



Podcasting: An Entrepreneurial Opportunity for the Modern-Day Musician

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Passionate Drive & Mission



- Our Current Times
 - The Music Industry is Changing
 - The Technological World is Changing
- It can be challenging and frustrating...I get it!!
 - How do I make money as a musician in these current times?
 - How can I be seen in such a noisy market?
- To Help All Musicians Think Entrepreneurially
 - Student → Professional
 - Professional Looking for Different Opportunities
 - Sarah → Librarian → Composer & Clarinetist
- Plant Your Seeds & Reap Your Rewards





Podcasting



- Why Podcast?
 - To shed light onto you and your brand!
 - Various benefits that we will dive into later!

- What is a podcast?
 - Podcast is a program made available in digital **audio** format for automatic download or streaming over the Internet to an electronic device, such as a smartphone, tablet, computer, etc.

- Various Fields
 - Research / Educational
 - Entertainment

- Origins
 - Originated in 2004
 - Adam Curry
 - Dave Winer





Shared Information



- Main Point: Shared Targeted Information
 - Regionally
 - Nationally
 - Internationally

- Podcast Medium
 - Gives voice to those who necessarily wouldn't have the opportunity!

- Intimate/Personal Connection Between Host, Guest & Audience

- Awareness & Growth
 - Awareness
 - 2006 → 22%
 - 2019 → 70%
 - 2020 → 75%
 - Growth
 - By 2023, it's estimated that podcast listening will grow to 163 million people in the United States alone.

+ Podcast Theme



- Save this information for later!
- Podcast's Theme
 - “Zone of Genius” – Dumas
 - Intersection of Your Passion & Expertise
- Podcast's Name
 - “Zone of Genius” is reflected well.
- Podcast's Album Art
- Podcast's Content
- Podcast's Avatar

+ Podcast Equipment

- *Save this information for later!*
- You can find the podcast equipment, which suits your unique budget!
- Electronic Device
 - Smartphone
 - Tablet
 - Computer
- Microphone
 - Earphones with Built-In Microphone
 - Dynamic USB Microphone
 - Audio-Technica, ATR 2100
 - Dynamic Microphone + Audio Interface
 - Shure SM58 (microphone)
 - Focus Rite (audio interface)
- Digital Audio Workstation (DAW) – Record & Edit!
 - Free Options
 - Garageband (MAC)
 - Audacity (MAC & PC)
 - ProTools First (MAC & PC)
- Call Recorder for Remote Interviews
 - Riverside.fm
 - Zoom



+ Online Project Management Tools

- Save this information for later!
- Website
 - WordPress, Wix, Squarespace, etc.
 - Pro Tip: Aside from podcasting, this is a must for all 21st c. musicians!
- Media Hosting Account
 - What is it?
 - It's a server that hosts the media files in the "cloud."
 - RSS Feed → Online Directories (Example: Apple Podcast & Spotify)
 - Libsyn
 - Buzzsprout
 - Castos
- Social Media Marketing
 - Social Media Management Tool
 - Buffer
 - Hootsuite





The Benefits of Podcasting



■ Cost Effective

- Budget Varies
 - Start as little as \$0.00 per month!
 - “Generally podcasts are as free to download as they are to produce.” – Bartlett
- Free to the Listener

■ Convenient

- Subscriber’s Own Schedule
- Podcast Listening Situations
 - Home (household chores: cleaning, tidying up, cooking...)
 - Running Errands
 - Commute to/from Work
 - Physical Activity (working out, out for a walk...)



The Benefits of Podcasting



- Share Ideas Throughout the Music Community!
 - Content + Personal Experience
 - Build Credibility & Authority
 - Start a Conversation
 - Interaction → Inspiration
 - Build Authentic, Genuine Relationships
 - Organic Opportunities Start to Unfold
- Amplify Your Brand & Voice!
 - Podcasting is an Untapped Market for Musicians
 - For example: Only 5-10 Current Flute Podcasts Available

+ The Benefits of Podcasting

- Entrepreneurship Opportunities
 - Market Your Brand
 - Podcast → **Multiple Streams of Income**
 - Corporate Sponsorships
 - Merchandise
 - Partnerships & Affiliate Links
 - Products, Services & Offerings
 - Published Works: E-Books, Books, Etc.
 - Remote Classes
 - Subscriptions
 - Music Lessons (private &/or group)
 - Guest Artist Appearances at Universities &/or Festivals
 - Presenter
 - Adjudicator
 - Masterclass Clinician
 - Creative Consultant
 - Coach
 - Music Camps



+ Produce Your Own Podcast!

- Let your music podcast be the springboard for your business to showcase your _____ in our music community!
 - Creative Voice
 - Unique Talents & Skillsets
 - Products
 - Services
 - Offerings
- Build & Obtain a Support System!
 - Utilize mentors to be a soundboard for you.



+ Let's Stay Connected!

- Take a Screenshot of this Page! 😊
- Flute 360
 - A 360 View of the Modern-Day Flutist
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- Red House Productions
 - Your Podcasting Home
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- THANK YOU!

