

**TOP 10 RESOURCES TO
BOOST YOUR PODCASTING
PRODUCTIVITY**



HANI MOURRA

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Note from the Author

Hey there. Hani Mourra here from [Simple Podcast Press](#), a Wordpress plugin that automates the publishing of podcasts to your website and helps you generate leads and grow your audience on autopilot.

This plugin is being used and recommended by top podcast coaches including John Lee Dumas of [Entrepreneur on Fire](#) (get on his [free value-packed webinars on podcasting](#)) and Dave Jackson of [The School of Podcasting](#).

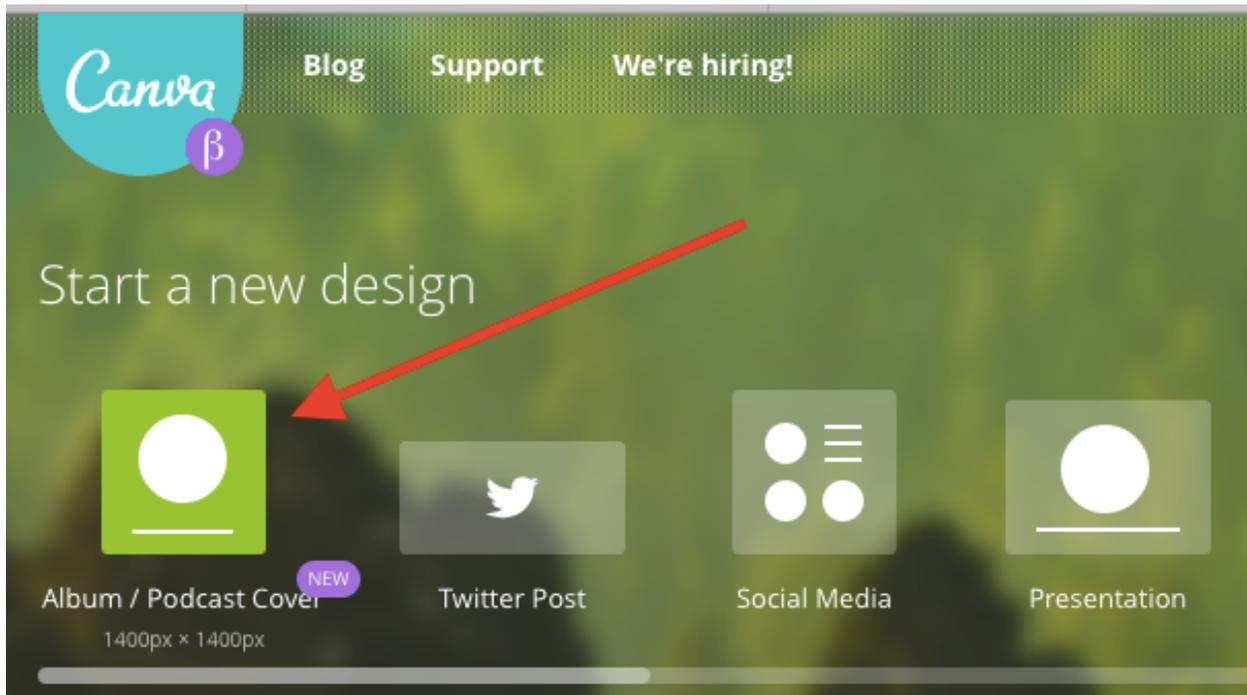
I've helped produce over a hundred episodes for many different podcasts including Sean Malarkey's *The Money Pillow* and Kris Gilbertson's *The Lifestyle Entrepreneur* and I've learned a lot of tips and tricks to speed up and simplify the podcast production and publishing process, which I share with you in this guide.

So without further ado, let's jump right into learning some cool productivity hacks. Let's do it!

Section 1 - Podcast Preparation Tools

1. **Podcast Artwork** - Having a clean and attractive podcast channel artwork will help draw attention to your podcast on iTunes. Many of us don't have the expertise to create our own professional artwork...until now.

There is an awesome free online service called [Canva](#) that provides you with the tools, templates and even an inventory of images to create beautiful graphics optimized for all types of platforms such as Facebook, Twitter, and much more. They recently added a template for Podcast Cover Art (woohoo!)



Here is a quick step-by-step guide on how to use Canva to create your own Podcast Cover Art in minutes.

Note: If you already have a podcast cover art and are not excited about it anymore, you can definitely create a new one and update it in your podcast feed and it will be updated iTunes and all other platforms.

