



The Bootstrappers Guide to Podcasting

HOW I OVERCAME THE FEAR AND WAS ABLE TO JUST GET STARTED

.....
by: Brian Ondrako

In Dedication...

To one of my former teachers, Larry Hynes...Thank you for awakening a young man's perspective on the world and providing positive reinforcement that would forever change his future.

I wish I was able to thank you in person. May you rest in peace.

Invictus

by William Ernest Henley

Out of the night that covers me,
Black as the pit from pole to pole,
I thank whatever gods may be
For my unconquerable soul.

In the fell clutch of circumstance
I have not winced nor cried aloud.
Under the bludgeonings of chance
My head is bloody, but unbowed.

Beyond this place of wrath and tears
Looms but the Horror of the shade,
And yet the menace of the years
Finds and shall find me unafraid.

It matters not how strait the gate,
How charged with punishments the scroll,
I am the master of my fate,
I am the captain of my soul.

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Introduction

Back in 2015 when I first began thinking of starting a podcast there were a lot of ideas in my head about what to do and how to go about it. After overthinking, making excuses, and ultimately failing at starting for two years, I finally took the leap and begun. Thus, the podcast name “Just Get Started” was born.

The reason, you might ask, as to why Just Get Started stuck with me is that I know there are a lot of people out there just like me. They have an idea and want to accomplish something bigger but for some reason they have been pinned down by naysayers, fear of the unknown, and most of all, negative self-talk that buries your confidence and clouds your judgment. I want everyone to realize they have to take a different path than the norm to get more done than they have ever imagined. To do that, you must take the first step to overcome that fear and Just Get Started.

This won't be a novel. This isn't rocket science. There are a ton of great resources out there about monetizing podcasts, growing a following, and doing all sorts of crazy things with them. But, none of that matters until you start and I wanted to share one perspective on how you might go about it.

So, just like with what I struggled with, I wanted to give everyone some insight into what you might want to consider thinking about when beginning a podcast and some useful questions to ask yourself along the way. I'll share a few tools I have used that have helped but in no way are the answer to every situation. A simple Google search would give you several options that may fit just as well and I'd encourage that. But don't hamstring yourself with overthinking it. That's what I did. Don't make the mistake that you have to have everything figured out on Day 1 because you don't.

This is not the end all be all guide to podcasting. I imagine, however, most people reading this are like me. They've listened to podcasts and enjoy the content and have always wanted to create their own but it seems like a ton of work and a lot of money that is needed to be spent to get started. I'm here to

tell you that's not the case at all and that you can create your own very quickly and with solid quality for minimal to no money.

You can do it BUT if you are going to do it then you have to give it everything. You have to commit to it. There are a lot of people that have started podcasts that do 6 episodes and quit. If you're going to take the time to set this up and go through the motions then I suggest setting a minimum bar for yourself. Do at least 20 episodes and call it “Season One” or something like that. Then, sit and reassess and make sure this is something you want to commit to further. If you get past that, you're golden!

I hope you enjoy some of my insight into podcasting and what I have learned through my experience of trial and error and figuring it out along the way. The views expressed in this ebook are my own and from over two years of being in the trenches and knocking out episodes almost weekly. I hope you get as much enjoyment out of reading as I did of writing and sharing.

Let's get it started.

We're Talkin' About Podcasts?

What the heck are you going to talk about? This was definitely a challenge for me upfront as my two years of “excuses” were really a lot of procrastinating as I couldn't come up with an idea that I was ultimately passionate about long term AND felt I could produce content on consistently. I thought about a show talking all San Francisco 49ers (my favorite NFL team), I thought about golf since that had been a big part of my life, I thought about a lot of things. Eventually, through reflecting on my failures, I realized that there must be a lot of people that struggle with overcoming the fear of starting something like I had and that might be a cool story to tell.

It doesn't really matter what your topic is about as there are so many consumers of content out there that even something very niche may gather a decent audience. You don't even need a million listeners. In Kevin Kelly's widely popular essay titled “**1,000 True Fans**” - he explains how you only need a small number of true fans to grow a following and I think that it is more important to talk about something you care about and can share passionate insight and dialogue for a consistent period of time versus just choosing a topic where there may be a wider audience.

Whether monetization or visions of grandeur are your end game or not, remember why you are doing it in the first place. It's not about the audience in the beginning. Or any money. It's about a story you want to tell and something that is a fun outlet for you to explore. If fun, excitement, and curiosity are not behind the idea then it will fizzle out before you get into double-digit episodes.

