

# OVERCOMING MEDIOCRITY

## EVERYTHING YOU NEED TO KNOW TO BE A FABULOUS PODCAST GUEST

- Equipment
- Software
- Get Started





# MICROPHONE

## QUALITY SOUND IS IMPORTANT!

The quality of your audio will make or break your cast, whether its a podcast or video cast. If your audience is not able to hear you, they have no reason to listen in. Lots of options are available for microphones to help you maximize the audio experience for your listeners.

### FOR YOUR PHONE

Lavalier Clip-on 2 Mics for Phone  
<https://amzn.to/2XSkOz9>

Blue Raspberry Mobile Microphone  
<https://amzn.to/34T27Nf>



### IN YOUR STUDIO

Blue Yeti Microphone  
<https://amzn.to/3bpbxm8>

ATR2100X with Boom Arm  
<https://amzn.to/2yADSqM>

Audio Technia AT2020  
<https://amzn.to/3bqdtdT>





# HEADPHONES

## QUALITY AUDIO

You'll want good headphones primarily for two reasons. 1) It will be easier to edit your podcasts by listening through headphones and 2) While recording with more than one person, you can minimize any echoing by wearing headphones.

## FOR YOUR EARS

Audio-Technica ATH-M50x

<https://amzn.to/2VMHaPN>

Sony MDR7506

<https://amzn.to/3arm5Q4>

Bose QuietComfort Wireless Bluetooth

<https://amzn.to/2VGqLMQ>

Sennheiser Noise Canceling Headphones

<https://amzn.to/2xD31RV>



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**[www.OvercomingMediocrityPodcast.com](http://www.OvercomingMediocrityPodcast.com)**



# VIDEO

## CAMERAS

You can definitely use the camera on your phone or the camera built-in on your laptop or desktop. However, if you'd like to improve the video quality a bit, here are some options available to you.

### FOR YOUR COMPUTER

Logitech HD Pro Webcam  
<https://amzn.to/2XRhNyS>

Logitech Ultra HD Webcam  
<https://amzn.to/2XUAUrS>



### IN YOUR STUDIO

Canon DSLR  
<https://amzn.to/2VQcCgh>

Nikon DSLR  
<https://amzn.to/2KIRHfz>

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# LIGHTING

## QUALITY LIGHTING IS IMPORTANT!

The quality of your video can easily be destroyed by poor lighting. Ensuring you have a well lit scene can be a game changer in your video production efforts. Here are some of our recommendations for lighting sources based on what your goals are.

### FOR YOUR PHONE

Selfie Ring Light with Phone Holder

<https://amzn.to/34FUwkM>

Selfie Light for your Phone

<https://amzn.to/3ervEBM>

Tripod Selfie Light with Phone Holder\*

<https://amzn.to/2K7urBV>



### IN YOUR STUDIO

Studio Softbox Lighting Kit

<https://amzn.to/2V9UT4e>

Portrait Umbrella Lighting Kit

<https://amzn.to/2RGI53f>

Lighting Kit with Green Screen

<https://amzn.to/2K5FP16>



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# This resource guide was created by



Keystone Click helps you navigate the complexities of digital marketing.

Our proven process builds brand awareness and drives customer engagement to generate a high return on investment for your company.

Experience and passion motivates our team of designers, developers, and strategists to bring you value and results.

Keystone Click has been in business since 2008, constantly growing in number, available service offerings, and big ideas. Portfolio includes manufacturing, education, professional services, and sports.

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- Drupal & WordPress CMS
- Shopify Design and Management
- Website Support and Hosting
- On-Page Copywriting

#### **Location Management**

- Listing Management
- Google My Business Management

#### **Social Management**

- Facebook
- LinkedIn
- YouTube
- Twitter
- Pinterest

#### **Blogging**

##### **Newsletter Management**

- Third Party Platform

##### **eBook/Whitepaper**

##### **Marketing Automation Onboarding & Management**

##### **Search Engine Optimization**

##### **Search Engine PPC**

- Text
- Display

##### **Digital Marketing Research & Strategy**

- Competitive Analysis
- Customer Interviews
- Keyword Research
- Influencer Report
- Organic & Paid Strategy

#### **Paid Social Media**

- Facebook
- LinkedIn
- Twitter

#### **Retargeting**

- AdRoll

#### **Podcasting & Production**

##### **Video Production**

- Explainer Videos
- History Videos
- About Us
- HTML 5 Videos
- Customer/Employee Testimonials
- Case Studies
- Product

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