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# HOW TO START A PODCAST IN A WEEKEND

A guide by Jillian Tohber Leslie  
*Host of The Blogger Genius Podcast*

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**40% of Americans aged 12+ say they have listened to a podcast in 2017, while 24% say they have listened to one in the past month, up from 21% a year ago.**

**WHO AM I?**

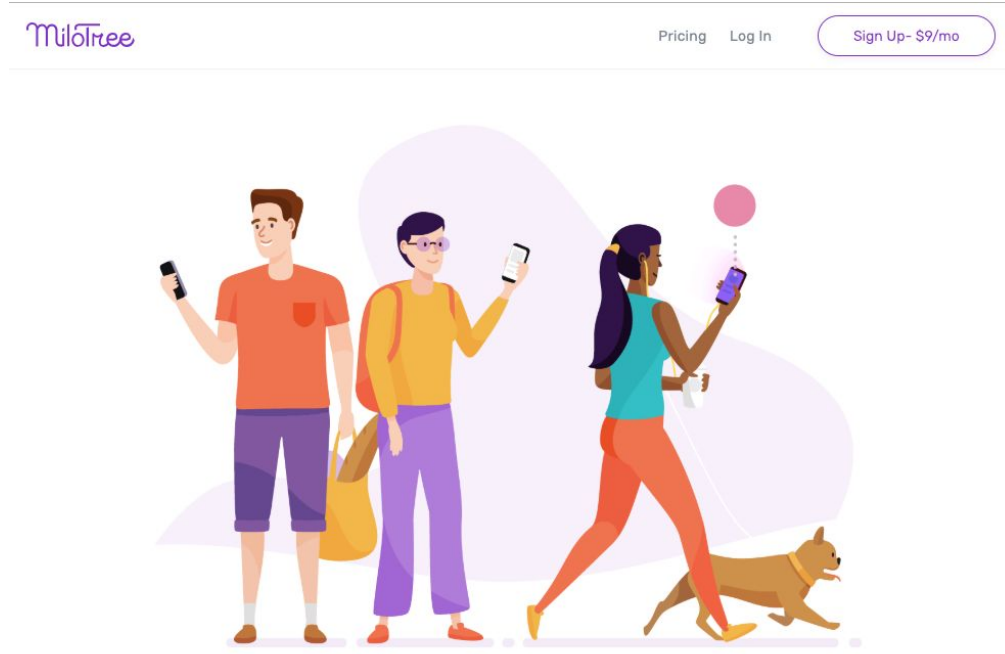
# CATCH MY PARTY

- Founded in 2009
- Largest party ideas site on the web
- Over 1 million followers on Pinterest and 150 thousand followers on Instagram

The screenshot shows the homepage of the website 'Catch My Party'. At the top, there is a search bar and the site's logo. A navigation menu includes links for 'THEMES', 'NEW PARTIES', 'VENDORS', 'SUPPLIES', 'FREE PRINTABLES', 'RECIPES', 'DIYS', 'BLOG', and 'ADD PARTY+'. The main content area features a large image of a Peter Rabbit-themed birthday party with a blue cake and a Peter Rabbit figurine. Below the image is a text overlay: 'Take a look at this gorgeous Peter Rabbit 1st birthday party!'. To the right of the image, there is a text block: 'Find incredible party ideas. Browse real parties. Share your party.' with two buttons: 'PLAN A PARTY' and 'ADD A PARTY'. Below this, there is a 'Welcome to Catch My Party!' section with text about seasonal party ideas and links to various party categories. A 'Follow on Pinterest' button is visible on the right side of the page. The footer includes 'Powered by MioTree' and an 'X CLOSE' button.

# MILOTREE

- **Founded in 2016**
- **A pop-up app for entrepreneurs and bloggers to grow their social media followers and email list**
- **Pinterest, Instagram, Facebook, YouTube, email, Etsy, Shopify**
- **Over 5,000 customers**



MiloTree Pricing Log In Sign Up - \$9/mo

Convert visitors into followers, subscribers, and customers

Beautiful, easy, cost effective pop-ups to grow your social media followers and email list. Instagram, Pinterest, YouTube, Facebook, and your email pop-ups are all included.

