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Critical Skills of Successful Podcasters

Graphic Aid by: **Alinnette Casiano**



They know **what** they're talking about



They are **authentic** listeners

Being a good interviewer means that you are a good listener too.

Do their own **research**

No matter the style and length of your podcast, research is imperative. You must research your guests, concepts and ideas. If you try to play off knowledge in an area in which you have none, your audience will be able to tell.



Engaging **speakers**

Use a variety of **context voices**

They build a **community** of listeners

Podcasters grow their audience.



They strive for the **truth**

Whatever it's believe, you proof. Facts and more facts are their allies.



They master **content creation**

Podcasts are truly multimedia products so the content creation for a podcast will include: title, format, cover artwork, episode script or structure, audio recordings, show notes and promotional materials.

They do their own **audio editing**



They keep it **conversational**

They use **scripting** strategically

That means you create a traditional, fully-fledged, word-by-word script which you then read out in full.

"Write like you talk"



They offer **sound quality**

Paying attention to the podcast's sound quality is important. Knowing how to play with the audio from the setup of the mic to the after edits is very important.

Instructional Design by AliC

Source: The Stoop podcast

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