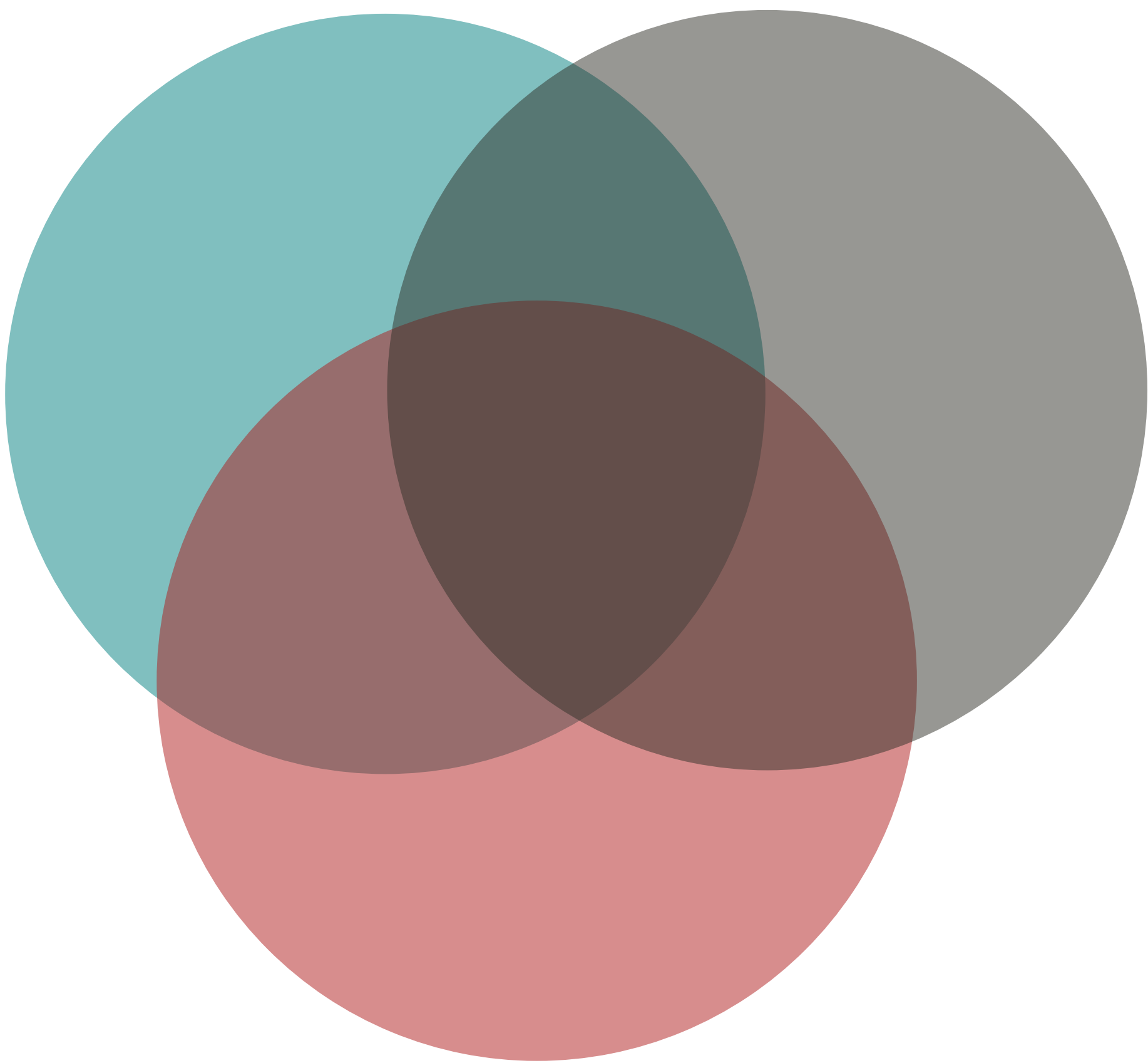


THE 3 C'S OF PODCASTING



CONTENT, CHARISMA AND
CONNECTION

CREATED BY ONE STONE CREATIVE

CONTENT CHARISMA CONNECTION

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THE THREE C'S OF PODCASTING ARE THE ESSENTIAL ELEMENTS YOU NEED TO BE SUCCESSFUL AS A PODCAST PRODUCER.

CONTENT IS WHAT YOUR SHOW IS ABOUT AND HOW IT IS PRESENTED.

CHARISMA IS THE MAGNETISM OF THE PEOPLE IN IT.

CONNECTION IS THE EMOTIONAL ATTACHMENT FORMED BETWEEN YOU AND YOUR LISTENERS.



In a perfect world, you will have all three, and most professional level podcasts do. But if you can do TWO really, really well, you can still be successful, and use your podcast to connect with your audience and grow your business.

CONTENT IS STILL KING

A podcast can be a little bit like a blog. It's going to have a reason for existing, a main focus and a purpose that it works towards.

Every episode should support that purpose and make sense when stacked against the episodes that came before and that will come after. This isn't to say you will never change your focus or direction - but you should be consistent about what you talk about, and understand WHY you're talking about it.

Exceptionally high quality, engaging and consistent content is what separates the podcasts that succeed from the ones no one cares about, and as the person planning, creating and producing the podcast - making those decisions, and first creating, and then adhering to those standards is your job.

So how do you make sure your content is consistent, high quality, and engaging? Read on.

