

PODCASTING

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What is Podcasting?

Syndicated Recordings containing only Audio Content.

In Other Words: “AUDIOBLOGGING”

According to one survey in 2017, 42 million Americans above the age of twelve listen to podcasts at least on a weekly basis. - Wikipedia

Why Am I Presenting This?

Created the Property Management Mastermind Show

Produce and Publish Podcasts Twice Per Month

I was asked to by Philip Scarborough...

NARPM Broker-Owner Committee Member and Avid Star Wars Fan

Philip Scarborough



Philip Scarborough



Philip Scarborough



The Property Management Mastermind Podcast Show



Podcast Show

Episode 9
Tips & Strategies
for Investments



*With:
David Holt*

Episode 21
With Greg Doering
NARPM RVP



Podcast Show

Episode 22

With Calvin Davis
and James Barret
from Tenant Turner



Episode 17

Part One
Marketing and Websites



My Favorite Podcast Shows

THE RICH DAD
RADIO SHOW
with Robert Kiyosaki

LL: The Sky Is Falling. Buy Gold, Real Estate, and Ammo

Podcast Challenge!

ONE: Stop listening to music and avoid talk radio.

TWO: Find several podcasts you want to start in on and keep those “SUBSCRIBES” to less than SIX. (More Gets Overwhelming)

THREE: Listen to TWO episodes per week. (120 Minutes Total)

Philip Scarborough

Noooooooooooooooooooo



But I Prefer Audiobooks...

Podcasts are more current (Date of Recording) & maybe more local.

Podcasts can be more relevant with narrow focus.

Podcasts are FREE and get updated automatically!

My Favorite Podcast Shows

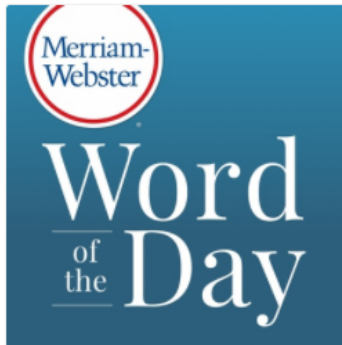


Profitable Property Management – Jordan Muella, LeadSimple

More on Jordan's Podcast...

GUTTURAL

GUTTURAL was our Word of the Day on 08/26/2016. Hear the podcast!



guttural

ART19

SUBSCRIBE

DOWNLOAD



00:00 / 02:11





How Would
Philip
Scarborough
Define It?

Purpose of Podcasting

To Create Local and / or National CONTENT

Fresh CONTENT = Search Engine Optimization

Become the Subject Matter Expert for your Market or Field

Why Not Radio?

Radio Costs Money – Guest Appearances Are Not Easy to Get!

Radio is Slowly Dying – Podcasting and YouTube is Building

Content on the Radio is not as Easily Recorded & Syndicated

My Favorite Podcast Shows



LL: Masters at Organizing Conferences, Syndication Experts!

LL: Different Real Estate Investment Techniques.

How Can This Relate To Your Local Market?

Content can be super focused to ONE area

Interview Ideas:

Local Mayor

Local Heroes

Investors

Lenders

Chief of Police / Sheriff

Head of School Boards

Examples of Local Podcast Shows

Duke Dodson, Dodson PM – Richmond, VA

Dodson Property Management Presents: All Things Richmond

By Dodson Property Management

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.



[View in iTunes](#)

Description

Dodson Property Management is a full service real estate firm that specializes in residential/commercial property management, and sales.

	Name	Description		Released	Price	
1	Ep 4: Duke Dodson and Aj...	Episode 4 of the All Th...		3/23/2018	Free	View in iTunes ▶
2	Ep 3: Duke Dodson and Br...	In Episode 3 of the All ...		3/5/2018	Free	View in iTunes ▶
3	Ep 2: Duke Dodson and Ti...	In episode 2 of the all ...		2/15/2018	Free	View in iTunes ▶
4	Ep 1: Duke Dodson and A...	In Episode 1 of the all ...		2/8/2018	Free	View in iTunes ▶

Podcasting Long Term Effect

Increased Search Engine Optimization

Brand Name Recognition (Your Name is a Brand)

Market Research for Content Development

Social Media Posts and Episode Recommendations on Site

Producing a Podcast Show



Producing a Podcast Show



Producing a Podcast Show

Webcam

Amazon: \$54



Producing a Podcast Show

Microphones:

TWO Rode
Podcaster Mics
With Rode Arms

\$329 Each



My Favorite Podcast Shows



LL: PM Acquisition Challenges, Radio Advertising, Company Structure

More on Alex



Producing a Podcast Show

Mixer

Mackie Mix
Series 8 = \$75



Producing a Podcast Show

Back Up Audio Recorder

Zoom Audio – N4N Pro = \$199



Getting Started

Pro Podcast Solutions –
Podcast Launch: \$1,097



Set Up Everything From Start to Finish

Website Configuration

Podcast Art

Episode Syndication

Create Intro and Outro

Recording a Podcast Via Zoom

Tried Skype, GoToMeeting, and Google Hangouts

Zoom.us

Records to Cloud

Breaks out Video and Audio into Separate Files

Hit Record – Start Talking

Set Up an Episode – Hit Record

Place the Recorded Files into a Dropbox Folder

Email Instructions – Episode Name, Etc...

Editors Do Rest to Include Syndication!

