

HOW TO TURN YOUR BOOK INTO A PODCAST

You've done the
hard work... now
multiply it to grow
your business.

BY ONE STONE CREATIVE

LEADS

NETWORK

AUDIENCE

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WHAT BUSINESS OWNERS DOESN'T NEED MORE OF THOSE? WITH A PODCAST AND THE WORK YOU'VE ALREADY DONE WRITING AND PUBLISHING YOUR BOOK - YOU CAN HAVE THEM.

LEADS ARE GENERATED WHEN YOU TARGET GUESTS AND PROMOTIONAL PARTNERS WHO EITHER ARE, OR HAVE ACCESS TO YOUR IDEAL CLIENTS.

YOU GROW YOUR **NETWORK** WITH GUESTS, PROMOTION, AND OTHER PODCASTERS!

THE AUDIENCE WHO ENJOYED YOUR BOOK WILL BE DELIGHTED WITH MORE, CONSISTENT CONTENT FROM YOU.



These are the 3 key elements of any successful podcast, and as a non-fiction author, you already have tons of resources at your disposal to start getting more of them from your very first episode.

But isn't podcasting technically difficult and expensive?

THE REALITY OF PODCASTING



I'm not going to tell you that podcasting is as easy as falling off a log. It isn't. Developing a good show that meets your business goals can be a challenge, and maintaining a podcast after your initial launch takes consistent work in terms of recording the content and promoting it once it's made. It's not for the lazy.

But as a non-fiction author, you're actually going to be free of a lot of the biggest challenges that face new podcasters.

Some of the challenges new podcasters face are:

- They're overwhelmed with the technology involved in recording, editing and promoting.
- They run out of things to talk about, or don't have time to develop new content.
- They don't have the network to help get the show going, or provide a stream of new guests.
- They have no audience to share the podcast with, to get that initial traction.

And the biggest challenge of all?

They had no specific business goal for thier podcast, and so, obviously, they don't reach an objective!

HOW NON-FICTION AUTHORS CAN BEAT THE ODDS

Let's talk about how non-fiction authors are uniquely positioned to totally avoid the pitfalls that trip up most podcasters.

ESTABLISHED EXPERTISE

You're already a proven expert. You've put in the time, done the research, found the case studies and examples, talked with experts and made your points clear and easy to understand. The ability to do that is going to translate into podcasting. You **have** lots to say - and you have lots of resources to draw on for more content. Don't believe me? Does your book contain every single thing you have to say about your topic? Every last idea, avenue of exploration, viewpoint, example and logical conclusion? No? Then you've got lots to talk about.

YOU'VE LAUNCHED BEFORE

Launching a podcast won't be your first rodeo. You've launched a book! Launching a podcast isn't terribly different, and the partners, sponsors, fans, colleagues and friends that helped you get your book out to the world can help you get your podcast out as well. Likewise, the discipline that let you write an entire book will help you create and stick to a production schedule. (This is a HUGE benefit, unavailable to those who haven't completed major works!)

PODCASTING IS ITS OWN NETWORKING

As a business owner, you need new leads and opportunities, and access to the people who can provide them. You'll be amazed at how easy it is to network with a high-quality podcast. Your potential clients, joint venture prospects, referral partners and more will be much more likely to agree to join you for a podcast episode than respond to a cold email pitch asking them for something.

YOUR GOAL IS BUILT IN

Why did you write your book? Was it to increase your credibility? Generate new business? Help along your sales process? Whatever your goal was for your book, can be massaged to be a clear, achievable podcast goal. You can choose a different one if you like - but why not do more of what's working?

