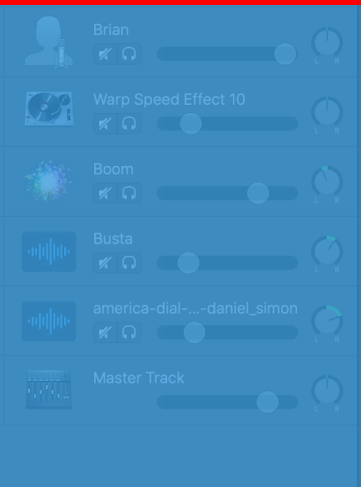
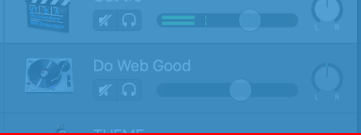




So, You Want to Start a Podcast



What We're Going to Cover

Topics 🧐

1. Who we are?
2. Organize!
3. Need to have!
4. The Process.



Introductions

Who We Are 🖐️

{{ Brian Hinton, Frederick Philip Von Weiss, Jenell Pizarro }}



What is the “Thunder Nerds”

**A conversation with the people behind the technology,
that love what they do... and do tech good.**

ThunderNerds.io



How Did We Do It?

Our Story ⚡

- We didn't wait for permission.
- No idea what we were doing == 0.02% (this is the exact number).
- Then we asked people to be on the show, and they said "yes"..Oh 💩!
- Recording started!



Why Did We Start a Podcast

What the heck were we thinking 🤔

1. Inspiration

- Brian: The East Wing humanized guests
<https://player.fm/series/the-east-wing-19230>
- Frederick: Paul Boag <https://boagworld.com/show/>

Why Did We Start a Podcast

...and... 🤔 🤔

2. Contribute to the community

- Entertain!
- Make people accessible.
- Inspire others, and make them realize that they can do it too!
- Learn, and pay it forward.

It Was Scary

We had to create a plan 🤡

1. How are we going to do this?
2. What do we need to do this?
3. Where do we even start?
4. It's okay to be scared!





“Without being crazy fu🐱ng scared of riding a green & orange-striped tiger that talks,
you can't have the opportunity to be brave”

- He-Man

Where We Are Now

On Stage 🕶️


1. Some of the things we've learned from our guests
2. What our show has become
3. 3.5 years! Live stream Conferences! Oh my!



KuanLuo.com



AlyssaNicoll.com

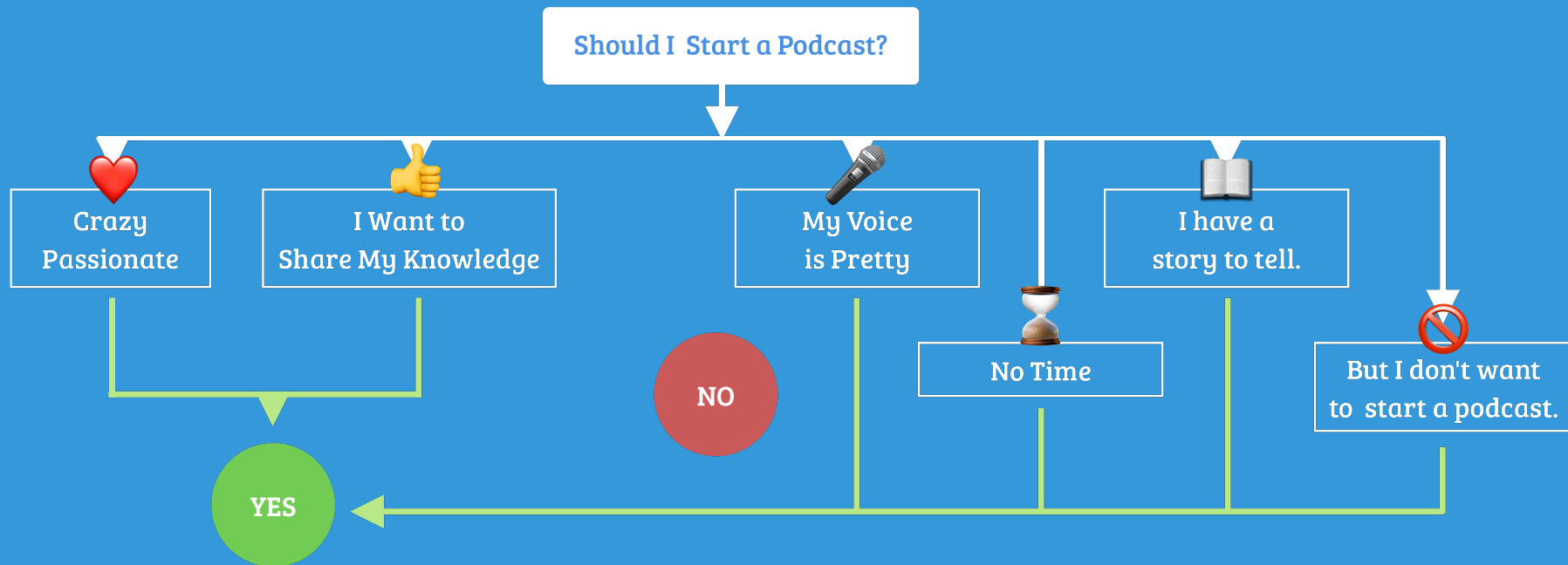
Is this 
as easy as it looks?

