

Making the Pitch for 'The Podcast Option'

New eBook Details Alex Greenwood's Story and Best Tips as a Podcast Producer and Host

THE PODCAST OPTION

ALEX GREENWOOD



Tips and tricks to
make podcasting
work for you

Missouri, Kansas City, May 26, 2021 (Issuewire.com) - Podcasting has moved beyond a quirky hobby to a ubiquitous brand-building resource, and a longtime podcaster recommends communicators choose the podcast option.

"Podcasts are a target-rich environment for people looking to reach listeners enthusiastic about their niche, and podcasting's barrier to entry is lower than ever. It's a lot like indie publishing was a few years ago," said Alex Greenwood, a Kansas City-based public relations consultant, and longtime podcaster. "Meaning anyone can get in. But that's also a problem."

"In indie publishing, anybody with a Word document and a homemade cover can publish an eBook. No editing, no professional cover design required," he said. "A perceived lack of professionalism and quality drove down the market for the indie authors who produced content in a professional manner. Readers often ran back to the big publishers. Now, with podcasting, anybody with a computer or a smartphone can make a podcast. There are two million shows out there right now. Quality is undeniably an issue."

Greenwood is the host and producer of two podcasts, [Mysterious Goings On](#), which explores creativity and writing, and [PR After Hours](#), business tips show. He posits that hobbyist podcasters have inadvertently made it more challenging to take indie podcasters seriously as corporate, "big media" shows quickly take over the marketplace.

"Podcast consumers get burned by amateur shows with poor production values, inconsistent posting schedules, and low host discipline," he said. "At that point, the listener is probably more likely to try a show produced by a large media company. Why search and search for shows in your niche, then wade through an overly-long, poorly-produced show with bad audio?"

To help, Greenwood wrote [The Podcast Option](#) (2021 Caroline Street Press) an eBook aimed at helping indie podcasters up their game. In it, he shares his podcasting origin story from 2006 when, as an unsuccessful political candidate, he still "had things to say," and his blog wasn't cutting it. Further, he explains his rationale for transitioning from a hobbyist podcasting mindset to a professional standard in 2018. The book offers proven podcasting tips, tricks, and advice.

The Podcast Option also offers tips to prospective podcast guests to improve their game.

"I think because an indie podcast isn't part of Wonderly or Vox or NPR, some guests don't treat it with quite the same level of seriousness," Greenwood said. "To weed that out, my shows have a few hoops for guests to jump through, which I detail in the book."

Those "hoops" are not outrageous. Greenwood's standards are virtually identical to those of any typical broadcast media outlet. Guests (or their publicists) make an exciting pitch explaining why they want to appear on the show, offer links to a media kit or website, and signify they have an external mic.

"I want to hear why they offer value to my audiences. I also want people who literally sound good," he said. "The low sound quality of the internal mic in a computer is a turn-off to listeners."

However, some guests have balked at one thing: asking them to commit to sharing their episode with their social media networks.

"One reason my local TV station invites me back for interviews is that I know the score—I'm prepared and offer no drama," Greenwood said. "I repeatedly share the interview with my network. Everybody wins. Obviously, if you're an A-list celebrity that's not necessary. But I don't see why folks would go on a podcast and then do zero to promote it to their network."

Greenwood ultimately hopes the book helps indie podcasters improve their competitive edge.

"Podcasting is here to stay and shows with efficient processes in place that conduct themselves with professionalism will have a better shot at success," he said.

[The Podcast Option](#) is available exclusively on Amazon.com. Reach Alex Greenwood on [MGOPod.com](#) or [PRAfterHours.com](#).



Media Contact

AGPR

alex@alexgpr.com

9139074426

8305 NW 80TH ST

Source : AGPR

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