And the tech? That one you either suck it up and learn, or hire an expert to handle. No shame in making it someone else's job. ;-)

YOUR PODCAST IS JUST THE BEGINNING



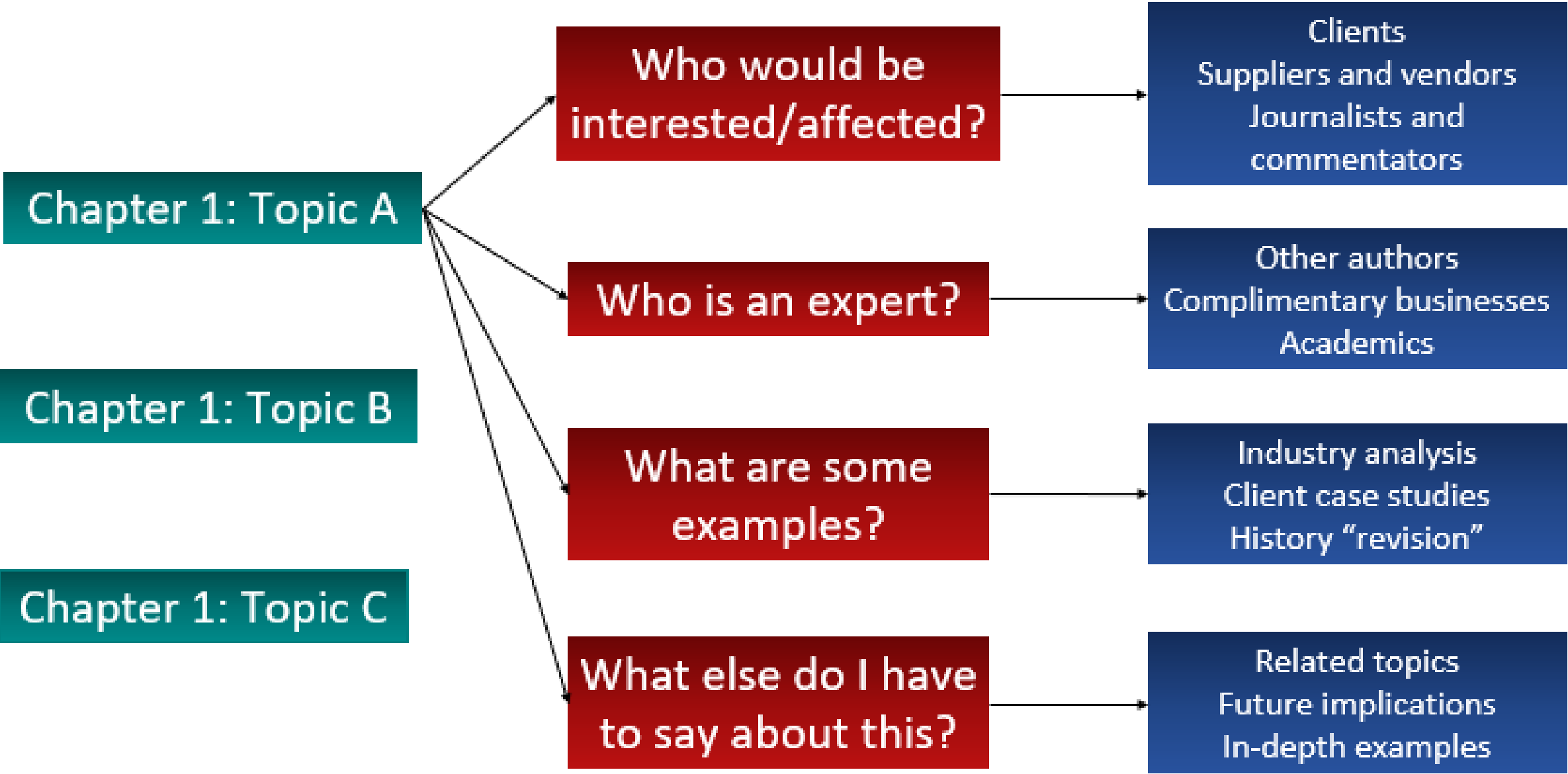
The leads, audience and network you get from your show is just the tip of the iceberg when it comes from the value that a podcast can bring to your business. Here are a few more ways to take advantage of your podcast content:

- You can use episode show notes on your website as blog posts, which is great for providing a lot of links to your other products and services, and for enhancing your SEO.
- The content can be repurposed into emails, videos and opt-ins to make your funnels rich and engaging.
- Social media sharing material is easy to generate from podcast content. Great quotations, engagement building questions, and informative threads all play beautifully on social media.
- Many business owners use segments, or whole episodes in thier sales processes, demonstrating case studies, answering objections and covering frequently asked questions.
- If you're working on a follow-up to your book, you can use a podcast to get expert interviews, community feedback and a lot of attention for your next release.

