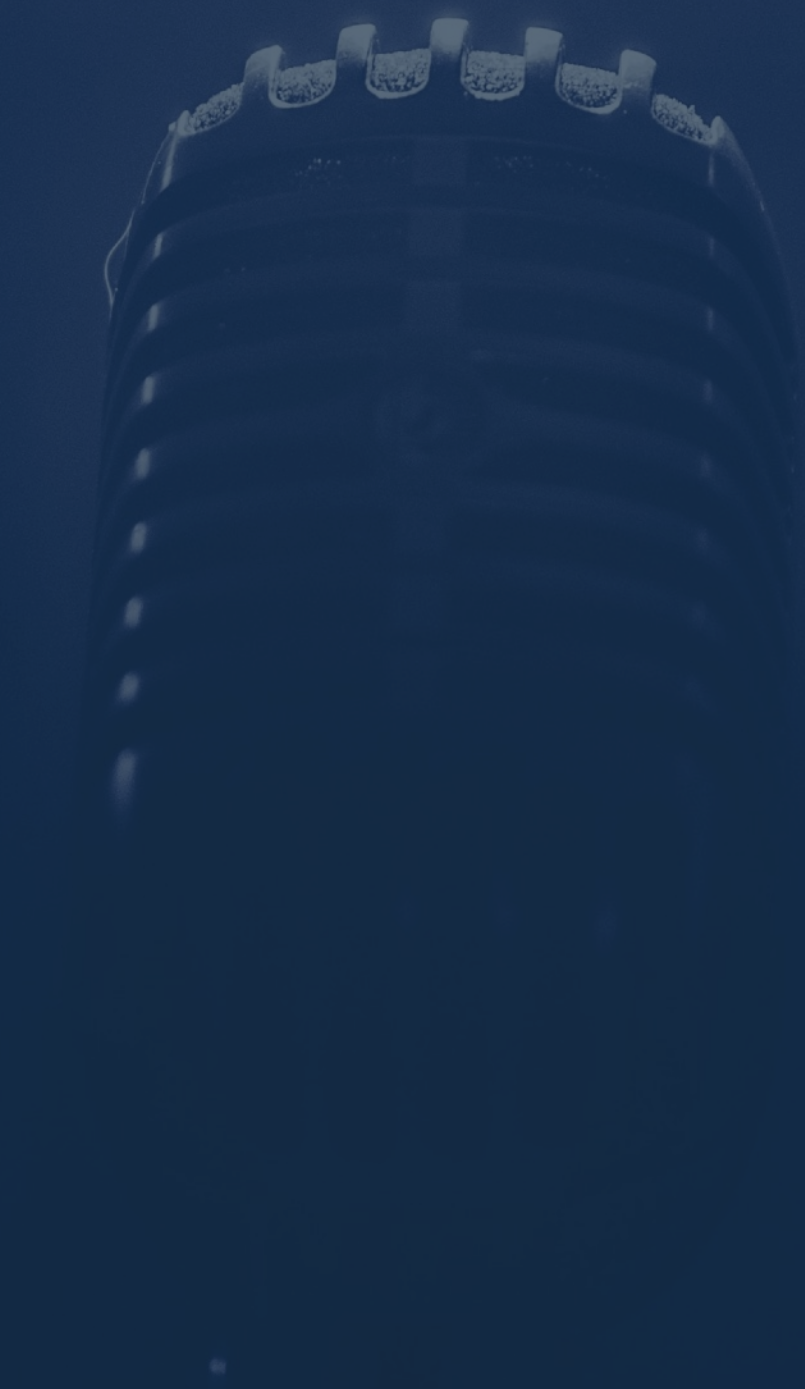


HOW TO START A MINISTRY PODCAST



RELIANT.

