



Presents:

## Podcast Episode 100: How to Podcast Like a Pro and Never Edit



By: Leslie Samuel



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## Introductions

[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]

Hello, hello, hello and welcome to another episode of [Learning with Leslie](#), the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I am talking about one that will thrive no matter what gets thrown at it. I'm your host, Leslie Samuel, from [becomeablogger.com](http://becomeablogger.com) where we're changing the world one blog at a time.

As usual, I have another exciting episode for you today. But, this one is even more exciting. I'm here in Las Vegas Nevada at the New Media Expo with a bunch of exciting people [*crowd cheers*]. Oh, yes! This is actually my live session here. I'm going to be talking about *How to Podcast Like a Pro and Never Edit*.

I don't know about you but, I've been recording my podcast for a while and I got tired of all the editing. It took too much time. I had too much to do. So, I had to find a way to do it more efficiently and that's what I'm going to be talking about today, -- *How to Podcast Like a Pro and Never Edit*. That is what we're going to be talking about today.

All right, we are here for another episode of Learning with Leslie. It's a very special episode. This is **Episode 100**. This is my talk at New Media Expo. If you're listening to this in the car or wherever it is you may be listening to this, this is my actual session at [New Media Expo](#). We have some excited people here today. We're going to be talking about *How to Podcast Like a Pro and Never Edit*.

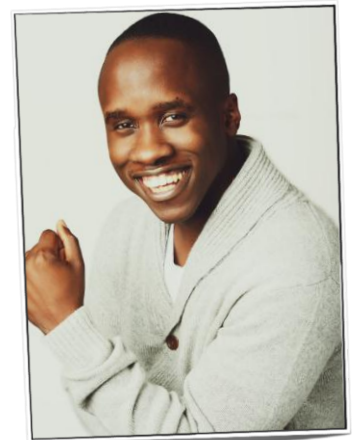
So, for those of you that are here live, I am so excited that you are here. We have a lot to talk about. Before we actually get into what we're going to talk about, I want to tell

you a little bit about who I am and how I got into making the decision that if I'm going to be podcasting, I need to do it a different way because I just don't have the time. So, let me tell you a little bit about myself.

## My “Crazy” Story

All right, so let's get started with what we're going to be talking about. First, I'm going to talk about who I am and why I started podcasting. I'm going to go through my podcasting workflow, what I used to do before and what I am doing today. I am going to be talking about how I go about my episode and how you can do the same thing if you're going to be doing it the way that I'm doing it and then, at the end, we're going to have some time for Q and A.

So, let me tell you a little bit about my crazy story. My name is Leslie Samuel. I am from the island of St. Maarten. I live in Berrien Springs, Michigan.



A few years ago, I was a high school Biology teacher, teaching Science and Math at a high school. Biology was the main thing that I was doing. But, I wanted to find a way to do things online that could supplement the income that I was making. I had a steady job so, it wasn't as if I was struggling to pay the bills or anything of that sort but, I wanted to make a little more so, I can pay the bills a little faster and do some more fun stuff that people like to do and that it takes money to do it.

And so, I started getting online and I started doing a number of different things. I made a bunch of errors and mistakes, a lot of failures, I lost some money buying programs of people that were going to show me how to make a million dollars in 52 seconds with one click of a button and all that fun stuff!

So, I started what I was doing online. Eventually, I kind of figured out this blogging thing and I started my blog. My main blog that I work on is [BecomeaBlogger.com](http://BecomeaBlogger.com) and on [becomablogger.com](http://becomablogger.com), I talk about how you can become a blogger. How can you build a platform where you can create content to inspire others and even change the world, and while doing that, make some income.

But, at a certain point along my journey, I was a high school teacher. I wanted to be a University professor but, while I was doing my masters, I was doing research and I hated it with a passion. I was researching crickets, and not just crickets. I was researching one neuron in a cricket and how it's processed – I'm not going to go into all [audience laughs]. You don't even want to hear about it right now.

But, anyhow, needless to say, I hated spending 15 hours in a lab with a cricket chirping in my ear. So, I gave up on my dream on wanting to become a University professor. I didn't want to do the PhD thing so, I just started teaching at a high school. It was going well but, at a certain point, I started to think to myself, "Man, I really want to teach this University level stuff," and that's when I started my second blog which is the [Interactive Biology blog](#) and on that blog, I decided, I'm going to teach exactly what I want to teach.

If I want to teach University level Biology, I'm going to teach University level Biology. I don't care if I don't have a PhD. I don't care about all that stuff. I'm just going to do it.