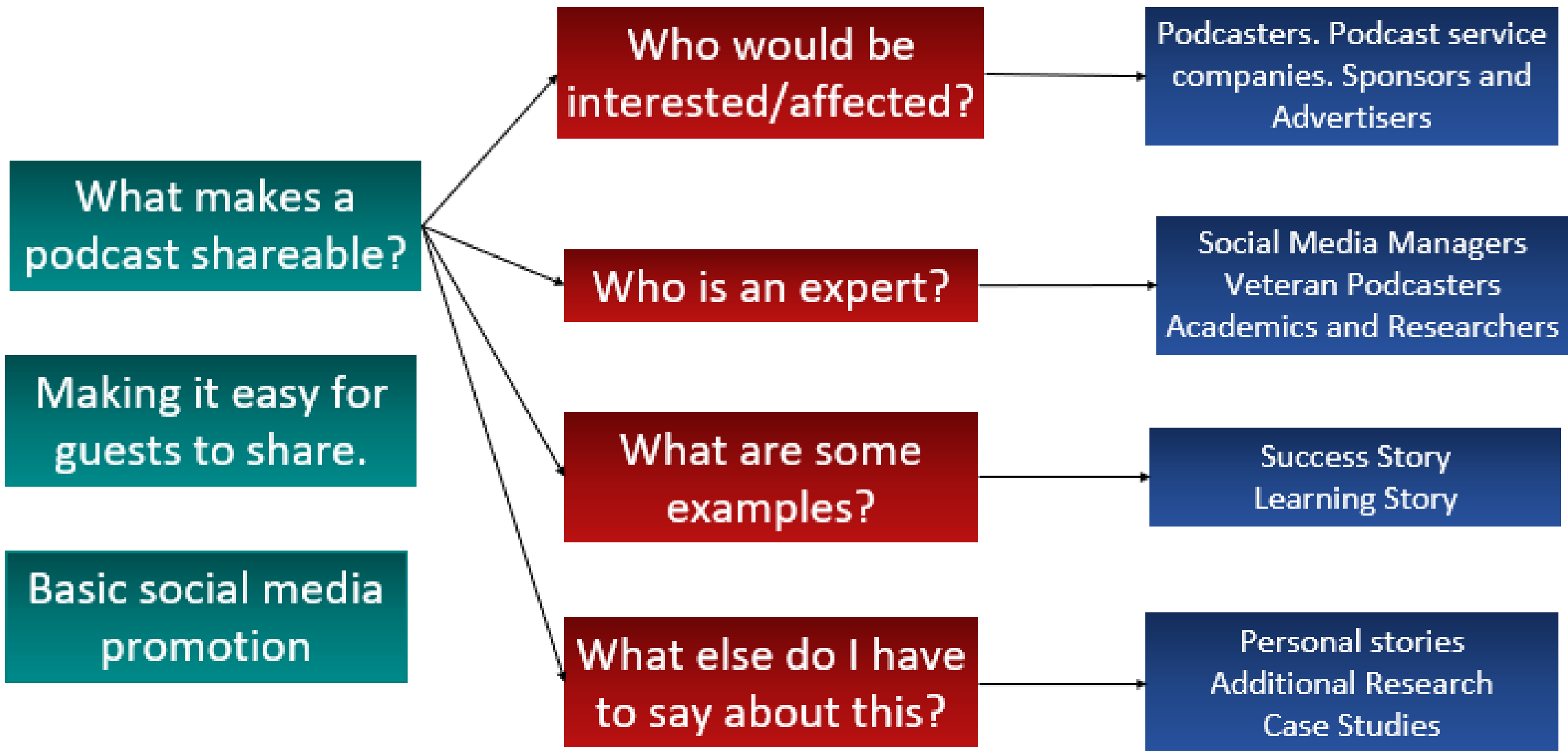
GENERATING IDEAS IS THE FIRST STEP.

