

PROMOTING YOUR
SCHOLARSHIP VIA
PODCASTING
(IT'S EASIER
THAN YOU THINK!)

CHOOSING A SHOW TOPIC

BUILDING AN AUDIENCE

PODCASTING COMMUNITY

ATTRACTING SPONSORSHIP

PODCASTING BASICS

PODCASTING EQUIPMENT

PRODUCTION STEPS

TIME MANAGEMENT TIPS

PODCAST BASICS



WHAT IS THE
NAME OF
YOUR PODCAST?

WHO IS
THE AUDIENCE
FOR YOUR
PODCAST?

WHAT ARE YOU
TRYING TO DO
OR ACCOMPLISH
THROUGH THE PODCAST?

WHAT IDEAS DO
YOU HAVE ABOUT
THE GENERAL CONTENT
OF YOUR PODCAST?

WHAT KIND OF
STRUCTURE WILL
YOUR PODCAST HAVE?

WHAT KIND OF
COVER ART WILL
BEST REPRESENT
YOUR PODCAST?

New & Noteworthy



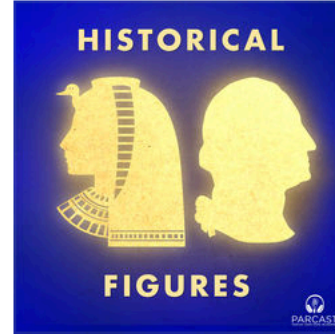
InBox
AudioBoom



Radiolab Presents:
More Perfect
WNYC Studios



The Thread With
OZY
OZY.com



Historical Figures
Parcast Network



Art & Craft
Snowman



Rendition
Alex Cespedes



Dirty John
L.A. Times | Wondery



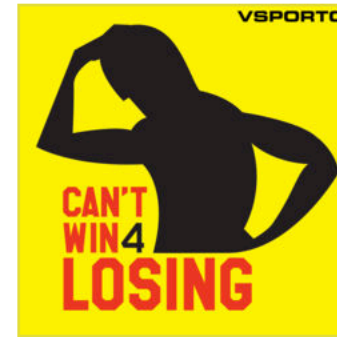
Epic Fail with Jenna
Ushkowitz
At Will



Nerd On! The
Podcast
Nerd On! The Podcast



2 Girls 1 Podcast
The Daily Dot



Can't Win 4 Losing
VSperto



The Other F Word:
Conversations Abo...
Hosts: Morgan Simps...



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the world”

– *The Webbys*

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designer”

– *PSFK*

PODCASTING EQUIPMENT



A QUIET PLACE
TO RECORD
YOUR AUDIO

A GOOD
QUALITY
MICROPHONE

YGT Q&A #2: Podcasting Basics

"I definitely recommend thinking about podcasting as a long-term investment. It's not something you want to throw together and not think about intentionally."

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YGT Q&A #3: Podcasting Production Steps

"There are podcasting services that will create your show notes, they'll edit your podcast, they'll transcribe everything."

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A PLACE
TO HOST
YOUR AUDIO

- Dashboard
- Content
- Destinations
- Monetizing
- Stats
- Storage
- Settings
- Help

Content

- Previously Published
- Scheduled for Release / Awaiting QC Approval
- Drafts
- FTP / Unreleased Media
- File Manager
- [+ ADD NEW CONTENT](#)

Previously Published Content

Search: Filter:

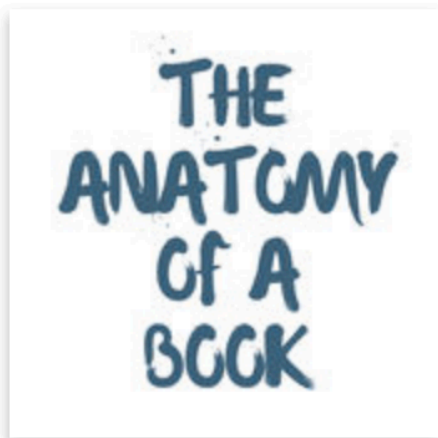
<input type="checkbox"/>	Title	Category	Published
<input type="checkbox"/>	Q&A #60: Interacting with Journal Editors	episode	Saturday Oct 21, 2017 11:38 AM
<input type="checkbox"/>	Ep 66: Book Review of Assessing for Learning	episode	Wednesday Oct 18, 2017 11:32 AM