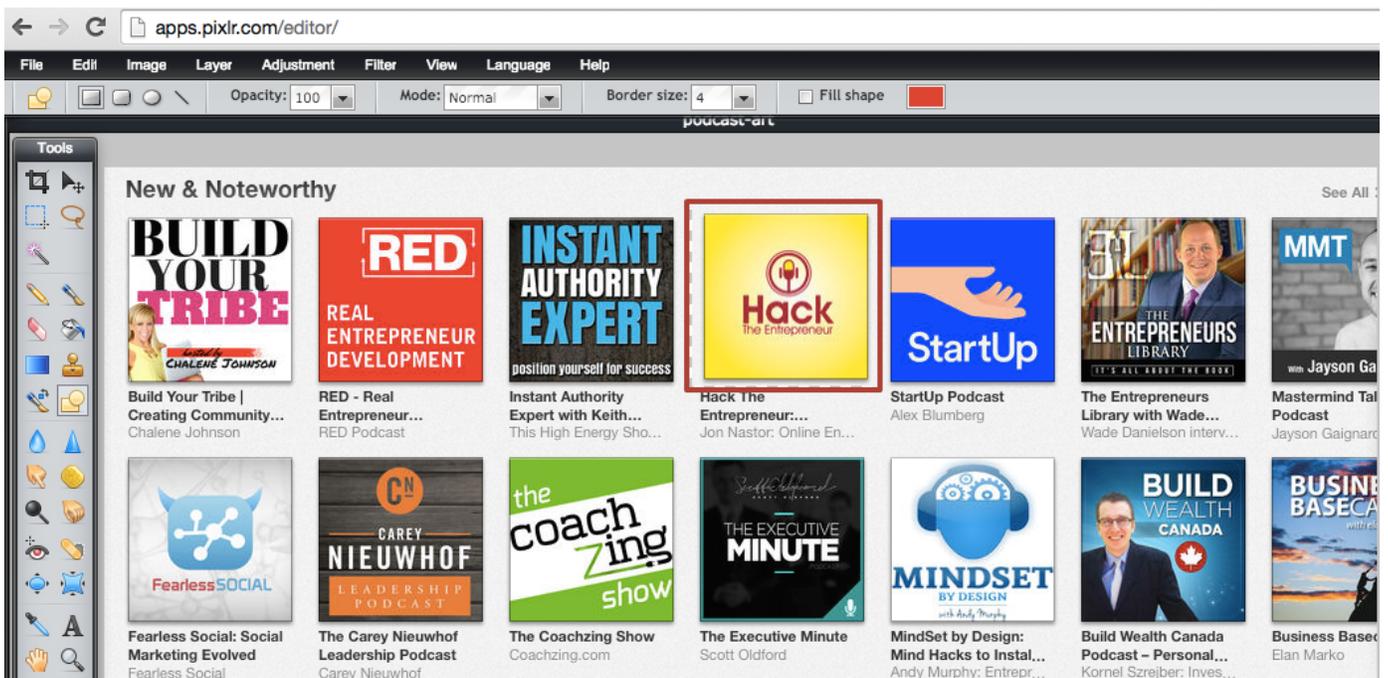
- a. Visit canva.com and create account or log in with Facebook.
- b. Choose the Album/Podcast Cover Template
- c. Choose an existing layout (they have some slick ones that you can choose from and customize) or simply start with a blank slate.
- d. Click on the "Uploads" button and upload your own images or search their library of backgrounds and images. Don't make your artwork too crowded. Keep it simple and clean.

Note: some images are free, but some have a nominal charge of \$1 which you pay at the end after you've previewed your design and are happy with the final result.

- e. Choose the Text tool and add your text for the Title and Subtitle. Try to minimize the amount of text, but use large fonts so your text stands out.
- f. Click the "Download or Link" button on the top right and choose the Image version. If there are images that require you to pay, you will be prompted to pay by credit card then.

- g. If you currently generate artwork for each episode or for your own website, this is a great tool for creating those too. Create an image that you can use as a template for all your episode art. Use same design, duplicate it, replace the main image (for example, add the person you are interviewing) and update the text to include the latest episode number.

One great trick to see how your cover art will look like on iTunes and how it stands out is to do a mockup. You can do this by opening iTunes and take a screenshot of the new and noteworthy section in your category and save it as a JPEG. Then using any photo editor (I like to use an online tool called [pixlr.com](#)) and cut and paste your podcast art on top of it to see how it stands out in the crowd.



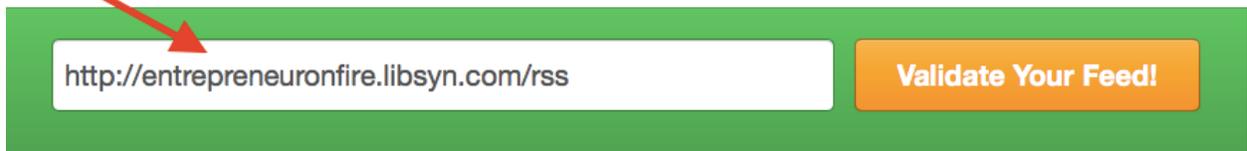
2. **Feed Checker** - It is always a good idea to check your feed to make sure there are no issues before submitting it to iTunes. But sometimes even after things are up and running we run into issues with our feed...frustrating things like newer episodes not appearing on iTunes.

There is a great free website called [Cast Feed Validator](#) that shows you your feed and what iTunes, Stitcher, and other podcast platforms see in a human friendly way. A perfect tool to help you solve issues you are experiencing with your feed.



Validate And Visualize Your Podcast RSS Feed

See What The Podcasting Apps Are Seeing



→ Can't remember your feed address? Find your feed in iTunes. [Find Your Feed](#)

- a. Visit <http://castfeedvalidator.com>
- b. Enter your feed url (the one you submitted to iTunes)
- c. If you don't know your feed, that's ok. You can use their iTunes search button and search for your podcast and it will show you feed url

- d. Click the "Validate Your Feed" button
- e. The results are amazing! You can see your iTunes cover art, the number of episodes, episode titles, episode descriptions, link to your media (audio or video) and even listen to episodes. All this in a nice looking web page.



Podcasters' Roundtable – Podcasters Discussing Podcasting

Podcasters debating the issues that affect podcast producers.

Podcasters' Roundtable is a rotating panel of podcasters who debate issues facing podcasters and podcasting as a media format. Each Roundtable features a new podcaster from the community of listeners to talk less about the how-to and more about the subjective issues facing podcast producers. This is the audio only feed taken from the originally aired live Google Hangout On-Air.