Consider this question: Would you rather do a very broad topic that has 50 Podcasts just like it or be the only person talking about one topic or doing something unique in a certain area?

Some other questions to ponder that might help shape an idea if you don't have one yet.

- What are you the most skilled at?
- What hobby consumes most of your time?
- What have you always been fascinated by?

I like these three as starters for discussion because they are all distinctly different which shows that you can really talk about anything you are passionate or curious about. You don't have to be an expert to start a podcast. In fact, it'd be cool to hear more podcasts of people exploring and gaining experience through doing the Podcast and with a “learning on the job” type approach. Just my two cents of it all.

As you form your idea or finalize it there are also some other things to consider, as well.

- Is this for pleasure or for business?
- Is this interview-based or solo/group discussion?
- Is this in-person or remote?

All of these questions above don't need to be answered immediately but they need to be considered. If this is for business, then there needs to be more of a long-term strategy involved here. Are you going to interview prospective clients and have them on as guests? This is a great way to build a Content-Based Networking Strategy and get people introduced to your business and learn more about what you might be able to help them with in addition to creating great content.

Understanding if you are interviewing people or not is a large logistical decision. I have always loved interviewing people and watching interview-type shows so it was a natural decision I didn't hesitate with. However, you may not be sure upfront and that's okay. Just remember, most people enjoy talking about themselves so don't be afraid of reaching out and asking people to be on your show. You might be surprised by the number of yeses you receive. And don't worry about the noes or the no responses. People are busy and have other priorities. Stay persistent if you really want them on your show but don't be a pest. Nobody likes that.

I took advantage of Instagram Direct Messages (DMs) and reached out to a lot of people that way initially. It was a more informal way to ask and much more accepted and easier to get a response versus email. I also leveraged my

network on LinkedIn I built over several years which helped get introductions to guests. Depending on the type of guests you want, it may be very easy or hard. As you grow you'll acquire a bigger audience and attract more guests if your content is good. But, and here's the big but, just start creating and let the chips fall where they may. If you get too caught up on having the perfect guest for episode one you'll probably never get off the ground. A lot of the above depends on if you are even doing an interview-type show or not. If not, you can skip all of the above (but appreciate you reading and getting a sense of some of the items to consider if you were.)

If you are doing the show by yourself or a small group of friends/colleagues then it's very simple. All you really need to do is coordinate calendars and stay consistent. We'll talk about adding video in the next chapter but if it is a small group of friends I'd highly consider trying this out as it might add a nice dynamic to the episodes and provide additional content you can share online.

Tip: Whichever route you choose, you might consider batching the recording of episodes either back to back or maybe record 4-5 in one week. This way, you always have episodes ready to go if you get sick or need to travel or just happen to get caught up with life. The other reason I've found this to be important is you can get into a rhythm of recording/asking questions and it can help things flow more easily. We'll get to some tools to use in a bit but most hosting providers have some sort of scheduling capability so that could help you to set up several episodes to launch at a scheduled time in the future (say you are going to launch an episode every Monday) so you don't have to set up each one each week. Just some things to consider in this department.

Start Before You're Ready

I know this is easier said than done and I am proof that you can fail at starting something multiple times. But let me be the lesson and you go out and crush it! “Good now is better than perfect later”. I wish I heard these words earlier. You can massively overthink most anything and definitely when it comes to putting yourself out there online as you increase the chances of being noticed. But, most people think of this in a negative light. You think of all the bad things that can happen and horrible things people could say. I beg you. Change your mindset to something more positive. What if this helps you express yourself more, get noticed by the right people in your field, improves your daily happiness, creates new opportunities you never would've imagined, and so much more. This needs to be the mindset and I promise you won't have a hard time starting.



Everything you want is on the other side of fear.”

I was fearful to begin and worried so much about what others were going to think of me. Once I had enough self-talk (and meditation helped) I was able to overcome this and be comfortable with the path I was going down.

Let me share a brief story of opportunity (and I've had several through this Podcast experience) to provide some additional encouragement. When I first launched the podcast, I reached out to Allen Gannett to be a guest early on and because of that got connected to a guy helping him launch his book, Bryan Wish. Bryan and I stayed in touch and he kindly introduced me to Justin Lafazan to be on my Podcast as he thought Justin would be a great guest and his story would resonate with the audience. I had Justin join the **Podcast on Episode 32** and it was a great interview and highly recommend a listen! Fast forward several months where Justin and I remained in contact and he graciously sent me a press pass invitation to join their NextGen Summit, which is their annual event held in New York City to do some interviews and meet a lot of the attendees. I ended up accepting the invitation and attending the event and it has been one of the most life-changing decisions I've ever made.

