



# AMPLIFYING YOUR WORDS

Harnessing the power of podcasts to boost book sales





**WOMEN** *in*  
**PUBLISHING**  
**SUMMIT**

EMPOWER. ENCOURAGE. SUPPORT





“

Tomorrow belongs to those who can hear it coming.

*-David Bowie*



# WHY PODCAST?

- Generate leads
- Recognized as a leader
- Share important messages
- Formats:
  - Interview
  - Cohosted
  - Scripted non-fiction (True crime)
  - News Recap
  - Educational
  - Scripted Fiction







# BOOK PROMOTION

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- Gives another platform to showcase your expertise and knowledge, reaching a broader audience
- Mention your books in episodes and provide behind-the-scenes stories related to the topic
- Position yourself as an authority
- Sense of connection with the audience
- Exposes your audience to new voices and perspectives
- Bonus episodes can incentivize listeners to purchase your books to gain deeper insight





## LENGTH AND FREQUENCY

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➤ Less than 10 minutes (14%)

➤ 10 - 20 minutes (15%)

➤ 20-40 minutes (31%)

➤ 40-60 minutes (22%)

➤ Over 60 minutes (7%)

➤ 0 - 2 days (7%)

➤ 3-7 days (36%)

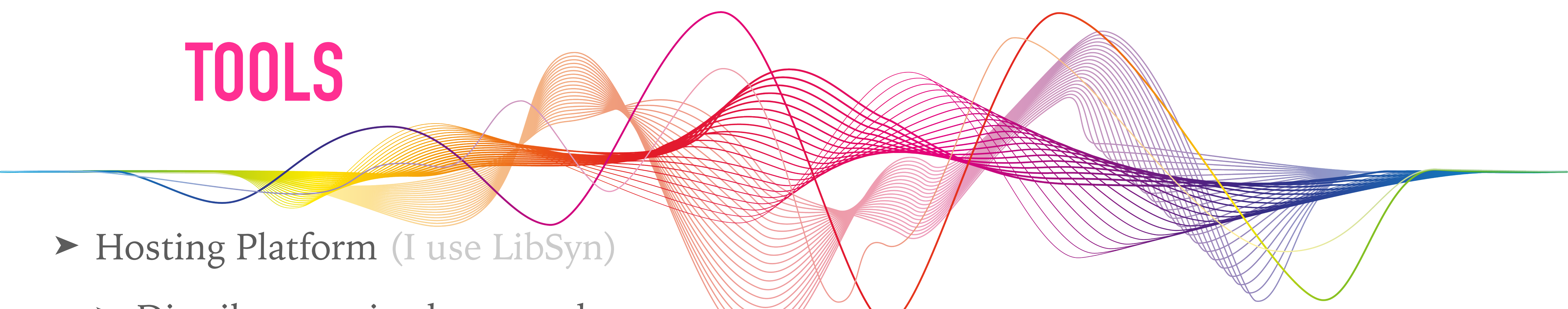
➤ 8-14 days (39%)

➤ 15-29 days (17%)

➤ Over 30 days (1%)



# TOOLS



- Hosting Platform (I use LibSyn)
  - Distributes episodes to podcast apps
- Recording Studio (I chose StreamYard)
  - Location where guests and host connect to record episodes
- YouTube Channel (@FierceConversationsWithToby)
  - Can release video episodes as well
  - Perfect for behind-the-scenes episodes and bonus material
- Subscription Service (I use Patreon)
  - Allows you to offer special services for a monthly subscription fee



# RECURRING COSTS

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- Hosting Platform
  - I use LibSyn at \$15 per month.
- Recording Studio
  - I use StreamYard at \$25 per month.
- Editing Software
  - Descript (\$0 - \$24 a month, depending on the plan selected)
- Subscription Service
  - Patreon, no out-of-pocket cost, they keep a % of subscriptions collected.





# UPFRONT COSTS

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- Graphic Design for Logo
  - \$200 - \$500 (I can do this work myself so I had no cost)
  - You can use a graphics AI program to do it yourself
- Music Licensing or Composition
  - Free - Cons, time-consuming to search options and may not be a perfect fit.
  - Stock Music - The cost per track is between \$5 and \$300.
  - Composition - Some internet sources say, you should expect to pay between \$200 and \$350 per minute of produced music. Costs can be high depending on composer.
    - Consider bartering for a service you can provide.



