



Podcasting Easy Peasy



Gillian Whitney



Gillian Whitney

2X Podcast Host - Since 2022

10+ Years in Marketing

6x Business Book Author

Business Book Coach



Gillian Whitney

My Podcasts



173 episodes



90 episodes

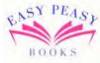


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What We'll Cover Today








1. Podcasting Basics to Consider
2. Types of Podcast - Live vs. Recorded
3. Equipment & Tools (Budget Friendly)
4. Working with Guests
5. Promotion & Repurposing Strategies
6. Is Podcasting Right for YOUR Business?



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Why Podcast? The Business Case

-  Visibility — Get discovered by new audiences
-  Know, Like & Trust — Your voice builds connection
-  Improve Communication Skills — Confident speaker
-  Meet New People — Guests love the spotlight
-  Content Machine — posts, articles, & even a book



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What Kind of Podcast Will You Do?

Solo Episodes

- ✓ Full control, easier to schedule
- ✗ All the content pressure is on you

Guest Episodes

- ✓ Shared content, built-in audience growth
- ✗ Requires booking and coordination systems



What to Call Your Podcast?

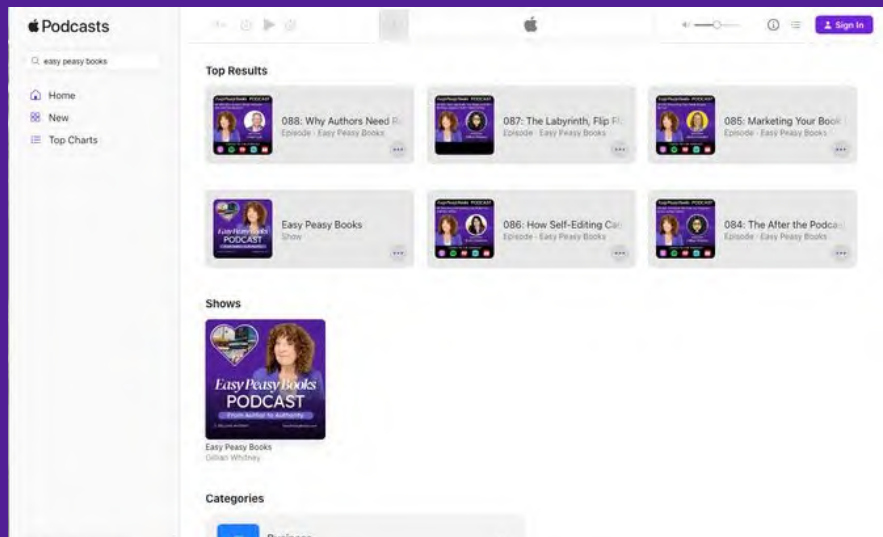
Podcast Directories



The image shows a screenshot of the GoDaddy domain search interface. The search term "easypeasybooks" is entered in the search bar. The results are divided into two columns. The left column shows "easypeasybooks.com" as a "DOMAIN TAKEN" result, with a price of \$99.99 and a "Buy It Now" button. Below this, it shows "@easypeasybooks" is available on X for \$0.01. The right column shows "easypeasybooks.net" as a "RECOMMENDED" result, with a price of \$24.99 (reduced to \$0.01) and a "Get It" button. Below this, it lists reasons to get the domain: "The domain is close to the one taken," "It may fit your business and brand," and "It may be more unique and more memorable." A cartoon illustration of a woman with dark curly hair and glasses is overlaid on the right side of the screenshot.

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What Type? Audio Podcast



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Audio Podcast

- ✓ Lower barrier to entry
- ✓ Easier editing & more intimate
- ✗ Limited repurposing options



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What Type? Video Podcast

The screenshot shows a YouTube channel page for 'Easy Peasy Books | Gillian Whitney'. The channel banner features a woman reading a book on a laptop with the text 'Elevate YOUR Brand With a Business Book Easy Peasy'. The channel name is '@EasyPeasyBooks' with 1.01K subscribers and 630 videos. A bio states: 'Hi, I'm Gillian Whitney, a Business Book Coach who helps professionals transform their... more'. Below the bio are links for 'Customize channel' and 'Manage videos'. The main content area shows a video playlist titled 'Easy Peasy Books (video) - Season 2: 2025'. The playlist includes several video thumbnails with titles such as 'Marketing Your Book Should Be Fun with Janine Coombes', 'The After the Podcast Playbook Every Author Needs', 'Networking Without the Cringe: From Stranger to...', 'Writing Your Book When English Isn't Your First...', 'Author's Guide to Being a Great Podcast Guest with...', and 'From Terrified to Toastmaster: Public Speaking Tips for Authors'. Each video thumbnail includes a small portrait of Gillian Whitney, a play button icon, and view/viewer statistics.