[Demo Your Pop-up](#) No Sign Up Required

Hi! I'm Jillian, founder of MiloTree. Can I help you set up your pop-ups?  
Jillian

# THE BLOGGER GENIUS PODCAST

- Launched in 2018
- Currently have 60+ episodes
- Over 40k downloads
- Goal
  - ◆ Grow MiloTree
  - ◆ Build authority and trust
  - ◆ Learn from my guests!

Welcome to The Blogger Genius Podcast!



Welcome! I'm, [Jillian Leslie](#), host of the podcast and founder of [MiloTree](#) and [Catch My Party](#). I have a BA and MBA from Stanford, and in a previous life, I was a screenwriter in Hollywood, so I love a good story!

This podcast is about learning how other successful bloggers and online entrepreneurs grow their businesses, what's working now for them, and how *you* can use their tips and tricks to grow your *own* business.

## SO HOW DID I START A PODCAST IN A WEEKEND?

- I found a purpose
- I found a topic
- I found an avatar
- I found a format
- I found a schedule
- I got to work!

# THE HIGH-LEVEL THINKING



## WHAT IS THE PURPOSE OF YOUR PODCAST?

- To sell products or services
- Build your brand
- Sell ads
- To set yourself up as an expert
- As a creative outlet

## WHAT IS YOUR PODCAST GOING TO BE ABOUT?

- What are you an expert in?
- What are you passionate about?
- What can you speak about effortlessly?

## WHO IS YOUR AVATAR?

- Not just demographics
- What do they struggle with?
- What problem are you going to solve for them?

## WHAT FORMAT WILL YOU USE?

- Interview
- Topic-centered
- Q&A with an audience
- Video
- Solo vs. team

## HOW OFTEN WILL YOU POST EPISODES?

- Daily
- Weekly
- Monthly
- Series/Season

## WHAT IS THE GOAL OF YOUR CONTENT?

- To get visitors to your website to sign up for your newsletter
- Buy your product or service
- Download your freebie
- Follow your on social media
- Share this episode
- Get in touch with you
- Sell ads to brands

## **YOUR CTAs ARE CRUCIAL!**

- Keep your goal top of mind**
- Brainstorm your CTAs**
- Record an intro and outro version for each one**
- Stick to 1 to 2 per episode**
- Think strategically about what you want your audience to do as a result of listening to each episode**

# THE NITTY GRITTY



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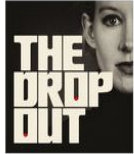
**TIP: When picking a name for your podcast, focus on being clear, not cute or clever.**

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**TIP: When creating your artwork  
look at iTunes and see what pops  
out at you.**

## New & Noteworthy

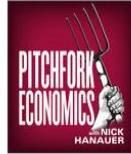
Featured ▾



The Dropout  
ABC News



The Big One: Your  
Survival Guide  
KPCC 89.3 | Souther...



Pitchfork Economics  
with Nick Hanauer  
TYT Network



Mbituaries with Mo  
Rocca  
CBS News, Inc.



Strong Feelings  
Katel LeDú & Sara W...



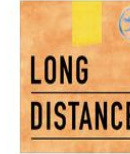
The Only Child with  
Arielle Vandenberg  
Arielle Vandenberg



Meaningful  
Conversations with...  
Shriver Media and Ca...



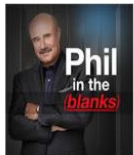
What Next | Daily  
News and Analysis  
Slate Magazine



Long Distance  
Paola Mardo



Works for Me  
Bloomberg



Phil in the Blanks  
Dr. Phil McGraw



Make-Believe  
Make-Believe Associ...



The Weirdest Thing I  
Learned This Week  
Popular Science



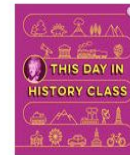
Gay Future  
Gay Future Productio...



Post Reports  
The Washington Post



OZY CONFIDENTIAL  
OZY



This Day in History  
Class  
iHeartRadio & HowSt...



