

A Podcast Primer for Writers

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What is a Podcast?

A digital audio file published on the Internet for downloading to a computer or a digital device for listening. Podcasts are typically produced as a series, and subscribers can receive new installments automatically. The word “podcast” is a portmanteau of iPod and broadcast.

Podcast Formats & Types

Conversational, educational, interviews, solo commentary, co-hosts, roundtable discussions, non-fiction and fictional story telling, hybrid, radio shows distributed as podcasts. Podcast publishers include newspapers, magazines, radio & TV, authors, journalists, and amateurs.

Software/Apps to Listen to Podcasts

Apple Podcasts, Apple iTunes, Google Play, Google Podcast Player, Breaker, Overcast, Pocket Casts, RadioPublic, Spotify, and more

What You Need to Record a Podcast

Bare bones: hosting software and a computer or a digital device with a built-in microphone. Optional: external USB microphone and headphones, Skype account or videoconferencing software like Zoom to interview guests remotely.

Software/Apps/Platforms to Host Podcasts

Podcast hosting apps let you record, edit, publish, distribute, and track your podcast on a computer or a digital device such as an iPhone. Anchor, Audacity, Adobe Audition, Blubrry, Buzzsprout, Captivate, Castos, Libsyn, SoundCloud, PodBean, SimpleCast, Spreaker, Transistor & many more.

Use Podcasts to Market Your Book

Host a podcast on a topic related to your book. Interview people involved with your book or experts about the topic. Read samples of your writing or chapters from your book. Promote your podcast and integrate it with your author platform (web site, social media, mailing list, etc.). Do a virtual book tour and be a guest on relevant podcasts.

Podcasts Hosted by Authors

- Dear Sugar: Cheryl Strayed & Steve Almond
- Freakanomics Radio: Stephen Dubner
- Happier: Gretchen Rubin
- Magic Lessons: Elizabeth Gilbert
- StarTalk: Neil DeGrasse Tyson
- The Tim Ferris Show
- Writing Excuses: multiple authors

Podcasts about Books

- Book Riot: The Podcast, Dear Book Nerd, Reading Lives, All the Books, Get Booked
- Literary Disco: Writers Talk About Books
- Literary Friction
- The Guardian Books Podcast
- Go Publish Yourself: Ingram Spark

Podcast Resources

www.podcastingsinsights.com

www.thepodcasthost.com

<https://writingcooperative.com/how-to-promote-your-writing-on-a-podcast-b9e98443cb37>

<https://bellocollective.com/podcasting101/home>

Top Tips

- Publish weekly
- Tuesday is the best day
- 30-45 minutes; max: 60