I've had countless entrepreneurs from that conference on my Podcast, I've made friendships with many people that will last a lifetime, and I've found a community of individuals that share similar interests and goals to mine.

I share that quick story to say that you never know what can come out of doing something but you have to have the foresight that if you are going to do something that you are passionate about, is in line with your core values, and bringing value to the world you are automatically increasing your odds of creating new opportunities that wouldn't open up otherwise.

Tip: A final thought on this and one that helped me early on is to speak to an audience of one. Think about the stories you want to tell and a person in your life you think would like to hear those. That's your motivation if you needed any at all. Mine was my son. Although he is younger, I visualized him listening to the Podcast and episodes as he grew into an adult and all the learning he could gain from the platform I was starting. In addition to blocking out what others thought of me, this was one of the core reasons I finally was able to get started.

Tool Time

Let's start getting into the tools you might utilize as you get started and ramp the podcast up. I have zero affiliation with anyone and these are just the things I've researched or have been given guidance on that have worked for me. I always recommend doing your own research in advance but this will definitely get you in the right direction.

Microphone

I think the Microphone is a must. Certainly you can use some AirPods or plugin headphones and it would sound okay but having a stable microphone will help the overall quality of your podcast and make it more enjoyable to listen to. You don't have to sell the farm to get one either.

I have only used the **Yeti** style products by Blue Designs and they've worked fabulously for me. For the first 18 months, I used the larger Blue Yeti which is a bigger microphone as I did most of my recording at home. As I was venturing out to conferences and starting to do more on-site interviews I decided to check out their Yeti Nano microphone and it hasn't disappointed. About half the size of the Yeti Blue but quality still outstanding. Not sure if they still carry those models but I bought mine on Amazon and took advantage of the prime shipping and returns. These are plug and play type microphones with a minimal learning curve to get started and they plug right into your USB outlet on your computer.

Tip: I'd recommend playing around with the volume and distance away from your mouth to see how your voice works with it. Standard is a few inches away from your body (maybe chest high when on a desk seated) but these pick up sound really well so you'll be fine if it's not exact every time. Also, the smaller the room the better. If you record these in very open spaces it might sound distant. Think of a recording studio and how that's set up. You don't need to go this in-depth but think about the location in your house/office where you'd record. Heck, early on in my podcasting days I recorded a lot of my episodes in the closet. It worked wonders as a make-shift sound studio!

Recording / Editing

I have an Apple Macbook Air (had an iMac originally) and both come with the free software GarageBand which is perfect to record/edit and export as MP3 when you are ready to upload an episode. I believe all PCs have a program called Audacity. I've seen it work but have never used it so you'll have to do some of your own Google searches if you want to learn more. I'm not going to go through a crash course in GarageBand as you can easily search google if you get stuck but a couple of quick notes that might save you some time in the beginning.

1. When you load GarageBand you can just use their Audio/Podcast option and it'll pull up. Pretty easy.
2. You don't need to use music. I decided to use some free sounds that I found online and then a friend of mine custom-built something for me after I kept bugging him. But, you don't need music out of the gate as any extra hurdles you put in your way will just delay the launch. Be a little raw. It's okay. If you must have some intro music try a royalty-free music site like <https://www.bensound.com/royalty-free-music>
3. On the left-hand side, you can have multiple arrangements or "tracks" in one project. I use a few as it allows me to record multiple things and then mute tracks when needed. You may want to have the same outro, as an example, and not have your main track interfere with it each time you record. You can put it on another track in the project and it can sit there with no additional editing needed. Then, "Save As" and rename the Project under your new episode. This eliminates having to reload or start from scratch every time.
4. You'll need an mp3 to upload to your hosting provider. To get the mp3 once you're done recording select "Share" from the top menu list and "Export Song to Disk". It took me a few to realize this as I got ramped up so hopefully, it saves you some time as well.
5. I'll use GarageBand if I am recording intros/outros or some of my One Mic sessions where it is just me. It's perfect for Shows where it's one or more people in a room. I'll also use this when I go onsite with guests. If you are looking to record remote check out the next section and then you can add the file to GarageBand once it is saved to do any final editing.