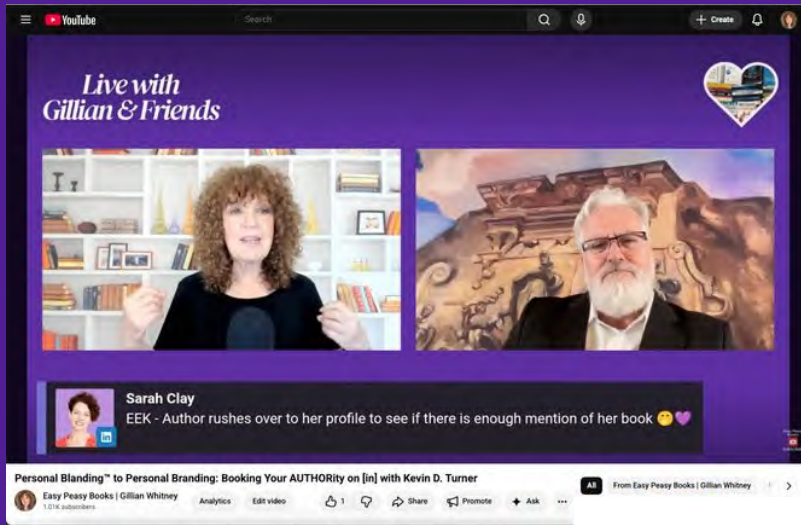
Video Podcasts

- ✓ More repurposing opportunities
- ✓ Better for building personal brand
- ✗ Higher production requirements



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Live Episodes?



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Live Episodes

- ✓ Real-time engagement & urgency
- ✓ No editing required
- ✗ Technical issues can & will happen!



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Recorded Episodes?



Debbie Wemyss - Easy Peasy Books Podcast Recording

Save as new Publish

Transcript

0:04 Okay.

0:04 So the recording's good

0:05 So I'm going to just okay.

0:10 And here we go.

0:12 Hello, everybody.

0:13 and welcome back to another episode of the

0:16 Easy Peasy Books podcast.

0:19 And today I have a special treat because

0:21 I have a LinkedIn colleague.

0:23 LinkedIn friend.

0:24 and actually one of my clients who is

0:27 about to launch her new book.

0:30 And it's very exciting.

0:33 I'll be the first

0:33 Split to be the first

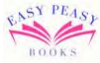
Gillian Whitney Debbie Wemyss

Easy Peasy Books Podcast

0:092 / 30:51.3

Fit + Shorts and Reels Mode

Duration: 30:51.3 Help



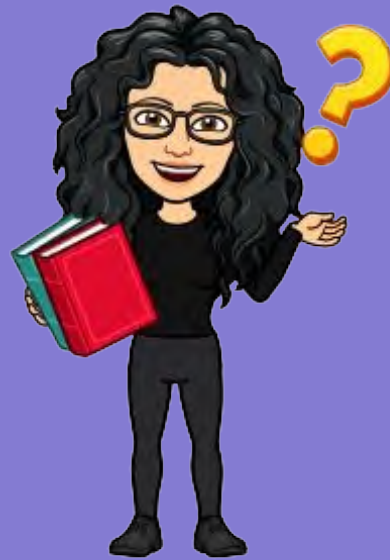
Recorded Episodes

- ✓ Flexibility & batch recording
- ✓ Can edit out mistakes
- ✗ Requires editing skills



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Q&A #1



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Audio - Equipment Needed

Must have:

- Microphone - ex. Blue Yeti USB mic (\$70)
- Wired Headphones - ex. JVC Gumy (\$10)



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Video - Equipment Needed

Also need:

- Webcam - ex. Logitech C920 (\$70)
- Light - ex. SENSYNE 12" ring light (\$30)
- Internet - high speed (upload = 7 mbps+)