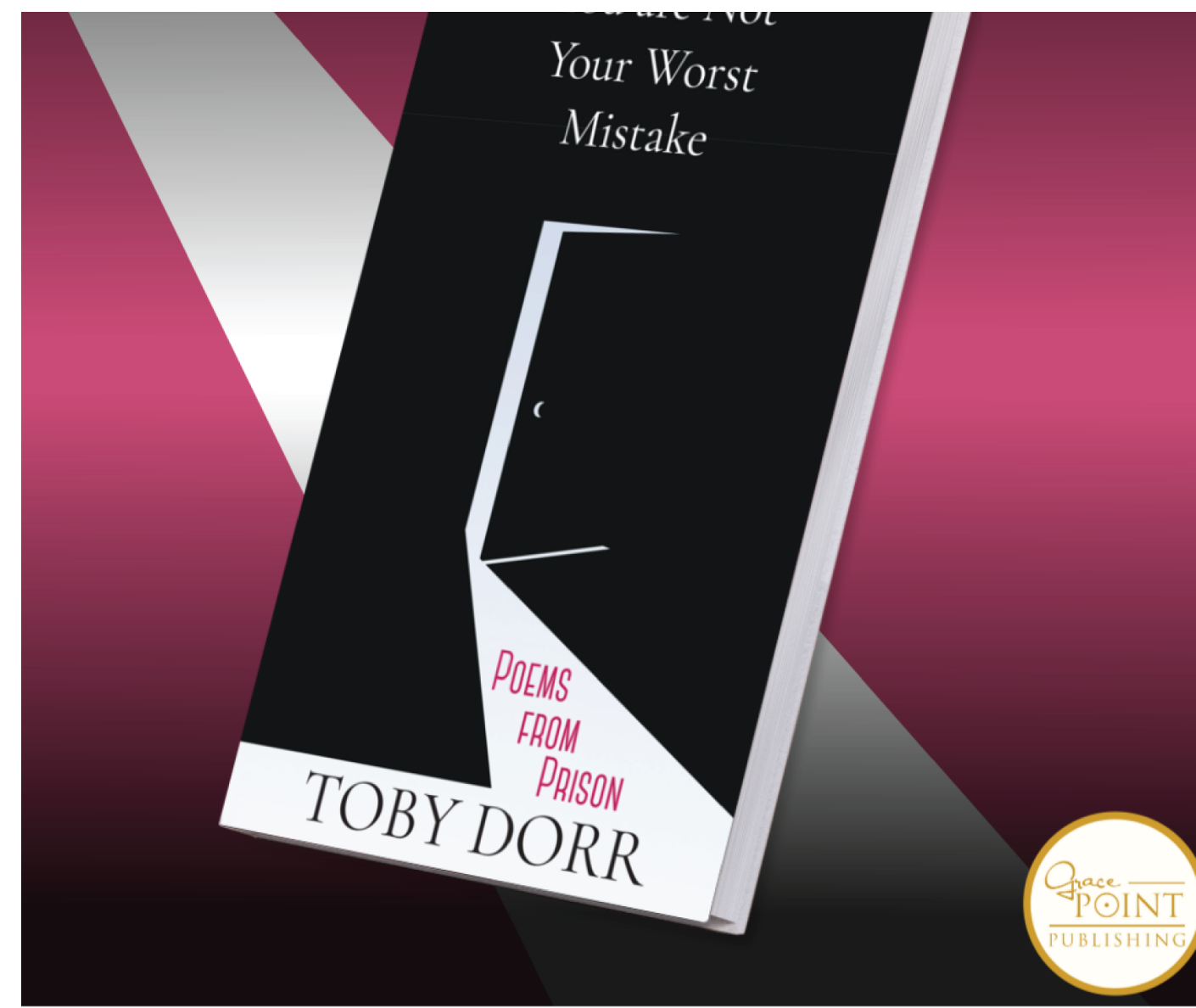
