision for you either way, if you have valuable content, keep it long. If your message is short, don't try and drag it out.



Titles & Release

A title of your show is the first thing a new and existing listener is going to see. If you have a guest, introduce them and then follow it with the reason this guest is on your show. Make sure it is attractive. If its you and your content, ensure that the title is catchy and grabs attention with the first couple of words.

Purchase Equipment

Step 5



Microphone

This is the most importance equipment and the first one that you need to purchase. Buying a set of good microphones will ensure that your quality is where it exactly needs to be.



Video Camera

If you are going to be using video, which I recommend, make sure that you have a camera that is going to give you HD video and audio just in case you need a back up for your mic.



Other Software

Learning which software you are going to use for editing is important. Quality needs to be perfect. Find what fits your style and learn the program. These are very easy.



Create Website / Social Media Pages

Step 6



Website

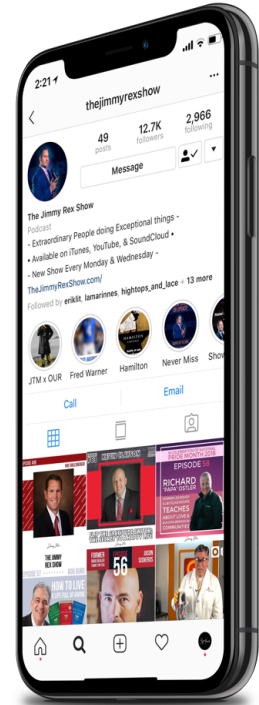
When you are publishing your podcast, one thing that most people look over is the importance of having some type of site. When individuals listen to your podcast and love the content, they tend to go looking for you. This is a good place where you can place even more content. My podcasts have a shop my guests link, show notes, bios, blogs, and guest links. This will make your guests happy and will help your listeners find what they didn't know they were looking for.



Social Media

Social Media is the greatest tool for podcasts. It's free and easy to get content out to the world. This is the place where you highlight you and your guests and promote it by using easy tricks like hashtags.

Another way to use social media is to advertise your podcast with attractive ads to your target audience. This is the fastest way to grow your listeners.



Publish Podcast To Platform

Step 8



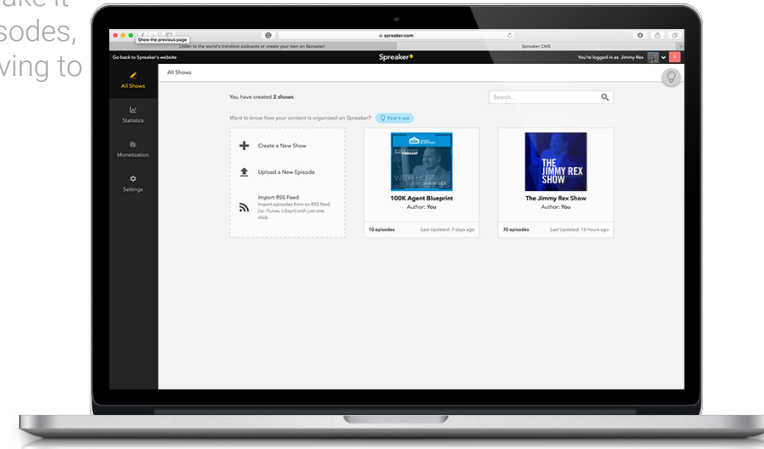
Media Hosting

You will need a media host for your podcast. The one that I choose to use is [Spreaker](#). This will allow you to publish to multiple platforms automatically, schedule episodes, customize your podcast, and see stats.



Podcast Website

Publishing your audio to your site will ensure that everyone will be able to listen to your shows. This will make it easier for guest to find other episodes, show notes, and links without having to search.





DID YOU KNOW?

**Podcast Listeners Stay Tuned In For An Average of
22 Minutes Per Episode Which Is 5 Times Longer
Than Reading A Blog Post...**

Thank You!

