



PODCAST BASICS

USING ANCHOR.FM

YOUR PRESENTER - ANNA BEAM

Anna Beam is currently the C-Suite Executive Assistant & Office Manager at Engenius, a web design & digital marketing agency based out of Greenville, South Carolina. She is the creator and host of The Influential Assistant podcast.

REMINDER

Every single administrative professional has different experiences, different challenges, and different things they've overcome. We can all learn from each other, so give it a try and let your voice be heard!

CONTACT

Instagram: @annabeam.ea
annabeam.ea@gmail.com

KEY RESOURCES

ANCHOR.FM

Web Browser & Phone App | Record & Distribute Episodes To All Major Podcast Platforms Including Spotify, Google Podcasts, and Apple Podcasts

HEADLINER.APP

Web Browser & Phone App | Create Visualizations Of Episodes For Social Media

OTHER TIPS

PODCAST IDENTITY

CREATE COHESIVE GRAPHICS

- Decide on an overall voice for your podcast.
- Who are you trying to reach? How much time to they have to listen?
- Use free resources such as Canva.com to create a logo and episode art.

EXCELLENT QUALITY

CURATE A CONSISTENT EXPERIENCE

- Use an external microphone to make your recordings crisp and clear.
- Go back and listen to the episode before you publish, so you know what your audience will experience.
- Try to keep a consistent publishing schedule.

BE APPROACHABLE

ENGAGE WITH YOUR AUDIENCE

- Remind your audience in each episode where continue to conversation.
- Social media is a crucial tool to interact with your listener base.