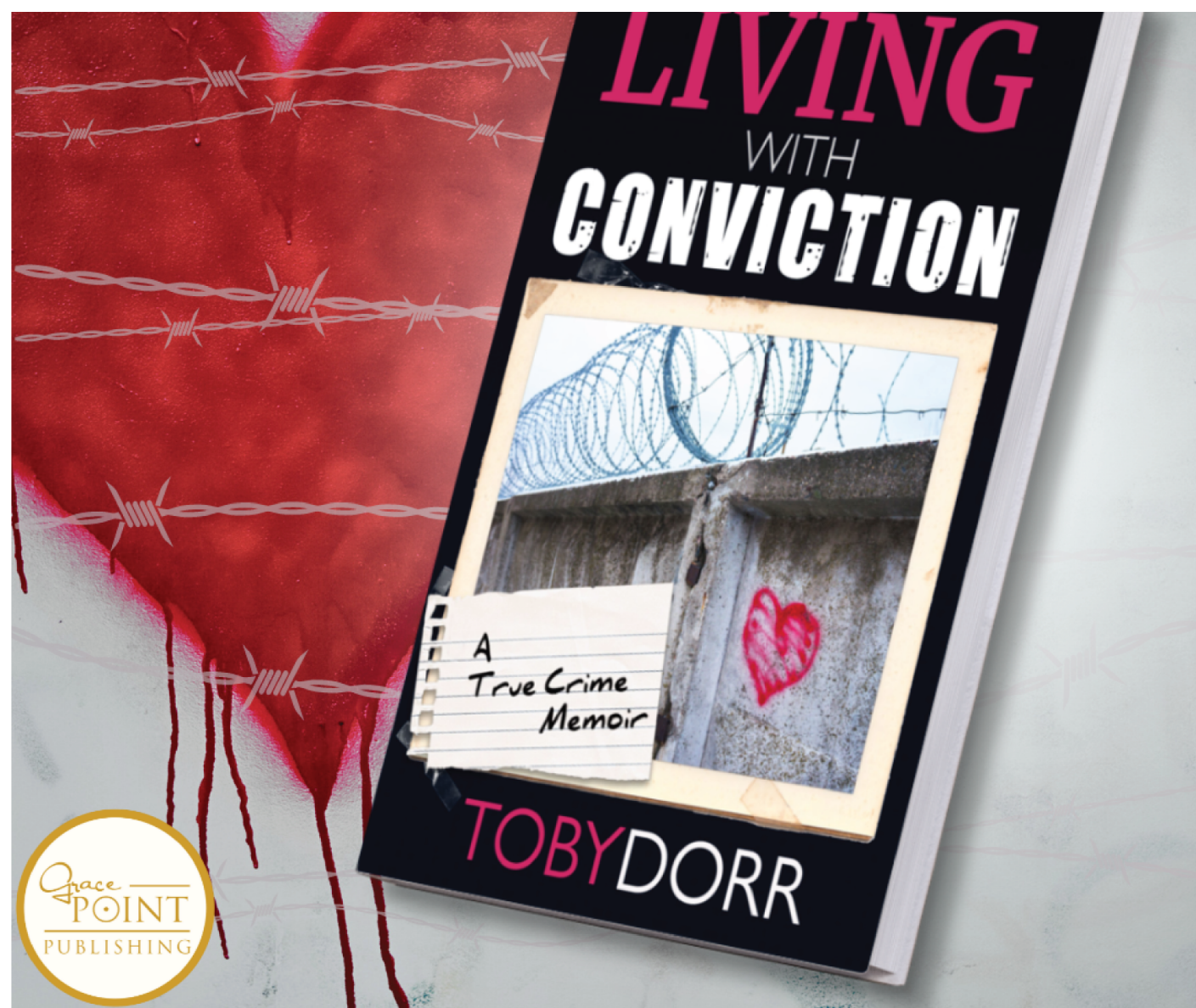