Let's take a look at how you can break your book out into podcast episode ideas (and then your episode ideas into different platforms and promotional assets!)

Grab a copy of your book, and open it to your table of contents, or your first chapter. Note down the different topics you write about in each chapter. For every segment of your book, you need to ask yourself a series of questions. What these questions *are* exactly, is going to depend on the style of your podcast, and your business goals for it - but this will give you a general idea.



Each item in those blue boxes is a potential podcast episode. As you can see, a single idea generates a huge number of possible episodes that can get you in touch with clients and partners, other experts, or give you a chance to demonstrate your own expertise and explore new ideas. Here is an example of what that might look like for a book about... Podcast Promotion!



IDEAS: MEET FORMAT



So now we're covered for ideas - but how do you translate those possible interviews, monologues and case studies into an audio format?

The first thing you need to do is identify your podcast type. The three most popular are:

BUSINESS GROWTH

Business growth podcasts are for when your primary goal is generating new leads for your business. This means your focus will be on connecting with guests who will be great clients, influencers and partners to work with.

AUDIENCE ENGAGEMENT

When you have a large and hungry audience who wants more more more of you - you want an Audience Engagement podcast that will give you a weekly slot in their lives, sharing your insight and getting to know them.

THOUGHT LEADERSHIP

If you have a strong, perhaps controversial viewpoint that you need to get into the world, then a Thought Leadership Podcast will give you a platform to build your authority and make waves in your industry.

WHAT GOES INTO AN EPISODE?

This is going to vary a little bit depending on your goals and your taste, but at a high level - here's what you will include in a podcast episode:

HOOK

This is a short, interesting slice of audio, or separately recorded insight that we place at the very beginning to whet the appetite for the rest of the content.

INTRO

The intro is generally produced with music and a voice over, and will be played on each episode. Think a television opening sequence, but for your ears.

WELCOME

This is when the host welcomes their audience back to the show, and introduces either the content or the guest. If it is a co-hosted show, this will be when the 'banter' occurs. There are mixed feelings on banter. I recommend avoiding it in professional podcasts.

CONTENT

This is going to be the main "meat" of your episode. It could be an interview, it could be scripted for you, it could be a conversation. The content will change week to week, but the format of it will generally be the same, or on a regular rotation. (So, usually interviews, but a solo episode once a month)

SOFT CTA

At the end of the main body of content, the host can give a soft CTA - this is a thank you to the guest, if there is one, and instructions on how to learn more about them. It can also be details about where the listener can go to learn more about the topic.

HARD CTA

The hard CTA is usually produced, like the intro is, and has a more clear and direct call to action. This is sometimes a spot given to advertisers.

OPTIONAL SEGMENTS (Not a complete list!):

- Advertisements for sponsors or promotional partners
- Ask the audience or audience questions
- Industry news and happenings
- Gratitude and thanks segment
- Reading list or resource recommendations



GETTING GOOD AUDIO

There are two sides to creating excellent audio content that helps you meet your business goals as far as a podcast is concerned:

It has to sound 'technically' good.

The content has to be interesting.

There are a few nuances to each of these.

'Technically Good' means that there's a minimum of background noise, the sound is clear without too many "artefacts" (popping, breathing, cracking) and is recorded with the highest possible range of sound.

Interesting means that you've got your audience well in mind while you're preparing and recording, and being attentive to what they will find interesting. This usually means examples, stories, and asking questions you think THEY would want the answer to. (You see why having a goal is so important? If you want more leads for your business, think about the questions your ideal client would want answered! That might be the 101 stuff, or it might be steeped in jargon and assumed knowledge.

THE BASICS OF GOOD AUDIO

Here are some best practices you can follow when recording audio, and when planning the actual content you'll be creating. Nothing needs to be perfect, especially when you get going, but because your podcast is an extension of your professional brand, you want to make sure that you sound as good as possible!

