

Share your VOICE With Podcasting

Tristan Emond, CC,CL
@tristanspeaks

Why Podcasting

- 5 Million Podcasts Worldwide
- 460 million worldwide listeners
- 62% of Americans over 12 years
- have listened to a podcast
- 38% of Americans listen monthly



Podcasting = Raving Fans

- 70% more likely to buy if they hear CEO on podcast
- 28% higher conversions than blogs
- 60% take action

**Consistent, Bingeable, Targeted, Fun,
Informative Content**





Living in Rapid City by Tristan Emond

@TristanEmond · 2.31K subscribers · 602 videos

Rapid City Real Estate, Testimonials, Information, Things to Do, Market Reports and a bit of... >

calendar.app.google/3RYRPwP3igjmHkji6

Customize channel

Manage videos

Tristan Emond, Mindful Living Realty
Rapid City, SD

Moving to Rapid City ▶ Play all

START HERE! Are you considering a move to the Rapid City and Black Hills area? We are here for you! 🍷 Learn about moving to our area, why it's an amazing place to live, about the area, the...



7 Reasons You Should Move to Rapid City | Tristan Emon...

Living in Rapid City by Tristan Em...
4.4K views • 3 years ago
CC



Rapid City Areas You Need to Know Before Searching for ...

Living in Rapid City by Tristan Em...
5.1K views • 3 years ago
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What's the Weather Like in Rapid City, SD? | Moving to...

Living in Rapid City by Tristan Em...
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8 Steps to Buying Your Rapid City Area Home Long...

Living in Rapid City by Tristan Em...
1K views • 3 years ago
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Where Can You Buy a Home in Rapid City Under...

Living in Rapid City by Tristan Em...
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5 Things to Know Before PCSing to Ellsworth AFB |...

Living in Rapid City by Tristan Em...
4.1K views • 3 years ago
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Popular videos ▶ Play all



Pros and Cons of Living in Rapid City, SD | Should You...

47K views • 3 years ago
CC



7 Reasons People Are Moving to South Dakota

44K views • 3 years ago
CC



The REAL Cost of Living in Rapid City | 12 Expenses to...

15K views • 3 years ago
CC



6 Things You Gotta Know Before Buying a Home In...

13K views • 3 years ago
CC



6 Things You NEED to Know Before Buying Land in The...

11K views • 3 years ago
CC



Homestead on 4.42 acres on the South Dakota Prairie |...

9.1K views • 7 months ago
CC

We love Rapid City ▶ Play all

Rapid City has so many fun unique and enjoyable attractions, features, and more!



0:51



15:16



0:47



0:39



0:42



0:59



Podcast

Black Hills Small Business Podcast

Tristan Emond, Mindful Living Realty

Follow



All Episodes



• More than Hangover Relief - Hydration Therapy with Luxe Hydration Spa

Black Hills Small Business Podcast

Welcome to the Black Hills Small Business Podcast! In this episode, we are joined by Tiffany Pullins with Luxe Hydration Spa. Get your vitamin on...and look beautiful!We discuss:Tiffany's medical familyHow Tiffany got into Hydration TherapyWhy she loves...



Mar 20 · 23 min 34 sec



Cinematic 🎬 Video with Northstar Productions

Black Hills Small Business Podcast

Welcome to the Black Hills Small Business Podcast! In this episode, we are joined by Cody Wiseman with Northstar Productions. Enhance your business image, showcase your team, and fall in love with your wedding videos.We discuss:Why Cody got into...



Mar 13 · 14 min 58 sec



Update your 🏠 Home or Business with Natural Painting!

Black Hills Small Business Podcast

Welcome to the Black Hills Small Business Podcast! In this episode, we are joined by Daniel Bakke with Natural Painting Co. - Residential and commercial painting services in Rapid City.We discuss:Why he chose the name Natural PaintingHow his faith...



