

# WORDSTYLER

## *The Podcast Masterclass*



## PREPARE

*Preparing is about pulling all your ideas together in terms of content, format, audience, resources and guests. Organise your research, identify your digital assets.*

## PLANNING

*Planning is about developing the spine of your series, scheduling time to script, record and edit, launch dates and identifying the digital assets that will help your listeners engage.*



## PRESENTING

*Presenting for audio is different. Your audience does not have the visual cues that communicate what you are saying. We will share all the tips and tricks to effectively engage your listeners and present the information you want to share.*







# PRODUCTION

*We show you how to set up a studio for under \$50 using a phone and free software right through to a fully equipped studio. We share how to engage interviewees and get the best recording sound with whatever equipment you have. The class briefly discusses how to improve the quality of your recording in software like Audible and where to find musical signatures and sound effects.*



# POST PRODUCTION

*You will learn the Basic Editing process and Episode Construction. We show you how to create your show notes, digital assets, links and a promotion strategy.*



# PROMOTION

*Sharing snippets to attract listeners will help them to decide whether they invest in your podcast if you follow our plan. We cover everything from Website content, Digital Asset and Links, Social Media and Networking groups.*