Author: Ray Ortega

Frequency: bi-weekly | **Rating:** TV-G | **Location:** California

Image Info:	Categories	Stats
Head Support: Yes	Technology:Podcasting	Feed Items: 34
Image Width: 1400px	Education:Training	Feed Items With Enclosures: 34
Image Height: 1400px		Feed Items With Summaries: 34

PR034 – Podcasting Conferences

The entire Roundtable crew just returned from Podcast Movement, a new podcasting conference held in Texas, and we had a great time. We talk about this conference and its impact on podcasting as well as the news coming out of the New Media Expo that they are teaming up with NAB in 2015 for a mega conference.

As a podcaster, which conference should you attend? It's fantastic that we have choices but budgets are limited and often times we must choose. Watch +Ray Ortega, +Daniel J. Lewis, +Elsie Escobar +Jared Rypkema +Juergen Berkessel +Addy Saucedo and +Dustin Hartzler discuss the value of these two conferences and find out if there is something for you as a podcaster at one of these shows.

To view the chat archive which includes links, please visit the Event page for this Round.

2 Sep 2014, 2:38 am

Enclosure Info:

duration: 1:10:55

type: audio/mpeg

size: 48.81 MB

real type: audio/mpeg

byte range support: true

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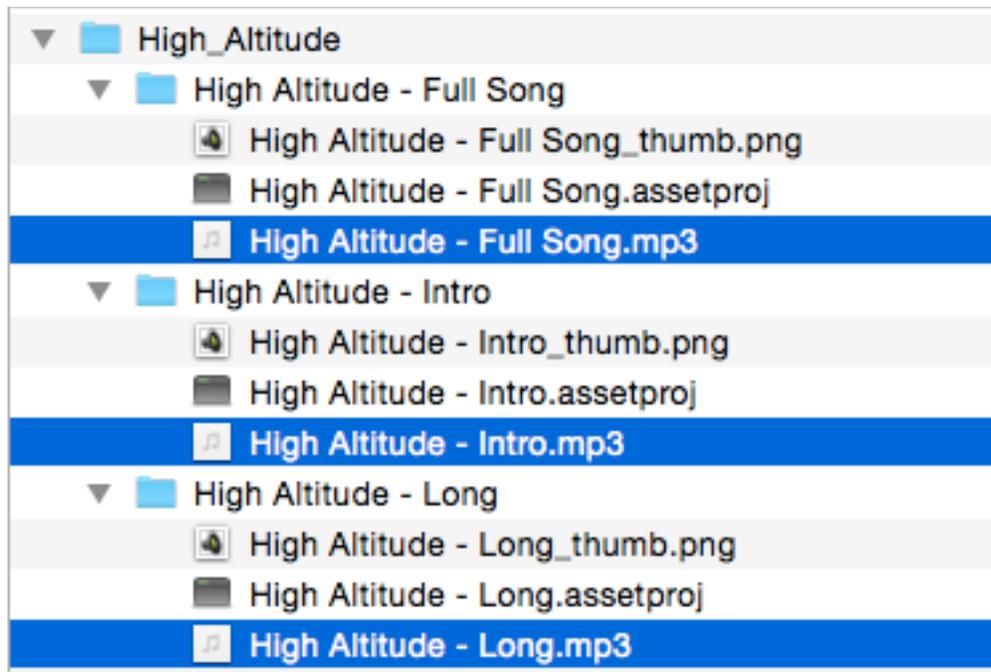
Section 2 - Content Creation Hacks

3. Intro and Outro Music - Having a great sounding, attention-grabbing intro is a great way to capture your listener's attention and get them excited to listen.

Here are some great free and paid audio resources to help your podcast sound even better. It is important to note that whenever you are searching for music, make sure it is royalty-free.

a. **Camtasia's Website (Free)** - This is a hidden gem that not many people know about. I found a page on Camtasia's website that has 38 sweet-sounding royalty-free audio tracks that you can use for free even if you don't own the Camtasia software. Here's how you do it:

- i. Visit this page on the Camtasia website - <http://www.techsmith.com/camtasia-library-media-music-tracks.html>
- ii. On this page, you can preview the tracks. Once you find one you like click "Download".
- iii. Here's the trick. Go to your download folder on your computer and you will see a file that ends with *.libzip*. Simply rename the ending of the file from *.libzip* to *.zip*.
- iv. Unzip the file and you'll see a bunch of folders. Inside the folders you'll find the MP3 version which you can use for your podcasts with your favourite audio editing software (sweet!)