So, I started to do it. I started making short videos like 5 minutes, 8 minutes, (I think that was the longest video), and putting them up on [YouTube](#), embedding them in my blog and making sure I had the transcript and all that stuff for SEO and all the things that I had been learning from doing Internet Marketing online because I figure, if I know about Internet Marketing, and I look at all these other blogs out there teaching Biology that you can see that they have no idea what they are doing and they are successful, I might as well do it and hopefully, as a result of me doing and as a result of my experience, it will grow.



The screenshot displays the homepage of the Interactive Biology website. At the top, there is a search bar and a navigation menu with links for Home, About, Watch Videos, Read Articles, Advertise, and Contact. Below the navigation, there are several category links: Ads by Google, Biology, Back Muscle Pain, Muscle, and A Level Biology. The main content area features a large video player for the video "Innervations Of The Arm Muscles" by Leslie Samuel. To the right of the video player is a sidebar with a list of related video thumbnails, including "The Cranial Nerve Song - Sensory, Motor, or Both", "097 Innervations Of The Arm Muscles", "096 Innervations Of The Intrinsic Shoulder Muscles", and "095 Innervations Of The Pectoral Muscles". At the bottom of the page, there is a red banner with the text "Get FREE Access To My Biology Downloads and Resources" and a form with fields for "First Name..." and "Email...", followed by a "Download Now" button. Below the banner is a footer with the Interactive Biology logo, a book icon, and the text "Don't Struggle Through Your Physiology Class" and "Get Our Interactive Study Guide" with a "Find Out More" button.

It has grown. It has grown significantly in the last month – 55,000 unique visitors but, I'm telling you all of these to say, as a result of what I was doing online, it opened up the way for me to become a University professor. No PhD. None of that kind of stuff. I got an invitation to apply for a position like a lot of people got the invitation. A lot of people applied, PhDs, Doctor of Physical Therapies, because I teach in a Doctor of Physical Therapy program and they weren't even going to consider me.

So, I went down to meet with the Chair of the Department and when I went to meet with the Chair of the Department, it started off like this – he was sitting. He had his arms folded and he was looking at me like, “Okay, so why are you here?”

I started to tell him, “I am applying for the position as an Anatomy professor and I just wanted to come down and talk to you and let you know some of the things that I'm doing.”

So, he said, “Tell me what you're doing.” And, I started to show him what I was doing online and you can see his demeanor change from this to kind of like, “Hmm, interesting.” And then, he started looking in and clicking around and getting all excited.

He told me that I will make sure that you at least got an interview. Got the interview, next day, got offered the job and as a result of what I was doing online, I'm saying this to say, you'd be surprised at what you are doing online today, how that can impact your life in so many different ways. I'm not talking about making a ton of money even though making a ton of money is a good thing, a very good thing [*audience laughs*]. But, that's not what we're talking about.

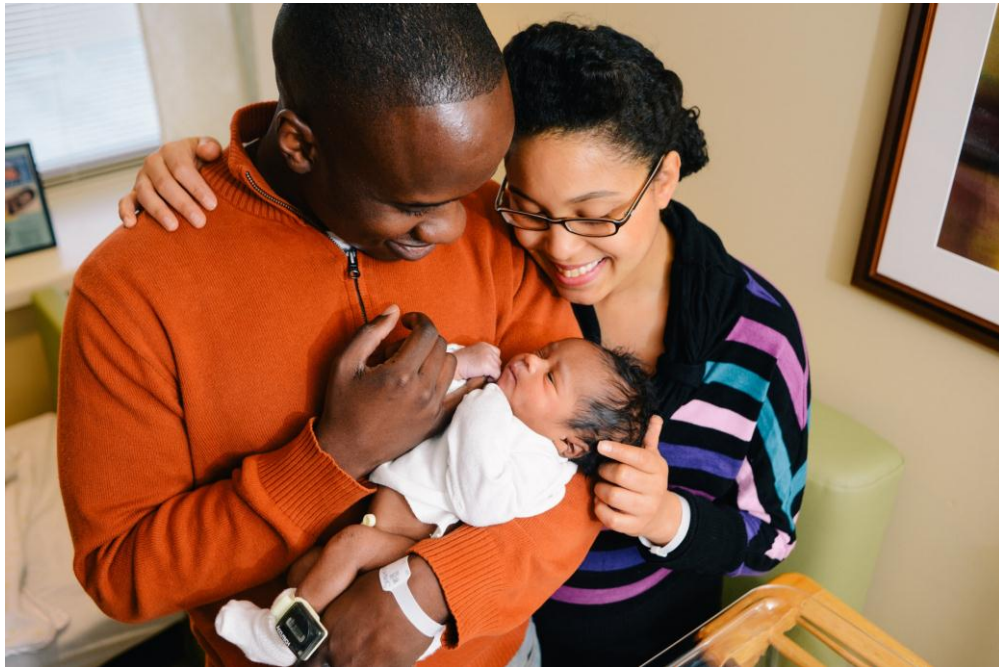
I'm talking about opening up – no really good [*audience laughs*] – opening up opportunities... (You guys are getting distracted. Stop it)... Opening up opportunities for all kinds of different things but, now, here's the problem. I am a University professor teaching Anatomy, I've never taken Anatomy in my life. I'm teaching it to people in a doctoral program so, there's a high level of expectation. I'm teaching Neuroscience and my Masters was in Neurobiology but, there was a lot that I didn't know about Neuroscience.

