



- Introduction, this is "how to make a podcast that doesn't suck".
- It's great to be here etc.
- Get a feel of who's in the room ie who's a podcaster already, who wants to start a podcast.

So, who am I?



- I started podcasting about 10 years ago with a pastor friend of mine.
- Share story of Burn the Haystack.
- Now I host a podcast called Signs Radio, explain it.
- Disclaimer: I have a lot of opinions on podcasting, we can talk about some of those at the end.
- My perspective is not the be all end all but I have made a lot of podcast episodes and I listen to a lot of podcasts every week. It's probably the way I consume media the most.

What you *won't* learn from this workshop

- ① **How to market your podcast**
- ② **What gear you should buy**
- ③ **How to land that killer celebrity guest**
- ④ **How to get rich through podcasting**
- ⑤ **The recipe for the best salad dressing you've ever had**

Go through the list.

I can share my favourite salad dressing recipe at the end if you ask me.

What you *will* learn in this workshop

- ① **How to make a plan**
- ② **Think like a writer**
- ③ **Break the rules**

1 Make a plan

Just because you're 22 and have hilarious conversations with your mates, doesn't mean you should start a podcast.

- * This is how it starts: a 22-year-old has fantastic conversations with their friends and thinks, "We should start a podcast!"
- * They sit down with their friends to talk about it and ask, "Well, what should it be about?"
- * When they realise how difficult it is to plan an hour-long episode, they either (a) give up or (b) just say, "We'll wing it. What could possibly go wrong?"
- * Then, usually they'll record five or six episodes and when everyone involved realises how much work it is, they'll lose interest and give up entirely.
- * Success in all content creation is a combination of charisma, hard work and luck.
- * Harsh reality 1: if a potential listener likes your personality but your content sucks or it's inconsistent, you won't be successful.
- * Harsh reality 2: you can still have great charisma, work hard but get unlucky, you may still struggle to find success.

1 Make a plan

Regardless of your personality, work ethic or your niche, making a plan protects you from losing passion or burning out.

- * Making a plan doesn't guarantee success, but it does protect you in the long run.
- * The reality is, your 100th podcast episode is going to be far better than your first. If you don't make a plan and stick to it (modifying it along the way), you will never get to your 100th episode.
- * Making a plan doesn't have to be complicated. All you must do is know what you're doing when and how it's going to happen.

1 Make a plan

Burn the Haystack Master Schedule 2020

Season	Month	Episode Release Date	Overall episode number	Season Episode number	Episode Title	Topic	Guest	Episode Description	Question of the week	Planned	Recorded	Edited	Live	Facebook post	Group discussion question	Instagram post	Instagram Story	Website article
JANUARY BREAK																		
Season 3	Feb	05/02/2020	94	1	Ty Gibson Wants You to See Like an Atheist	Through Atheist Eyes	Ty Gibson	We're starting th										
		12/02/2020	95	2	Chris Oberg Says Goodbye to LGT	Letting go of unhelpful theology	Chris Oberg	In our second in										
	March	19/02/2020	96	3	Ray Moaga is our Uno	Fitness, the Health Message, and USC	Ray Moaga	In our final episod										
		26/02/2020	97	4	Big Church, Small Church	The differences, as well as pros and cons	No	This week, Josh										
	April	04/03/2020	98	5	Justin Khoe is Listening	Justin Khoe, finishing 'That Christian V	Justin Khoe	Justin Khoe nee										
		11/03/2020	99	6	How Worried Should you Be about COVID-19?	Coronavirus	No	This week, Josh										
	May	18/03/2020	100	7	Keeping it 100	100th episode celebration	No	Can you believe										
		25/03/2020	101	8	Is This the New Normal?	Living in a COVID-19 World	No	This week, Josh										
	June	01/04/2020	102	9	Grace in the Old Testament	Grace in the OT	No	This week, Josh										
		08/04/2020	103	10	Finding Grace in the Old Testament Genocide	Grace in the OT	No	This Week, Josh										
	July	15/04/2020	104	11	Finding Grace in Old Testament Sacrifice	Grace in the OT	No	In our final instal										
		22/04/2020	105	12	Crises Reveal our True Motivations	COVID-19 and Christian leaders' resp	No	This week, Josh										
	August	29/04/2020	106	13	Ben Reynolds and the Jesus of History	The Historical Jesus	Ben Reynolds	This week, Josh										
		06/05/2020	107	14	Ben Reynolds and the Real Star Wars	Cosmic Conflict	Ben Reynolds	This week, Josh										
	September	13/05/2020	108	15	Church Post-COVID	Live roundtable discussion	Laura Hutchinson	This week, Josh										
		20/05/2020	109	16	Q&A for Finding Grace in the Old Testament	Grace in the OT	No	In this episode, .										
	October	27/05/2020	110	17	Church Post-COVID, Part 2	COVID-19 and Christian leaders' resp	Laura Hutchinson	This week, Josh										
		03/06/2020	111	18	Exploring an ex-Adventist Community	www.reddit.com/r/exadventist	No	This week, Josh										
	November	10/06/2020	112	19	Is the Church Guilty of Spiritual Gift Abuse?	How we exploit people in their gifts	Josh Wood, co-ho	This week, Josh										
		17/06/2020	113	20	Entering the Ice Age	Exploring the leadership paradigms th	Josh Stadnik, co-h	This week, Josh										
	December	24/06/2020	114	21	The Great Disruption	COVID-19, the Church, and the Future	Josh Hacks, co-h	This week, Josh										