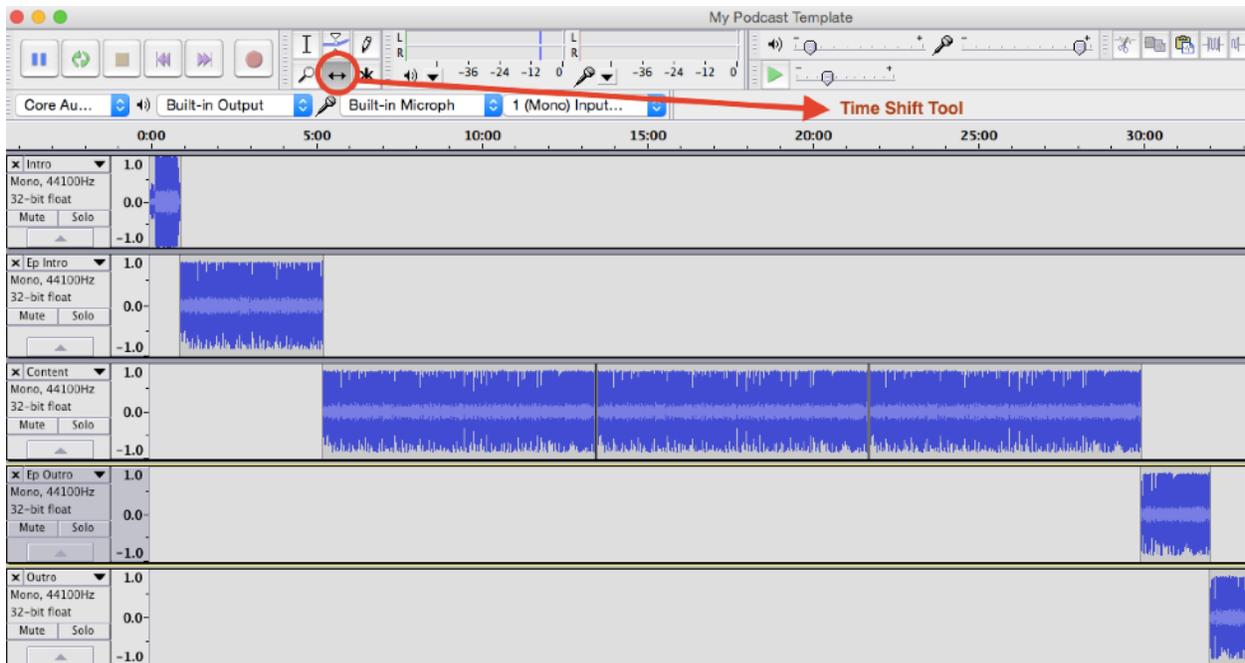
b. Other royalty-free audio sources include:

- i. [Incompetech.com](#) (Free) - Easy to search by genre, feel, or collections. Free.
- ii. [AudioJungle.net](#) (Paid) - Great selection and quality. Around \$20 per audio.
- iii. If you are not happy with these, you can try doing a Google search for "free royalty-free music". There are many out there.

4. Audio Editing - Editing your audios can be one of the most frustrating and time consuming part of podcast creation...but it doesn't have to be. Below is an overview of how I edit my audios to help you edit faster.

Even though I talk about [Audacity](#) (available for free for both Mac and PC) in this example, you can apply the same principles to any audio editing software you like.

- a. Create a new project that acts as your podcast template file. I'm a visual person, I personally like to have 5 separate "tracks" in my project so I can visualize the structure of my podcast episode which makes it easier for me to edit. This also helps keep all my podcasts consistent in format. I usually include the following audio tracks:
 - *Intro* - Generic intro file for your podcast (this is the same for all episodes)
 - *Episode Intro* - Episode intro which is a specific intro for this episode where you usually introduce the guest or topic.
 - *Content* - Main content of the episode. This is usually the longest part and might require the most editing.
 - *Episode Outro* - Episode outro where you may recap the episode or say some closing words specific to the guest or episode.
 - *Outro* - Generic outro for your podcast (this is the same for all episodes)



b. For each new episode, here is what I typically do:

- I start by opening the podcast template file and right away click the Save As option giving it the unique episode name.
- Then I go through each track and delete the existing audio clip.
- Then I either hit the record button or import (File->Import->Audio) a pre-recorded audio file.
- Then I switch to the Time Shift Tool (see image above) and I click and drag that new audio clip into the correct track it belongs to (intro, content, etc) and edit (trim, split, etc) that clip as needed.
- After all the editing is done, I use the Time Shift Tool to slide the audio track so the beginning lines up with the end of the previous track above it.
- Then repeat the process for the remaining tracks.

c. If you use Audacity, on the next page you'll see a simple cheat sheet with the common keyboard shortcuts to help you edit even faster. I recommend that you print out the next page and keep it handy.