As you can imagine, there was a lot of work that I needed to do. I needed to study this morning and teach what I studied this morning this afternoon. Not fun. My time is



extremely limited. So, that's one aspect of my life, what I'm doing professionally as a University professor.

But then, there's this little one, I just have to show him. When you just had a child, you have to put him on a screen on your presentation because you know, it makes you go and say, "Aw..." All that nice stuff but, my wife and I just had our first child, a son, six weeks ago, basically, six weeks on Thursday [*audience applauds*].



(Good stuff! That's my boy! Little Noah). This is the most important thing in my life right now. If I'm not spending time with my wife, if I am not spending time with my son, just kill me. I don't even want to live.

Between this preparing for a job and teaching stuff that you've never learnt before, running two online businesses, I don't have the time to podcast the way I used to podcast before. Does that make sense? It makes a lot of sense, right?

## Why I Wanted to Podcast

(I thought my remote was working but, I keep having to come up here because it stopped working) I knew that I wanted to podcast, and you know why I knew I wanted to podcast? Very simple reason, these people right here.



There's a girl there that's in a gym. She's working out but, she has some ear buds in her ear. You know what she's doing? She's listening to Learning with Leslie, at least, for the purpose of this presentation.



He's laying in his bed. He's listening to Learning with Leslie.



She's driving in the car, She is listening to Learning with Leslie.

There is something significant about this because they have these ear buds in their ears and they are focused on the information that you are sharing with them. That's powerful stuff! That's a way to impact people in a way that you can never imagine.

## Got No Time

Sometimes, I get emails from people and to hear the stories, it's amazing and I didn't want to stop doing that. This is a great way for people to be learning... with... YOU. But, if you don't have the time, what do you do? That's the question that we're going to be answering today because there are things that you can do.

It comes down to time management. There is something that you probably all have heard about. That's called the 80-20 rule.

What does the 80-20 rule say? Well, there are a number of things that it does say but, you want to make sure that you are focusing 80% of your time, this is my summary of what it means to me, 80% of your time on the 20% of the things that are going to be making the biggest difference in your online business, in your blog, in what you are doing online, in what you're doing in life in general.

Now, I know that editing my podcast is a great thing to do, you know, if I have the time and all that stuff but, really and truly, cutting and pasting and adding music and adjusting the levels and spending three hours of post-production, I don't have it. Those tasks aren't really going to contribute to the girl that was running in the gym on a treadmill, that was listening to my podcast. That doesn't matter to her.

It doesn't matter to the guy that was laying in his bed listening to learning with you, learning with me and all that kind of stuff, or that lady that's driving in her car or anything of that sort.



So, that is not where I want to spend my time. I want to spend my time on **content**. I want to make sure that my content is as good as it can be. I want to make sure that when I am podcasting, I am doing it professionally but, the people are getting the message that I'm trying to portrait. Does that make sense? All right, sweet. So, I've made a case for why I like to do it this way.

## My Initial Podcast Setup

I want to talk a little bit about what my initial set up was like. This is a very common setup. It's a relatively good set up. I had a USB microphone.

In this example, I'm using the [Rode Procaster](#). That USB microphone was plugged directly into my computer. Very simple. Very easy. You can record professional quality





audio and then, I use [Audacity](#) to edit. Audacity is a free program. Very simple. A lot of people know about it. A lot of people use it for recording and editing their podcast.

But, it took a lot of time – adding the music, cutting out the “uhms” and the “ahhs” and the mistakes and all that kind of stuff. It takes a little more time than I am willing to invest and as you know, time is money. So, we need a more efficient way of doing this. That’s exactly what I went to.

In my current set up, the most important aspect of that current set up is my mixer. Why? Because the mixer allows me to bring in audio from multiple sources.

I can have my music coming in like you heard this morning. I can have all kinds of sound effects if you want that in your podcast. I can do an interview on Skype and I can bring that into a separate channel and then, I can adjust the levels. We have some volume sliders in the bottom, those little white buttons, not buttons but sliders that you can move up and down to adjust the level of the sound that’s coming in to the mixer so that, when it goes out into whatever you are using for recording, it is going out at the exact level that you want it to go out.



This is the central component of everything I do today and it’s a big reason as to why I am able to podcast professionally without having to edit. I’m going to show you in detail my entire workflow.