Creating Consistently Good Content

The first thing you need to do if you want to create good, content, consistently is really understand WHY you are podcasting.

Where does your podcast fit into your overall business? What do you hope to accomplish with it? Where do you see it going eventually? You might want a podcast to help establish a name for yourself to sell more products or services. You might want to start conversations to further a cause. You might want to build anticipation of the books, videos or art you create.

There is no WRONG why - but you need to know what it is so that when you are planning your content, you can always "gut check" yourself with "*Will this further my purpose?*"

Next, you need to know who you are talking to. You don't need to niche down to a single college student in Nebraska who has a penchant for pug dogs and tacos, but you need to know who you're trying to serve that will help you reach your purpose, whatever that is.

Finally, you need to know what specific content and topics your audience needs to help them further THIER goals, and connect them to YOURS.

When you identify these three things - your purpose, your audience and the information your audience needs to help them help you achieve your goal, then coming up with content ideas becomes a simple matter of combining those three elements.

For example, If I were a coach, my podcast might have the purpose of growing my authority in the industry and connecting me with potential clients.

My audience might be people who are ready to change careers but don't know what to move into.

I know that that audience will need information about their options, stories of people who have successfully done it and mindset work to make it feel possible.

So my content is going to be a mix of personal interviews, ideas about how to make a career change and some personal development - I would always be able to come up with SOMETHING good to share.

CHARISMA DRAWS PEOPLE IN

There are two types of charisma - natural and learned. Everyone either HAS or can ATTAIN one of these types.

We call those with natural charisma Rockstars, and those with learned charisma Wingmen.

If you find yourself being the center of attention, the life of the party, always with a story or anecdote to tell... then you, my friend, are a rockstar.

If you tend to shine the light on others, draw them out of their shell and get them to feel great talking about themselves - you're a wingman.

Succeeding as a Rockstar or Wingman

A Rockstar is going to be the main draw of a podcast. Usually, they're the host, and people tune in to listen to THEM. The show wouldn't be viable without the Rockstar, and they always know what to say, even in potentially awkward situations.

As a rule, Rockstars perform better without scripts, and they are NEVER short of guests, because people just flock to them and want some of their light to be reflected.

Rockstars should use their natural charisma, but make sure to shine their spotlight on guests and audience members regularly by shouting out amazing people, asking detailed questions and giving time for answers and making sure their podcast has a regular structure so they don't go too far off the rails, but avoid scripted segments, or question lists that are too restrictive.

Popular Rockstars include: Marc Maron, Sean Platt and Pat Flynn

The wingman on the other hand is a quiet kind of hero, making OTHERS look like the Rockstars. They are not negative or biting, but draw people out and then in, creating relationships and a feeling of intimacy.

Wingmen perform well with scripts, doing interviews and in any podcast where the content is exceptionally compelling. For wingmen, BEING the center of attention, even on their own podcast can be draining and unpleasant, so they can craft structures that really allow their guests and content to be the most important elements.

Wingmen can also work from scripts without losing their magic, and have well-prepared questions for their guests or cohosts. Best of all - while Rockstars are born, Wingmen can be made with time, effort and patience.

Popular Wingmen include: Mounoush Zomorodi, Aaron Mahnke and Roman Mars.

Determine whether you are a Rockstar or a Wingman - neither is better than the other - but it's important to know WHICH you are so that you can plan your podcast to play to your strengths.

CONNECTION



CONNECTION IS WHY WE DO THIS

People are often focused on the external markers of success for their podcasts - downloads, social shares, mentions and sponsorships. But equally, if not MORE important is the genuine, human connection you can develop with your audience.

When someone is a regular podcast listener, they feel as if they KNOW the host, and can relate to them in a very real way.

This is one of the most important aspects of hosting or producing a podcast - creating the connection with your audience that makes all those other things possible.

When you prioritize the connection you have with your audience - they will prioritize you!

Connection with Guests and Connection with Fans

There are two types of connections you have to think about - the connection you have with your guests on the show, and the connection you have with your fans, before, during and after your shows.

Let's talk about connecting with guests.

One of the reasons that interview style podcasts are so popular is that it's a chance for listeners to really get to know and learn from a variety of different people. When you have a subscriber, YOU are a regular occurrence for them, but the guest isn't, and it's on you as the host to make sure that your guest makes the best impression.

When you interview someone on your podcast you're essentially LENDING them the connection you have with your audience - because you know like and trust your guest, your audience is more likely to. Be vulnerable. Be open. Ask them questions and follow up on their answers. Try to find the stories your guest has to tell and really dig into meaningful, important topics. Don't be shy - the more you reveal, the closer the connection you are going to create and share.

You don't want to put your guest on the spot or make them uncomfortable, so prep them with questions beforehand -but make it clear that you're going to have a REAL discussion.

On the external side of things, you need to cultivate a connection with your listeners. They are the REASON you are podcasting, and it should be very, very easy for them to get in touch with you by email, on social media. You should ask them to engage with you, provide additional insights into your work and life and generally, acknowledge that they are giving you their time and attention - and be appropriately grateful.

You want to try and create a place for your audience to belong, both while they are listening to you, and elsewhere on the internet. The people who really respond to you are going to want more ways to connect, and when you hold yourself away from or above your audience, they notice and will trade you in for someone more available. (Unless you have enough name recognition and 'status' to not engage personally. I don't like this technique, but I understand it is the goal for some people.)

As you grow your community, you will learn more and more about what they want from you. Give it to them.