PRINT THIS PAGE AND KEEP IT HANDY AS A REFERENCE WHILE EDITING WITH AUDACITY



Audacity Shortcuts

Spacebar

Start and Stop Playback

R

Record

P

Pause

Right/Left Arrow

Move Playback Cursor

Ctrl/Cmd + 1

Zoom In

Ctrl/Cmd + 2

Zoom Out

Double Click Clip

Select Entire Clip

Ctrl/Cmd + X

Cuts Selected Region & Closes Gap

Ctrl/Cmd + P

Paste

Ctrl/Cmd + I

Split Clip at Playback Cursor

Ctrl/Cmd + J

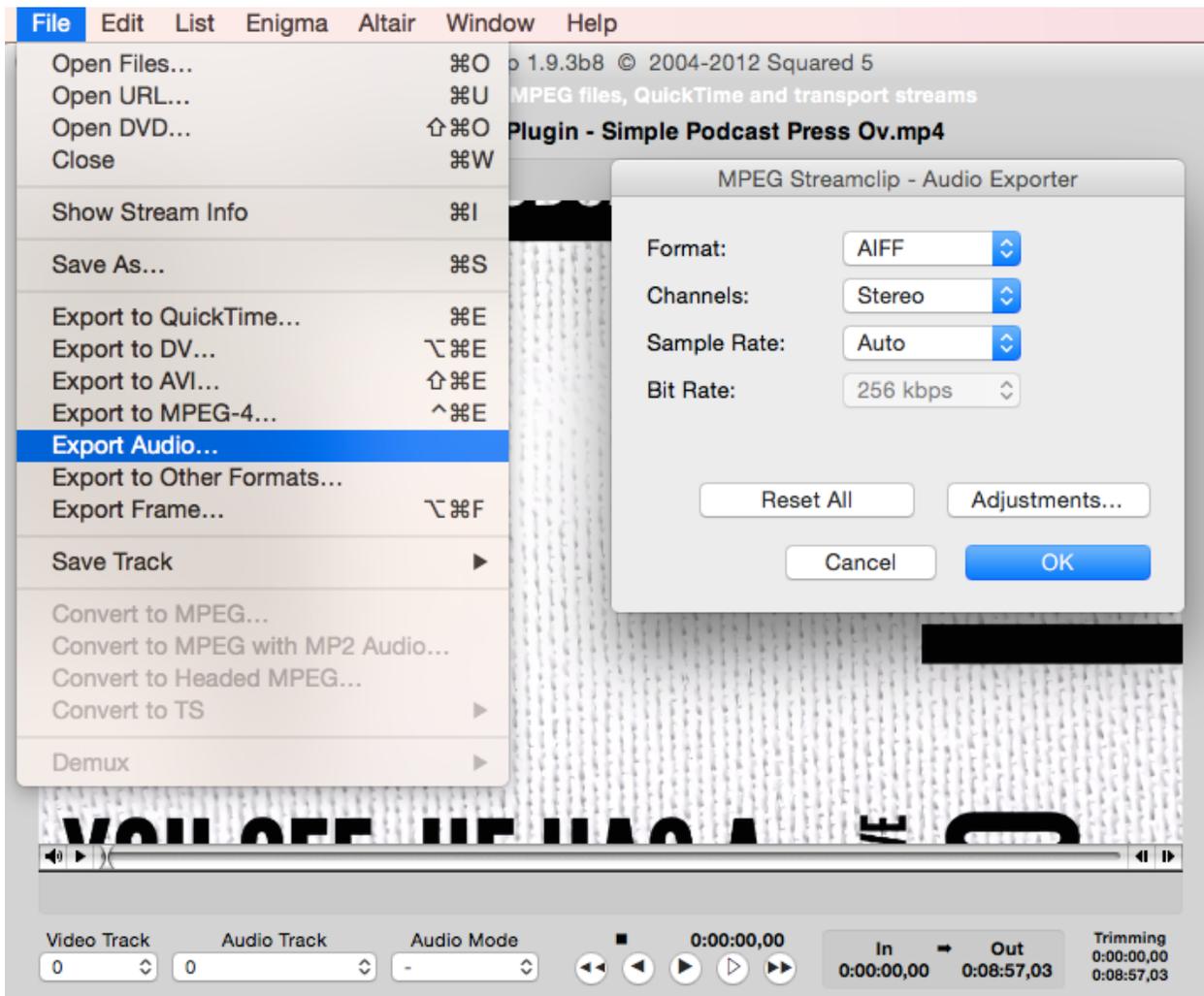
Join Clips

Time-saving Editing Tip: While editing, change the playback speed to 1.25x to save some serious time while still being able to listen to the recording. This is done by stopping the playback, increasing the playback speed slide on the top, and clicking play again.

5. Converting Videos into Audio Podcasts - Converting videos into audio podcasts (re-purposing your content) is very simple. This works great if you are using [Google Hangouts on Air](#), a free tool for multi-person video chats that automatically records your session and makes it available to you on your YouTube channel, and you want to convert that video into an audio podcast.

- a. Downloading individual videos from YouTube in their highest original quality is easy.
 - a. Log into your [YouTube](#) channel
 - b. On the upper right hand side click on your profile picture and choose Creator Studio.
 - c. On the left hand side choose the Video Manager
 - d. For the video you want, choose the drop down arrow near the Edit button.
 - e. Choose Download MP4. I believe you are limited to only 3 downloads per hour.
- b. If you have a lot of videos on YouTube, you can download ALL your videos in one shot using the free [Google Takeout](#) service.
- c. Use a free tool called [MPEGStreamClip](#) (available for both Mac and PC) to convert your video to audio format. It may prompt you to install QuickTime if you don't already have it.
 - i. File->Open File and choose your video file.

- ii. File->Export Audio and choose AIFF for high quality lossless format
- iii. Open the AIFF file with your favourite audio editing software package and add your intro and outro to it as you normally do for your audio podcasts.

