

# Building Your Platform through Podcasting



Matty Dalrymple, The Indy Author

# Who am I?

- Author of the Ann Kinnear Suspense Novels and Suspense Shorts and the Lizzy Ballard Thrillers
- Host of 140+ episodes of The Indy Author Podcast

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# Who are you?

- Podcast host?
- Podcast guest?
- Both?

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# Why podcasting?

- The intimacy of audio
- The popularity of on-the-go content
- The affordability and (relative) ease



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# Why for authors?

- In what is largely a solitary pursuit ...
  - encouragement to look outward
  - an opportunity to build community
    - “I have created such an unexpected network and community of really impressive people ... And so many of those relationships would go on to be collaborations in other projects.”*  
Jeremy Richter, Lawyerpreneur Podcast
- An additional income stream (?)

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# What are your goals?

- Networking?
- Paying it forward?
- Learning?
- Earning?

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# What are the prerequisites?

*(It's not the tech.)*

- For hosts, **be an enthusiastic podcast listener**
  - *What are your favorite podcasts, and why?*
- For guests, **be familiar with specific podcasts**
  - *Why are you a good fit?*



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# What will be your ...?

- Topic
- Format / Medium / Venue
- Persona

*As a host, you get to pick.  
As a guest, you get to choose.*

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# Topic

- Broad or niche?

*What are two dozen topics you'd want to address as a host?*

*What are a half dozen topics you'd want to address as a guest?*



# Format / Medium / Venue

- Solo / Interview / Panel
- Live / recorded
- Virtual / in-person

*As a listener, what appeals to you and why?*

*As a guest, what's the best fit?*

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# Persona

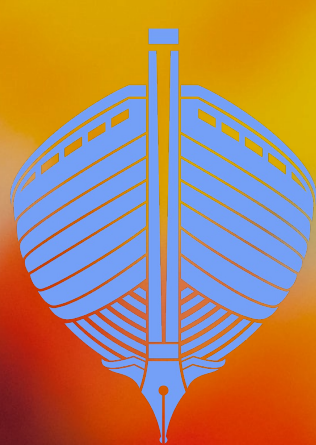
- How personal? What will you share? What's off-limits?
- Clean or explicit?
  - What might that mean in terms of the audiences you can reach?
- Can you comply with / accommodate the host or guest's brand?

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# Choosing Your Brand

*The Writing Craft and the  
Publishing Voyage*



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# Creating Direct Income

- Patronage
- Affiliate income
- Sponsorships

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# Creating Indirect Income

- Books
- Consulting
- Courses

*Do they align with your topic /  
persona / brand?*

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# Choosing Your Tech

- Computer (e.g., MacBook Air)
- Microphone (e.g., Blue Yeti)
- Earbuds (pretty much anything)
- Interview platform (e.g., Zoom)
- Audio / video editing and transcription (e.g., Descript)
- Hosting platform (e.g., Libsyn)

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# Finding the Right Match

- Who are five guests you will invite to your podcast OR five podcasts you will pitch?
  - PodcastGuests.com
  - MatchMaker.fm

*The best podcasts to pitch are ones you listen to!*
- To whom might they provide introductions?

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# For Hosts: Refining the Details

- Choosing your schedule
- Choosing your structure
- Choosing your extras  
(transcripts, giveaways)

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# Creating the Environment

- For audio, what sounds exist in the environment that might need remediation?
- For video, what do you want (and NOT want) in your background?

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# Doing Your Research

- *No generic pitches!*
- What research will you do in advance?
- What additional research will you do after acceptance?

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# Being a Great Guest or Host

- Make it easy!
- Promote, promote, promote!
- Repurpose the content

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# Committing to Professionalism

- What does professionalism mean to you?
- How will you act on that in your podcast / appearances?

*Respecting the time and effort of my listeners and my guests / host*

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## *Intrigued?*

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