



KILLER PODCAST

RECIPES

A MESSAGE FROM THE FOUNDER



I'm Freddy Cruz, a veteran podcaster, producer, and radio personality of over twenty-seven years.

Last year, I pledged to use my institutional media experience to help businesses like yours. How? By skipping the gatekeepers.

This year alone, I've assisted with podcast launches for The Rose Breast Center of Excellence and The National Museum of Funeral History. Both landed comfortably inside Apple Podcasts chart under the nonprofit category. The former at #8 and the latter at #29.

And I've made it my mission to help as many podcast hosts do the same.

Turn the page to access a recipe for earcandy that'll turn customers into raving fans.

INGREDIENTS

Remember the last time you created what friends called "the best meal I ever had?" Then you thought to yourself, "It wasn't that hard. I only used a few ingredients."

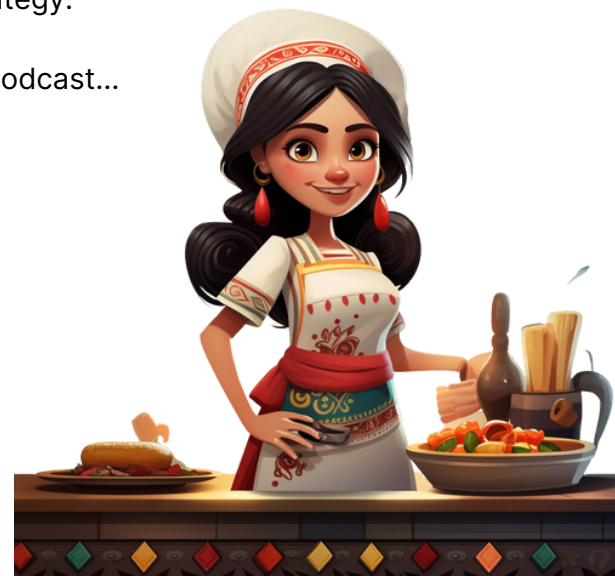
Like that recipe, you'll only need a handful of ingredients to get started.

Gone are the days of hundred thousand dollar studios to reach an audience. It's easier than ever to cook up your show!

HERE'S WHAT YOU'LL NEED

- 1.) A microphone.
- 2.) Podcast host to get you syndicated across all the podcast platforms.
- 3.) Video conferencing subscription like Zoom or Riverside.FM for interviewing guests remotely.
- 4.) Desktop, laptop, or tablet.
- 5.) Internet.
- 6.) Podcast cover art.
- 7.) Podcast roadmap and promotion strategy.
- 8.) And the most important part of any podcast...

YOU.





DIRECTIONS

- 1.) Decide to launch a podcast. The most important step of all is to decide to take ownership of your brand. It ain't easy, but it's rewarding. And you'll no longer have to rely on gatekeepers to invite you on their shows for a two minute piece that'll eat up over two hours of your time.
- 2.) Identify your podcasts heroes, villains, and supporting cast, as detailed in Your Epic Podcast Plan (ask how to get your free digital copy).
- 3.) Name your show. A catchy name with keywords related to your business helps. Same goes for a show whose is a sentence that says what it's about.
- 4.) Procure podcast cover art. It's as easy as going to 99 Designs, Upwork, or Fiverr and having a freelancer design it. Proper size: 3000 x 3000 pixels.
- 5.) Plan your format. Will you fly solo or have a co-host? Will you invite guests to interview? How long will your episodes run? Will it be a weekly, bi-weekly, or bi-monthly show?

DIRECTIONS

6.) Choose equipment. Notice how this is the sixth step in cooking up a killer podcast? Many people get overwhelmed by the false notion that they need thousands of dollars worth of equipment to launch their show. Truth is, you can get away with spending less than \$200 and launch a show that skyrockets to the top of the charts. Don't overthink it. \$50-75 for a mic and \$100 for a pair of headphones and you're set.

7.) Choose podcast hosting site. Buzzsprout or Spreaker? Anchor or Libsyn? Podbean or Captivate? Do your homework, but don't let all the choices paralyze you into not making a choice.

