



[anikamadison.com](http://anikamadison.com)



**Journey into Passion**

☆☆ with Anika S. ☆☆



Show Host, Anika S.

# Journey into Podcasting

## A. The Journey as a Storyteller: Take your listeners on a journey

## B. Your Podcaster Roles

1. Host  
Main Role
2. Producer  
Timer, Calls, Emails, Flow of the Show, Tech
3. Marketer/Promoter:
  - Marketing Ideas and Promos
  - Flyers and/or Videos (Both recommended)

### *Promo Recommendations:*

- Canva ([www.canva.com](http://www.canva.com)) for flyers and RIPL ([www.ripl.com](http://www.ripl.com)) for flyers and videos featuring your logo and headshot
- Your own website: mine is [www.anikamadison.com](http://www.anikamadison.com)

4. Scriptwriter
  - Show Flow
5. Research Dept.
  - Research Show Info and Guests
6. Audience  
Your own belief and enjoyment

## C. The Journey Through Podcasting

1. The launch process
2. The show process:
  - Prepping the week before and day of broadcast
  - Handling the broadcast
  - After the broadcast
3. Keep them coming back!