A PLACE
TO DISTRIBUTE
YOUR AUDIO

The Anatomy of a Book | A Weekly Audio Diary about Academic Writing, Publishing, Book Marketing & All Things Scholarly

By Dr. Katie Linder

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Free

Category: [Higher Education](#)

Language: English

Customer Ratings

Description

Starting with recordings in August 2016, The Anatomy of a Book is the weekly audio journal of Dr. Katie Linder. The show starts with Katie sharing the process of writing her third book and continues on from there with musings on academic writing, publishing, book marketing & all things scholarly. If you want a peek behind the scenes of a productive academic writing life, this is the show for you.

	Name	Description	Released	Price	
1	Ep 31: Responding to Co...	In this episode, I discu... i	10/19/2017	Free	View in iTunes ▶
2	Ep 30: Writing on a Plane	In this episode, I shar... i	10/12/2017	Free	View in iTunes ▶
3	Ep 29: Processing Review...	In this episode, I shar... i	10/5/2017	Free	View in iTunes ▶
4	Ep 28: How Does it Feel t...	In this episode, I shar... i	9/28/2017	Free	View in iTunes ▶
5	Ep 27: Hitting the Print B...	In this episode, I repo... i	9/21/2017	Free	View in iTunes ▶
6	Ep 26: My Second Writing...	In this episode, I repo... i	9/14/2017	Free	View in iTunes ▶
7	Ep 25: April Writing Chall...	In this episode, I debri... i	9/7/2017	Free	View in iTunes ▶



The Anatomy of a Book ★

Dr. Katie Linder



All Tracks Albums Playlists Reposts

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The Anatomy of a Book
Ep 31: Responding to Conflicting Reviewer Advice

3 days



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▶ 3



The Anatomy of a Book
Ep 30: Writing on a Plane

10 days



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▶ 6

Followers	Following	Tracks
18	0	32

Have you ever wondered what it takes to write a book? Follow along with Dr. Katie Linder as she shares weekly updates on the trials and triumphs of going from an empty page to a finished book.

acdigidbook.katielinder.work/podcast/

18 followers [View all](#)



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A WEB PRESENCE
FOR YOUR PODCAST

About

You've Got This is a weekly podcast for academics and higher education professionals looking to increase their confidence and capacity for juggling the day-to-day demands of teaching, research, service, administration, and leadership in higher education.

The podcast is hosted by Dr. Katie Linder. You can learn more about her work and projects on [her professional website](#).

The podcast is available on [iTunes](#), [Soundcloud](#), and [Stitcher](#).

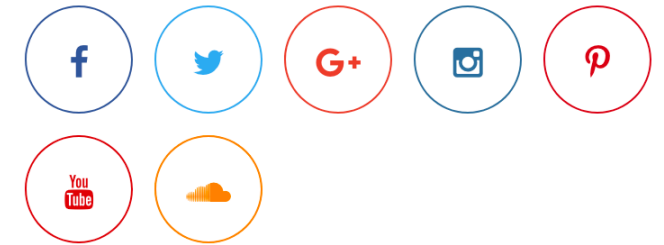
On this site, you can find the episode [show notes](#) and [transcripts](#) for each episode.

Please offer your feedback about the show or ideas for future episodes and topics by [contacting Katie via email](#) or by connecting with her on Twitter [@Katie__Linder](#) or [@YGT_podcast](#).

Thanks for listening!