# DECISIONS

- Title
- Topics
- Colors and Branding
- Music
- Schedule
- Extras







# fierce grace

creating a life where  
love leaves no room for shame



# FIERCE CONVERSATIONS



WITH  
**Toby**

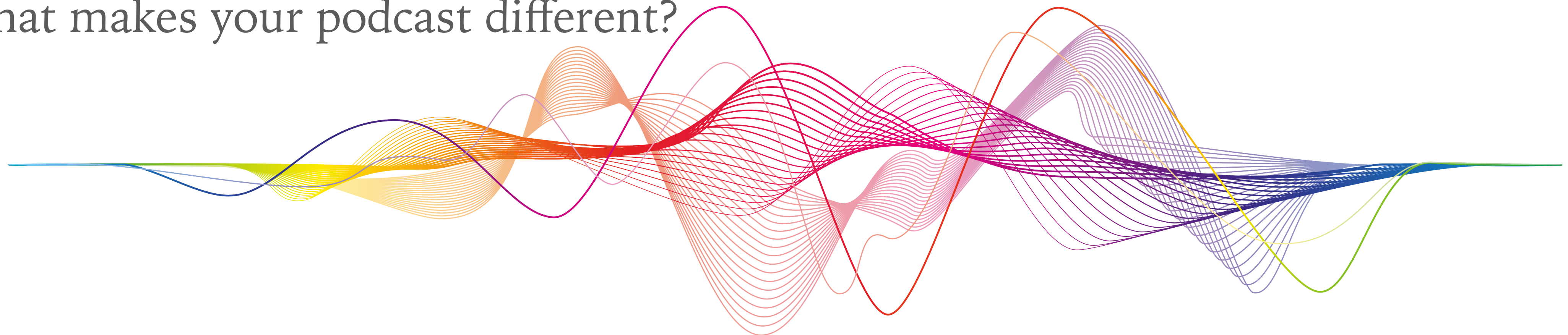




# PODCAST THEME

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- Excited to discuss and research this topic? regularly
- Search your topic and listen to a few in your genre
- What can you do differently?
- There's always a unique angle.
- Zeroing in on a niche attracts a more engaged audience.
- People are more likely to recommend a niche podcast.
- What makes your podcast different?







**FIERCE**  
CONVERSATIONS

WITH

*Tobey*

A PODCAST ABOUT DIFFICULT JOURNEYS



# BRANDING AND ARTWORK



- First thing potential listeners see
- Good artwork implies quality content
- 62% of new listeners are more likely to listen if they like the art
- Visually communicate subject
- Design for a variety of sizes
- Don't use too many words or fonts
- Avoid imagery podcast items
- Use consistent branding
- Technical specifications
  - Square image (3,000 x 3,000 pixels)
  - Resolution of 72 dpi
  - PNG or JPEG
  - RGB colorspace



# FIERCE CONVERSATIONS



WITH  
**Tobey**



AND GUEST  
MARLA SMITH  
CREATING A HEALTHY COMMUNITY

# FIERCE CONVERSATIONS



WITH  
**Tobey**



AND GUEST  
PAT BLACK-GOULD  
STORIES THAT MATTER



# FIERCE

CONVERSATIONS

WITH GUESTS  
WOMAN, RISE! AUTHOR POD  
CULTIVATING A SUPPORT NETWORK



# FIERCE

CONVERSATIONS

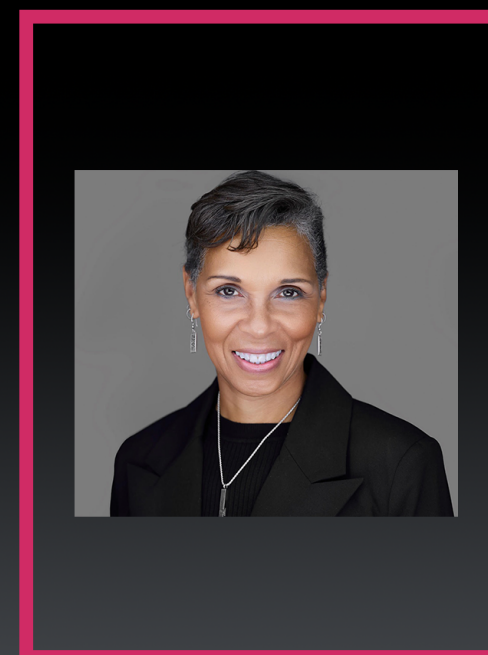
WITH GUEST  
PAT BLACK-GOULD  
STORIES THAT MATTER



# FIERCE

CONVERSATIONS

WITH GUEST  
CARLA ANDERSON  
MAKING A DIFFERENCE





# THEME SONG

- Free
- Paid
  - Soundstripe
  - Audio Jungle
  - Storyblocks
- Custom









# FIERCE CONVERSATIONS

WITH *Tobey*

**Official Trailer**





# TASKS

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- Intro and Outro
- Choose the spot where you'll record
- Find your guests
  - Social media
  - Network
  - Keep your ears open...







