



**PODCAST**

*Launch Kit*

# PODCAST LAUNCH KIT

## Three Beliefs to Create a Successful Podcast:

1. The world needs to hear what you have to say.

2. There is no right way.

3. Monetization follows transformation.

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## Part 1: Creating

*'As each of you has received a gift (a particular spiritual talent, a gracious divine endowment), employ it for one another as [befits] good trustees of God's many-sided grace [faithful stewards of the [f]extremely diverse powers and gifts granted to Christians by unmerited favor]. Whoever speaks, [let him do it as one who utters] oracles of God: whoever renders service, [let him do it] as with the strength which God furnishes abundantly, so that in all things God may be glorified through Jesus Christ (the Messiah). To Him be the glory and dominion forever and ever (through endless ages). Amen (so be it).'* 1 Peter 4:10-12



### 1. Find your gift.

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2. Refine your style.



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3. Collect your messages.

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4. Develop your brand.



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5. Line up your guests.

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6. Record your episodes.



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7. Create your shows.

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## Part 1: Sharing

*'So faith comes by hearing [what is told], and what is heard comes by the preaching [of the message that came from the lips] of Christ (the Messiah Himself). But I ask, Have they not heard? Indeed they have: [for the Scripture says] Their voice [that of nature bearing God's message] has gone out to all the earth, and their words to the far bounds of the world.'*  
Romans 10:17-18



1. Dump it and gump it.

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2. Batch the recordings.



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3. Manage distribution.

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4. Leverage social media.



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5. Create press kits.

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6. Enlist the masses.



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7. Invite guests.

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## Part 3: Launching

*'But seek (aim at and strive after) first of all His kingdom and His righteousness (His way of doing and being right), and then all these things taken together will be given you besides.'*

*Matthew 6:33*



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1. Calendarize your launch.

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2. Collect your soap opera series.



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3. Create your opt-in.

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4. Create your email sequence.



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5. Make it an "International Holiday!"

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6. Invite everyone.



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7. Launch!!!

A champagne glass filled with bubbly liquid, topped with a white ribbon bow, sits on a lace doily. The background is a soft, out-of-focus grey.

# BONUS

**M-7-7**

*Invite Method*

# BONUS: M-7-7 INVITE METHOD

**M-7-7**—"Ask and keep on asking and it will be given to you; seek and keep on seeking and you will find; knock and keep on knocking and the door will be opened to you" (Matthew 7:7, AMP). That's right--these invites are in line with God's Word... We ask and KEEP ON ASKING!

**52 weeks**—that's what we have in a year. And when it comes to having A-list guests on your podcast, sometimes it feels like you're waiting that long. This will make it so much faster and easier! Here are 26 "Fun and Fabulous Invite Ideas" to get a high-profile guest on your show.

**Step One:** Contact their media department (you're officially a media personality now), and send them a personalized email about how this person has blessed your life, and request an address where you can send them a "thank you" note.

**Step Two:** Send them a heartfelt "thank you" note.

**Step Three:** Now you have an address where you can send a "Fun and Fabulous Invite" every two weeks. And there are 26, so you have an entire year to win them over!



# BONUS: M-7-7 INVITE METHOD

1. Mini flashlight—"Come shine your light on the \_\_\_\_\_ podcast."
2. Rubix cube—"Like can be puzzling, but you have solutions! Help our listeners figure it all out on the \_\_\_\_\_ podcast."
3. Baseball cap—"Hats off to all you're doing to change the world! I would love for you to share it on the \_\_\_\_\_ podcast."
4. Friendship bracelet—"Okay, so we're not BFFs... yet! But I bet we will be after you're on the \_\_\_\_\_ podcast."
5. Teabags—"You work hard! Pour a cup, take a break, and come hang out with me on the \_\_\_\_\_ podcast."
6. Socks—"You can change the world without even putting on a pair of shoes by being a guest on the \_\_\_\_\_ podcast."
7. 30 Minutes of \_\_\_\_\_ Love" coupon—"Please honor this coupon by being a guest on the \_\_\_\_\_ podcast."
8. First-aid kit—"This world is hurting! Let's bring healing to it. Be a guest on the \_\_\_\_\_ podcast."
9. Manicure set—" Put your best foot forward and be a guest on the \_\_\_\_\_ podcast."
10. Popcorn—" A great idea just popped into my head—getting you on the \_\_\_\_\_ podcast."
11. Dollar bill with their face on it—"I know your time is money. Give me 30 minutes and let's help people change their lives."

# BONUS: M-7-7 INVITE METHOD

12. Comb and brush set—"People get all tangled up in life. Help them out and be a guest on the \_\_\_\_\_ podcast."

13. Soap—"People live messy lives. Can you help them get cleaned up? Be a guest on the \_\_\_\_\_ podcast."

14. Recipe with wooden spoon attached—"What's the recipe for success? Seems like you figured it out. Come share it on the \_\_\_\_\_ podcast."