Mar 6 · 29 min 14 sec

About

Join us as we talk with the heart and soul of the Black Hills - small business owners! We hear about their businesses, listen to their stories, and smile as their passions come through. Created by Tristan Emond with Mindful Living Realty

... [Show more](#)

No rating ☆

• [Travel](#)

ALL da Slides

www.RapidHomesOnline.com/podcast

Plus links to websites and tools



What is your Message?



What is your GOAL?

1. Sell a Course
2. Reach More People
3. Passion
4. Business
5. Hobby



Get Down, Baby

1. Black Hills
2. Black Hills History
3. Black Hills History During Gold Rush
4. Black Hills History - Trains During Gold Rush



Your Audience (RAVING FANS)

Speak to your avatar

Vs

Let your audience find you



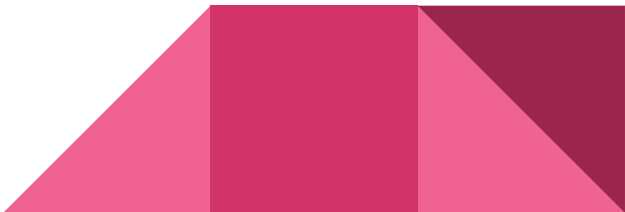
If You BUILD it,
People Will COME!



Be SEARCHABLE

1. Title - Is it clear what you are talking about?
2. Description - add some key words

Be SHARABLE

1. Promote Your Podcast
 2. Create Audio Bites
- 

The Process

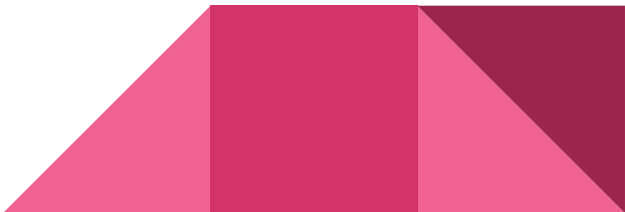


Create Consistent Content

- Bingeworthy, evergreen content that listeners can come back to time and time again - relisten to important episodes
- Weekly, bi-weekly - whatever you can do
- LIKE and TRUST you



Brainstorm

1. Idea
 2. GOAL
 3. First number of episodes
 4. Set aside brainstorming time
- ** Don't underestimate the time to find, schedule, arrange guest speakers
- 

Record Your First Episode

1. Recording Tools
2. Don't overthink it
3. Don't procrastinate due to overwhelm
4. Hit the record button and talk
5. Find a random 15 year old for help



Software - Put your voice EVERYWHERE

- ❖ Buzzsprout.com
- ❖ Directories
- ❖ Interviews - Zoom/Google Meet
- ❖ YouTube - Video and Podcast



Batch, baby Batch

1. Record numerous episodes in one sitting
2. Don't edit just record a bunch
3. Schedule the time in your calendar
4. Upload and Schedule in Buzzsprout





Leveling Up



Upgrading Hardware

- ❖ Podcast Recorder
- ❖ DSLR Camera
- ❖ Microphones
- ❖ Studio - background, lights, sound
- ❖ Adobe Podcast Enhancement



Editing Software - audio

- Audacity
- Garage Band (Apple)
- Adobe Audition
- Phone Apps



Editing Software - video

- DaVinci Resolve
- iMovie (Apple)
- Adobe Premiere
- Phone Apps - Capcut



Hire it Done

- ❖ Upwork
- ❖ Fiverr
- ❖ Your teenage niece
- ❖ College student



Make some MONEY

1. Sponsor
2. Your Offer

Come from a place of solving a problem - not SELLING yourself or your thing.



FINAL THOUGHTS



If you ain't having fun, you ain't doin' it right

1. Make it fun
2. Make it valuable
3. Don't overthink the tech
4. A "season" can be as long as you want it to be
5. Batch so you aren't overwhelmed
6. Be Patient
7. Be YOURSELF



Tristan Emond

Black Hills Area REALTOR
Business Owner
Speaker/Storyteller

Instagram: @tristanemond | @tristanspeaks

YouTube: youtube.com/@tristanemond

www.rapidhomesonline.com

tristan@rapidhomesonline.com