Podcasting is not just about speaking;  
It's about captivating, engaging,  
And taking your listeners on a journey  
That leads to your book...

*-Susan Friedmann*



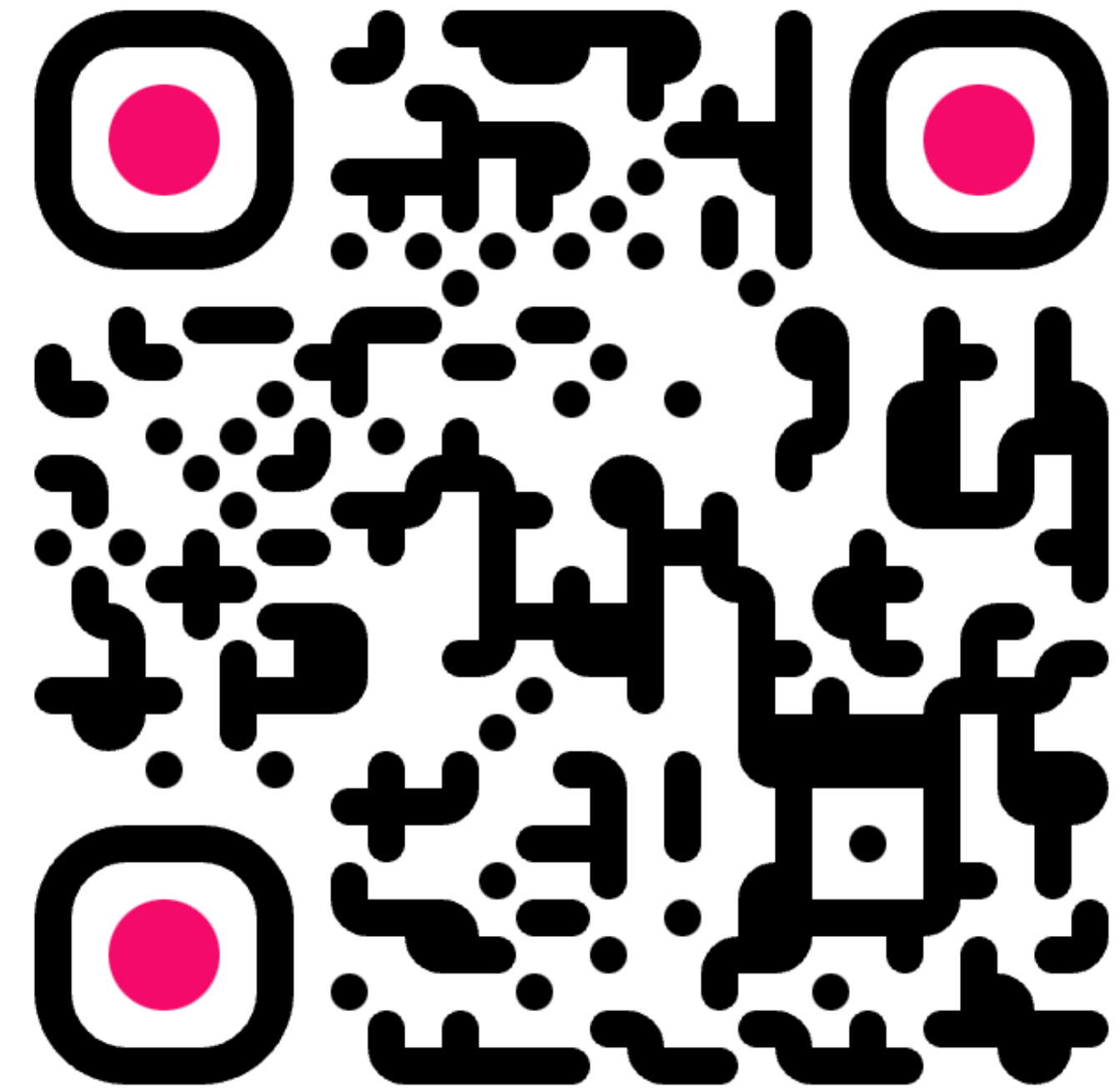
RULES



Discover yourself!  
Create a ripple...  