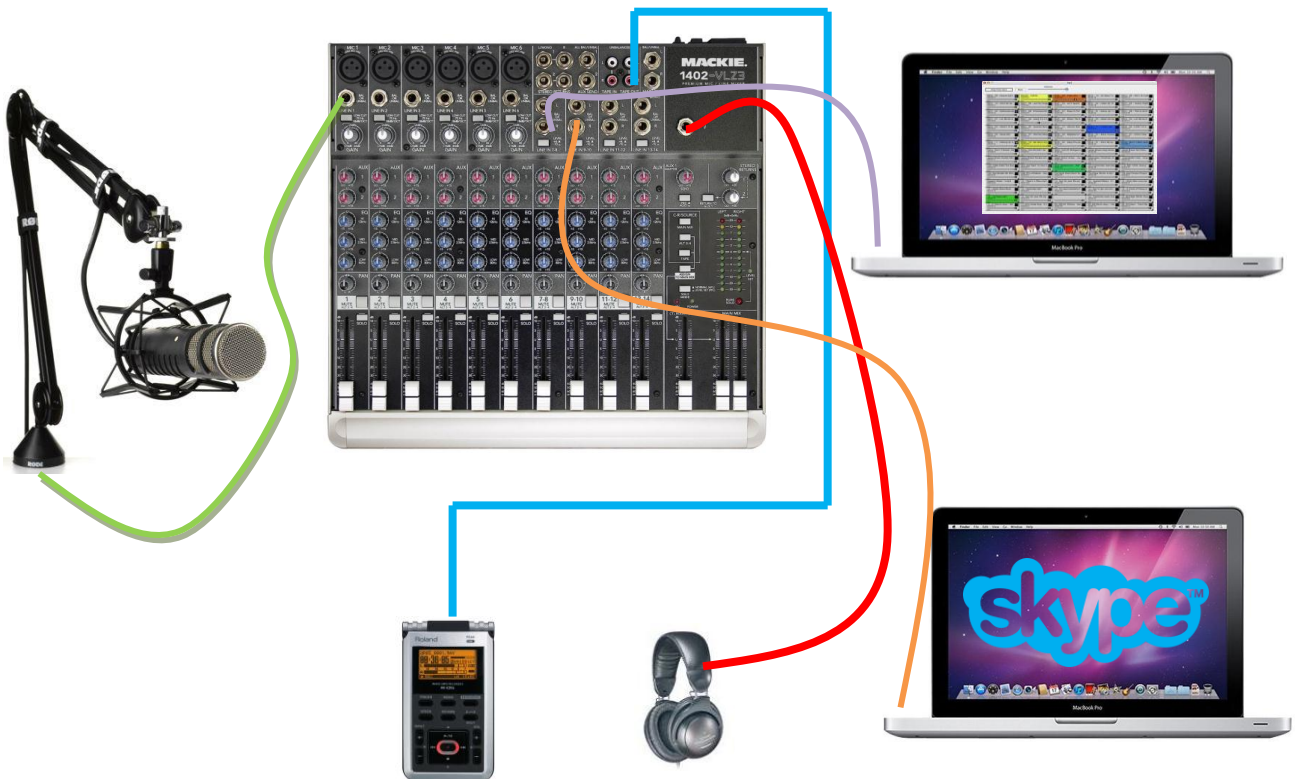


## The Mixer

This is a mixer. This is what everything is centered around. This is what everything is coming into so that, I can control it as I am recording it.

# Workflow Diagram

The first thing you're going to need is a microphone. The microphone that I use is called, I like Rode, so I use **Rode Procaster**, that's a microphone that goes for \$229 on Amazon. It's a relatively good one. It's a really good one. I know a lot of people use the [Heil PR40](#) and you can get that online for \$295, I think.



That microphone, the key thing about that microphone is it's a dynamic microphone. That has to do with the quality. Now, a lot of people use condensing microphones. Condensing microphones are great for their purpose. They are very sensitive. They pick up the full quality of your voice but, also they also pick up the full quality of everything else. I don't like that. I want my podcast, when I'm talking, I want it to be my voice and that alone. So, with the dynamic microphone, it's not as sensitive but, I am right up on that dynamic microphone and it is getting my voice directly.

Now, there's another microphone that I just heard about, [Audio Technica](#). I have it later on but, it's a USB and an XLR microphone which is cool. If you're just starting out and you want an inexpensive microphone, it's \$43 on Amazon and you can use it as a USB microphone in the set up that I had initially, very inexpensive in that you can get started

for \$49 and then, when you upgrade to something like this, it has an XLR cable and an XLR cable, that green cable that I'm showing there that's going into the top of the mixer. That's an XLR cable and that allows you to run it into a mixer.

