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Description automatically generatedShort Summary for Website**

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**Title : Is a Podcast Right for Me?**

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**Subject : Marketing Management**

**Short Summary:**

* With the increase in popularity of podcasts, many business owners are now seeing the value of its ability to spread their expertise to their target demographic.
* Make sure that you have long-form content that YOU own, in order to ensure the safety of your product.
* Work out of a place of your own expertise, and use it as an opportunity to teach others.
* Long-form media like podcasts helps to form a trusting relationship with potential clients.
* Because podcasting is so new, there is still a booming and open market for it.
* Most people who start a podcast end up abandoning it. Consistency is key. Build the relationship with your viewers and potential clients by being consistent in your content and release dates.

“Is a Podcast Right for Me?” Resources

**Audio Editing Software**

* Reaper: https://www.reaper.fm/
* Adobe Premier Pro: https://www.adobe.com/
* Davinci Resolve: https://www.blackmagicdesign.com/products/davinciresolve
* Audacity: https://www.audacityteam.org/

**Podcast Host Sites**

* Buzzsprout: https://www.buzzsprout.com/
* Spotify for Podcasters\*: https://podcasters.spotify.com/
* Libsyn: https://libsyn.com/
* Pod Bean: https://www.podbean.com/

\*If you choose the unpaid option, you do not technically own any of your content. Spotify will reserve all rights to your recordings.