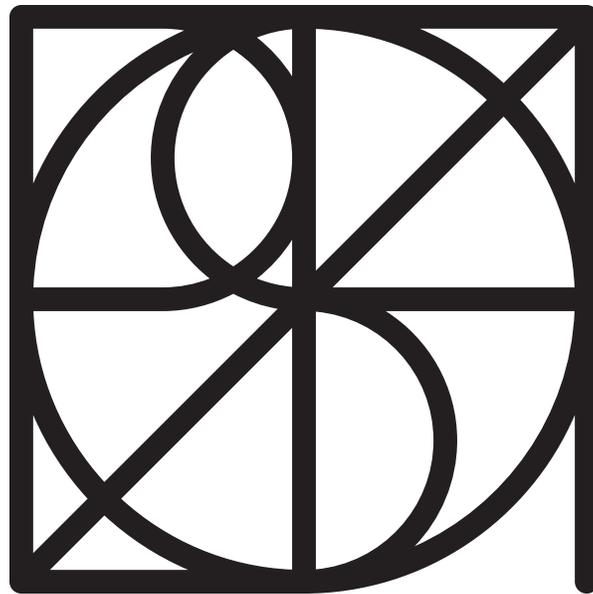


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## HOW TO START A PODCAST AND MAKE IT WORK

presented by Marco Timpano

# What We'll Learn

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Resident Expert

# Marco Timpano



Marco Timpano is the author of *25 Things I Wish I Knew Before I Started My Podcast*. He is an award-winning podcaster, voice-over artist, and performer. His podcasts include: The Insomnia Project, Eat & Drink, Every Place is the Same, and Born on This Day Podcast.



Podcasting is a very  
**PERSONAL MEDIUM**  
that offers rare levels of  
**CREATIVE CONTROL**  
and rewards niche interests  
and ***POINTS OF VIEW.***

The low barriers to entry mean that there is both tremendous opportunity and saturation of content. Doing your research, investing in production quality, and being thoughtful about where your podcast fits into the landscape can position you to rise through the field.

Once you get through the initial technical barriers, you will be ready to take on the much greater challenge of building an audience and monetizing your podcast.

If you make  
**content that**  
**resonates**  
**with people,**  
**they will**  
**listen.**



# Q+A

with Marco Timpano

## What is your view on the thoughtfulness you need to have when building a quality podcast?

Just look at what successful podcasters do. I don't think they just turn on a mic and start talking. They figure out topics for that particular episode. It's structured. They have to give and take with the co-host. It's not only or solely about them, I think they speak to their listeners. I think all that stuff is relevant to the podcast and speaking to their audience.

The number one mistake people make when podcasting is that they don't do their own due diligence.

## There is an increasing amount of podcast networks and media companies in the podcasting business. Can you share your perspective on this?

I would just say you have to do your due diligence on that, ensure that it is right for you, and you know what you are going to get from that. One of the great things about podcasting is that it is the ultimate expression of the artist because you don't really answer to anyone but yourself or your co-producers. The minute you get involved with a network, you might have to answer to them with regards to content or with regards to what you can and cannot do on your podcast.

## Choosing the hosting platform that works for you is another big part of the process. What is your experience with hosting platforms?

I started in 2016, using a platform that back then didn't allow you to schedule your podcast and their analytics weren't great at the time. I was hesitant to leave them because it was something I was familiar with, but it wasn't serving my podcast. When I finally made the switch to a hosting platform that I liked and that worked for me, I saw a marked improvement in my listenership and the quality of the podcasts as well.

## Can you share some common mistakes and traps to avoid?

The number one mistake people make when podcasting is that they don't do their own due diligence. They don't do the research they need to do. They rely on what they hear or what people tell them. And I think it's key to do that research. Watch some YouTube videos, read books on the subject matter, talk to podcasters, and then formulate what works best for you, because your podcast is going to be different than everyone else's.

## What are some different strategies to build an audience?

I don't focus on building an audience, I focus on making the best podcast and best content I can make. I feel like if you build it, they will come. I feel like with podcasting, the more you put in, the more you'll get out.