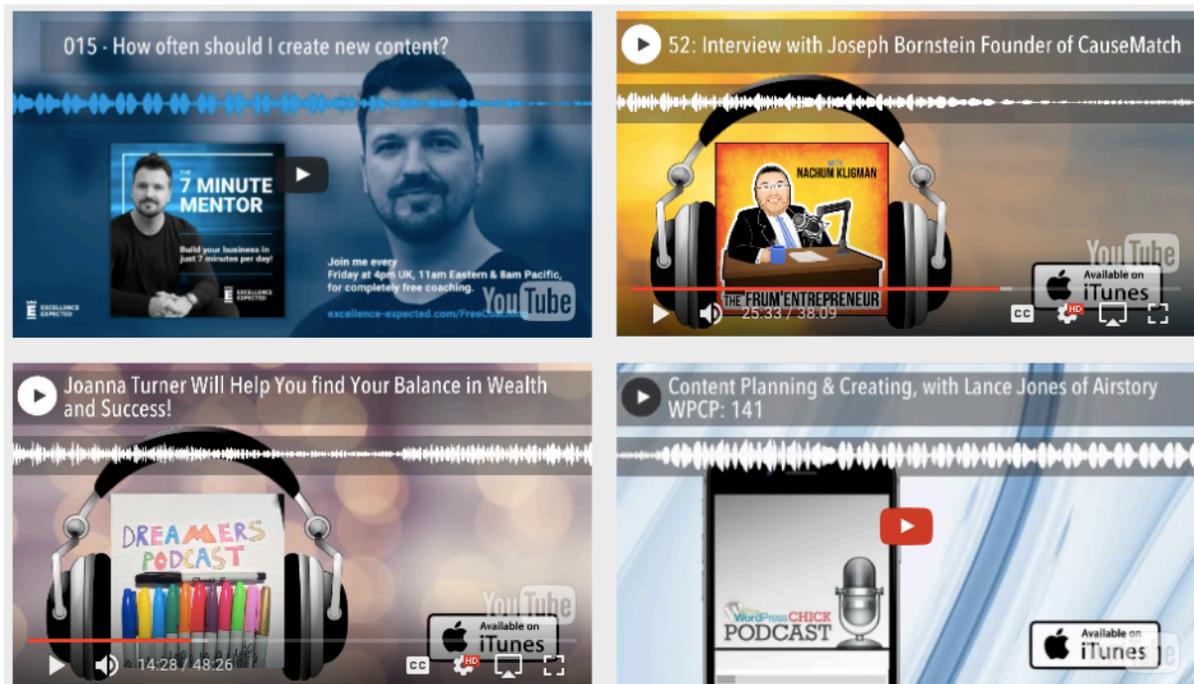


6. Audio to Video - YouTube and Google are best friends (Google owns YouTube). It is easier to rank a YouTube video on the 1st page of Google compared to regular web pages. Adding video content to your YouTube channel to complement your podcast will definitely give your brand more visibility in the search engines.

If you are looking for a way to automatically convert your entire audio podcast into engaging videos, I've created tool called Repurpose that includes a **Podcast to YouTube automation feature** that you'll love!

It is SUPER simple to use, doesn't require any design skills, and creates full length, beautiful, and engaging videos and automatically publishes them to YouTube. (see samples below)

You can try it out for FREE here - <http://repurpose.io/podcast>



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(and so will we)**



Section 3 - Content Publishing Hacks

7. Fast Publishing through Libsyn - This hack only works if you are using Libsyn or any audio hosting services that provides FTP access to their service. The general idea is as follows.

- a. Edit your podcast audio file using your favourite editor (or send raw audio clips to your editor on Google Drive or DropBox)
- b. After editing, you or the editor can upload the final edited MP3 audio file to Google Drive or DropBox.
- c. While you are preparing your episode for publishing to iTunes, give access to your Google Drive or DropBox folder so your transcriber can start working on the transcript right away.
- d. "Push" the file from Google Drive to Libsyn
- e. Prepare your podcast episode for publishing to iTunes

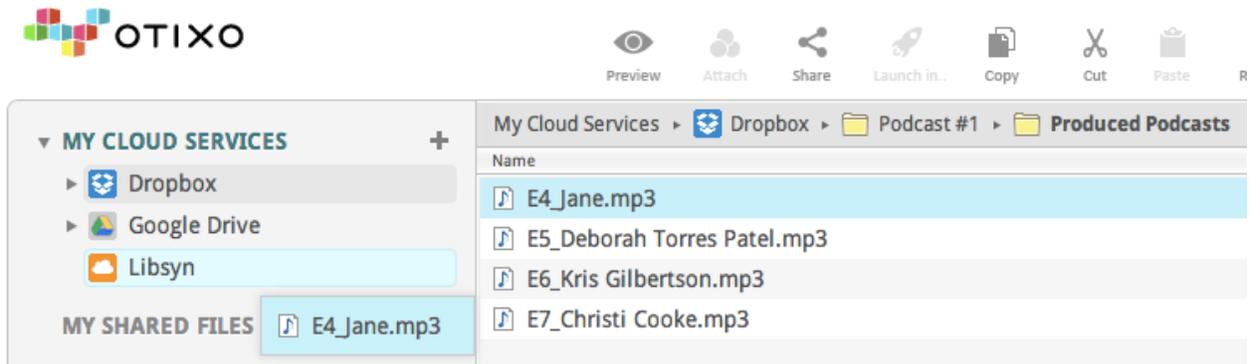
To simply transfer of audio files between different online services including Google Drive, Drop Box, and Libsyn, I found a great free tool called [Otixo](#).

- i. Create a free account at otixo.com
- ii. Under My Cloud Services click the + sign and choose Google Drive or DropBox (and authorize the app to access your accounts)
- iii. Under My Cloud Services click + sign and choose FTP and configure as follows:

- Change Name to Libsyn
- FTP Server - <ftp.libsyn.com>
- Username - Email address you use to log into Libsyn website
- Password - Password you use on Libsyn website.
- Initial Path - Set this as /slugname/public (your show slug name can be found inside the Settings page on the Libsyn website)

Note: You only need to set this up once (the first time)

iv. Now you can simply drag and drop the audio MP3 file from Google Drive or DropBox to Libsyn (yeehaw!)



That great thing is, now the MP3 file on Libsyn and can be added to your Feed without having to log into the Libsyn website.

The URL of the file will be in this format:

<http://traffic.libsyn.com/showslug/nameofepisode.mp3>

In my example it will be:

http://traffic.libsyn.com/hmourra/E4_Jane.mp3

Transcriptions - More listeners are now starting to expect podcasters to fully transcribe or at least provide a summary of the podcast (show notes) so they can review them after they are done listening. Here are some resources that can help you with this painful and time consuming process:

- Dedicated transcription service specific to podcasters - shownotesguy.com (great guy!)
- Freelancers at fiverr.com or odesk.com

[Simple Podcast Press](#) has a nice way of displaying transcripts on your site without cluttering or distracting your visitors. It automatically collapses your transcripts and allows visitors to click an arrow to expand it when they want. The best part is that the entire show notes are still visible to the search engines.

