

VO ATLANTA 2021
Podcasting for Business, Creativity, and Monetization
with Elaine A. Clark

Author: *Voice-Overs for Podcasting – How to Develop a Career and Make a Profit* [Allworth Press/Skyhorse Publishing, Inc.]
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Discussion: Research, styles, challenges, and goals for new, established, and future podcasters.

Takeaways:

1. What are you going to talk about... and why should we care?
2. The importance of research.
3. Know your target audience.
4. Choose a style and category.
5. Define and refine the message.
6. Decide how many minutes each episode will be.
7. How many episodes will there be in a season?
8. Formatting, segmenting, and structure.
9. Monetization challenges.
10. Assess the amount of time vs. the desired outcome.



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