Monstruo  
Incongruity Media



Poda Bing: a  
Sopranos...  
Alternate Thursdays



Pick the Brain  
Podcast  
Erin Falconer and Jer...



The Cut on Tuesdays  
Gimlet



Talking Points  
The Points Guy



This Podcast Will Kill  
You  
Exactly Right / Erin W...



Their Own Devices  
Marc Groman and Da...



Conan O'Brien  
Needs A Friend  
Team Coco & Earwolf

## ITUNES ARTWORK REQUIREMENTS:

- JPEG or PNG
- Min 1400 x 1400 pixels
- Max 3000 x 3000 pixels

## WHAT EQUIPMENT I USE

- Mac computer
- ATR-2100 Mic or Yeti Blue Mic
- Pop filter
- Headphones
- Skype (for interviews)
- Hindenburg (for editing)

## OTHER EQUIPMENT OPTIONS

- Skype\* + eCamm (for audio interviews)
- Zencastr\*
- Zoom.us (video interviews)\*
- ScreenFlow
- GarageBand\*
- Audacity\*
- Adobe Audition

\* Free

## WHERE DO I HOST MY PODCAST?

- Libsyn (what I use)
- BuzzSprout
- Blubrry
- Podbean

## WHAT I LIKE ABOUT LIBSYN

- Can publish to all channels at once including YouTube
- Analytics
- Not very expensive



## HOW TO GET STARTED

- Try for 3 episodes to launch
- First episode is your intro episode
- Have a content bank of at least a month's worth of episodes

## WHAT IS YOUR FIRST EPISODE ABOUT?

- This is called episode 000
- Usually it's about 8-10 minutes
- Introduce yourself and the *value you bring*
- Ask people to subscribe, rate, and review your podcast
- Send out emails to your email list and friends and family to launch

## HOW TO GET APPROVAL ON ITUNES

- It can take 24-72 hours
- iTunes does not process on weekends
- iTunes requires that you have at least 1 episode published to your RSS feed
- Recommendation: launch with 3 episodes

## MY PODCAST PROCESS

- Reach out to people to be on the show
- Send them my Calendly link
- A few days before, I send a list of questions and confirm date and time
- 30 minutes before interview, get my tech set up
- Record my interview
- Edit my interview using Hindenburg adding music, intro, outro, and CTAs

## MY PODCAST PROCESS (CON'T)

- Send it to my mom to listen
- Get AI transcription in Otter.ai
- Send to my VA to go over transcript
- Have my assistant create a blog post on MiloTree.com with show notes and a link to transcript for SEO
- Upload file to Libsyn and schedule
- Post 1x per week on Tuesdays at midnight

## MY PODCAST PROCESS (CON'T)

- Create graphics for Instagram, Facebook, Pinterest
- Send email with images and post starters to guests
- Share on social media

## HOW TO PROMOTE YOUR PODCAST

- Email your list and ask them to subscribe, rate, and leave reviews
- Share episodes in email and on social media
- Be a guest on other people's podcasts
- Syndicate your podcast on YouTube
- Offer content upgrades to grow your list
- Be consistent

## TAKEAWAYS

- **Make sure your podcast has a purpose**
- **Make sure you use your podcast strategically to achieve your business goals**
- **Make sure you are solving your listeners problems and building your community**



## MY PODCAST PHILOSOPHY

- Done is better than perfect
- Sh\*\* happens so embrace it
- Authenticity is king!

## WHY I LOVE PODCASTING

- I get to connect with my audience
- I get to help other entrepreneurs build their businesses
- I get to build my authority & trust
- I get to learn from other experts
- I feel honored to be invited into people's ears ♥

**PLEASE REACH OUT WITH ANY  
QUESTIONS OR FEEDBACK**

**[jillian@milotree.com](mailto:jillian@milotree.com)**

**The Blogger Genius Podcast**

**@milotreeapp**

**You can download the deck at:  
[milotree.com/blog/how-to-start-a-podcast-in-a-weekend](http://milotree.com/blog/how-to-start-a-podcast-in-a-weekend)**

**AND PLEASE SUBSCRIBE TO  
THE BLOGGER GENIUS  
PODCAST! ❤️❤️❤️**