- * As you can see, you don't need to put down every detail (unless you're working with history/theology/precise data).
- * Making a plan doesn't even necessarily mean you have to stick to it—but having something to fall back on can help you avoid getting stuck and craft an episode that makes sense.

1 Make a plan



Crises Reveal our True Motivations

Episode Thesis

- The COVID-19 Crisis has revealed the motivations of leaders and figures of power (over politics, entertainment, and spirituality) all over the world.
- In many cases, this crisis has revealed that many so-called 'Christian' leaders are nothing more than power-hungry, greedy men who care more about their title than their parishioners.
- Christians should not be offended or resist measures which ensure the safety and health of others if it means sacrificing comfort or 'the norm' in the short term.

Examples

[Scamvangelist: If You Lost Your Job in the Pandemic, "Don't You Stop Tithing"](#)

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- Kenneth Copeland is a well-known prosperity gospel preacher. His declaration that parishioners shouldn't 'stop tithing' reveals where his priorities are, and what the basis of his ministry is.

[Covid 19 coronavirus: Pastor who defiantly held church service dies of virus](#)

- Whilst it's unclear what Bishop Gerald Glenn's motivations were, one thing is clear: his dismissal of the seriousness of the virus and unwillingness to take direction from his governing body directly caused his own death.

[Tony Spell defends requesting stimulus donations for evangelists](#)

- Tony Spell challenged his congregants and viewers to donate their USD\$1200-2,000 stimulus check to evangelists, missionaries, and 'if they don't have a local church' to his ministry.
- He later defended this act by saying he didn't want the US government's help to bail out non-profit organizations, maintaining he isn't doing it for greedy purposes, but rather as a way to support people doing God's work.

[Fear not, sneer not: A healthy Christian response to COVID-19](#)

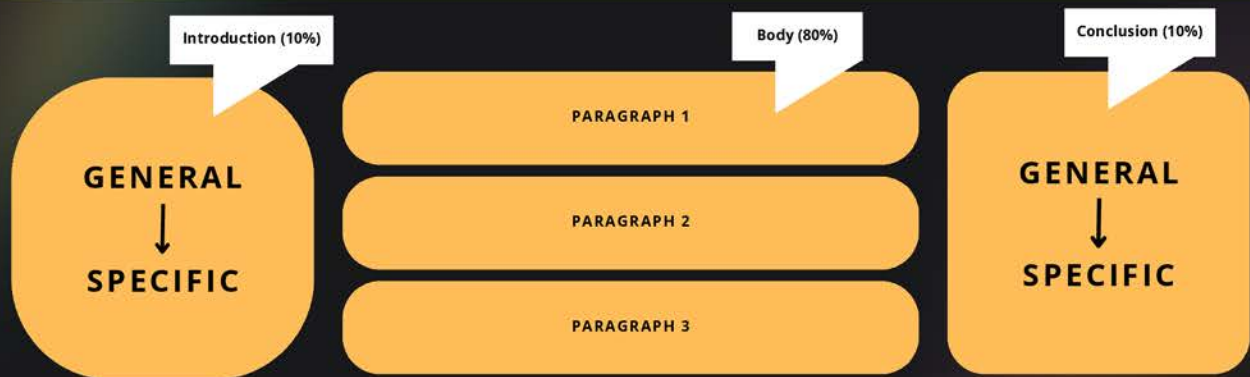
- Martin Luther's advice on Christians responding to the Black Death in medieval-era Europe rings true.