Tip: You don't need to go this far if you don't want to. You can easily use an app like Anchor to record from your phone and do no editing whatsoever. Record and launch. It can be that simple if you want. A lot of the time that is when you are doing a solo show and pumping the episodes out. If you are trying to have some quality I recommend to take the extra few moments to use GarageBand and make sure things are right.

Remote Interviews / Recording with Co-Hosts

One of the decisions you'll have to make is whether you are doing a purely audio podcast or you want to record the video with it as well. From a marketing content and consumption standpoint, having video could be helpful but it's not necessary at the beginning. The value comes in the audio and putting out great content. The video is a cherry on top.

I use programs like **UberConference** and **Zoom** to record all of my interviews and those have worked extremely well, for the most part. They are free to use and the conference is saved immediately and you can download and access the mp3/mp4 away. One thing to keep in mind if you use Zoom is that the bitrate of the file that is saved after recording doesn't play well with Garageband initially. However, simply uploading that file to iTunes and then converting the file to 44,100 khz will do the trick. **Here** is a short Youtube video I found that gives guidance. I'd try both of those options and see which one you like better. I have found UberConference to be a bit easier in the beginning but Zoom does allow you to record audio and video so that becomes ideal for shows that want both. I have also used **Skype** (with the **eCamm Call Recorder plugin** you need to buy for like \$30) in the beginning and will still use this from time to time. The benefit with Skype and eCamm is that it splits the recording into two separate tracks in order to make editing a bit easier but does add a little extra work to sync it up in GarageBand and edit out little noises if you so choose. Again, you only need these if your Co-Hosts or Guests are calling in from somewhere else but if you go that route the options above will get you started in the right direction.

Tip: Don't forget to hit record! Most of the free software has a setting where it will auto-record once the 2nd caller comes on the line. This is useful so you never have to worry about forgetting to hit record and missing a great interview. Crossing my fingers as that hasn't happened yet but I had a couple of close calls!

Podcast Hosting

To save you a lot of time and headaches, I won't go into what I initially used to host the podcast and get it onto Apple Podcasts. Let's just say it was a mixture of the Blurbrry Wordpress Plugin and Amazon Web Services S3 storage. If you truly want to bootstrap and try this route send me a message and I'll gladly give you some extra advice, if needed.

I decided after about 30 episodes that I needed something easier and that would allow for it to push to more platforms like Spotify. I decided on using a company called **Pippa**. It's a smaller company and trying to grow and they recently were acquired by Acast so that gives them a bit more backing. I am totally agnostic about what you should use. There's Blurbrry, Libsyn, Podbean, and the list goes on that you can check out as well. Most are paid services but some have trials to get you to start and check it out so that could be a route as well to try it out. It doesn't really matter what you use but that you use something that fits into your budget and you like the ease of use and interface. I liked Pippa's simple connection to other Podcasting providers and how easy it was to set up shows. They also have a really clean looking audio player that I can easily drop into each show I post on my website. I may stick with Pippa or change to something else in the future. No idea but those are some options for you to get you on your way.

Tip: Apple is by far and above the most widely used Podcast platform so there is no question it needs to be on there, at worst. The other options like Google Play, Spotify, iHeartRadio, etc are nice additions and growing but nothing competes with Apple Podcasts. Also, you'll come across the acronym "RSS" a bunch as this is the direct link between your hosting and what Apple pulls into their Podcasting platform. If you want to geek out you can learn more about it **here**.

Organization

Lastly, make sure you are keeping everything in one spot so you can easily find lists of questions, guests, topics, whatever. The worst thing to do is be shuffling around during a show trying to find some notes. I have used Google Drive for the longest time and Google Docs to create a separate page for each individual guest so I can have their links, bios, and questions/topics we'll cover. This helps in the editing process as I am adding show notes to the episode and can copy and paste a lot of things. I have recently started using **Evernote** to get even more organized with the myriad of other projects I am working on and that has

helped even more. I am combining both methods and still using Google Docs for more long-form writing and articles but Evernote may soon replace that if I keep liking what I am seeing. Lastly, nothing beats having a pad of paper and pen sitting by you while you record. You may think of a question or note to jot down and address later on in that show. It sounds simple but having this ready to go can help improve the overall flow and constant adjustments that happen while recording a podcast episode.