Free Test: [Speedtest.net](https://www.speedtest.net)



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Podcast Host vs Podcast Directories



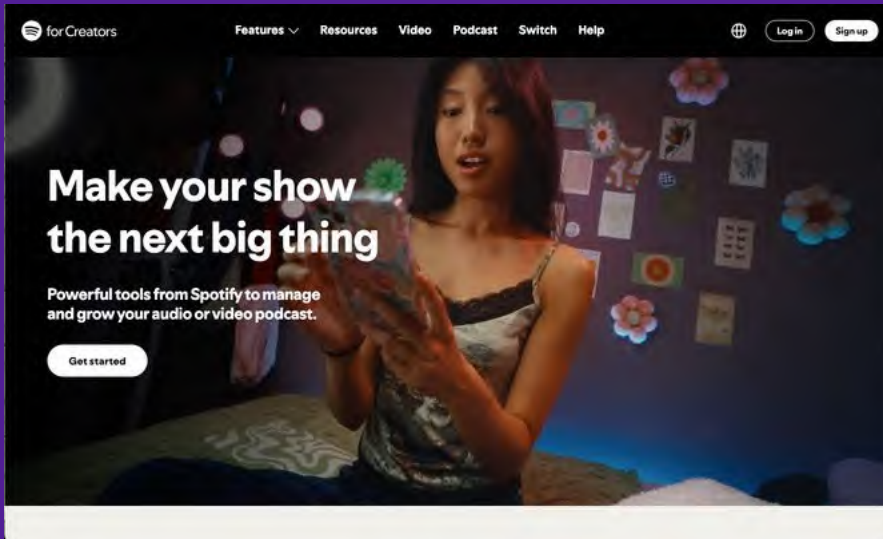
Tools - Podcast Hosting



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FREE

Creators.Spotify.com



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QUALITY

Buzzsprout.com

The screenshot shows the Buzzsprout website's pricing page. At the top, there's a navigation bar with links for Features, Pricing, How to Start a Podcast, Blog, About, and Ads. A 'Log In' link and a 'Get Started Free' button are on the right. The main heading is 'Start podcasting today' with a sub-headline 'Join the 1,695 podcasters who started podcasting with Buzzsprout this week.' Below this, there are three pricing plans: 'Audio' (highlighted with a red box), 'Audio + Video', and 'Multi-Podcast'. Each plan lists features and a price per month (with annual billing options). The 'Audio' plan is \$15/month, 'Audio + Video' is \$25/month, and 'Multi-Podcast' is \$30/month. A 'Most Popular' badge is above the Audio plan. A 'Monthly' and 'Annually' toggle is at the top of the plans. The 'Multi-Podcast' plan has dropdown menus for 'Media Type' (Audio, Audio + Video) and 'Number of Podcasts' (1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20).



\$20 credit - using my affiliate link
https://www.buzzsprout.com/?referrer_id=2348412



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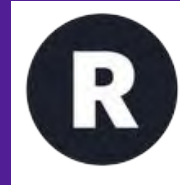
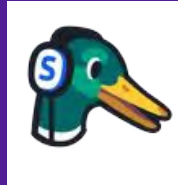
Tools - Recording Your Episodes

Audio Only:

- ✓ Zoom (familiar to everyone)
- ✓ Riverside (built-in editor)

Video Podcasts:

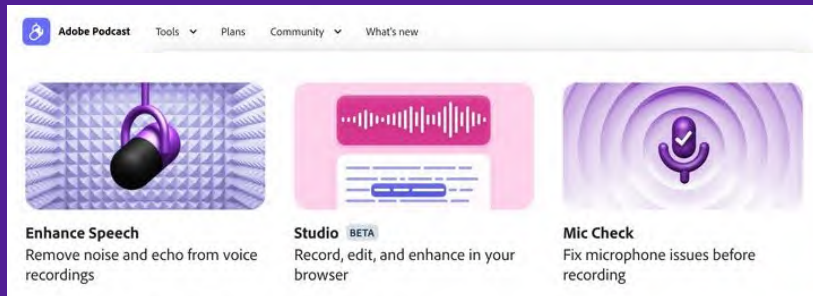
- ✓ Zoom or Riverside (better quality)
- ✓ StreamYard or Restream (lives)