15. Poo-Pourri—"Life stinks for a lot of people. Let's fix that. Come be a guest on the \_\_\_\_\_ podcast."

16. To-Do pad with #1 being "be a guest on the \_\_\_\_\_ podcast—"I know life gets busy, so I thought I would help you prioritize your "to do" list."

17. Calculator—"It all just adds up—you plus the \_\_\_\_\_ podcast equals amazing success!"

18. Sunglasses—"The future's so bright, you gotta wear shades, especially when you come shine on the \_\_\_\_\_ podcast."

19. Kool-aid pack—"You're so kool! If you weren't, I wouldn't keep asking you to be a guest on the \_\_\_\_\_ podcast."

20. Jerky—"My followers are going to think I'm a jerk if I don't get you to be a guest on the \_\_\_\_\_ podcast."

21. Lollipop—"Life sucks for a lot of people. You can change that by being a guest on the \_\_\_\_\_ podcast."

# BONUS: M-7-7 INVITE METHOD

22. Sweatband—"People wouldn't have to sweat it out if they could just get some advice from you. Would you be a guest on the \_\_\_\_\_ podcast?"

23. Beef stew flavor packet—" Don't STEW on this any longer. Be a guest on the \_\_\_\_\_ podcast."

24. Fake ring—"I'm making it official. This is my proposal for you to be a guest on the \_\_\_\_\_ podcast."

25. Pine tree air freshener—"I'm PINE-ing for you to be on the \_\_\_\_\_ podcast."

26. Pen—"You don't have to write your life story. Just come talk about it on the \_\_\_\_\_ podcast."



# BONUS

*Podcast Resource*

**GUIDE**

# BONUS: PODCAST RESOURCE GUIDE

**Just do it:** How many times have you said, “Oh, I’ll start my podcast once I get all the equipment.” You don’t need all that to get started with your podcast.

**Here’s the secret:** Use your phone! All you need is to press record on the camera and talk! It’s super easy and simple. Don’t get caught up in the thought that you can’t do it without the studio. Get started on your podcast now and level up as you go!

## Building Your Studio:

### 1. Most Affordable / Easy Set-Up:

- Audio- JLab Talk Go USB Microphone, <https://amzn.to/3xypr0a>
- Visual- Logitech C922 Pro Stream Webcam, <https://amzn.to/3xaXyu3>

### 2. Best Bang for your Buck / Easy Set-Up:

- Audio- Rode PodMic Cardioid Dynamic Podcasting Microphone, <https://bit.ly/3B0Pgrl>
- Visual- Razer Kiyo Streaming Webcam, <https://amzn.to/3yVB814>

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## 3. Higher Quality / Intricate set-up:

- Mic Bundle (mic, stand, and cable included): Shure SM7B Cardioid Dynamic Vocal Microphone, <https://bit.ly/3D5i4AK>

*If you want just the mic and a desktop stand, here is a cable and stand that is a slightly different setup:*

- Mic: Shure SM7B Cardioid Dynamic Vocal Microphone, <https://bit.ly/3yU9ku2>
- Cable: Pro Co EXM-5 Excellines XLR-XLR Patch Cable, <https://bit.ly/36xXqdf>
- Desktop Mic Stand: On-Stage Stands DS7200B Adjustable Desktop Microphone Stand, <https://bit.ly/3yTYDHW>

*You will also need an interface that will connect the microphone to your computer.*

- Here is a “how-to” video on setting up your new podcast microphone. You can watch from 0:26-1:27 for a basic tutorial on setting up
  - <https://youtu.be/0jeENF-uBYo?t=26>
- Interface: Focusrite Scarlett 2i2 3rd Gen USB Audio Interface, <https://bit.ly/3yTIHFS>
- Next, the camera!
  - Visual- Logitech BRIO, <https://amzn.to/3BPBxEL>

# BONUS: PODCAST RESOURCE GUIDE

## Editing Software:

### 1. Mac

- Visual Podcasts
  - iMovie, free
- Audio Podcasts
  - GarageBand, free

### 2. Windows

- Visual Podcasts
  - Lightworks
- Audio Podcasts
  - Audacity, free

If you would rather hire someone to edit for you, check out [fiverr.com](https://www.fiverr.com) or [freelancer.com](https://www.freelancer.com)

## Live streaming:

Youtube / Facebook, you can stream straight to these platforms without software

- Youtube How to get started video  
<https://www.youtube.com/watch?v=Xka4OLgzW9Q>
- Facebook How to get started video  
<https://streamgeeks.us/how-to-live-stream-to-facebook/>
- How to stream to both at the same time
  - Restream
  - How- to video <https://restream.io/blog/how-to-stream-to-facebook-and-youtube-at-the-same-time/>

## Distribution Website:

Libsyn: This is how you will send your podcast to all of the platforms

- How to get started video <https://www.youtube.com/watch?v=nSHjJ2ZmnuQ>