Change the world!  
**HAVE FUN!**

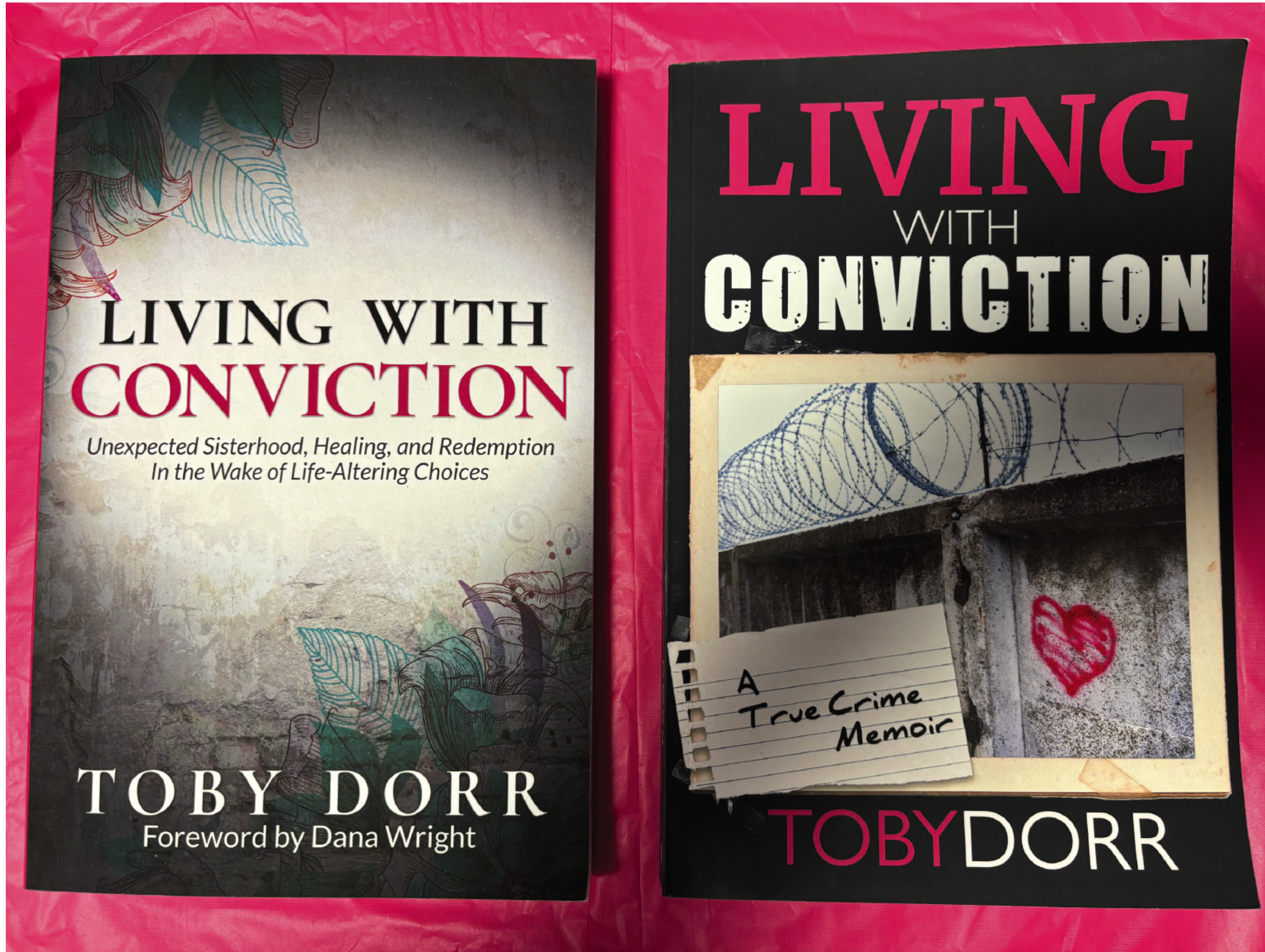


[TobyDorr.com](http://TobyDorr.com)



Fierce Conversations





25% off Autographed Book

<https://tobydorr.com/product/autographed-paperback-first-edition-cover/>