[Read Full Transcript](#) ↗

Hi, Vickie Siculiano here from Saywowmarketing.com. So do you want to know how to start your own podcast but you're not sure where to begin? Well, in this video I'm going to show you five rules that you need to know before you even start. So it's going to save you time and money before you even begin your own podcast. If you want to know how to podcast like a boss, I'm going to

8. Website Hacks (literally) - Along with your podcast, it is highly recommended to have your own website that includes all of your podcasts in a playable format. This is valuable for a many reasons. First, it makes it easier for you to tell people where to go and listen. But more importantly, this is your home base. This is your place to get to know your listeners and build a trusting relationship with them.

[Simple Podcast Press](#) can automatically take all your podcasts and create individual episode pages on your WordPress website for you.

WordPress has become one of the simplest ways to create and maintain beautiful looking websites.

Appendipity Themes creates beautiful looking themes specifically for podcasters.

(use coupon code **SIMPLE25** to get **25% OFF**)

But just like any piece of technology online, it is prone crashes or attacks by hackers.

Here are a couple of things you should setup to protect your WordPress site. The good news is that you only need to set this up once and it will keep working its magic over and over again.

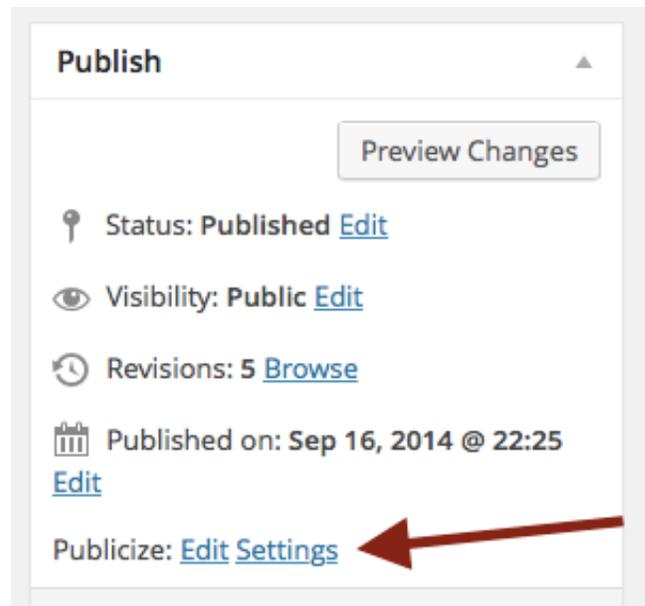
- a. **Protect your site from Hackers** - [Limit Login Attempts](#) is a great free plugin for this. It is a light and bloat-free plugin that helps protect against hackers attempting a brute force approach to hacking into your WordPress site (repeated attempts to login into your site by guessing different passwords systematically - typically done through an automated software). You simply install this plugin and activate it. If anyone tries to login into your site with an incorrect password three times in a row, it will lock them out for a period of time.

- b. **Backup your site** - This involves backing up your WordPress database and WordPress files. Automate this task with a plugin called [UpdraftPlus - Backup/Restore](#). Free to use and I recommend that you backup database *weekly* and files *monthly*. Back them up to Google Drive or DropBox incase you have issues with your hosting company. Once you install and activate the plugin, you need to configure and connect your Google Drive or DropBox account to it. It is fairly easy...just follow the instructions they provide.

9. Social Sharing Productivity Hacks - Social media is a powerful medium for spreading your message. Don't waste your time trying to get on every single social media platform out there...focus on where you audience hangs out. Typically that is either Facebook, Twitter, LinkedIn, or Google+.

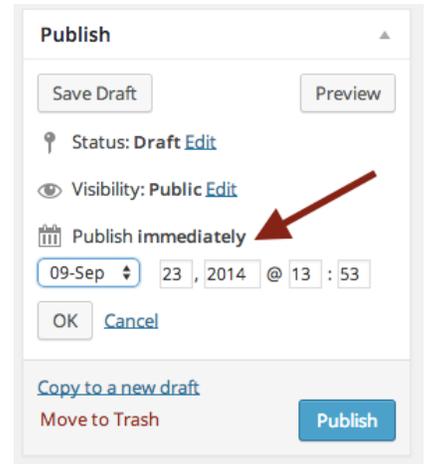
Here are a few tricks you can do to automate your social media efforts:

a. Add automatic posting of your podcast episode pages to Google+, Facebook, and Twitter through WordPress. With most installs of WordPress this feature should already be there in the post editor near the top right hand side. If it is not there, you may need to install a free plugin called [JetPack](#) and you need to enable the feature called "[Publicize](#)" from the JetPack settings.



b. If you want more control and post at different times for each platform, you can use a free online tool called [BufferApp.com](#). Here is a link to an incredible infographic courtesy of [SurePayroll.com](#) that shows you the best and worst times to post to social media. Remember, use these as guidelines only...your audience may respond differently. It is always good to test and see how your specific audience responds.

- c. Schedule your WordPress posts to go live on a specific date and time. Also keep your audience in mind. Don't post at odd hours or in the middle of the night when your audience may be sleeping. This is a built-in feature in WordPress inside the post editor on the right-hand side. Click the Publish Immediately link and choose your date.



- d. Shorten your URLs before posting them on social media. This is especially important on Twitter where space is very limited. You can use a free online service called [bit.ly](#). If you have a WordPress site, you can use a free plugin called [Pretty Link Lite](#) to do this inside your WordPress dashboard. You will need to remember to do this every time you publish a new podcast episode on your site.