Introduction

- Zach Leighton
- Founder & Principal Creative



**“STORYTELLING IS THE MOST POWERFUL
WAY TO PUT IDEAS INTO THE WORLD.”**

- Robert McKee -



100 Million Americans listen to podcasts monthly.

Benefits of Podcasting



Reach a Wider Audience



Deepen Engagement



Build Community

As one of the fastest-growing media mediums, podcasts have a projected growth of 25% annually.



Podcast Strategy





What's your purpose?

Inform, Educate, and **INSPIRE**

INSPIRATIONAL CONTENT GRABS ATTENTION LIKE A BEACON,
WHILE FACTS AND LESSONS BLEND INTO THE NOISE.

Identify Your Audience



Volunteers



Mass Audiences



Major Donors



Families



Churches



Charitable Foundations

<p>DAY 1 OF THE MONTH</p>	<p>MONDAY</p> <ul style="list-style-type: none"> Instagram Post: Image with text sharing what's coming Facebook Post: Image with text sharing what's coming Email List: Image with text sharing what's coming 	<p>TUESDAY</p> <ul style="list-style-type: none"> YouTube: Post Video Highlight/Trailer Insta Video: Post Video Highlight/Trailer LinkedIn Post: Image with text sharing what's coming 	<p>WEDNESDAY</p> <ul style="list-style-type: none"> Facebook: Post Video Highlight/Trailer Facebook: Change Facebook Cover Photo for Campaign YouTube: Post Video Part 1 LinkedIn Video: Post <i>First</i> Vertical from Video #1 YouTube Short: Post <i>First</i> Vertical from Video #1 	<p>THURSDAY</p> <ul style="list-style-type: none"> Facebook Reels : Post <i>First</i> Vertical from Video #1 Facebook: Post Video Part 1 Email List: Send Email List Video Part 1 Instagram Reels: Post <i>First</i> Vertical from Video #1 	<p>FRIDAY</p> <ul style="list-style-type: none"> Insta Video: Post Video Part 1 on IGTV Instagram Post: Post Image Sharing IG Video Post Instagram Story: Link to IG Video in Insta Story TikTok: Post <i>First</i> Vertical from Video #1 YouTube Short: Post <i>Second</i> Vertical from Video #1 	<p>SATURDAY</p>
<p>SUNDAY</p>	<p>MONDAY</p> <ul style="list-style-type: none"> Instagram Post: Post 30 sec. Podcast Excerpt/Highlight Ep. 1 Facebook Reels : Post <i>Second</i> Vertical from Video #1 Podcast: Post Episode 1 on Website and Push to All Apps LinkedIn Video: Post <i>Second</i> Vertical from Video #1 	<p>TUESDAY</p> <ul style="list-style-type: none"> Facebook: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 1 Twitter: Post <i>First</i> Vertical from Video #1 Instagram Reels: Post <i>Second</i> Vertical from Video #1 LinkedIn Post: Image with Quote from Video or Podcast Twitter: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 1 	<p>WEDNESDAY</p> <ul style="list-style-type: none"> Email List: Send Email List Podcast Episode 1 TikTok: Post <i>Second</i> Vertical from Video #1 Facebook Reels : Post <i>Third</i> Vertical from Video #1 LinkedIn Video: Post <i>Third</i> Vertical from Video #1 LinkedIn: LinkedIn 30 sec. Podcast Excerpt/Highlight Ep. 1 	<p>THURSDAY</p> <ul style="list-style-type: none"> Podcast: Post Episode 2 on Website and Push to All Apps Facebook: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 2 Twitter: Post <i>Second</i> Vertical from Video #1 Instagram Reels: Post <i>Third</i> Vertical from Video #1 YouTube Short: Post <i>Third</i> Vertical from Video #1 	<p>FRIDAY</p> <ul style="list-style-type: none"> Instagram Post: Post 30 sec. Podcast Excerpt/Highlight Ep. 2 Blog Article: Post Part 1 of Story on Blog with Images Instagram Post: Insta post linking to blog article Part 1 TikTok: Post <i>Third</i> Vertical from Video #1 LinkedIn: LinkedIn 30 sec. Podcast Excerpt/Highlight Ep. 2 	<p>SATURDAY</p>