Okay, so that's the first part, the microphone. Make sure you have a good sounding microphone because you want to podcast like a pro you don't just not want to edit. You want to make sure you are podcasting professionally.

Then, I have my laptop that is also plugged into another channel. I'm using a specific program that I'm going to talk in a little while called **Sound Byte** because that allows me to do is it allows me to put all of my sound clips in that program and then, just click on it when I want it to play and I can set the levels of the different sound and make sure it is at the level that I want it to be. So, that's part two.

Now, some of you, you're probably podcasting and doing interviews and if your interviewing, what program are you most likely using? Skype, right?



The way I do this is I actually have a separate computer, it's not a Macbook Pro because two Macbook Pros cost a lot of money. So, I just bought a cheap \$200 computer, PC, please forgive me, I know I'm using a PC. I try not to play with the devil.

I am using a PC for that. It's very simple. I use a PC for playing back sounds. I use my Mac for doing the interviews, whichever one you use is fine as long as it works. That's the next thing. I have those on two different channels because if a person is louder than me which is not usually the case, or the person is softer than me, I can adjust them separately which is also a good thing to do.

Then, in the past, as I showed, I used to record directly into my laptop via USB. I have had situations where recording an episode and it is an awesome episode. I am feeling it. I'm on fire and I can imagine the girl in the car listening to it and like, "Yes, this is

cool.” And now you’re going to save it, and then, you see that spinning ball thing that you never like to see and then, the program disappears off your screen and then, you start to cry and oh, that fun stuff. I don’t like when that happens.

All right, so I actually now record into a digital recorder. The one that I’m showing there is the [Roland R-05](#). I am actually using the previous model which is the [Edirol R-09HR](#), no longer in production but, it does the exact same thing. That’s the little device that I have up there with the red thing on saying that it is recording. I’ve never lost an episode doing it that way. It’s much safer. I’ll talk a little bit about the prices. I think that goes for \$200 on Amazon.



There are cheaper alternatives. That’s fine. You can get a good quality digital recorder for as little as eighty something or ninety something dollars and do a pretty good job with it.

One more aspect, one more very important aspect and that is my headphones. In my opinion, it doesn’t matter which headphones you use as much because that doesn’t determine the quality of the recording. It just determines what you hear. What you hear is important because you want to make sure it is exactly how you want it to be.

This is what you’re doing for quality control. Of course, if you’re doing an interview, you need to hear that person so, you want that to be going through your headphones. I use some **Audio Technica** headphones. It doesn’t matter the model or anything. The main thing is you want to be comfortable. If you’re comfortable with it, that’s all that matters. You can get good sound from that and that is exactly what you want to do.

All right, so that is my entire workflow. In terms of the cables, the green one that you see going from the microphone to the mixer, that is an XLR cable. The purplish pinky one and the yellowish orangey one that are going to the computers, those would be double quarter inch to one eighth inch cables that are going to the laptops. And then, of course, the headphones come with its own cable and going into the recorder, I have an **RCA to 8<sup>th</sup> inch, double RCA to eighth inch**.

If that doesn't make any sense or you want some more details about that, you can speak about it to me afterwards and I'm also going to be including it with the episode that I'm recording when I do post this on my blog.

All right, so that is my workflow. Let's talk about the equipment options. We're just going to go through them really quickly. For the microphone, there are a number of options. This is the one that I was telling you about, the [Audio Technica ATR 2100 USB](#), that is a very long name. I don't know who decided, "This is what I'm going to call the microphone." But, anyhow, that is the Audio Technica USB and XLR microphone available on Amazon for \$44. The one that I use is the **RodeProcaster**. It costs \$229 on Amazon and then, of course, if you want to go a little higher and you can get this **Heil PR40**, which is \$295 on Amazon.

In terms of the mixer, I use the [Mackie VLZ3 Mixer](#). This one that you're looking at here is the 1402 VLZ3, that's because it has 14 channels so, 1402. That's what it means.

Here, I have the Mackie 402 VLZ3 and there's a 402, there's an 802, there's a 1202, depending on how many channels you want to have in your set up. I went with the 14 channel one because I plan on expanding a little bit. I like to have multiple people in the studio so that, we can do all kinds of different things. So, I went with the more expensive option which is \$399 if you go with the 402 which is what I have here, that is available for \$99. There is also the Behringer mixers that are a little cheaper. I think you can get one for as little as \$49. So, that makes it a little more affordable. Then, for the digital recorder, we have the [Roland R-05](#) that's available right now on Amazon for \$202.

I knew that if I wanted to do this professionally and not edit, I needed to invest in the right equipment. That's really what it boils down to. I can edit it myself or I can pay someone to edit it or, I can do it the easy way, spend some money upfront and then, I have everything that I need to make sure that my podcast is recorded professionally and it's saving me a lot of time.

