

THE  
to Launch  
BRAND  
COURSE



2020

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# Podcast Guide

# Podcast Guide

## PODBEAN

### STEP 1

To set up your Podcast, you'll need to firstly create an account in Podbean.

## PODBEAN SIGN UP

### STEP 2

You can see on the left hand side you can publish episodes, you'll have to upload an audio file, which you can record on your phone or an external device. Output either AIFF or MP3 or WAV

The screenshot shows the Podbean dashboard for 'Mrs V Podcast'. The left sidebar contains navigation icons for Dashboard, Media Manager, Publish, Layout, Statistics, Premium, and Settings. The main area is titled 'Episodes' and features a table of podcast episodes. The table has columns for Title, Tags, Author, Status, When, Action, and Share. The episodes listed are:

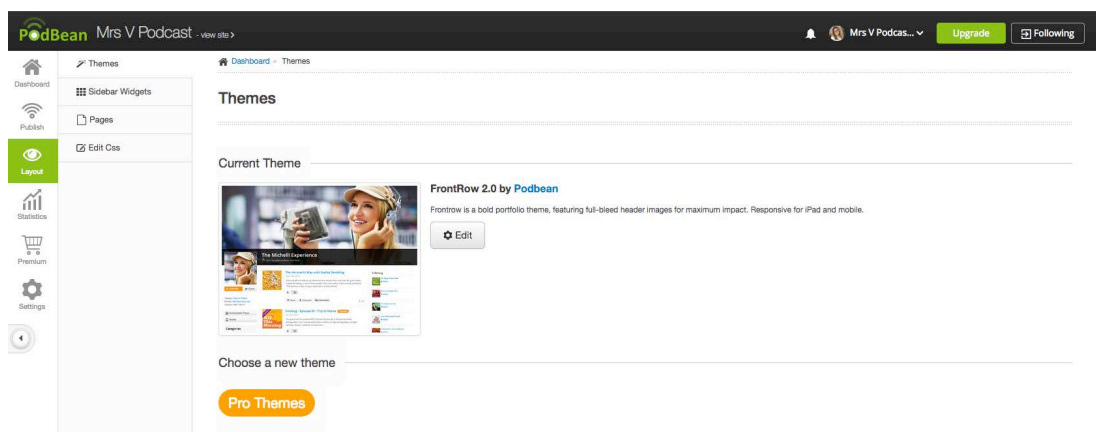
| Title  | Tags  | Author        | Status  | When                   | Action          | Share             |
|--|---|---------------|---------|------------------------|-----------------|-------------------|
| Hiding the Struggles with Scarlett Vespa                   | DefaultTag  | Mrs V Podcast | publish | 2018-01-11 11:08:00 am | [Edit] [Delete] | [Share and Embed] |
| Ep 9 - Final Episode on The Futurist & Summary of Findings | alternative health, Mrs V Society, Innovation, Wom... | Mrs V Podcast | publish | 2018-09-21 12:14:37 pm | [Edit] [Delete] | [Share and Embed] |
| Ep 8 - The Futurist on 'Presence'                          | meditation,presence,future proof,technology,emotio... | Mrs V Podcast | publish | 2018-09-07 4:20:12 am  | [Edit] [Delete] | [Share and Embed] |
| Ep 7 - The Futurists 'Branding'                            | Innovation, 2018, career change, 2018 brand tips...   | Mrs V Podcast | publish | 2018-08-01 1:51:09 am  | [Edit] [Delete] | [Share and Embed] |
| Ep 6 - The Futurists 'Relevance'                           | Mrs V Society, Innovation, 2018, motivational, pe...  | Mrs V Podcast | publish | 2018-08-03 10:34:23 am | [Edit] [Delete] | [Share and Embed] |
| Ep 5 - The Futurists 'Entrepreneurship'                    | Entrepreneurship, Culture Change, Career Advice, b... | Mrs V Podcast | publish | 2018-07-13 6:53:49 am  | [Edit] [Delete] | [Share and Embed] |
| Ep 4 - The Futurists 'Vulnerability'                       | vulnerability, shame, future-proof, career advice...  | Mrs V Podcast | publish | 2018-07-07 4:19:27 am  | [Edit] [Delete] | [Share and Embed] |
| Ep 3 - The Futurists 'The Impact of Technology'            | branding, career change,Futurism,future,Business,P... | Mrs V Podcast | publish | 2018-06-29 4:01:03 am  | [Edit] [Delete] | [Share and Embed] |