Tools - Editing & Enhancement

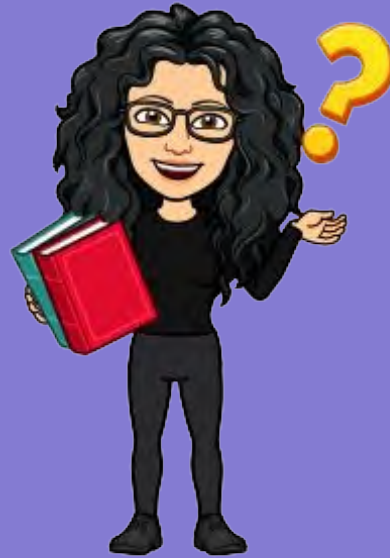
Quality sound is everything:

- ✓ Adobe Podcast - Free & Premium plans
- ✓ Audacity (editing only) - Free
- ✓ OR... use built-in options from your recording tool





Q&A # 2



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Guest Organization



Plan and track your guests & topics:

- Low tech - notebook
- High tech - Trello or Notion



Guest Booking

Need a “system” for guest bookings & reminders:

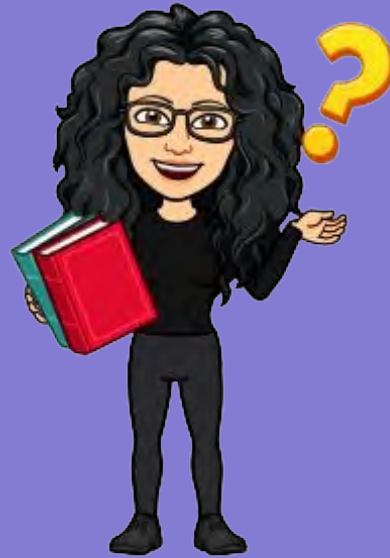
- Manual - Email (lots and lots of work!)
- Automated - Calendly, Accuity, & OnceHub

**Add to
Calendar option
is a must!**



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Q&A #3



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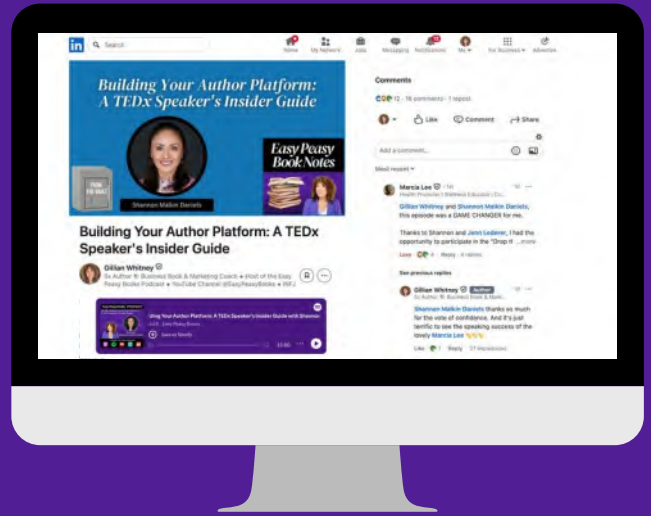
Grow Your Podcast Audience

- 👉 Leverage Your Guest's Audience — new audience
- ★ Ask for Reviews — Ratings boost your visibility
- 🔄 Repurpose Consistently — Clips, articles, & audiograms
- 📣 Promote Every Episode — Email list & social media



