

ON-AIR WITH SIR



WELCOME TO YOUR ON-AIR BOOTCAMP

Visit your resource guide at OnAirwithSir.com/BOOTCAMP

5 STEPS TO LAUNCH YOUR PODCAST

STEP 1 | Create your show flowchart

Create & Practice your Into/Outro Flowchart

Example: Sir's Flowchart

- **Back Sell** – Make sure you check out last week's episode on the top 3 holiday gifts. **Note: YOU WON'T HAVE ONE FOR YOUR FIRST SHOW.**
- **Show Name** – You are tuned into On-Air with Sir
- **Show Position** – Where we educate through laughter
- **Your Name** – I'm your host Sir
- **Your Content** – Let's hop into the show (5mins-60mins)
- **Show Name** – Well that's all for now right here on On-Air with Sir
- **Show Position** – Where we educate through laughter
- **Your Name** – Again I'm your host Sir
- **Forward Sell** – Next week we will discuss the top 3 worst holiday gifts!
Thanks for listening!



- **You Are A Story Teller** – Never tell a story without making a point and never make a point without telling a story. Tell stories in structure
- **Inform & Inspire** – Never hate by mistake always #LoveOnPurpose – Never induce FEAR.
- **Less is more!** When you don't know what to say just stop and sign off.
- Always speak 1-on-1 with Situation Awareness (See video for more details)

STEP 3 | Create your first (4) episodes

Print out the blank SHOW FLOWCHART and create your first (4) episodes. Then you can have a few in the can just incase.

- What are your titles & topics?
- Who are your guests, co-hosts, DJ. etc?
- How long is your show?
- What day and time to release, promo and publish your podcast?

STEP 4 | Branding & Promotion

- **Social Media**
 - Make sure you have the same name on all social media platforms (example: @onairwithsir everywhere)
 - Get 20 loyal friends that will agree to promote your podcast. Add up everyone's followers. The total is now your new reach. Example: Sir has 11k followers on IG. His entire team as a collective has over 100k total. Sir can legitly use the 100k when talking to sponsors etc.
- **Logo**
 - Create a logo – PNG format with no background. Need a graphic designer? Just let us know!
 - Create (4) flyers, with captions and hashtags
- **Printing**
 - Aces Design (215) 456-1592 5310 N 5th St, Philadelphia, PA 19120 - (Shirts, hoodies, table cloth, other clothing, etc)
 - Docucare (215) 235-8740 900 N Broad St, Philadelphia, PA 19130 - (Business cards, posters, flyers, etc)
- **Website, Email & Domain**
 - Buy your domain (YourName.com) – CLICK HERE [Godaddy.livesircuit.com](https://www.godaddy.com/livesircuit.com)



STEP 5 | Record, edit & publish w/ Anchor

- **Record** - Always check your levels. Do a test recording and playback. Always save your masters as a MP3. This format will work everywhere no matter what.
- **Edit & Produce** - Add intro, music, background music, drops etc. For additional editing use Audacity for free then upload your podcast to Anchor. Always check your levels. Always save as a MP3.
- **Publish** - one push publishing to all streaming platforms with the Anchor App for FREE!

Download Anchor

- Watch Video: https://www.youtube.com/watch?v=f03qRIS5rh8&feature=emb_title
- iPhone <https://apps.apple.com/us/app/anchor/id1056182234>
- Android https://play.google.com/store/apps/details?id=fm.anchor.android&hl=en_US



Level Up!

Here are a few things you can do to take your podcast to the next level!

1. **Buy equipment** - Mixer, Mics, Mic Stands or Clips, Pop Filters, Mic Cords & Recorder/Laptop. Visit your closet Sam Ash
 - o Sam Ash at Philadelphia Mills
<https://www.google.com/maps/place/Sam+Ash+Music+Stores/@40.0905708,-74.960326,15z/data=!4m5!3m4!1s0x0:0x8fdb3ccb6a75a2fc!8m2!3d40.0905708!4d-74.960326?hl=en&shorturl=1>
2. **Add advertisement** - Through the Anchor App you can add advertisements. You can also go out and sell your own advertisements to local businesses, friends and family.
3. **Build your website** - Buy your domain and set up your website. Click here <http://godaddy.livesircuit.com>
4. **Create merch** - Create custom merch and sell it for FREE and keep the profit with <https://www.printful.com>
5. **Managing a small team**
 - o Art Of Communication **BOOK**
 - o 7 habits of highly effective people **BOOK**
 - o Band **APP**
 - o Monday.com **APP** - **Download Advanced users only!**
6. **How to network and build relationships**
 - o Go out the way to build
 - o Listen to understand so you can be understood
 - o Always meet over food! This is the key. Seriously!
7. **Monetize**
 - o Commercials, Ads & Liners
 - o Bookings
 - i. Broadcasting Live - Once you get equipment you can broadcast live from local events. Streaming their event for people at home.
 - ii. Interviews -
 - iii. Appearances -
 - o Streams -
 - o Merch -
 - o Events -
 - o Blog Posts -
 - o Sponsors -

ON-AIR WITH SIR



Samson Go Mic Mobile Lavalier
\$199



Samson Go Mic Mobile Wireless ASMR Recording Streaming Handheld
\$199



IK Multimedia iRig Mic Handheld iOS Microphone
\$60-\$100



Audio-Technica ATH-M50x Professional Studio Monitor Headphones
\$50-\$150



IK Multimedia iRig 2 Guitar Interface
\$40-\$60



Akai MPX16 Sample Recorder and Player
\$250-\$350



RODEcaster Pro
\$600+



\$1500-\$2000



AUX Cord
Less than \$10



3.5mm Male 1/8" Plug to 2
Dual RCA
\$15-\$20



Pop Filter
Less than \$10



iPhone Adapter 3.5 mm
Headphone Jack Adapter
Lightning Connector
Less than \$5



1/8 Inch 3.5mm to XLR Cable
XLR Male



1/4 Inch Plug Audio Adapter
\$5-\$10



XLR Balanced
Male-to-Female XLR
Microphone Cable
\$10-\$40



3.5 mm TRS to 1/4
Stereo Interconnect
\$4-\$6



XLR Female to 1/4 Stereo
Less than \$10



Samson MXP144FX MixPad 14 Input Analog Stereo Mixer with Effects and USB

\$200-\$250

ON-AIR WITH SIR



\$100-\$150



They say it takes 10k hours to master a skill. How many of your 10k hour have you put into developing your on-air skills?

_____Hrs

How many hours will you dedicate to this skill every week?

_____Hrs

What's the one thing you learned today? 1 TAKE AWAY!

What is something you will practice as soon as you get home?