Fine Tuning Ideas

Sound Engineer - Jodey

One on One Facetime Call on Mobile Phone

Adjusts Settings, Levels, Plug Ins



Jodey

Podcast Launch Specialist

Podcast Production

Pro Podcast Solutions

ProPodcastSolutions.com

10% Discount – Promo Code: “BRAD”



My Favorite Podcast Shows



LL: Everything Investing in Real Estate. They are NOT fond of PM's.

Post Content to YouTube

If you are going to Audio Blog – BE SURE TO VIDEO (or Zoom)

Post to YouTube

Share on Social Media



Podcast available on:



iTunes



RSS



47:20

PM Mastermind Show Ep 12 - Starting Property Management Companies with Amy Karns

The Property Management Mastermind Show • 18 views • 3 months ago

The show that interviews some of the biggest and brightest stars in the **Property Management** industry.
Hosted by Brad Larsen. www

Why Not Facebook Live?

Quality is minimal via Streaming Services

Use at your Own Risk

Recording Options are More Difficult

Possible to Live Stream from Zoom into Facebook Workplace

Road Warrior

Out of Studio Episodes

Iphone and Two Microphones

One Digital Recorder


Monologue or Interview Style





Types of Episodes


Monologue – Push Record and Start Talking!

Property Management Brainstorm
-Bob Preston

**Property Manageme...**
by Bob Preston

**Property Management Brainstorm**
with Bob Preston





 [Search episodes](#)

The Property Management Brainstorm Podcast Show was founded to provide information to homeowners and property investors looking to learn more about be: [more](#)

[All Episodes](#)

[Best Of](#)

Episode 6 - Keeping Your Rental Property Well Maintained, Featuring...
FEB 05, 2018 - Bob discusses the importance of keeping a rental home properly maintained wit... 
[30 minutes](#)

Episode 5 - How to Keep Your Rental Property Well Maintained, Featuring...
FEB 05, 2018 - Bob discusses the importance of keeping a rental home properly maintained wit... 
[30 minutes](#)

Types of Episodes

One on One Interview –
Find a Guest and Have a
Conversation



Types of Episodes

Group Interviews –
Panel Discussions



Ep. 148: Property Management Tips with
Hampton & Hampton

Guests and Sponsors

Guest Appearances – Think What Would YOU Want to Listen To?

Create Plan for “X” Shows a Month / Year

Ask for Sponsorship!

Pace Yourself!

Pace Yourself!



Deniz Yusuf



Guests and Sponsors

Build Sponsorship Opportunities for Vendors (Local or National)

Promote Products and Services on the Podcast Show

Flat Fee Sponsorship Advertising or Discount Code Technique

Podcast Syndication

LIBSYN Hots: Pushes to Itunes, Stitcher, etc...



Best Practice – Find a Service to do this For You!

RSS FEEDS

Set up to Subscribe
to a Podcast

Direct Feed Into Email

The Property Management Mastermind Show

All ▾

▲ Three Weeks Ago

The Property Management Mastermi...
035: Brad Larsen on Best Practices & Industry Th...

  
3/16/2018

I love offering listeners fantastic benefits, such as

▲ Last Month

The Property Management Mastermi...
034: PropertyMeld with Ray Hespen – Automati...


3/2/2018

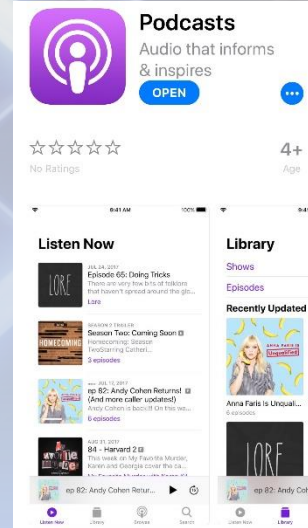
I love offering listeners fantastic benefits, such as

Podcast Web Apps

The “Podcast App”



Apple App Store



My Favorite Podcast Shows



LL: Understanding what companies get valued at.

LL: Truly getting to understand and get a feeling for EBITDA valuations.

LL: When getting a LOI – ask for a dated exclusivity clause.

Podcasting Time and Expense

Time and Preparation: First Set a Goal

What Are You Wanting to Accomplish?

Local Presence?

Highlight Vendors

SME?

Just Enjoy It!

Podcasting Time and Expense

My Plan:

After 100 Episodes – Write a Book on the Experience

Turn that into the Property Manager playbook!

After 100
Episodes....



Podcasting Time and Expense

Expense:

Could be \$1,000 to \$2,000 in Start Up Equipment

\$250 to \$300 +/- Per Episode to Edit and Syndicate

Optional: Level of Promotion & Marketing

My Favorite Podcast Shows



LL: Michigan People Talk Funny, Real Estate and Tax Implications

LISTEN & SUBSCRIBE TO THE SHOW

PropertyManagementMastermind.com

Subscribe to the RSS Feed & iTunes

Leave a Review inside of iTunes



HAVE IDEAS FOR GUESTS?

Do YOU Want to be on a Podcast?

Local Market Interview

Vendor Showcase

Debates: LEASING – COMPANY STRUCTURE – PRICING STRUCTURE

EMAIL ME: Brad@RentWerx.com

Questions?

**MIC
DROP**



THANK YOU!

Property
Management
Mastermind.com