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- 1 Q&A #60: Interacting with Journal Editors
- 2 Episode 66: Book Review of Assessing for Learning
- 3 Q&A #59: Preparing for a Career in Academia

Q&A #60: Interacting with Journal Editors

Posted on October 21, 2017 by Katie

YGT Q&A #60: Interacting with Journal Editors

"Editors are people too. They get it. They are academics. They know that people have pressures and reasons why they need to know what is going on with their manuscript."

**You've
Got This**

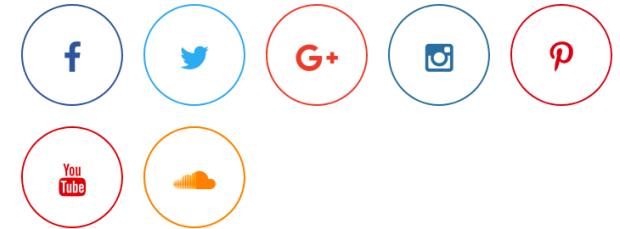


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[Transcript](#) (.docx) – coming soon!

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- 2 Episode 66: Book Review of Assessing for Learning
- 3 Q&A #59: Preparing for a Career in Academia

[Transcript](#) (.docx) – coming soon!



The image shows a SoundCloud player interface. On the left is a square album art with a black background, a cyan microphone icon, and the text "You've Got This" in white and cyan, and "with Dr. Katie Linder" at the bottom. To the right of the album art is a circular play button icon. The title "You've Got This Podcast" is above "Q&A #60: Interacting with Journal Editors". In the top right corner, there is a SoundCloud logo and a "Share" button. Below the title is a waveform visualization of the audio. At the bottom right of the waveform, a black box displays the time "13:22". A play button icon and the number "2" are at the bottom right of the player.

You've Got This
with Dr. Katie Linder

You've Got This Podcast
Q&A #60: Interacting with Journal Editors

SOUNDCLOUD

Share

13:22

▶ 2

Cookie policy

Episode Guide

[Show Notes](#) | [Transcript](#) | Ep 0: Things You Should Know About YGT

[Show Notes](#) | [Transcript](#) | Ep 1: Getting Contracts for Books

[Show Notes](#) | [Transcript](#) | Ep 2: I Promise That You Are Impacting Your Students

[Show Notes](#) | [Transcript](#) | Ep 3: There is No “Easy Article”

[Show Notes](#) | [Transcript](#) | Ep 4: Scholarly Pipelines

[Show Notes](#) | [Transcript](#) | Ep 5: Trust in the Work You’re Doing to Meet Your Next Challenge

[Show Notes](#) | [Transcript](#) | Ep 6: Keynotes

[Show Notes](#) | [Transcript](#) | Ep 7: Why You Shouldn’t Make Something Bigger than It Is

[Show Notes](#) | [Transcript](#) | Ep 8: Preparing for the Future Without Phoning in the Now

[Show Notes](#) | [Transcript](#) | Ep 9: Writing and Pitching Book Proposals

[Show Notes](#) | [Transcript](#) | Ep 10: Big Ideas Need Physical Space

[Show Notes](#) | [Transcript](#) | Ep 11: Input and Output Seasons

[Show Notes](#) | [Transcript](#) | Ep 12: My Current Favorite Productivity Tools & Strategies

[Show Notes](#) | [Transcript](#) | Ep 13: How to Approach a Grant Application

[Show Notes](#) | [Transcript](#) | Ep 14: My Five Favorite Productivity Books

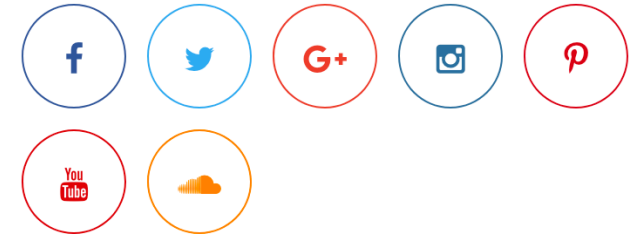
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Contact