Tip: Show notes are something to consider but they don't have to be in-depth or crazy long. I choose to write a small blurb and then provide a bio and links for all guests so there is some historical record as the episodes get archived over the years. Apple supposedly has added some algorithms that say it's helpful to have a description in the show notes of at least a sentence or two to explain what the episode is about but you might have to research this and see if they've continued to add to this. Finally, **go to this website** to Podcasts Connect on Apple as it provides a really nice guide of requirements to get launched on Apple Podcasts.

Get Your Design On

I wanted to add a short section on designs as I feel that it is absolutely necessary to have some quality to your Podcast Artwork. When you upload your first episode, Apple will ask you for your Podcast Artwork that becomes the main icon for your podcast - You can see what I am talking about [here](#) but think of any show you've listened to and it probably has some artwork associated with it.

You probably need to look at the most updated guidelines (see link in the section above) as it has been 1400x1400 minimum but they've recently updated to 2400x2400 as preferred. This could change in the future. All I am saying is to get a logo that stands out because when people are searching online or probably on their phone to check out shows to listen to you want your logo to attract them. I am fortunate that one of my best friends is a talented graphic designer and helped me create my logo. I'll plug his work here because he has been a savior! **Ryan McGuire Designs**. If you don't have access to someone like Ryan or want to go another route, there are plenty of sites like Upwork, Fiverr, Freeeup, 99designs, and many more that offer these services for a fairly reasonable rate.

Once you get the logo completed you really don't need anything else at this point unless you want to create show graphics to promote online or on your website. This is not a must depending on your goals but I create, at minimum, a guest graphic that includes a headshot of the guest that is square in shape to use most anywhere like my website or social media sites along with a vertical graphic for sites like Instagram, Facebook, Snapchat, etc that have "stories" or similar components to it where that graphic would play much better in the space provided. You can check out the [Instagram page](#) for the podcast to see what I am speaking about.

Lastly, you don't even need a website to get the podcast started as hosting providers like the one I use provides a clean looking page to direct people to. [Here](#) is how mine looks. If you did want to have your own website and are not sure where to begin then **Squarespace** might be an option to consider. I know they have a clean podcasting interface to their templates and make it easier to set up with zero web development knowledge. I've used **Wordpress** for many years but there is a slight learning curve with it to make it turn out how you

might want and be professional looking but that is also an option. You can start with a basic template to get going which might not be a bad option at the beginning. Either of these options has a ton of resources on their webpage to learn more and get guided in the right direction at the beginning.

Tip: This section is short because you don't need a ton from the design side if you wanted to get started. First impressions tend to be everything so if you are trying to attract an audience, guests, and make yourself shine a bit then it makes sense to invest in some graphics to make the show stand out. Additionally, if you plan on promoting on social media sites having a logo and show graphics would help with the presentation of the show and gain more attention in the long run.

Leverage Your Network

If you have genuinely been a nice person for the better part of your life then you should have some solid relationships with friends, family, and acquaintances that are intact and stable. Go leverage those relationships. There is nothing wrong with asking for help and now is the time to do it.

I was grateful for my brother, Nick, giving me advice from when he had a Podcast a while back.

I was grateful for my friend **Ryan** (mentioned above) for all the graphic design work that I am still using today.

I was grateful for **Adam Martin** for giving me insight into Podcasting and tips and tricks that I should consider to get started.

And...I am grateful for all of my early guests on the Podcast who were friends, colleagues, or mutual acquaintances and they were kind enough to take a chance and be on the show to share their personal journeys. I would absolutely not be here writing this if it wasn't for them so I will give a shout-out to them below.

Episode 2: Matt Heinz - Heinz Marketing

Episode 5: Kathleen O'Grady - Raleigh Coaching Academy

Episode 6: Erica Spera - Stand-Up Comedian

Episode 7: Nick Bando - BogeyBox Golf Club

Episode 8: Jenna Webb - Artist

Episode 10: Hank Hoffmeier - Speaker & Author

Episode 12: Chris David Garcia - Founder, MLC Connect

Episode 14:Carolynn Lemke - Founder, Noble Friends

I am a firm believer that if you are good to people they will be good to you and solid relationships can be formed. Sometimes those relationships are very active and other times you see people here and there. Whichever way it is, try to stay in touch as much as you can and be there to help when you can lend a hand. People like helping other people. You'd do the same if you were in their shoes. So, if they can help you with anything from setting up audio correctly so the

sound is good, creating graphics, mixing music, being a guest, introducing you to people or anything at all it would be wise of you to reach out and ask.

