

# 10½ tips that'll help you produce better podcasts

## Tenandahalf top tips: January 2022

More and more professionals are now producing podcasts. While the range of topics, formats and presenting styles will vary from cast to cast, here are 10½ pointers that'll help you improve your podcast irrespective of your specialism or practice area and irrespective of whether you're a solicitor, an accountant, a patent or trade mark attorney, a barrister or an architect.

### 1. Choose the right tech

This will be pivotal to the success of your podcast! Many people record podcasts using free conference call services but they just sound like conference calls. We'd always recommend using a digital audio recorder ... there is a perfectly good one included as standard in an iPhone which can easily be enhanced with a decent microphone.

### 2. Choose a co-host

Conversations are repeatedly proven to be more engaging and more effective than monologues so choose someone you have a good rapport with to sit in with you as your foil – it also makes the whole process a lot less daunting if you're doing it with someone else.

### 3. Prepare, prepare, prepare

Before you do anything, create a structure for your podcast. Pick a topic, list out what you want to say then split who'll say what on a piece of paper you can use as a prompt during recording.

And if you're going to have a guest, share your questions in advance – the better prepared your guest is, the better the podcast will be.

### 4. Limit the length

Once you have your plan you'll know how long the podcast should be. Stick to those timings, don't be drawn into waffle or trying to extend it for the sake of it. Unless you're Fighting Talk, Kermode & Mayo or Johnny Vaughn you don't need to fill an hour+, stick to around 10-15 minutes

### 5. Sound enthusiastic

Your podcast is supposed to give you a way of trying to get new people to start new conversations with you because they liked what they heard. If you're monotone and a bit flat, that's not going to happen so be prepared to inject a bit of enthusiasm.

### 6. Tell, do, repeat

As you would with traditional presentation tell your audience what you're going to cover, cover it and then end by repeating what you've covered. One way to tackle the last stage without over engineering it would be to say "so what are the key points to take away ...?" then list them out.

### 7. It's about your subject, not you!

Don't spend a lot of time telling personal anecdotes or showing off about what you know over and above the topic at hand in micro-detail; stick to your topic and keep the conversation moving.

### 8. Avoid yes/no questions

If you want to provide real value you need to ask your co-host or guest questions they can answer meaningfully, don't lead them into blind alleys. Use prefixes like "Tell us about...", "What do you think about ...?" and "Give us examples of..."

### 9. Post-production

Boosting the sound quality and adding an intro and/or outro will all add a bit of gloss to the finished article. Audacity is good (and free) but a quick Google search will show you all of the viable freeware options.

### 10. Don't be afraid to do it over

The beauty of digital recording is it's free so if you don't like it, do it again or do some bits again and edit them in.

### 10½. Promote it!

Once you have your finished file you need to get it out into your universe or it's not worth doing!

There are loads of different podcast platforms which will help you reach a new audience and give you links that you can use on your social media channels. The ones we use are iTunes (of course), Spotify and Podomatic.

Whichever platforms you choose, remember to give your podcast a distinctive name and its own brand image and include a short description of what you're covering in the box provided when you upload the file or people won't be able to find you!

## How can we help your firm grow?

If you would like to discuss any aspect of your firm, practice or chambers' marketing or business development please email [claire@tenandahalf.co.uk](mailto:claire@tenandahalf.co.uk) and book your FREE initial 45 minute consultancy.



[www.tenandahalf.co.uk](http://www.tenandahalf.co.uk)  
[info@tenandahalf.co.uk](mailto:info@tenandahalf.co.uk)