To share your feedback about the show or ideas for future episodes and topics contact Katie via email:

feedback [at] ygtpodcast [dot] com

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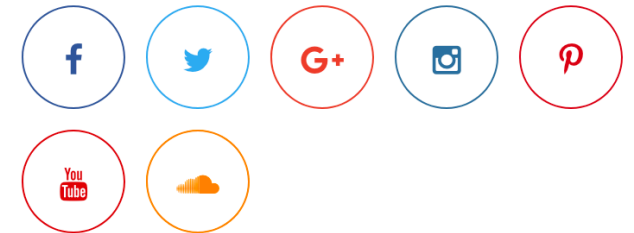
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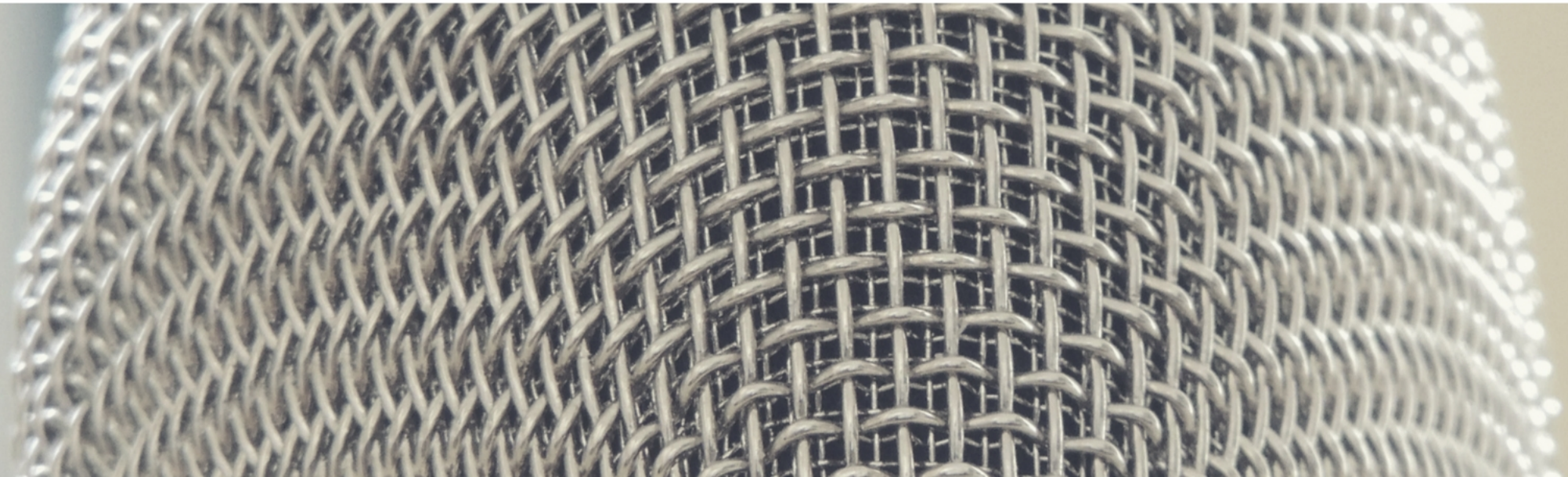
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PODCAST PRODUCTION STEPS



PRODUCTION STEPS

HOW MUCH
TIME IT TAKES

STRATEGIES FOR
DEVELOPING A
CONTENT CALENDAR

DEVELOP
THE TOPIC

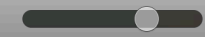
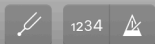
RECORD THE
EPISODE AUDIO