<p>SUNDAY</p>	<p>MONDAY</p> <ul style="list-style-type: none"> Insta Video: Post Video Part 2 on IG Video Facebook: Post Video Part 2 Instagram Post: Post Image Sharing IG Video Post Instagram Story: Link to IG Video Video in Insta Story Twitter: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 2 	<p>TUESDAY</p> <ul style="list-style-type: none"> YouTube: Post Video Part 2 Email List: Send Email List Podcast Episode 2 Facebook: Facebook post linking to Blog Article Part 1 Twitter: Post <i>Third</i> Vertical from Video #1 LinkedIn: LinkedIn 30 sec. Podcast Excerpt/Highlight Ep. 3 	<p>WEDNESDAY</p> <ul style="list-style-type: none"> Email List: Send Email List Video Part 2 Twitter: Post <i>First</i> Vertical from Video #2 Facebook: Image with Quote from Video or Podcast TikTok: Post <i>First</i> Vertical from Video #2 YouTube Short: Post <i>First</i> Vertical from Video #2 	<p>THURSDAY</p> <ul style="list-style-type: none"> Podcast: Post Episode 3 on Website and Push to All Apps Instagram: Image with Quote from Video or Podcast Blog Article: Post Part 2 of Story on Blog with Images LinkedIn Video: Post <i>First</i> Vertical from Video #2 Twitter: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 3 	<p>FRIDAY</p> <ul style="list-style-type: none"> Instagram Post: Post 30 sec. Podcast Excerpt/Highlight Ep. 3 Facebook: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 3 LinkedIn: LinkedIn 30 sec. Podcast Excerpt/Highlight Ep. 4 Instagram Post: Insta post linking to blog article Part 2 	<p>SATURDAY</p>
<p>SUNDAY</p>	<p>MONDAY</p> <ul style="list-style-type: none"> Facebook: Image with Quote from Video or Podcast Instagram Post: Image with Quote from Video or Podcast Email List: Send Email List Podcast Episode 3 Twitter: Post <i>Second</i> Vertical from Video #2 YouTube Short: Post <i>Second</i> Vertical from Video #2 	<p>TUESDAY</p> <ul style="list-style-type: none"> Podcast: Post Episode 4 on website and push to all Apps Instagram Post: Post 30 sec. Podcast Excerpt/Highlight Ep. 4 Facebook: Facebook post linking to blog Article Part 2 TikTok: Post <i>Second</i> Vertical from Video #2 Twitter: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 4 	<p>WEDNESDAY</p> <ul style="list-style-type: none"> Facebook Story: Live Facebook Story Q&A about the Story (BTS) Instagram Story: Live Insta Story Q&A about the Story (BTS) LinkedIn Video: Post <i>Second</i> Vertical from Video #2 LinkedIn Post: Image with Quote from Video or Podcast 	<p>THURSDAY</p> <ul style="list-style-type: none"> Facebook: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 4 Facebook: Image with Quote from Video or Podcast Blog Article: Post Part 3 of Story on Blog with Images Twitter: Post <i>Third</i> Vertical from Video #1 	<p>FRIDAY</p> <ul style="list-style-type: none"> Email List: Send Email List Podcast Episode 4 Instagram Post: Insta post linking to blog article Part 3 Podcast: Post Episode 5 on Website and Push to All Apps Instagram Post: Post 30 sec. Podcast Excerpt/Highlight Ep. 5 LinkedIn: LinkedIn 30 sec. Podcast Excerpt/Highlight Ep. 5 	<p>SATURDAY</p>
<p>SUNDAY</p>	<p>MONDAY</p> <ul style="list-style-type: none"> Facebook: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 5 Instagram Post: Image with Quote from Video or Podcast Facebook: Facebook post linking to blog Article Part 3 TikTok: Post <i>Third</i> Vertical from Video #1 YouTube Short: Post <i>Third</i> Vertical from Video #2 	<p>DAY 31 OF THE MONTH</p> <ul style="list-style-type: none"> Email List: Send Email List Podcast Episode 5 Facebook: Image with Quote from Video or Podcast Instagram Post: Image with Quote from Video or Podcast LinkedIn Video: Post <i>Third</i> Vertical from Video #2 Twitter: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 5 				