Then I supplement that with reaching out through social media, trying to connect with my audience, letting people know when I have a new episode out, answering emails that I get, and featuring ideas that maybe listeners want to hear about. That's how I build my audience. I find the best way to build an audience is through word of mouth because people will tell other people. I've done this multiple times when I find a great podcast, I share that with everyone I know.

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# Foundations for a Podcast

There are a number of fundamental building blocks that you need to have in place before launching your podcast.

## TOPIC

Passion is infectious. Have you identified a topic that you can bring great energy to episode after episode, season after season?

## NAME

Your podcast name is the first thing people see or hear about your podcast. Make sure your name communicates some key elements about your podcast to your audience.

## ARTWORK

This is the visual expression of your podcast. It should express the theme or genre of what you'll cover.

Put the title in your artwork and make sure it's easy to see really small. Aim for pixel size between 1400 to 3000 pixels square.



## MUSIC

Most podcasts use music in the intro, outro, and throughout the episodes. If you're going to use music, make sure you have the rights to the music you use.

Most music is restricted by copyright, but there are platforms that provide copyright and royalty-free music.

## DIGITAL AUDIO WORKSTATION (DAW)

This is the software that allows you to record and edit your audio to create a finalized episode. You'll need some version of this to create your final episode. Audacity is an example of a free DAW.

## AUDIO EQUIPMENT

Podcasts can be produced with the most basic equipment or in state-of-the-art studios. The basic equipment you need are a microphone, interface, audio recorder, and headphones.

## PODCAST HOSTING PLATFORM

This is where you upload episodes of your podcast and where it is hosted. Podcasting hosting platforms have evolved to include detailed analytics, tech support, and one touch podcast distribution.

There are some cost-free options, but they are very limited in what you can do. Consider this cost in your planning.

## PODCAST DIRECTORIES

This is where people listen to your podcast. They include Apple Podcasts, Spotify, Stitcher, Amazon, and Google. Depending on your podcasting platform, submission can be centralized or require you to submit to each platform separately.

## RSS FEED

The link that is provided by your podcast hosting platform and then provided to the podcast directory so that people can listen to your podcast.



**“No one is expecting you to be an expert on a subject unless you are, in fact, an expert.”**

Marco Timpano from his book: *25 Things I Wish I Knew Before I Started My Podcast*

# MONETIZATION: Creating Value From Your Podcast

Creating value from your podcast begins with quality and consistency. Whether you have a small (but dedicated) audience or have significant numbers of downloads per episode, there are several options and strategies that can help you monetize your podcast.

## CROWDFUNDING

Having a crowdfunding strategy like a Patreon account is great, and it allows your listeners to get extra from the podcasters, but beware that means you have to do more work.

You have to create more content for your prospective patrons - a Patreon account might cost you more than it's worth.

There are a number of other crowdfunding platforms that have a range of pros and cons to be evaluated based on your unique situation.

## COUPON CODES

Some advertisers will give you a cut of whatever your listeners purchase using a specific coupon code. Make sure that this product or service resonates with your listeners. It's got to be unique to your podcast and it's got to add value.

You've also got to be aware of how many purchases your listeners have to make in order for you to make money, otherwise, you're just giving free advertisement to them and not reaping the rewards.

## ALIGNMENT OF SHOW CONTENT WITH PRODUCTS, ADVERTISERS, AND SPONSORS

It's very important for the podcaster to feel that what they're bringing as far as advertising is of value to the listener.