EDIT THE
EPISODE



0.4 120 4/4 Cmaj

BAR BEAT TEMPO



Intro

Volume

Audio 2

Volume

Podcast Input #1 20161106 1850

Volume

Podcast Input #1 20170107 0913

Volume

Podcast Input #1 20160724 1527 2

Volume

Podcast Input #1 20161105 0918

Volume

Podcast Input #1 20161019 0721

Volume

1 5 9 13 17 21 25 29 33 37 41 45 49 53 57 61 65

8 Regions selected on Track Intro

Track Region

70s Electric Piano 28.54

Reverse Playback

Transpose 0

Follow Tempo & Pitch

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

70s Electric Piano 28.1

70s Electric Piano 28.18

70s Electric Piano 28.30

SOME AMOUNT OF
UMS & VERBAL TICKS
ARE NORMAL

CONVERT YOUR
AUDIO TO THE
RIGHT FILE FORMAT

LISTEN TO THE
FULL EPISODE
ONE LAST TIME

CREATE THE
SHOW NOTES

CREATE AN
EPISODE
TRANSCRIPT



Users

Order History

Search Orders

Settings

Make a Payment

Transaction History

Billing Settings

Order History

Place New Order

Show 25 entries

Order #	Placed	Placed by	Status	Description	Size	Cost
TC0650476673	10-22-17	Kathryn Linder	COMPLETE	Transcription	55m	\$55.00
TC0707626471	10-21-17	Kathryn Linder	COMPLETE	Transcription	14m	\$14.00
TC0790530820	10-20-17	Kathryn Linder	COMPLETE	Transcription	3m	\$3.00
TC0925187794	10-20-17	Kathryn Linder	COMPLETE	Transcription	2m	\$2.00
TC0812842190	10-20-17	Kathryn Linder	COMPLETE	Transcription	3m	\$3.00
TC0663709793	10-20-17	Kathryn Linder	COMPLETE	Transcription	56m	\$56.00

SCHEDULE
THE EPISODE
RELEASE

TIME MANAGEMENT TIPS



GET AHEAD
WITH RECORDING

OUTSOURCE
WHAT YOU
CAN AFFORD

BE CONSISTENT

QUESTIONS?

THE ACADEMIC BOOK PROMOTION TOOLKIT

by Dr. Katie Linder

Ready to Get Started?

The Academic Book Promotion Toolkit is a course for new and experienced academic authors like you who want the structure, tools, templates, and guidance to create a plan and timeline for promoting a new book.

Each module in the course includes a video lesson and workbook to help you complete each stage of your book promotion plan.

Throughout this course you will learn how to:

- Generate pre-sale momentum for your book
- Create a plan and timeline for your book promotion activities
- Evaluate and update your current online presence
- Connect with and build your book's audience
- Build a book website
- Create a book trailer video
- Facilitate a virtual book tour
- Launch a podcast related to your book's content
- Maintain momentum after your book's release

There's a little something here for everyone, so I hope you enjoy the course and find it useful as you create your comprehensive academic book promotion plan.

Contact me!



Hey there! I'm Dr. Katie Linder and I've created this course just for you!

Feel free to reach out to me with feedback or questions about the course by emailing contact@katielinder.work

You can also learn more about my work and projects at my professional website.

CHAPTER 1

Course Introduction

In which you get to learn a bit about this course, your instructor, and the features of this website.

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[View Sublessons](#)

CHAPTER 2

Get to Know Your Book (Again)

In which you re-familiarize yourself with your book so that you can make strategic decisions about audience.

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[View Sublessons](#)

CHAPTER 3

Create a Plan and Timeline

In which you work backward from your book launch date to create the most reasonable promotion plan for you.

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[View Sublessons](#)

CHAPTER 4

Evaluate & Update Your Online Presence

In which you embrace your identity as an author in online spaces.

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CHAPTER 5

Build a Book Website

In which you create an online home for information about your book to live.

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[View Sublessons](#)

CHAPTER 6

Connect With & Build Your Book's Audience Online

In which you seek out potential readers of your book and create a digital community.

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CHAPTER 7

Create a Book Trailer Video

In which you get your book ready for the red carpet (and YouTube).

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CHAPTER 8

Connect With Readers Via Virtual & Face-to-Face Events

In which you start to plan an online and face-to-face book tour.

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CHAPTER 9

Create a Book-Related Podcast

In which you build an audience through regular audio episodes related to your book's content.

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