Brand Identity

The background features a dark blue gradient with several glowing, particle-like trails in shades of purple and blue. These trails appear to be moving or dispersing across the frame. A bright blue brushstroke is positioned behind the text 'Brand Identity', giving it a sense of motion and highlighting the title.

Podcast Brand Checklist

Show Name

Messaging Guidelines

- What is the show about?
- Pre-Recorded or Script for Intro and Outro
- Description Guidelines for Each Episode
- Communication Guidelines for Promotional Materials

Brand Visual Identity

- Podcast Logo, Fonts, Colors
- Cover Art/Image
- Featured Image
- **Imagery** (guest portraits, images showcasing a story, etc.)



THE

MINISTRY GROWTH

SHOW



THE
MINISTRY GROWTH
SHOW

brought to you by: **RELIANT.**
www.reliantcreative.org

THE
MINISTRY GROWTH
SHOW



brought to you by: **RELIANT.**
www.reliantcreative.org

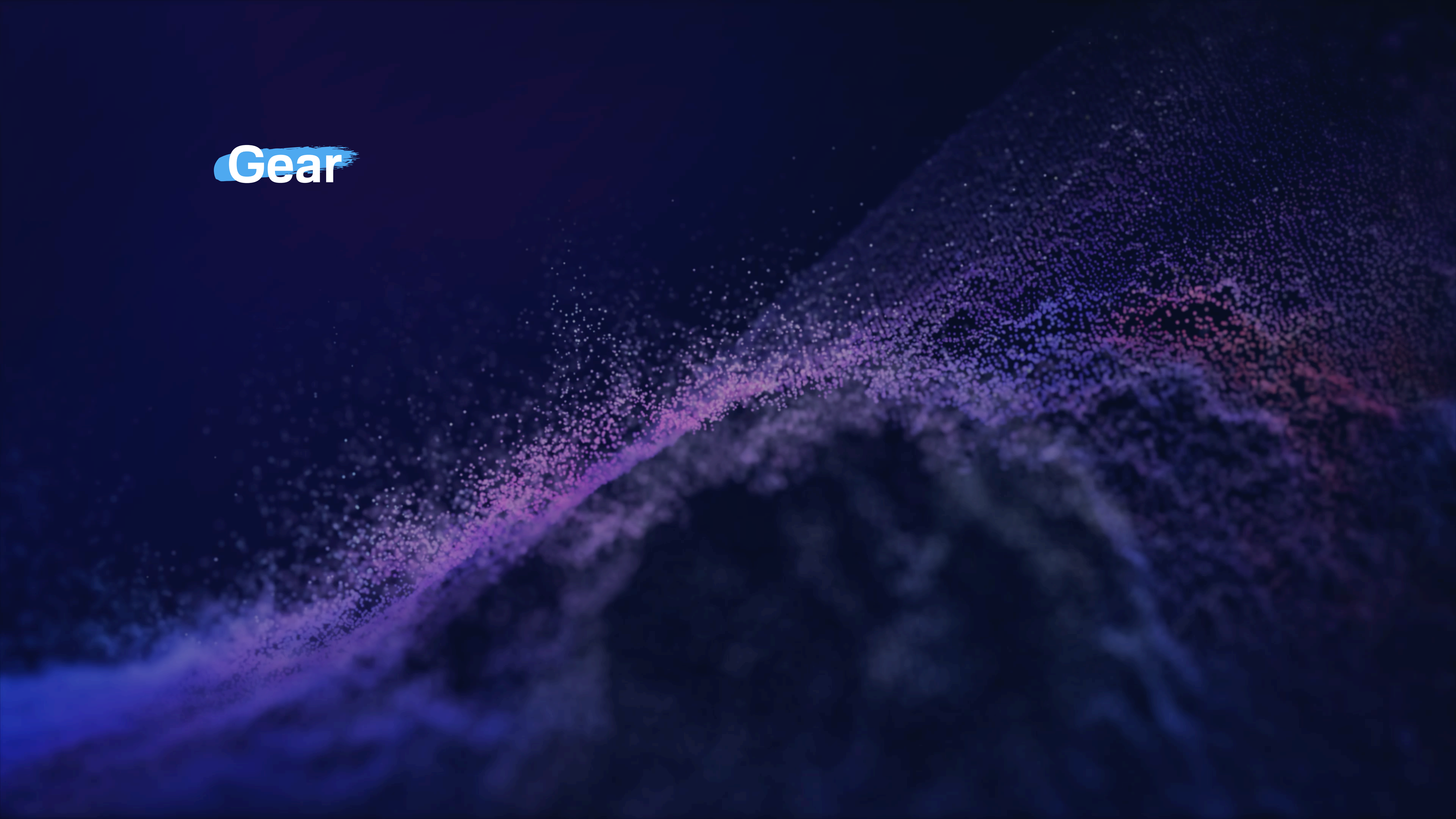
Featured Guest:

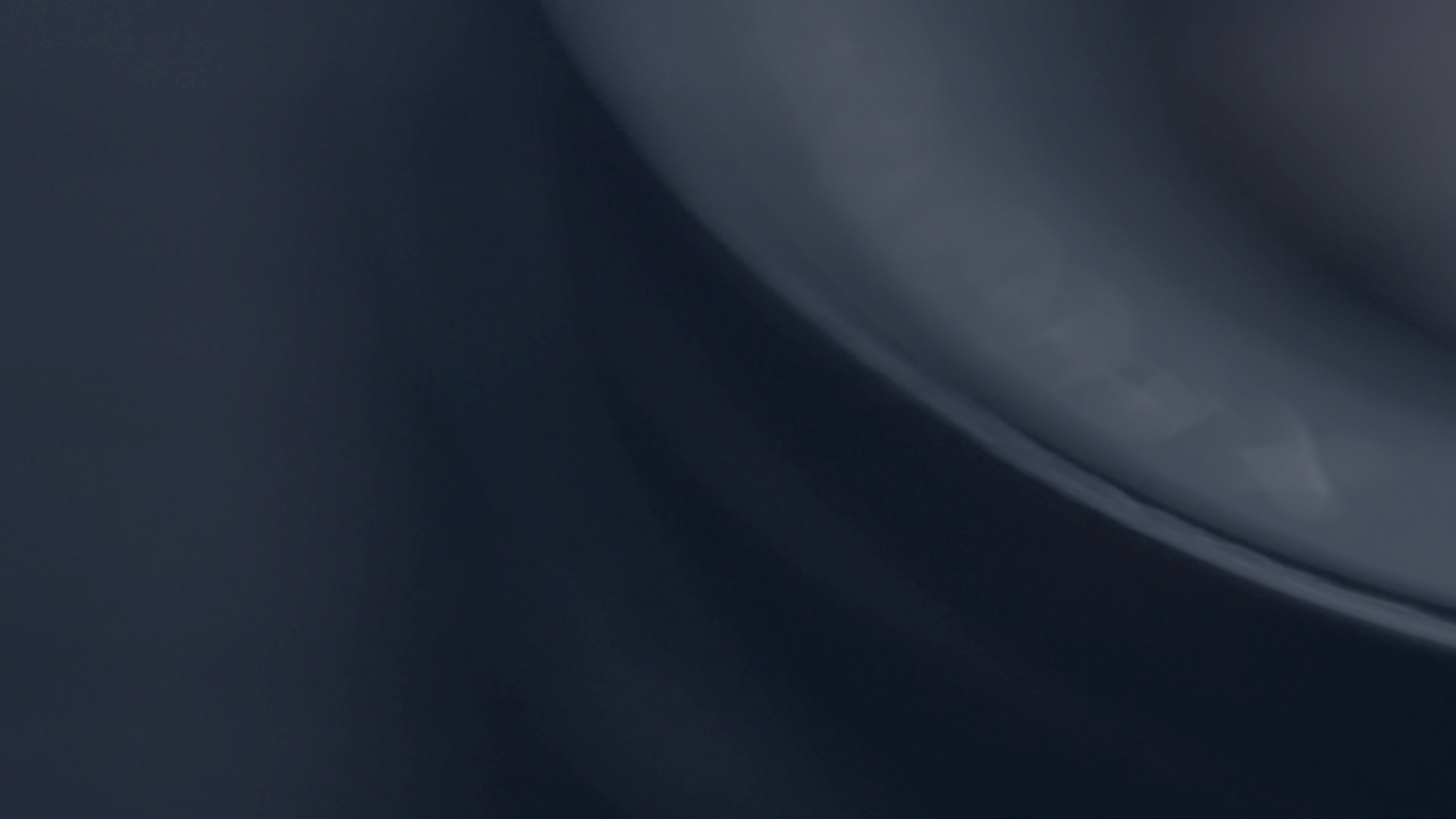
Zach Leighton
Founder & Principal Creative @ Reliant Creative