8.) Choose video conferencing service. Plenty of choices here, too. Some with free options. Zoom, Riverside.FM, Podcastle, and Skype, to name a few.

9.) Record. Always, ALWAYS, make sure you're recording.

10.) Edit and master. Don't let the occasional "umms" and "ahhs" and pregnant pauses trick you into thinking you need to perform a ten hour surgery on your episode. These things are natural. You're a human, not a robot. But that doesn't mean you shouldn't clean up your audio at the beginning and end.

11.) Mix down your audio. This is where you save all of your files as one. Make sure you know where you're saving your file. It'll save you a mini-heart attack. Or three (I speak from personal experience lol).

12.) Upload to hosting site. Once fully edited, mastered, and mixed down, you upload your masterpiece to your hosting site.



DIRECTIONS

13.) Craft an attention grabbing headline. You'd be surprised by how many podcasters underestimate this step. Ask yourself this. Which of these makes you more interested in listening? A.) Chef John Doe from ABC Steakhouse, or B.) Once Homeless at 25, He Climbed the Ranks and Now He Runs New York's BEST Steakhouse.

14.) Episode notes. Another often overlooked step. This is where you can post links to your business, product, service, and/or coupon. These links also help you win the never ending battle for Search Engine Optimization. And don't worry about writing a long post. Experts agree that your episode notes need not be longer than one-hundred fifty words.

14.) Schedule release date. This is where you'll see that batching your recording days is a huge help. If you've got three or four episodes fully produced and ready to roll, you're on autopilot once you schedule your release dates!

15.) Brag about your soon-to-be top ranked show to your community. Seriously, why spend all this time planning, recording and executing a podcast if you're not going to scream from the virtual rooftops of the internet that YOU DID IT? So do it.

16.) Rinse and repeat. Easy peasy.



DIRECTIONS

- 1.) Decide to launch a podcast.
- 2.) Plan your format (solo vs. interview, duration of episodes, frequency.
- 3.) Name your show.
- 4.) Procure podcast cover art.
- 5.) Identify your podcasts heroes, villains, and supporting cast, as detailed in Your Epic Podcast Plan (ask how to get your free digital copy).
- 6.) Choose equipment.
- 7.) Choose podcast hosting site.
- 8.) Choose video conferencing service.
- 9.) Record.
- 10.) Edit and master.
- 11.) Mix down your audio.
- 12.) Upload to hosting site.
- 13.) Schedule release date.
- 14.) Write show notes and attention grabbing headline.
- 15.) Brag about your soon-to-be top ranked show to your community.
- 16.) Rinse and repeat.



TIMELINE



Just like cooking a meal, time is of the essence when launching your podcast.

With a tight production schedule, your first six episodes can be recorded in two short mornings, evenings, and/or afternoons.

Some platforms take 24 hours to approve your podcast. Others take about a week. A good rule of thumb is to give everyone two weeks to give your show the green light.

The result? Your show launches in about four to six weeks.

But even with the right mindset and proper equipment, hosting a podcast can be daunting. It's a lot like going to Williams-Sonoma and buying that ice cream maker and getting overwhelmed because the back of the box made it out to be so easy.

In order to launch a binge-worthy podcast, you need a solid roadmap to get you going. A plan that will keep you excited, yearning for your next recording.

Turn the page for twelve podcast ideas. Each one comes complete with podcast cover art and roadmap for the first six episodes.

Stealing ain't cool.

But for the purposes of this guide, we shall make an exception.

That's because you deserve a show with raving fans. Fans who set reminders on their smartphones to listen. Fans who not only listen, but will share episodes with their family and friends.

Stealing these killer podcast recipes is the first step launching you into the podcast universe.

Use them word for word or as thought starters. Or take an idea from one, two ideas from another, and come up with something totally wild.

So start stealing!