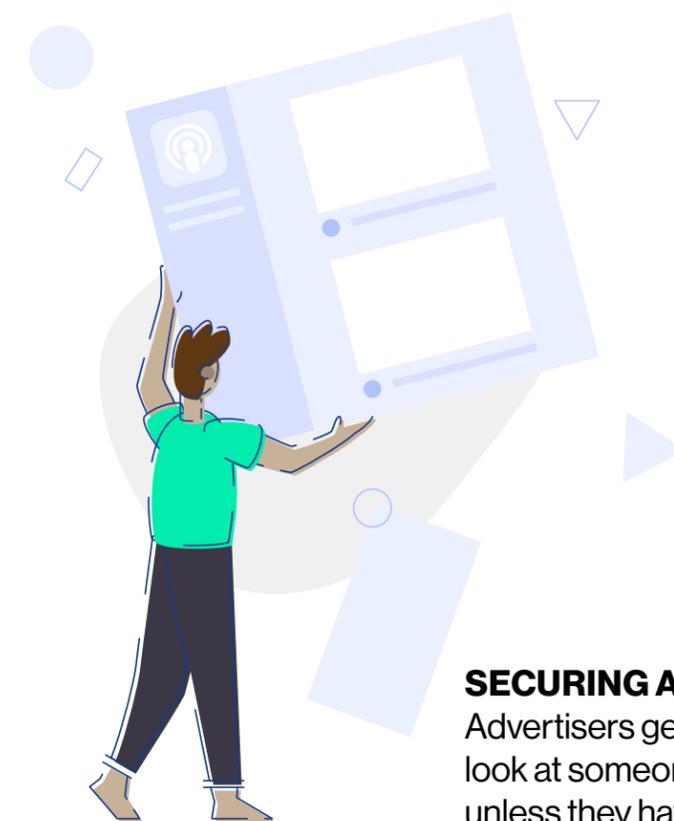
What will turn the listener off faster than anything is a disingenuous podcast or someone who is just trying to make a quick buck at the sacrifice of their integrity.

## FEATURING PRODUCTS

If you are going to review things or get products in lieu of payment, then I think you have to be sincere with how you review that product or how you mention it on your podcast.

When those advertisers reach out to you, my recommendation would be that you send out a disclaimer saying, 'we would gladly accept your product and we will review the product, but please know that we will review it truthfully so we cannot guarantee a good or great review of your product.'

Also, communicate that, 'we are not guaranteeing a mention on the podcast and we will not return your product or compensate you for whatever it cost you to send the product our way.'



## TRANSITION FROM PRODUCT DONATION TO ADVERTISEMENT OR SPONSORSHIP

You can start by sending them links to your episodes where you talk about their product and say: 'Hey, we really liked your product and we'd love it if you'd be a sponsor of our podcast'. See if there is interest and develop that as a possibility.

## SECURING ADVERTISERS

Advertisers generally will not look at someone's podcast unless they have a certain amount of downloads per episode. So, you kind of need to have more than a thousand downloads for an advertiser to consider you. I let my analytics do the talking for me.

Sometimes you have to start with one advertiser and maybe not make that much for other advertisers to be attracted to your podcast.

Once the advertisers hear, they may think, 'oh, this product is advertising with them, then they must be a legit podcast.'



# MONETIZATION: Creating Value From Your Podcast Part 2

## PITCHING ADVERTISERS WHEN YOUR ANALYTICS AREN'T STRONG

I think the biggest mistake people make is thinking that they'll get advertisers right away and not putting in the time and effort into a quality podcast.

What's going to get you dollars is a podcast that sounds great, is well-produced, and strikes a chord with audiences. Sometimes podcasters think in terms of advertisers before they think of the quality of their content and their podcast and I think that's a big mistake.

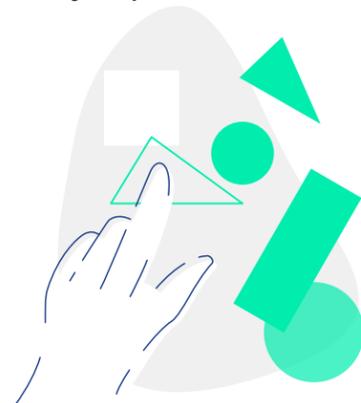
Assuming that you have a great podcast and you have great content, it's your job as the podcaster to make it attractive to them.

You could have a podcast with a lot of listeners and you could show tons of downloads, but that doesn't mean the advertisers are going to bite or want to advertise with you. Likewise, you might not have all the listeners in the world, but if you can make it attractive to them and sell your podcast to them the way you sell it to your listeners, then indeed you might get that advertiser.

## PODCAST PARTNERSHIP WITH BRANDS AND INSTITUTIONS

You could approach a company and say, 'Hey, I'd love to develop a podcast that is symbiotic with your company, would you pay for it?'

Some companies are jumping on that and using podcasting as a tool to support their industry or product



# Let's Define CPM?

## CPM IS COST PER MILLE

Cost Per Thousand is a commonly used measurement in advertising. It is the cost an advertiser pays for one thousand listens of your episode for their advertisement.