SOUNDING GOOD ON THE MIC

Optimize your physical location and your digital recording environment. It's generally understood that a recorded virtual conversation isn't going to sound like it was created in studio - that's fine, but you should make sure you and your guest are both getting the best possible quality out of your equipment.

80% of good-sounding audio is mic technique - that's how you position your face in relation to the microphone. Use a pop-filter, learn how to position your mic, and cover any large blank walls or windows with blankets or padding.

Remove or silence any children, animals or spouses. If a loud truck drives by, wait for it to pass, and start your sentence over. If you have AC or an appliance running nearby, turn them off while you're recording.

SOUNDING GOOD TO YOUR AUDIENCE

Audio is magical, because, more than any other platform, it puts you in your audience's life. You're with them on their run, while they're cooking dinner, or commuting to work. It's like a weekly date where you have their attention. This means you have to be consistent, and approach your topic from their perspective. It might be the same audience you had for your book - but depending on your current business goals, it might be different people with different needs.

Because a lot of the ROI from podcasting comes from your guests and promotional partners, you have to balance making content for THEM with pleasing your audience. One easy way to do this is through stories - share your own, ask your guests to share theirs, and invite the audience to as well. Humans remember stories.

The other thing to try and do is be vulnerable - and get your guests to be as well. Don't be afraid to push for a better answer, or share something personal. This is YOU connecting with your AUDIENCE. The more real and honest that connection is, the better your podcast will perform.



AFTER YOU RECORD

A pile of brilliant ideas, an engaged, excited network, half a dozen raw episodes and a quarter will get you a gumball.

When you have raw audio, it needs to go through a number of steps before its a real episode

Here is the general checklist you'll want to be either doing yourself, or making sure your production company is following!

1. *Produce Episode*. This means getting rid of background noises, trimming unneeded content, and improving the overall sound, and adding your intro and CTA as well as any ads. It's like a line-edit for your audio.
2. *Upload Episode to Host*. A podcast host is where you store your audiofiles, and what sends them to the different players.
3. *Create Episode Assets*. These might be graphics, opt-ins, guest sharing materials, quotes, audiograms - it depends on your promotion strategy.
4. *Promote*. Share your episode on social, send it to interested people, and if you had a guest, give them the details! (So many people don't bother!)
5. *Track Your Metrics!* Your metrics will be unique to you show, and depend
6. on your goal, but if you're not measuring, you might as well not bother.

WHAT NEXT?

The content we've covered so far should give you a good, working knowledge to start thinking about, and planning your podcast based on your book. I hope you can see the myriad benefits it will have for your business, from taking your networking to the next level, to opening up new sales and promotional opportunities, to giving your audience a consistent stream of high-quality, engaging content.

Some of the other topics you'll want to get familiar with are:

- Recording Equipment and Software
- Conducting Good Interviews
- Effective Content Repurposing
- Podcast Launches
- Podcast Promotion and Guest Follow-ups

Watch your inbox for some more details about the things you'll need to create and host a great show over the next couple of days - we've created some great lists and guides that will help you turn your book into a podcast that continuously serves your business.

If you're feeling like you want to get going NOW - then three cheers for you! We offer a 3-week consulting program specifically designed to help non-fiction authors create a business plan for their podcast, design the feel and flow of the episodes, and create a content calendar for the first 6 months - all based on their book. You can learn more about it, and get free assessment to see if it's the right strategy for you over on OneStoneCreative.net/booktopodcast.

If you have any questions about how to turn your book into a business growth tool and marketing channel - you're always welcome to send me an email at Megan@OneStoneCreative.net

BUSINESS PODCASTS TO LEARN FROM AND ENJOY

- The Unlearn Podcast with Barry O'Reilly - This is a show that gives the host a chance to really explore his topic areas with industry-leading experts.
- The Talent Magnet Institute Podcast by Centennial is a podcast designed to support the talent and recruiting work done by the firm.
- The Spin Sucks Podcast With Gini Dietrich is a podcast generated wholly from a blog content archive!
- Work Human Radio by Workhuman keeps fans interested and engaged in between big industry conferences.
- Financially Ever After with Stacy Francis is a way to stay top-of-mind in their target market.