STEAL THIS KILLER PODCAST RECIPE



SNAPSHOT: A PODCAST FOR PIZZA LOVERS, HOSTED BY YOUR FAVORITE PIZZA JOINT

Roadmap for month one

1. The History of Pizza: Delve into the origins and development of pizza throughout history.
2. Pizza Toppings Across the World: Explore the different types of pizza toppings and their cultural significance.
3. Pizza in Pop Culture: Discuss the various instances in pop culture where pizza has made an appearance.
4. The Science of Making Perfect Pizza Dough: Discuss the various factors that go into creating the ideal pizza dough.
5. The Best Pizza Places in the World: Travel around the world and explore the most renowned pizza places.
6. Regional Pizza Styles: Dive into the different regional variations of pizza styles across the world.



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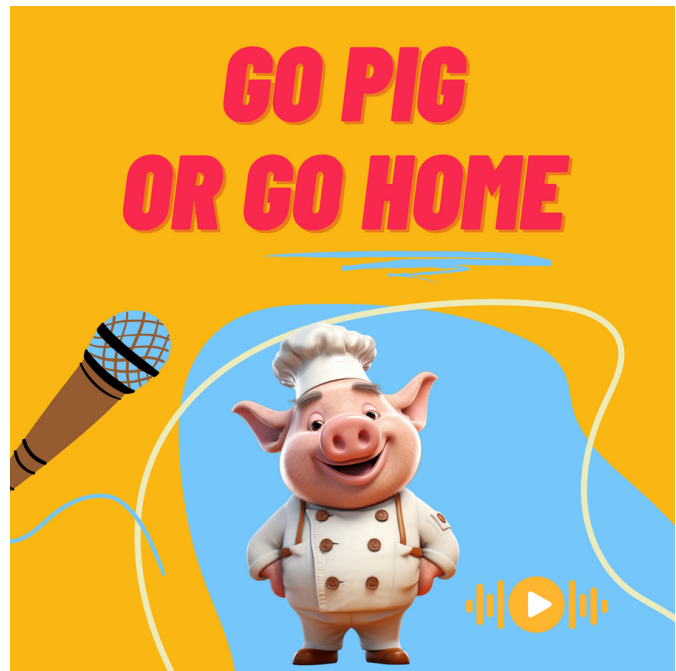
SNAPSHOT: A PODCAST EXPLORING H-TOWN'S BURGER SCENE

Roadmap for month one

1. The history of hamburgers: how the burger became an American classic.
2. The perfect burger: tips and tricks for making the ultimate burger.
3. The different types of buns: which buns work best with different types of burgers.
4. Burger toppings galore: the most popular toppings and creative ways to use them.
5. The science of burger cooking: the perfect temperature, timing, and techniques to get your burger just right.
6. The best burger joints in America: a tour of the country's top burger spots.



STEAL THIS KILLER PODCAST RECIPE



SNAPSHOT: A PORKTASTICALLY PERFECT PODCAST FOR PORK LOVERS

Roadmap for month one

1. A history of pig farming and its impact on the global meat industry
2. A guide to different pork cuts, their characteristics, and how best to prepare them
3. A deep dive into the international obsession with bacon and its cultural significance
4. An exploration of the ethical and environmental considerations of pig farming
5. An interview with a renowned pork chef on the art and science of cooking with pork
6. A discussion on the health benefits and risks of eating pork



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THIS KILLER
PODCAST RECIPE***



**SNAPSHOT: LOVE CHEESE? LOVE BEYONCE? WE DO,
TOO! JOIN US FOR THE ULTIMATE WEEKLY PAIRING**

A podcast for cheese addicts who love Beyonce

Roadmap for month one

1. The Cheesy Beyoncé Playlist: Our Favorite Songs and Snacks
2. Brie and Bey: The Perfect Pairing.
3. An exploration of how music enhances the taste of cheese and vice versa.
4. Celebrity Chefs' Favorite Beyoncé-Inspired Cheese Recipes.
5. The world of cheeseburgers and how they relate to Beyoncé's music.
6. The Different Cheeseboards for Each Era of Beyoncé's Career.