# Podcast Guide

## PODBEAN TEMPLATE

### STEP 3

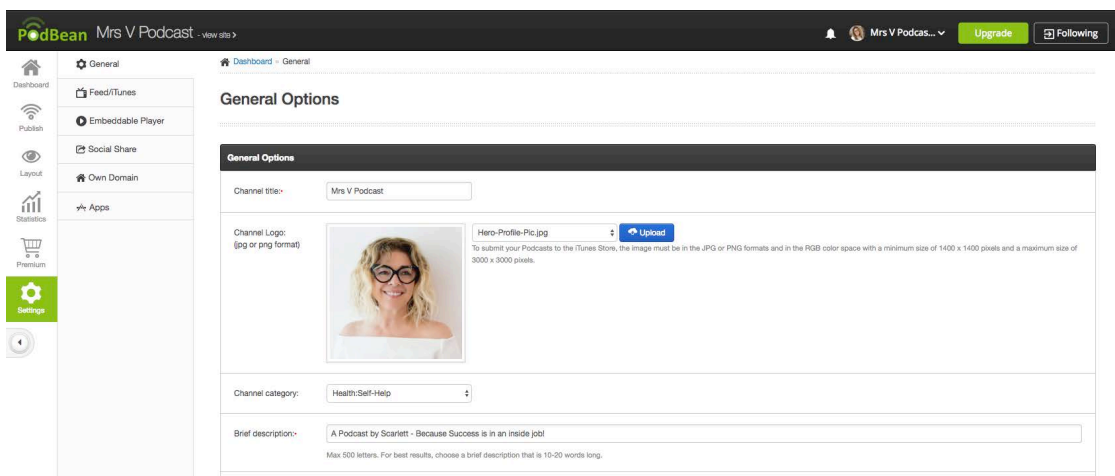
You can create your own look and feel by selecting any template you like and changing the colours.



## PODBEAN PROFILE (+ for ITUNES)

### STEP 4

You can create your own look and feel by selecting any template you like and changing the colours.



# Podcast Guide

## ITUNES FEED PREPARATION

SET UP YOUR ITUNES CONNECT – YOU JUST NEED YOUR APPLE ID.

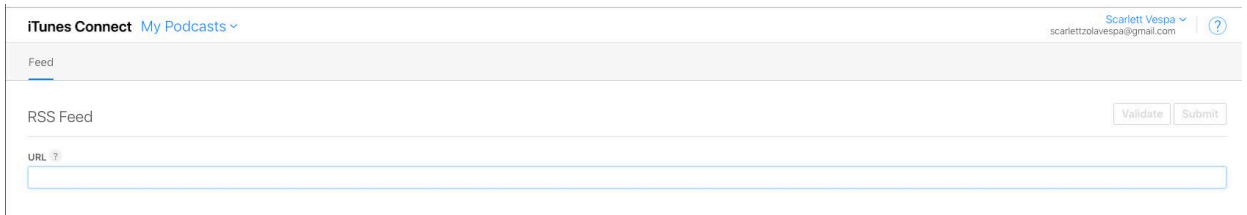
<https://podcastsconnect.apple.com/my-podcasts>

**ITUNES SIGN UP**

THEN

You place your feed for submission:

<https://yourname.podbean.com/feed.xml>



The screenshot shows the iTunes Connect interface for a user named Scarlett Vespa. The page title is 'iTunes Connect My Podcasts'. The user's email is 'scarlettzolivepa@gmail.com'. The 'Feed' section is active, showing an 'RSS Feed' form. There are 'Validate' and 'Submit' buttons. A 'URL' field with a help icon is present, but it is empty.

THEN

You'll receive your approval from ITUNES and so you can share that link when you get it on your website or where else you'd like to share.

# INSTRUCTIONS/LINKS

Here are the links to purchase fonts:

*(Note that some links may change or have moved over time, please just type in font name and various links will be available for you.)*

## *fonts* *Links*

### FREE FONTS

Didot Fonts: <https://www.wfonts.com/font/didot>

Calibri: <https://www.wfonts.com/font/calibri>

Brandon Grotesque: <https://www.cufonfonts.com/font/brandon-grotesque-regular>

Din Condensed: <https://www.cufonfonts.com/font/din-condensed>

## Next Step

Make sure if you have any questions to ask them in the  
FACEBOOK GROUP and of course you can email

HELLO@MRSV.COM.AU



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