Hosted by Zach Leighton



Gear







Blue Yeti



Shure SM7B

Recording Tips

- Find a Quiet Place to Record
- Use a Pop Filter
- Speak Clearly
- Speak at a Steady Pace
- Start Recording and Practice, Practice, Practice



Cameras and Lighting



MAX 15W

GVM

GREAT VIDEO MAKER



WiFi RESET / MODE



GVM
REAR VIDEO MAKER

Model: 8000-PRO
Power: 50W
Input: DC12V
Hi-Cut: 2500L 5400K
Size: 200x100x100mm

Warning

Do not disassemble the product without authorization.

GVM



Software

The background features a dark blue gradient with several glowing, particle-like trails. These trails originate from the bottom left and fan out towards the top right, creating a sense of motion and depth. The particles are concentrated in a central path, with some appearing as bright purple and others as lighter blue, giving the impression of a digital or data stream.



Publishing

The background features a dark blue gradient with several glowing, particle-like trails. These trails originate from the bottom left and fan out towards the top right, creating a sense of motion and depth. The particles are concentrated in a central path that branches out, with colors ranging from deep blue to vibrant purple and magenta.



GAIN MINISTRY INSIGHTS FROM SEASONED LEADERS

Dive into The Ministry Growth Show, your go-to source for practical wisdom and strategic insights for thriving Christian organizations.

[Listen to the Show](#)



✓ Access Expert Interviews

✓ Uncover Growth Strategies

✓ Cultivate Organizational Impact

NAVIGATING THE UNIQUE LANDSCAPE OF MINISTRY GROWTH

Running a Christian organization is a noble yet challenging endeavor. From fostering community engagement to

ELEVATE YOUR MINISTRY'S INFLUENCE AND REACH

A STORY-DRIVEN CONTENT STRATEGY



PODCAST PILLAR CONTENT



MICRO CONTENT & STORIES



ARTICLES



COMMUNITY INSIGHT



COMMUNITY INFORMED MICRO CONTENT





vistasocial

THE RELIANT CREATIVE STORY CONTENT MAP

A framework and guide for how your ministry can turn a single beneficiary's story into a month's worth of content.

STEP 1: Find a beneficiary story.

