



Chamber  
Podcasting  
Guide



Presented By:

**ChamberChat**  
Podcast



Identify who is your target audience:

- Chamber membership
- Community
- A combination of both

Knowing who your audience is will guide you in your content creation and it will allow you to expand your audience easier.



Write a short description of who this podcast would benefit:

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## FORMATTING YOUR PODCAST

A consistent format will condition expectations for your audience and make your production process more smooth. Consider the following as you plan the format of your podcast:

Host or voice of the podcast: (check all that apply)

- Solo
- Co-hosts
- Interview style
- Relay of speakers from Chamber events

Podcast frequency:

- Daily
- Weekly
- Monthly
- Other \_\_\_\_\_

Things to consider for the length of your episodes:

- Think about your audience and when they'd most likely be listening.
- Minimize any additional fluff and try to stick to the main points for each episode.

Monetization options:

- Advertising (pre-roll, mid-roll, post-roll)
- Sponsorships
- Affiliate partnerships (hopefully with a Chamber business)
- Tiered dues platform level
- Leverage to register for other events
- Other ideas: \_\_\_\_\_

Intro & Outro:

- Pre-record and use for multiple episodes
- Intro should briefly tell the purpose of the podcast and include a reminder for listeners to subscribe
- Outro is an opportunity to thank your listeners and give a CTA (call to action)

## EQUIPMENT & SOFTWARE



The format of your show will likely determine the type of equipment and software you will need.

• Microphone-You will need at least one, more if you plan to do in person interviews or have a co-host. Get the best microphone that your budget will allow. If you plan to use a mixer, you will need an XLR microphone. If you are doing a solo or web-based interviews, you could use a USB microphone. I recommend the [ATR2100](#) for around \$120. It is a great microphone to get started with and allows for both XLR and USB interfaces.



• Mixer-A mixer is needed if you are using more than one microphone. There are work-arounds by doing interviews remotely. The [Zoom H6](#) is a popular option for around \$350 and is portable as well.



• Remote Recording-[Skype](#) and [Zoom](#) both work well to record interviews remotely. Both platforms have only recording features built into their software.   Skype tends to offer slightly higher audio quality.

• Audio Converter-If you record with Skype or Zoom, you will need to convert your recording to either WAV file or MP3. I use a free version of a tool called [Apowersoft](#) to convert these files.



• Editing Software-There are 2 free options available for editing your podcast. Depending on if you are operating on a Windows or Mac platform. Check out [Audacity](#) for Windows or [GarageBand](#) for Mac.



• Fine Tuning Software-[Auphonic](#) is a program that will auto balance your audio levels throughout your entire recording. There is a free version and a paid version based on the lengths of your recordings. This tool is great when you get different audio levels while recording an interview remotely.



• Host for your RRS Feed-There are many options but the one that I have found to be the best and the one that most of the leaders in the podcast industry use is [Libsyn](#). You can

use my promo code “**CHAMBER**” at check out to get the rest of this month and all of next month free to get started.



Some people gravitate towards Anchor.fm as a host because it is free. The problem with Anchor.fm is that you give up your rights to your content and by so doing, Anchor has the right to place ads in your show of their choosing that may not align with your Chamber’s mission. It is always best to own your content!

What would be your desired outcome(s) for your Chamber Podcast? (check all that apply)

Engagement

Non-Dues Revenue

Communication Delivery

Other \_\_\_\_\_

Who would head up your Chamber’s podcast?

Voice:

You

Staff

Volunteer or Board Member

Other \_\_\_\_\_

Editing:

You

Staff

Volunteer or Board Member

Outsourced (ask me how I can help)

Other \_\_\_\_\_

Launching/Uploading:

You

Staff

Volunteer or Board Member

Outsourced (ask me how I can help)

Other \_\_\_\_\_

# EPISODE PLANNING GUIDE

Well, now you have all of the basics that you need to start your own podcast for your Chamber. Now let's think about and plot out your first 10 episodes so you can create some momentum from the beginning.

**EPISODE #1** (It would be a good idea to have this episode be an introduction to tell listeners what they should expect from your podcast.)

Release Date: \_\_\_\_\_

Topic: \_\_\_\_\_

Guest: \_\_\_\_\_ or Solo

Notes for recording:

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**EPISODE #2**

Release Date: \_\_\_\_\_

Topic: \_\_\_\_\_

Guest: \_\_\_\_\_ or Solo

Notes for recording:

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**EPISODE #3**

Release Date: \_\_\_\_\_

Topic: \_\_\_\_\_

Guest: \_\_\_\_\_ or Solo

Notes for recording:

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**EPISODE #4**

Release Date: \_\_\_\_\_

Topic: \_\_\_\_\_

Guest: \_\_\_\_\_ or Solo

Notes for recording:

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**EPISODE #5**

Release Date: \_\_\_\_\_

Topic: \_\_\_\_\_

Guest: \_\_\_\_\_ or Solo

Notes for recording:

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**EPISODE #6**

Release Date: \_\_\_\_\_

Topic: \_\_\_\_\_

Guest: \_\_\_\_\_ or Solo

Notes for recording:

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**EPISODE #7**

Release Date: \_\_\_\_\_

Topic: \_\_\_\_\_

Guest: \_\_\_\_\_ or Solo

Notes for recording:

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**EPISODE #8**

Release Date: \_\_\_\_\_

Topic: \_\_\_\_\_

Guest: \_\_\_\_\_ or Solo

Notes for recording:

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\_\_\_\_\_  
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**EPISODE #9**

Release Date: \_\_\_\_\_

Topic: \_\_\_\_\_

Guest: \_\_\_\_\_ or Solo

Notes for recording:

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\_\_\_\_\_  
\_\_\_\_\_

**EPISODE #10**

Release Date: \_\_\_\_\_

Topic: \_\_\_\_\_

Guest: \_\_\_\_\_ or Solo

Notes for recording:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

These 10 episodes will help to launch your show. You should continue to map out your content calendar a few weeks in advance. I would encourage you to batch your recordings to eliminate the stress of keeping up with your content schedule.

If you are ready to go, you can use my promo code “**CHAMBER**” at [Libsyn.com](http://Libsyn.com) to host your podcast. This promo code will give you the rest of this month and next month free as you get started.

Establishing a podcast is a journey. As a Chamber of Commerce, you already have a base for listeners and for potential advertisers and sponsors. I would encourage you to be very consistent about your podcast journey for at least a year (even when it is hard) as you continue to build your show and find out what works best for your Chamber. Consistency is the key to podcasting. I want to be a support for you! Please let me know when your show launches, I would love to listen and help in any way that I can. I will also check in with you from time to time to see how your journey is going.

Happy Podcasting!  
Brandon Burton

\*\*\* Would you like to start a podcast but are overwhelmed with the editing/production side of things? Please email me at [brandon@chamberchatpodcast.com](mailto:brandon@chamberchatpodcast.com) and we can explore production service options that will make this process simple for your Chamber. \*\*\*