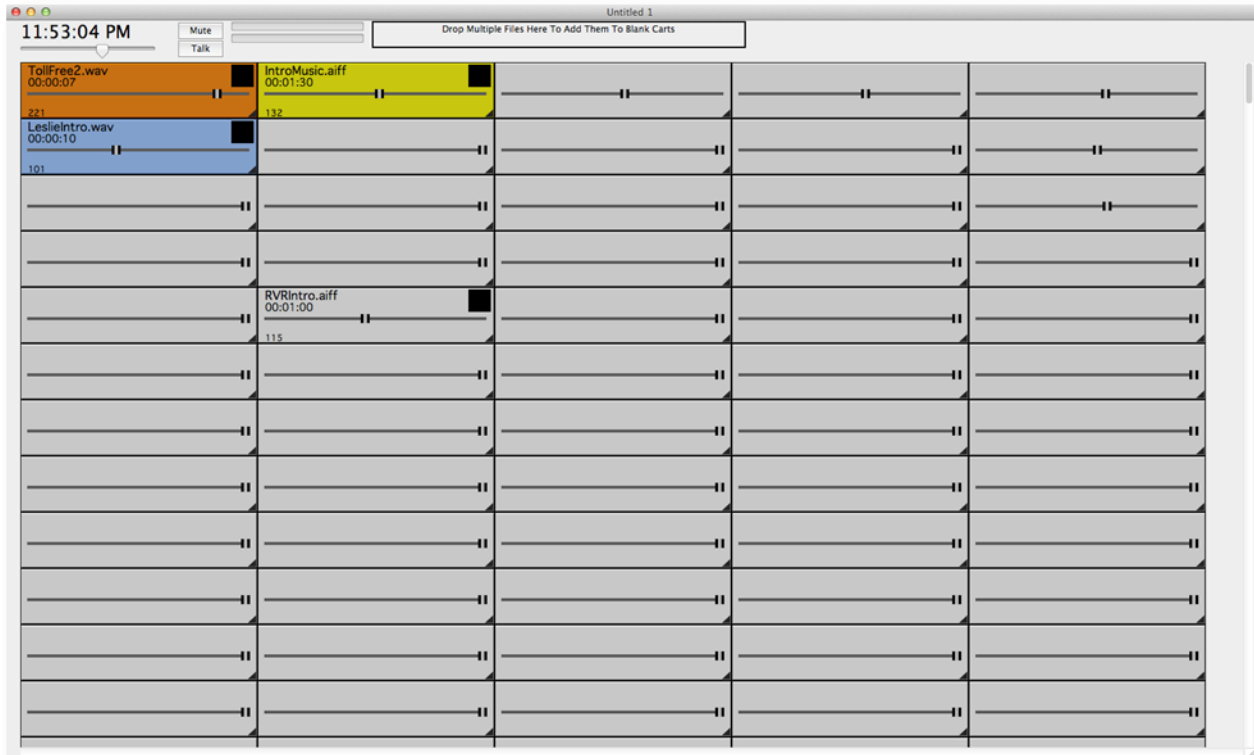
I didn't say this in the beginning but if I am recording a 30-minute episode, it takes me 35 minutes from hitting record to having it being uploaded up the line... up the line? Online. There you go. Record like a pro not speak like a pro, right [*audience laughs*]?

All right so those are some equipment options.



# Audio Playback

This is the program that I use for playing back my audio. You can take all your MP3 files, wave files, and sound effects and all that kind of jazz or intro music and whatever you do and you can put it in each one of those individual rectangular sections.



All right, and then, when you want one to be played back, you can just go ahead and click on it. You can also see that there are these little sliders here that you use to adjust the volume. So, it's like a mixer right there on the program so you can adjust the volume of the individual track so that, it does not get too loud or too soft and all that stuff.

One thing to mention about the digital recorders before going into recording interviews, with the digital recorders, what I do is I make sure to set my levels. And then, when I look at my level meter, the VU meter, you'll see it here if you were close up and it's moving as I'm talking as audio is going, it's showing me those levels, I try to make sure that when I'm talking at the level that I'm going to be talking, it's somewhere between negative -12db and -6 db.

If you're using a digital recorder, that gives you a good range because if you get a little louder because you get excited about something or you have people in a room

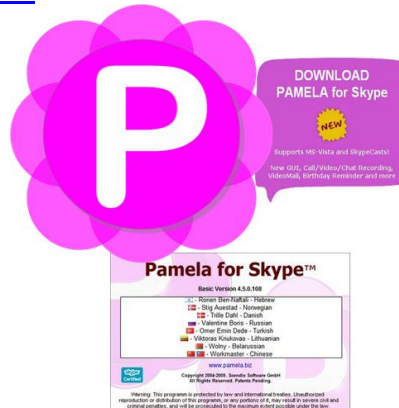
screaming or something of that sort, there's some room above, there's some head room so that it doesn't click. You don't want it to click because it just doesn't sound good.