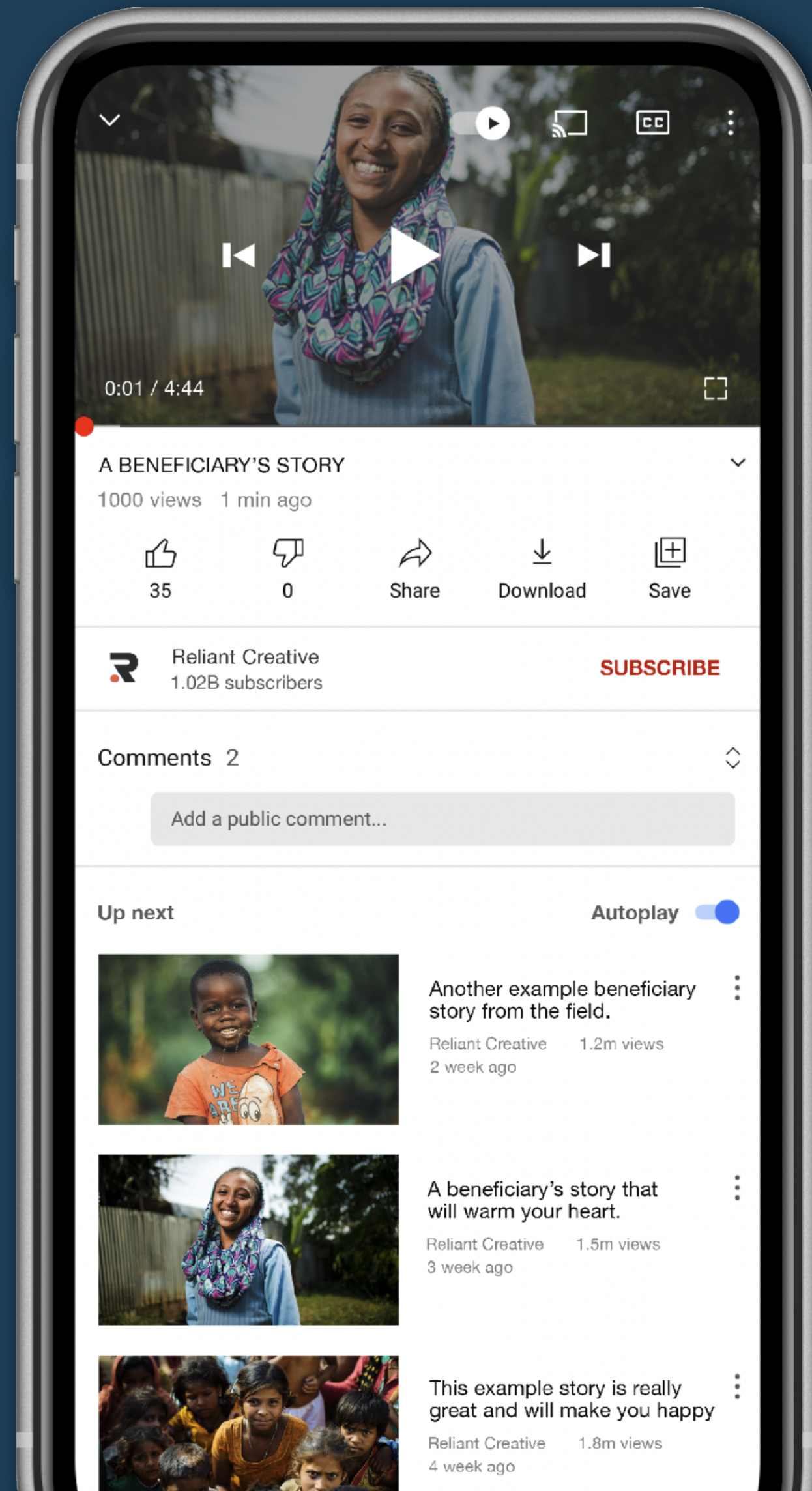
STEP 2: Decide on the format or medium and create the pillar content. (Video, Podcast or Both)