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SNAPSHOT: TEACHING HOME COOKS THE IMPORTANCE OF HANDLING A KNIFE PROPERLY

Roadmap for month one

1. The importance of a good chef knife
2. Choosing the right knife for the job
3. Knife maintenance and sharpening techniques
4. Knife safety tips in a professional kitchen
5. Debunking common knife myths
6. Carving meat and fish like a professional chef



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SNAPSHOT: A PODCAST FOR SHWARMA FANTATICS

Roadmap for month one

1. My First Shawarma Experience
2. The Art of Making a Perfect Shawarma
3. Shawarma Fillings Around the World
4. Overcoming Stereotypes: A Shawarma Love Story
5. The Health Benefits of Eating Shawarma
6. Shawarma Recipes to Make at Home



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SNAPSHOT: A PODCAST FOR SHWARMA FANTATICS

Roadmap for month one

1. How to Choose the Best Shrimp for Your Dish
2. A Beginner's Guide to Cleaning and Deveining Shrimp
3. Tips for Pairing Wine and Beer with Shrimp Dishes
4. How to Make a Classic Shrimp Po'boy Sandwich
5. How to Grill Shrimp to Perfection
6. The Best Shrimp and Grits Recipe



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SNAPSHOT: A PODCAST FOR THOSE WHO WANT TO GET THE MOST OUT OF THEIR PRESSURE COOKER

Roadmap for month one

1. Introduction to cooking with a pressure cooker
2. The basics of using a pressure cooker and important safety tips
3. One-pot meals for busy weeknights
4. The versatility of cooking grains and legumes in a pressure cooker
5. Making hearty soups and stews with a pressure cooker
6. Cooking with tough cuts of meat and making fall-off-the-bone tender dishes



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SNAPSHOT: A PODCAST FOR WHISKY LOVERS

Roadmap for month one

1. The History and Evolution of Whisky Straight Up
2. The Science Behind a Perfect Neat Serving of Whisky
3. How to Build the Perfect Home Bar for Whisky Lovers
4. Whisky Tasting Guide: Top 10 Neat Whiskies
5. A Guide to Making Perfect Neat Cocktails
6. The Sociology and Psychology of Drinking Neat Whisky



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SNAPSHOT: LET THE PROS KEEP YOU FROM MAKING A COOKIE--ERR, ROOKIE MISTAKE

Roadmap for month one

1. Essential Tools for Beginner Bakers.
2. The Art of Measuring Accurately.
3. The Science of Baking- Understanding Ingredients and How They Interact.
4. Tips for Saving That Baking Disaster.
5. Becoming a Master of Basic Baking Techniques.
6. Chocolate Lovers Unite: Deciphering the Chocolate Types.



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SNAPSHOT: A PODCAST FOR CHOCOLATE CHIP COOKIE FANATICS WHO WANT TO BAKE AT HOME

Roadmap for month one

1. The basics: Understanding the ingredients for chocolate chip cookies
2. The recipe for perfect chocolate chip cookies
3. The art of measuring ingredients for chocolate chip cookies
4. The importance of room temperature ingredients for chocolate chip cookies
5. How to prep your oven for baking chocolate chip cookies
6. The different types of chocolate chips you can use in your cookies



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SNAPSHOT: A PODCAST THAT ANSWERS QUESTIONS ABOUT ALL THINGS BARBECUE

Roadmap for month one

1. How to properly select and season different types of meat.
2. Top tips on how to smoke meat
3. The best barbecue tools and equipment beginners
4. Side dishes that perfectly complement your barbecue.
5. The secret to the perfect barbecue sauce and rubs.
6. How to create amazing dry rubs that satisfy your taste buds.

CONTACT

Even after getting the technical pointers, creative ideas and roadmap, the thought of launching a podcast terrifies you, then let Speke Podcasting do the heavy lifting.

While approximately two million podcasts live online, only around half a million of them actively release new episodes. This means you're still striking while the iron's hot.

As an attendee of the Texas Restaurant Show, you'll receive 20% off of all services through **7/31/23**.

Put Speke Podcasting in your kitchen and start cooking that killer podcast!



www.spekepodcasting.com



freddy@spekepodcasting.com



713-858-8150