## Recording Interviews

Recording interviews, I use Skype for recording my interviews as we spoke about before. And then, if you're doing video, in addition to audio, you can use a program like [Ecam Call Recorder](#) on the Mac which is what I use.



If you're on a PC that's [Pamela](#) and a few others.



I was in a session yesterday with Jamie Tardy and she spoke about some other options. I don't remember what they – what's that? [Vodburner](#). That is another one that from what I hear is actually better than [Pamela](#). That is one that you can use for recording your video. I do not use the audio from these programs. I actually just have my digital recorder because I know that that's going to give me the best quality audio. Does that make sense?

All right, so that is recording interviews. Ecam Call Recorder is the one there.

Now, while I was here at New Media Expo, there's a guy in the exhibit area demoing this program. Let's say you don't want to spend even \$44 on a microphone. This guy right here? This does everything that all the other stuff that I was showing you does. This is \$9.99 in the iOS store. Huh?! \$9.99!



So, I went and I tested it out. I connected a microphone to my iPhone literally and you see you have these little sections that you can put audio clips in, your intro music, your outro music, your sound effects and you just press it. It says your number and your music and then, you say, "This is Learning with..." whoever you are. And, you can set the levels!

This is your mixer, an easier mixer than that and the big \$399-mixer that I'm using. And, it works very well. I was very impressed. From there, you can export it, upload it, everything and you're done – \$9.99!! It's crazy this technology stuff, man!

*Man: It's on sale.*

It's on sale?

*Man: Five bucks.*

Five bucks?! What?! [Audience laughs] Man, I don't need this. I spent all these money and... [audience laughing]. Okay, so now, that we're over that... What was I going to say now? Yes, arrows and roads.

## Making the Content Awesome

Okay, so you're not taking a lot of time to edit your interviews. You're not editing them at all if you're following the workflow that I talked about but, you want to **make sure that your content is awesome.**

In order to make sure that your content is awesome, I plan out my episodes. I plan out my podcast episodes. My interviews, I have researched them on the interviews and I talk a little bit about that in a little while but, I want to make sure that I have a clear

roadmap as to where I'm trying to get so that, when I start, I'm not just going all over the place. I am going on that straight road to my destination. I want to guide my listeners through the process, the journey that I want them to go on in each and every episode.

So, in that, there are three parts to my episodes. Those three parts, of course, you have the introduction. That's where I play the theme music. I introduce the episode and all that kind of stuff. Then, I go into the meat of the episode where I'm teaching whatever I'm teaching or, it might not be teaching for you. It might be entertaining or whatever the case might be then, there's the closing of course where I do whatever I do for my closing. You'll see what I do for my closing in a little while.

## Podcasts Structure

### The Intro

So, let's talk about those different sections. First, you have the introduction. Now, have you ever met someone and it was like his awkward, "Hey... I am... Leslie... How are you doing?" Bad first impression, bad first impression. Does that stick with you?

Now, if you turn on a podcast episode for the first time and you listen to this podcast episode and the introduction does not captivate you, it doesn't capture you, are you going to continue? No! You want that introduction to be exciting. I actually write out my introductions. I write it out and then, I read it exactly the way it is because I want to make sure that I am conveying the right type of message.

This is something that took practice. In the beginning, I'm going to give you some examples so, it's going to be scary but, in the beginning, it wasn't very exciting. Now, my introductions, I think they're pretty exciting and people seem to think that they are pretty exciting, too [*audience laughs*]. So, hopefully, that's a good thing.

I want to play you some responses when I'm interviewing people – oh no, it's not going to let me do that. Oh, it is. Okay so, this is one I interviewed [Kim and Rob Murgatroyd](#) from Jet Set Life. I did my introduction and this was their response,

*KIM: We're great. Thank you for having us.*

*ROB: I just want to sit here and watch the show. I don't feel like I'm a part of it. You are a show in a box.*

*LESLIE: (Laughing) Man, this is so much fun!*

*ROB: This jingle... There's dancing. So many of these interviews we do are just "blah." What's this? What's that? You're dancing.*

*LESLIE: We got to spice it up a little bit. You know what I'm saying?*

*ROB: Actually, I'm going to go get some... We're going to do some shots. This is a party.*

All right, I interviewed guy Kawasaki and then, I did my intro to Guy Kawasaki and this was his response,

*GUY: I must admit, that's the best intro music I have ever listened to (laughter).*