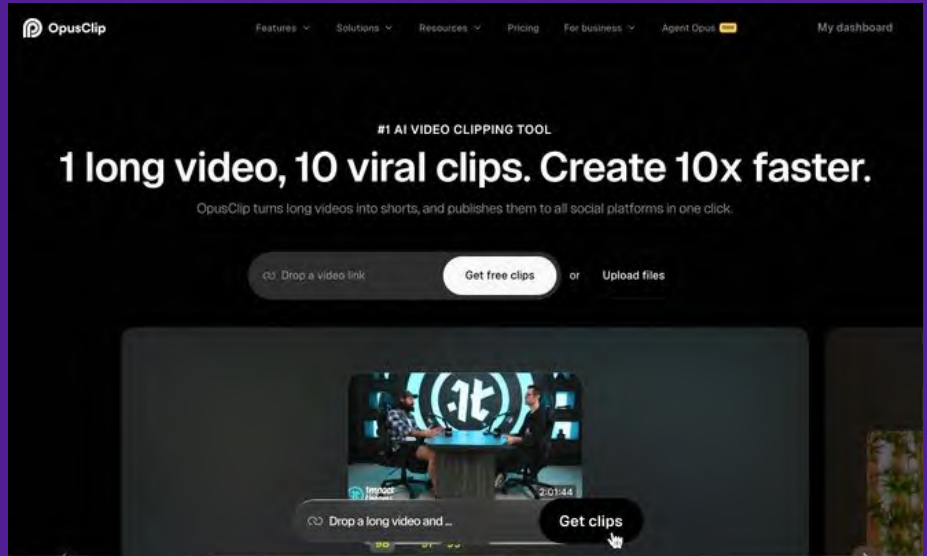
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Promotion & Repurposing



Tools - OpusClip.com

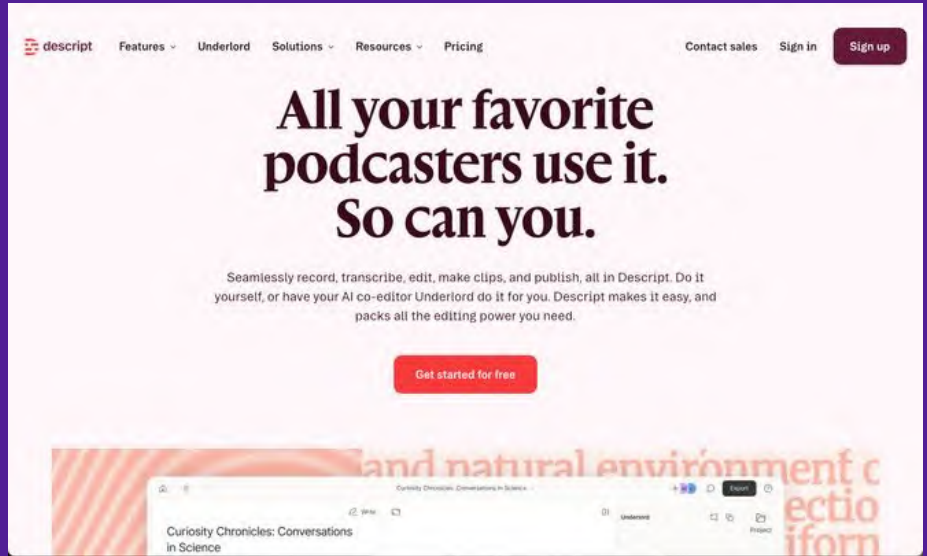
Video Clips



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Tools - Descript.com

Video Clips



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Tools - HappyScribe.com

Transcripts



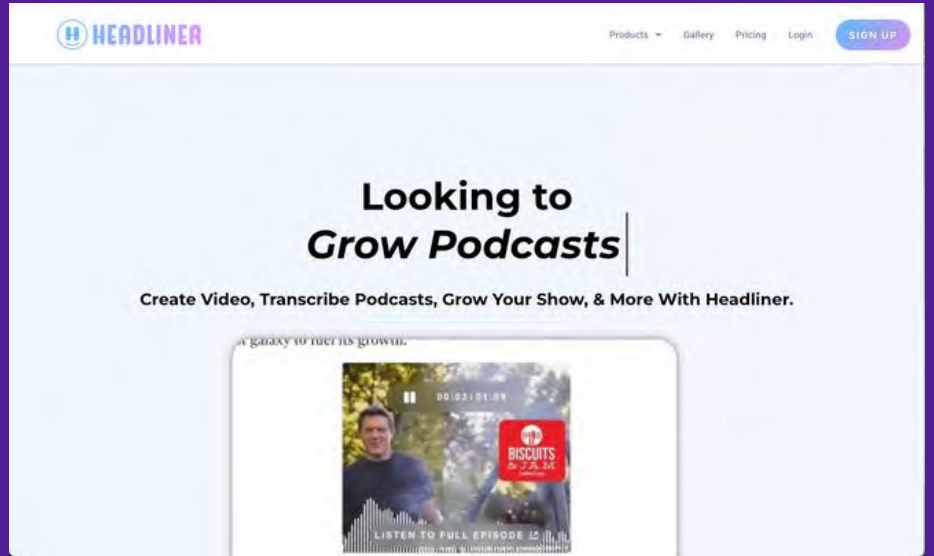
A screenshot of the HappyScribe website homepage. The page features a blue header with the HappyScribe logo and navigation links. The main heading reads "AI Notetaker, Transcription, Subtitles with AI & humans". Below this, there are several tool cards: "Convert audio to text", "AI Notetaker", "Subtitle generator", "Audio translator", "Video translator", and "Convert video to text". A "Get Started Free" button is prominently displayed.