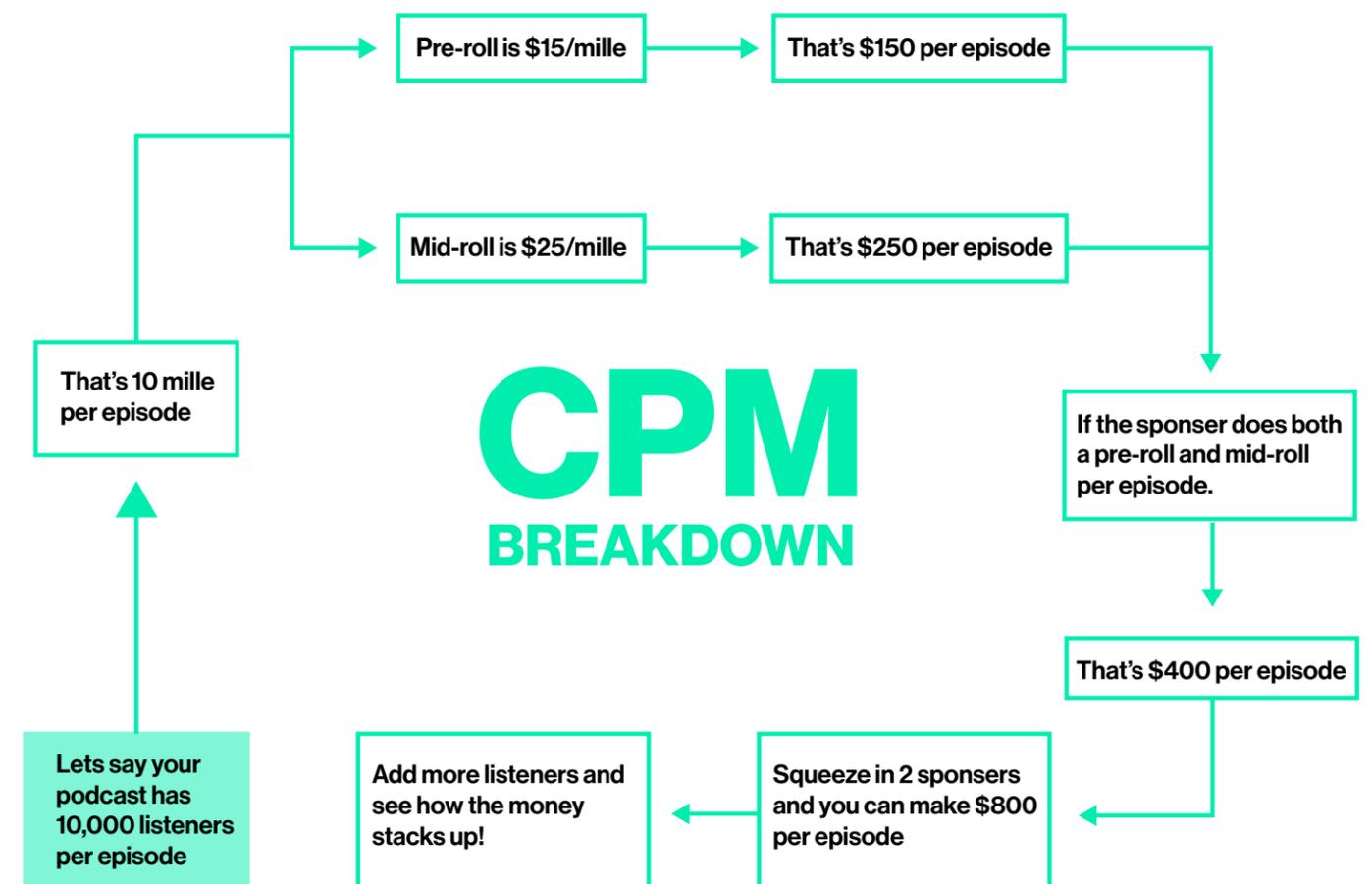
## SO WHAT ARE THESE ADVERTISERS LOOKING FOR?

Typically advertisers are looking for podcasts that have 20,000 downloads per episode.

## MONEY BREAKDOWN

15-second ad pre-roll (start of the episode) = \$15 per thousand.

60 second ad mid-roll (middle of the episode) = \$25 per thousand.



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