



PODCAST POWER

November, 2018

Podcasting: Why YOUR Voice Matters

Podcasts are so successful because they are individual. Listeners are constantly seeking out the shows that speak to them specifically. They want to hear about topics that concern them from relatable and authoritative people.

There are tons of podcasts out there and that number is consistently growing every day. So, what can you contribute that someone else already hasn't? Well, the answer to that is simple. YOUR voice is inherently unique! It reflects your personality, your experience, your curiosity, and your knowledge. No one else can do that like you!



Key Vocal Qualities for Attracting Podcast Listeners:



- V - Vibrant**
- O - Open**
- I - Intentional**
- C - Conversational**
- E - Emotionally Expressive**

- Vocal vibrancy is achieved through tone, volume, and pitch.
- Vocal openness has to do with the warmth of your tone. Are you inviting other's to engage with you?
- Being intentional with your voice is often a measure of vocal confidence.
- The best podcasts are ones that foster community and engagement. A great way to achieve this is to address your audience with "you" and "your."
- There is a very big difference between learning from a prewritten and recorded script, then from a spontaneous, in the moment podcast conversation.

Podcasting is representative of our desire to be more real, open, natural, and connected.



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