Steps For Starting a Podcast



Step 1: Chose Your Path

Do you actually want to start a podcast? 



Step 2: Organize

Do you guano what you're thinking 🦇

1. What do you want to accomplish with your podcast?
2. What are you going to talk about?
3. Fiction, non-fiction, interviews?
4. MAKE A PLAN!



Step 3: Need to Have!

Create, Publish, Promote 🕒

- TIME!
- Tools are nothing unless you make the time.
- Passion will provide the time!



Step 4: What Do You Need?

Equipment, Hardware, Software, He-Man Gifs 🦴

1. Hardware
 - a. Phone
 - b. Computer
 - c. Mic
2. Software/Services
 - a. GarageBand
 - b. Audacity
 - c. Anchor
3. YOU ARE everything YOU need



Step 5: Process

Create an excellent plan



1. Process

- a. How your record
- b. Publish
- c. Socialize

2. Guests

- a. How do you get guests?
- b. Ask ppl, Be authentic



Step 6: Publish

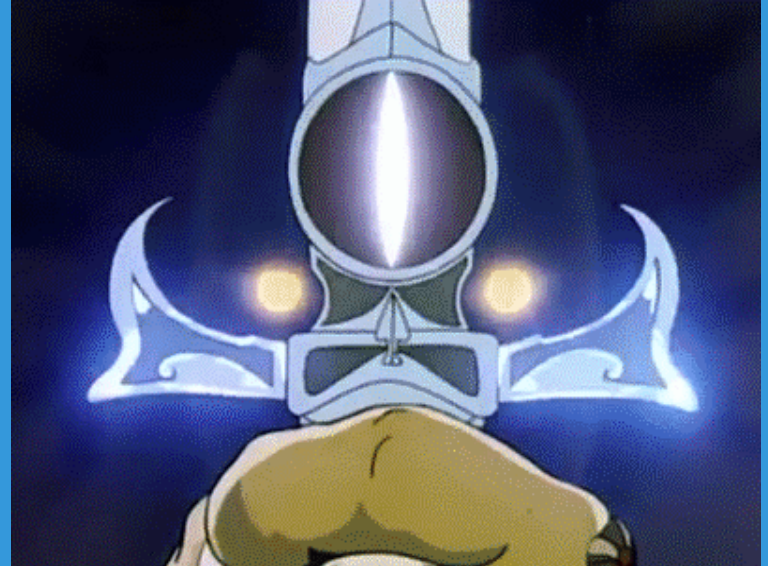
Get it out there 

1. Host files
 - a. Website
 - b. SimpleCast
 - c. <https://tryca.st/>
 - d. AWS
2. Domain name
 - a. Name that matches a domain?
3. Platforms:
 - a. Submit to Apple, Google, Spotify
4. Feed: Where is your audience
 - a. (Submit to where your listeners are)
Breaker, Overcast, Stitcher
 - b. Google Play, Sticker, Overcast, Breaker, TuneIn (Tesla drivers)
5. Ask for support?
 - a. Patreon

Step 7: Grow Your Audience

Get YOU out there 🗡️

1. Grow your audience
 - a. Plan your social posts
 - i. Buffer, Tweetdeck, Oktopost...
2. Join the conversation
 - a. Start a discussion, and engage
 - b. Don't just retweet or like, add to the conversation
 - c. Provide value, & you will be valuable
3. Who is your audience?
 - a. Persona Map
 - b. Be authentic yet pivot, Grow without ego
4. Start a community



Step 8: Have Fun

Be Excellent 😄



Takeaways

Me-WOW



1. Be Authentic and provide value, and you'll be a valuable
2. Organize!!
3. Passion will provide the time
4. YOU ARE everything YOU need
5. Create a realistic process
6. Personal Growth, Grow Your Audience
7. Have FUN



Is this  as easy as it looks?

YEPS 

**Looking forward to
hearing your podcast!**



“Without being crazy fu🐱ng scared of riding a green & orange-striped tiger that talks,
you can't have the opportunity to be brave”

- He-Man

Thank👼You

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**A conversation with the people behind the technology,
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Let's hug & chat ❤️