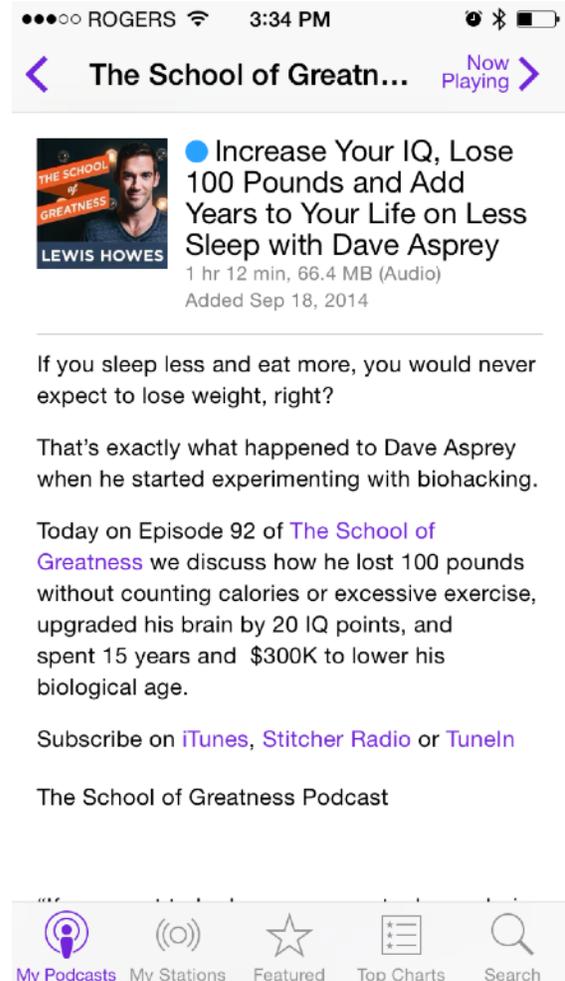
[Simple Podcast Press](#) has a feature that automatically detects your episode number and creates a shorten URL for you.

- e. Links, Links, Links - The latest release of the iOS Podcast app now makes all links in the description of your podcast episode clickable on the iPhone or iPad. Make sure you include as many relevant links in the description of your podcast episode feed so they appear in the Podcast app.

Note that only listeners subscribed to your podcast will see the clickable links.

Here are some ideas for links you can include:

- Link to your episode on your site for show notes (most important)
- Link to your social media profiles
- Link to you or your guest's email address (will open the native mail app on the phone)
- Link to social media channels.
- Link to a squeeze page with a free giveaway



10. Grow your Email List Faster - Email marketing is the most effective way to build a relationship with your potential customer and one of the highest converting method of selling your products or services.

It is highly recommend to start capturing emails of your listeners on your website (usually you offer them a free gift of value in exchange for their email).

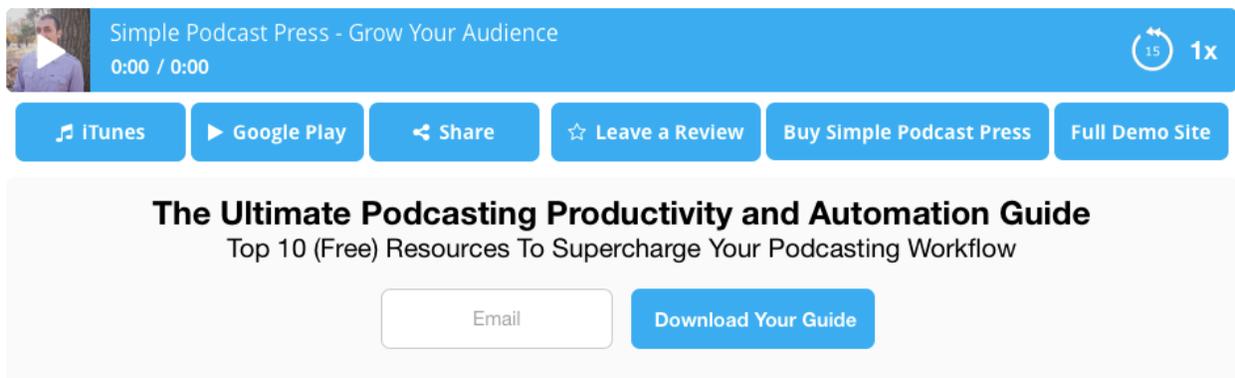
Once you have a listener's email address, you now have the opportunity to take the relationship even further.

This is not a course in email marketing, but the most important thing to keep in mind is that you want to respect the email address and offer as much value as you can before asking them to buy your product or service.

I like to use the 80/20 rule. 80% valuable and relevant content and 20% offers for your products or services.

[Simple Podcast Press](#) can automatically add an email opt-in box below each player to help you capture your listeners email address to help you further develop your relationship with them. It supports most major autoresponders including [GetResponse](#) (which I've been loving for over 5 years now), Aweber, Infusionsoft, MailChimp and most that provide you with HTML embed code for their email forms.

Another great tool for adding opt-in boxes across the top of your site or popup optin boxes is [sumome.com](#). It is free and includes stats and shows you conversions rates to help you see how well its working.



Simple Podcast Press - Grow Your Audience
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The Ultimate Podcasting Productivity and Automation Guide
Top 10 (Free) Resources To Supercharge Your Podcasting Workflow

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Conclusion

I really hope you got some value from this guide. If you are looking for a way to automate how you publish podcasts to your website and want to grow your podcast audience and generate leads on autopilot, then I highly recommend you try out the [Simple Podcast Press](#).

Everyone who uses absolutely loves it. You can play around with it for 30 days and if for any reason you are not happy with it, we will gladly issue you a full refund.

If you have any questions or would like more details on anything in this report, I would love to hear from you. You can send me an email at hani@simplepodcastpress.com

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