Books

I don't for one minute claim that this book contains every bit of learning there is on the process of podcasting. What you've got within these pages is my take, my personal view of the podcasting world. I hope it's informative and useful; I do believe I've managed to produce something new in the market, but you would do well to take some different views and perspectives into account too. You'll learn new tricks and tools from almost every podcaster that you encounter.

I've listed below some books which offer excellent next steps for further reading. I have followed the work of each author for some time and can vouch for them as a valuable source of trusted and sensible advice:

Podcaster: Joanna Penn

My notes: Joanna has been podcasting for many years and commands a huge audience and great respect in the indie author space. This book examines use of audio in a broader sense, but as a podcaster of ten years and counting, Joanna has some excellent insights into the medium.

Book: *Audio for Authors: Audiobooks, Podcasting, And Voice Technologies*
ISBN: 978-1913321239

Podcaster: Jon Cronshaw writing as J.L. Cronshaw

My notes: Jon is an author and podcasting friend and gave me the chance to beta read this book prior to release. He covers many elements which I do not, and it makes an ideal companion to this book.

Book: *Podcasting for Authors: How to Make and Publish a Podcast*
ISBN: 979-8601166430

Podcaster: Dave Jackson

My notes: Dave is my go-to source of excellent podcast advice. He's been podcasting for years and is greatly respected among podcasters.

Book: *Profit from Your Podcast: Proven Strategies to Turn Listeners into a Livelihood*

ISBN: 978-1621537724

<u>Podcaster: John Lee Dumas</u>

My notes: John is an amazing powerhouse of podcasting and every aspiring podcaster should have him on their radar. My claim to fame is that he recorded a jingle for my podcast in its early days.

Book: *Podcast Launch: How to Create & Launch Your Podcast: Plus FreePodcastCourse.com!*
ISBN: 978-1508418597

<u>Podcaster: Colin Gray</u>

My notes: Colin provides a safe, professional and experienced pair of hands when it comes to podcasting and can offer informed guidance on more complex equipment rigs and equipment.

Book: *How to Podcast: The Equipment, Strategy & Podcasting Skills You Need to Reach Your Audience: The book to guide you from Novice Podcaster to Confident Broadcaster*
ISBN: 978-0992690618

Podcasts on podcasting

As a podcast host yourself, you should definitely listen to podcasts. How else will you discover what works, what doesn't, and pick up great ideas for future developments?

Here is a short list of podcasts about podcasting which I recommend you check out:

<u>Show title: School of Podcasting</u>

Podcaster: Dave Jackson

My notes: Dave is my go-to source of information about podcasting. He's been producing and presenting shows for years, is a great host and provides all sorts of useful services for podcasters. I particularly like Dave's show because his advice is always practical and aimed at getting you started; he won't over-geek you or encourage you to spend money on equipment you don't need.

<u>Show title: The Podcraft Podcast</u>

Podcaster: Colin Gray

My notes: Colin is another of my preferred sources of quality podcasting information and his own podcast is well worth checking out. His back catalogue is packed with all sorts of fabulous information and I suggest a pick 'n' mix approach in the first instance, prioritising those topics which are most useful to you

Show title: The Feed

Podcaster: Libsyn

My notes: This is the podcast show produced by the team which provides my preferred podcast distribution service, Libsyn. It has a whole rack of previous episodes and I'd recommend you start by picking the topics which are most relevant to you.

Conferences

I will admit that I've never attended a podcasting conference, mainly because the dates have a nasty habit of clashing with other things that I have going on. However, I am a big fan of networking and learning events and recommend them highly to you.

This short list reflects UK and US venues and should be regarded as a starter kit. Do a Google search for *podcast events*; you'll soon discover that many more are available:

Event: Podcast Movement (US location)

My notes: Probably the biggest and best-known – this is the event which every podcaster needs to know about. On-demand recordings can be purchased if you can't attend in person.

Weblink: podcastmovement.com

Event: Pods Up North

My notes: This is my 'local' podcasting event and is a who's-who of UK podcasting talent.

Weblink: podsupnorth.com

Podcast mastermind groups

Courses and mentoring can provide huge benefits and I've been a frequent consumer of online courses and mastermind groups ever since I started working for myself. They usually come with a price tag attached, so they're not for everyone, but if you do want to take things to the next level, here's how you can get started:

Provider: Rob Moore

What's on offer? Podcast Media Masterclass at the offices in Peterborough, UK or a complete 'done-for-you' podcasting and editing service.

My notes: This is the podcasting mastermind group that I am a member of in the UK. Rob Moore presents a couple of podcasts of his own and has built an entire education and support service around it. The quarterly meetups are always packed with great guests and useful information.

Provider: Colin Gray

What's on offer? Podcasting courses, personal coaching and support, and resources and tools.

My notes: Colin has some great courses available and I particularly like the range of what's on offer. There are regular Q&A support sessions, so if you need ongoing 'hand-holding' this will be great for you.

Provider: Dave Jackson

What's on offer? Dave provides a variety of packages to suit every budget and requirement.

My notes: Dave's support is excellent, and I have used his services personally, paying him to review my show and give me feedback and tips.