*LESLIE: (Laughter) I can't tell you that you're the first person to say that, but I'm glad (laughter).*

*GUY: (Laughter). Well, let's introduce me again, so I can listen again (laughter).*

*LESLIE: (Laughter) Well, I'm glad you enjoyed. I'm glad you enjoyed. Hey, thank you so much for joining me today on this interview, man.*

*GUY: Sure, sure! I mean, hell, if I knew that the intro music was so good, I would have done this again.*

*LESLIE: (Laughter). We got to have a video of you dancing while I do the intro. That would make it even more interesting, huh?*

When you heard my intro, he was excited. It's not just a normal... Normally, you just record the intro and all that kind of stuff and then, you add the music. But, when you have the music coming in live, that is something that sets you a little bit apart. And, you can see from their responses that they were very energized by how the intro went and that gave them even more enthusiasm for the rest of their interview.



## The Meat of the Episode

All right, then there is the meat of the episode. This is the important stuff. This is the stuff, I don't write this all out because I don't want to sound like I'm reading.

Now, when I am doing the music and then, I'm talking with my introduction and all that kind of stuff, the music is already hyped so, even if I sound a little bit as if I'm reading, there are other stuff going on that keeps it going.

But, for this, I just do an outline. I say, these are the topics that I want to cover. This is the sequence that I want to go in. This is the journey that I want to take you on. That is the meat of the episode.

## The Outro

Then, there's the closing going to the finish line. Very important thing to think about when you are doing this. Number one, you want to **wrap up** what you have been doing. Okay? But, number two, you want to give some kind of a **call to action**. This is something that I have been hesitant to do in the past but, really you want to let people know what the next step is.

That next step for you might just be getting them to come back to your website, your blog, to get more interviews just like this. If you have a training course, you want to talk a little bit about that.

I'm not talking about hard selling. I'm talking about letting people know that value you have to offer because if they just listen to this entire episode, this entire interview, they are pretty engaged and while they are in that engaged state, you want to tell them exactly where to go next. So, you want to make sure to keep that in mind.

# Some Samples from my Own Podcasts – Before and After



PRACTICE MAKES PERFECT.

When I first started doing my podcast episodes, they did not sound the way that they sound today. And, rather than telling you what they sounded like, I am going to let you hear a before and after. Now, I did two interviews with Pat Flynn. He was my first interview on the show. And then, a

few weeks ago, I interviewed him again, before and after. Here we go, interview number one... [[Podcast Episode 004](#) played]

[*Spoken with monotonous tone*] I was excited. I was very excited [*audience laughs*].

[...and then, [Podcast Episode 088](#)].

What are the differences you noticed?

Did you notice the difference in the quality of the sound? Not a significant difference. But, you notice a difference in my enthusiasm, in my energy. It took a while, it took episodes for me to get into my voice. Also, did you notice, what in the world did I say in the first one? How did I introduce him? I didn't say anything about really who he was and why we were getting into what we were doing. That was unscripted.

The second time was scripted. I wrote down everything that I was going to say but, it sounded much better. I want to let you know that if you're starting a podcast, if you've been podcasting for a little while, the more you do it, the better you get and the more you grow into yourself and learn to accept who you are and podcast naturally. So, practice definitely makes perfect.

## Mistakes

I think we're coming down to the end. Yes, we are coming down to the end. So, I need to do my outro music and then, pull out... I forgot it was the end, gee! Okay so, oh one more thing.

Mistakes, like I just did. What I did just now is just to show you what to do when you make mistakes, yes! We're going to go with that. All right, mistake number one. I introduce someone in my podcast and this is how it went, [[Podcast Episode 074](#)].

All right, so I just completely butch her name, right? And then, it's time for me to welcome her on the show [[Podcast Episode 074 continued](#)].

All right, you made a mistake. What do you do? Do you edit it out of your podcast? Well, you can choose to do that. I choose not to. Why? It makes me seem like one of those regular people that make mistakes. That's not a bad thing. Don't be afraid to be yourself. Don't be afraid to make mistakes. Go out there and record your episode.

For those of you that are listening to the podcast of course, as usual, if you have any questions, you know what to do. You can call the hotline and that number is 888-835-2414.

All right, so let's cue the outro music and...

That's pretty much it for this episode. I hope you got a ton of value from it, of course. This podcast is brought to you by [Becomeablogger.com](#). If you are looking to get your blog started, you're trying to get this whole Wordpress thing figured out, you're not exactly sure what Wordpress even is, and all that stuff, you can come back to the blog, [becomeablogger.com](#) or sign up for our ten free videos at [freebloggingvideos.com](#).

This is Leslie Samuel. I'm here at New Media Expo in Las Vegas Nevada. I hope you got a ton of value. I will see you next week for another episode. Until next time, take care and God bless.