2 Think like a writer

You don't have to be a great writer to be a great podcaster—but following the *process* of a great writer can make you a great podcaster.

* If you follow a basic essay structure in your podcast, it will help you craft an episode that's easy for listeners to follow and will hook them right until the end.

2 Think like a writer



SOURCE: MONASH UNIVERSITY

2 Think like a writer

Introduction (10%)

GENERAL

- What events precipitated the rise of the early church?
- What conditions existed in Jerusalem (or the Roman Empire) that contributed to the rise of the early church?

EPISODE: WHY THE EARLY CHURCH GREW

2 Think like a writer

Introduction (10%)

SPECIFIC

- There was a unique historical moment in Jerusalem in the 30s AD following Jesus' ascension that laid the foundation for the Christian movement.
- The presence of the Holy Spirit and rapid theological development in the early Church led to unprecedented growth, as well as vehement opposition.
- The early Church had such power in the first century, despite persecution, because of it leveraged its unique social, political and spiritual perspective.

EPISODE: WHY THE EARLY CHURCH GREW

2 Think like a writer

PARAGRAPH 1

THE HISTORICAL MOMENT IN JERUSALEM AND THE MIDDLE EAST—AD 30 TO AD 70

PARAGRAPH 2

THE ROLE OF THE HOLY SPIRIT AND THE THEOLOGICAL DEVELOPMENT OF THE EARLY CHRISTIANS

PARAGRAPH 3

THE RADICAL SOCIAL, POLITICAL AND SPIRITUAL IMPACT OF EARLY CHRISTIANITY IN THE ROMAN WORLD

EPISODE: WHY THE EARLY CHURCH GREW

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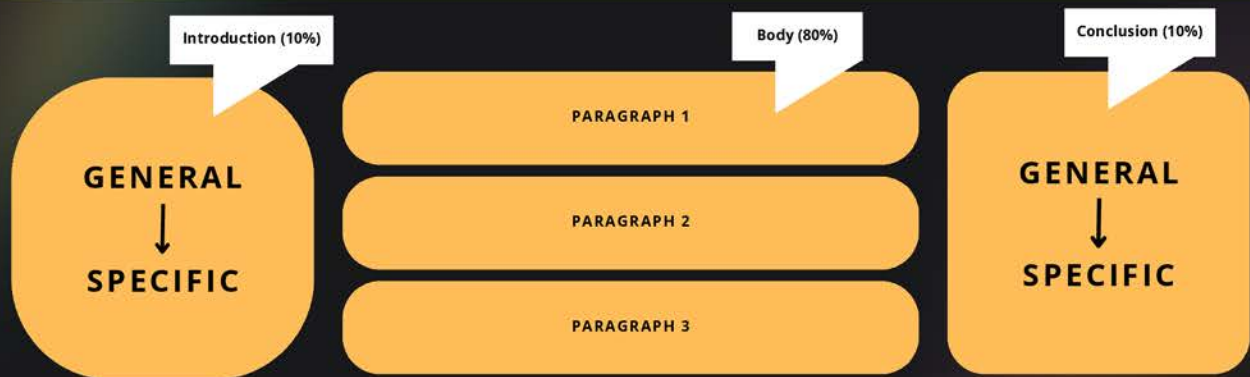
Conclusion (10%)

GENERAL
↓
SPECIFIC

- Restate the thesis statement/s in the introduction, adding any extra relevant info as reinforcement.
- Make sure you clearly answer the “so what?” question.
- Include an impactful/memorable quote that will linger in the minds of your listeners.

EPISODE: WHY THE EARLY CHURCH GREW

2 Think like a writer



SOURCE: MONASH UNIVERSITY

3 Break the rules

Rules exist to be broken.

- * Just because I tell you to do things a certain way, doesn't necessarily mean that's the only way they should be done.
- * If you want to be innovative, you don't have to reinvent the wheel, but sometimes what the world needs is a helicopter, not a horse and cart.
- * Each of you is uniquely gifted and God has given you those gifts so you can be the best version of you—not someone else.
- * Any of you has the potential to revolutionise the podcasting world—to find the right niche, the right angle, the right format—to create something truly special.
- * The thing that excites me is that even though there are millions of podcasts out there, new ideas are still possible.

3 Break the rules

Podcasting is all about telling stories.

3 Break the rules

The world needs to hear the story you have to tell.