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Tools - Headliner.app

Audiograms



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Q&A #4



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Is Podcasting Right for YOUR Business?

Good Fit If You:

- ✓ Enjoy conversations & Learning
- ✓ Build thought leadership
- ✓ Can commit to consistency

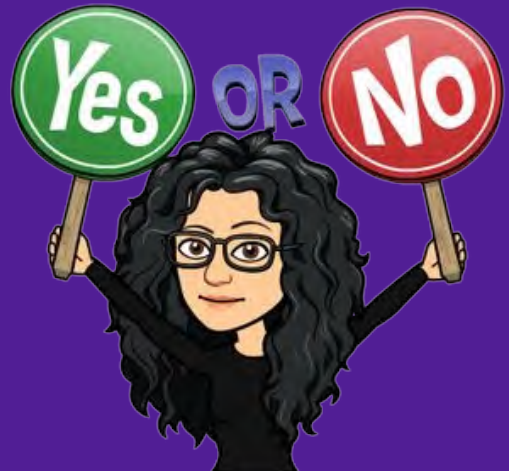


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Is Podcasting Right for YOUR Business?

Reconsider If You:

- ✗ Need an immediate ROI
- ✗ Prefer written content creation
- ✗ Don't like a regular schedule



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Getting Started

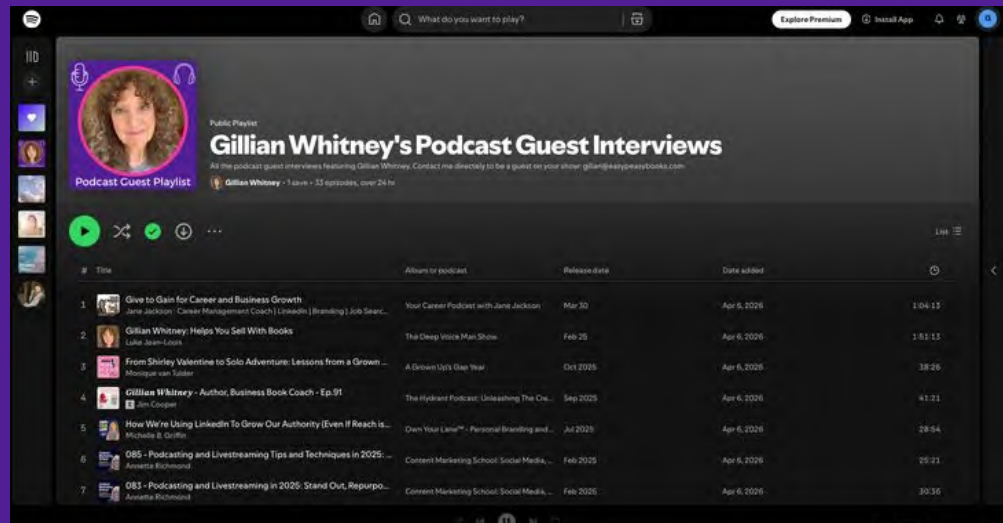
Your Action Plan!

- Decide on format (audio, video, live, recorded)
- Purchase basic equipment & tools needed
- Set up guest organization system (unless solo show)
- Record intro, outro, & first few episodes
- Launch with 3-5 episodes ready-to-go
- Market from the rooftops - consistently!



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BONUS: Podcast Guesting





Gillian Whitney

Connect with me:

[linkedin.com/in/gillianwhitney](https://www.linkedin.com/in/gillianwhitney)

Help Starting Your Podcast?
Book a Discovery Call:

go.oncehub.com/GillianDiscovery



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Questions & Answers

