

Starting & Monetizing Your Podcast

By Patrick Casale MA, LCMHC, LCAS

About Patrick Casale

Patrick Casale is an AuDHD Licensed Clinical Mental Health and Addictions Therapist in Asheville, NC. He is the owner of All Things Private Practice and Resilient Mind Counseling. Patrick works as a Private Practice Coach and Strategist, and is also a Group Practice Owner, Motivational Speaker, International Retreat Planner, the host of All Things Private Practice Podcast, and Co-Host of Divergent Conversations Podcast.

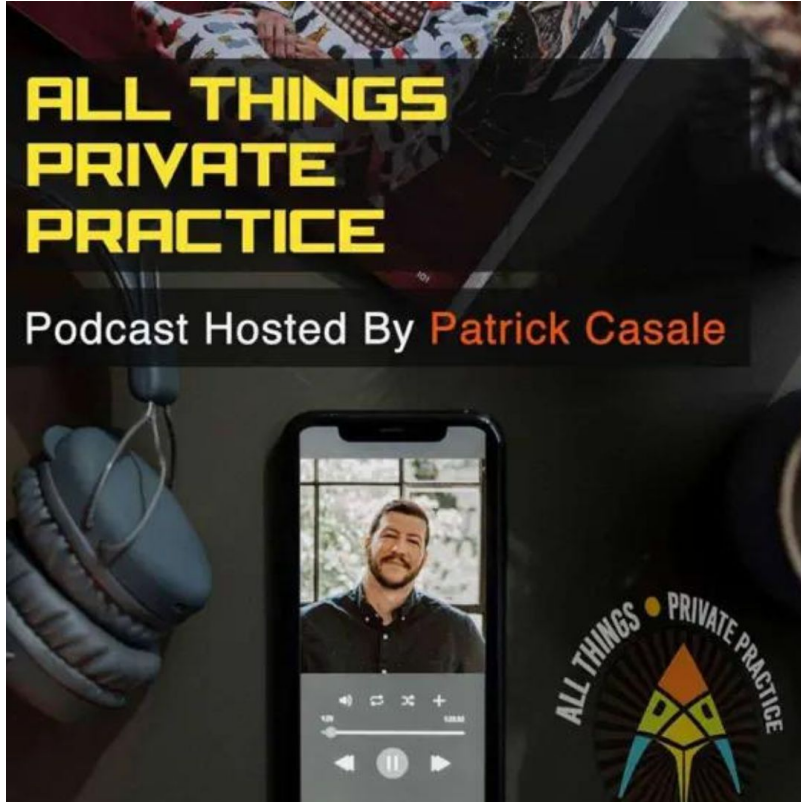
His work has helped and inspired thousands of mental health professionals to take risks, start and grow their businesses, and invest in themselves.

Patrick helps mental health entrepreneurs break the mold, work through their fears and insecurities, and to embrace their Authenticity. He loves good coffee, craft beer, playing soccer, and travelling the world.

“Doubt Yourself Do It Anyway” has become his official motto.



Introduction & Background



- Podcasting is a growing medium
- Share Your Expertise & Passion w/ a Large Audience
- Connect w/ A Global Audience
- My Podcast Journey

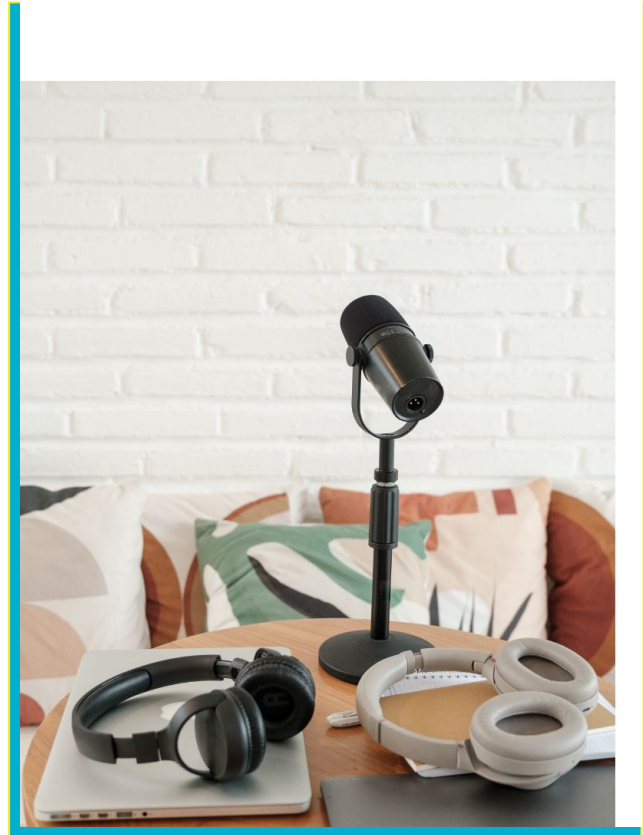
Getting Started

- **Define Your Niche & Target Audience**
- **Choose a Podcast Platform**
- **Choose a Podcast Format (Interview style, etc)**
- **Plan Your Content Strategy**
- **Consistency Is Key**



Equipment & Software

- **Microphone & Headphones**
- **Audio Editing Software**
(Descript, Riverside, Audacity)
- **Hosting Platform** (Lisbyn, Podbean, Captivate)



Recording & Editing

- **Create a quiet recording space**
- **Record high-quality audio**
- **Edit for clarity & coherence**
- **Can use video clips for social media promotion (Youtube, Tiktok, IG)**



Branding & Design

- **Design quality cover art**
- **Create a memorable podcast show description**
- **Create a podcast specific social media account**
- **Maintain a consistent brand image**



Publishing & Promotion



Pick a strategy & stick to it

- **Reliable Hosting Platform**
- **Publish Episodes Consistently**
- **Promote on social media & other platforms**
- **Leverage guest interviews for increased following & exposure**

Monetization Strategies



- Sponsorships & Advertising
- Patreon or Crowdfunding
- Selling Merchandise
- Inserting Dynamic Ads

Building An Audience



- Engaging w/ listeners (answer questions from social media)
- Collaborate w/ other podcasters
- Optimize SEO

A scenic view of the Plaza de España in Seville, Spain. The image shows the Giralda tower in the background, a bridge with blue and white tiled railings in the foreground, and a boat on the water. The sky is blue with some clouds. A semi-transparent white banner is overlaid on the image, containing the text "Questions and Discussion".

Questions and Discussion

Thank you!

All Things Private Practice Podcast



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allthingspractice.com/purposeful-profitable-therapist-summit-2023-retreat-roadmap-affle