As your show takes off you'll be surprised by how many people start to reach out to you and want to be a guest but until that happens (or even when it happens) be sure to ask for referrals from your current guests. Chances are, the guests you have on your show swim in the same pool as other like-minded people that might be ideal guests for you as well. After an episode airs, make sure you ask that guest (if you are doing a guest show) if they know anybody that would be an ideal guest in their network. I've had dozens of awesome guests come join the podcast because they were introduced to me by former guests.

Tip: Networking should be easy if you care about people and are always looking to give value and help. Think outside the box on creative ways to engage with your network. One of the things I've started doing recently is trying to write handwritten notes to guests after they've appeared on the show. It's a small way to say thanks for taking the time out to share their stories with me and the listeners.

Forget The Noise

This is where the rubber meets the road, as they say. You've geared up in anticipation of your launch. You have the idea, equipment, hosting provider, and even maybe a couple of episodes recorded. You're set, right? Not exactly. I've seen many people stop at this point and get "busy" with other things.



Before you quit, remember why you started."

If you are truly starting this with good intentions and excitement to put this out then there should be no fear at this point except the fear you put in your own head. A quote by Seneca I use a lot says "We suffer most often in imagination then in reality." Don't let the fear and worry creep in of what will happen and focus on the present and just get started already!

There are always going to be naysayers, people that question you, and snicker at the sight of you doing a podcast but they'll be just as many (and probably more) who appreciate your vulnerability and the message you are putting out. As long as you can help one person isn't that the point? Do it for them and the rest will follow.

One of the other neat things about podcasting is the documentation of it all. The fact that this will live on for many, many years and be a small part of your story. That's a cool thing.

I lost my grandmother earlier this year at the age of 93. She went through a lot in her life and I had never really talked with her about any of it. I knew the basics as most grandkids do. So, about a year before she passed, on one of the monthly phone calls we always tried to do, I quizzed her for about 2 hours with a ton of questions about her past and all the things I was curious about. It was eye-opening and relieving all at the same time. Not only did I learn more about her, but it also helped me learn more about life and how truly lucky we are to be on this planet as a human being. Let's just say it unpacked a lot of things for me.

Why am I telling you this? Think about your friends and family, maybe your kids or nieces/nephews, or someday grandkids. The fact that they can go search and learn about you when you were younger and see that you took chances and risks and shared stories of your ups and downs or interviewed random people or whatever you did with the Podcast. That's a truly remarkable opportunity we have. Your journey becomes much more real to the people that care about you and helps it live on maybe well past you being on this planet.

I hope you embrace this opportunity and go into it with the enthusiasm and curiosity of a child and become much happier and fulfilled because of it.

Final Thoughts

Podcasting is becoming ever more popular with people trying to multi-task and not having the capability to watch a video or read a book if they are driving, washing dishes, doing yard work, etc. Plus, our attention spans seem shorter and shorter which only leads to less time for everything. But people still want to learn and they still want to be entertained and podcasting is a phenomenal way to do that. Unlike years ago where you needed a studio, to know the right people, and pay for a time slot to get some show out, that is not the case nowadays. Since it isn't like that anymore and many of us have access then that means the best content generally wins out in the long run.

Remember, it isn't about having the biggest audience or catering to the largest crowd. Find what makes you happy and the niche you enjoy talking about and do that. The benefits that come out of it are well more than the content produced. You improve organization skills, your voice inflections/volume control improves, your creative side of the brain is turned on, and you'll smile more because you are doing something that makes you happy and that's what life is about.

If you are reading this and are on your way and just looking to get some tips then hopefully this has given you a few nuggets to chew on.

If you are thinking about podcasting but not sure if you want to take the plunge yet, that's okay. But audit yourself and where you want to go in life. Podcasting doesn't have to be a full-time job but a way to get noticed, improve skills, and create new opportunities for yourself. Who knows what happens after that but I hope you get the chance to find out. If you don't try, you'll definitely never have those chances. So open up a few more doors for yourself and see what happens.

I tried to keep this short and sweet and I hope you enjoyed some of the depth when necessary.. If I can be a resource for anyone out there please let me know. Head over to my website and drop me a note in the contact section - <https://brianondrako.com>. If this helped at all and you decide to launch your Podcast please let me know as I'd love to give you some props online for getting started and taking the leap that only a small number do.

I look forward to the opportunity to connect with you further!

Carpe Diem,
Brian

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