STEP 3: Develop the short-form content. (Articles, Quotes, Images, Stories, Clips)

DAY 1 OF THE MONTH	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<p>Instagram Post: Image with text sharing what's coming</p> <p>Facebook Post: Image with text sharing what's coming</p> <p>Email List: Image with text sharing what's coming</p>	<p>YouTube: Post Video Highlight/Trailer</p> <p>Insta Video: Post Video Highlight/Trailer</p> <p>LinkedIn Post: Image with text sharing what's coming</p>	<p>Facebook: Post Video Highlight/Trailer</p> <p>Facebook: Change Facebook Cover Photo for Campaign</p> <p>YouTube: Post Video Part 1</p> <p>LinkedIn Video: Post <i>First</i> Vertical from Video #1</p> <p>YouTube Short: Post <i>First</i> Vertical from Video #1</p>	<p>Facebook Reels: Post <i>First</i> Vertical from Video #1</p> <p>Facebook: Post Video Part 1</p> <p>Email List: Send Email List Video Part 1</p> <p>Instagram Reels: Post <i>First</i> Vertical from Video #1</p>	<p>Insta Video: Post Video Part 1 on IGTV</p> <p>Instagram Post: Post Image Sharing IG Video Post</p> <p>Instagram Story: Link to IG Video in Insta Story</p> <p>TikTok: Post <i>First</i> Vertical from Video #1</p> <p>YouTube Short: Post <i>Second</i> Vertical from Video #1</p>	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<p>Instagram Post: Post 30 sec. Podcast Excerpt/Highlight Ep. 1</p> <p>Facebook Reels: Post <i>Second</i> Vertical from Video #1</p> <p>Podcast: Post Episode 1 on Website and Push to All Apps</p> <p>LinkedIn Video: Post <i>Second</i> Vertical from Video #1</p>	<p>Facebook: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 1</p> <p>Twitter: Post <i>First</i> Vertical from Video #1</p> <p>Instagram Reels: Post <i>Second</i> Vertical from Video #1</p> <p>LinkedIn Post: Image with Quote from Video or Podcast</p> <p>Twitter: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 1</p>	<p>Email List: Send Email List Podcast Episode 1</p> <p>TikTok: Post <i>Second</i> Vertical from Video #1</p> <p>Facebook Reels: Post <i>Third</i> Vertical from Video #1</p> <p>LinkedIn Video: Post <i>Third</i> Vertical from Video #1</p> <p>LinkedIn: LinkedIn 30 sec. Podcast Excerpt/Highlight Ep. 1</p>	<p>Podcast: Post Episode 2 on Website and Push to All Apps</p> <p>Facebook: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 2</p> <p>Twitter: Post <i>Second</i> Vertical from Video #1</p> <p>Instagram Reels: Post <i>Third</i> Vertical from Video #1</p> <p>YouTube Short: Post <i>Third</i> Vertical from Video #1</p>	<p>Instagram Post: Post 30 sec. Podcast Excerpt/Highlight Ep. 2</p> <p>Blog Article: Post Part 1 of Story on Blog with Images</p> <p>Instagram Post: Insta post linking to blog article Part 1</p> <p>TikTok: Post <i>Third</i> Vertical from Video #1</p> <p>LinkedIn: LinkedIn 30 sec. Podcast Excerpt/Highlight Ep. 2</p>	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<p>Insta Video: Post Video Part 2 on IG Video</p> <p>Facebook: Post Video Part 2</p> <p>Instagram Post: Post Image Sharing IG Video Post</p> <p>Instagram Story: Link to IG Video Video in Insta Story</p> <p>Twitter: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 2</p>	<p>YouTube: Post Video Part 2</p> <p>Email List: Send Email List Podcast Episode 2</p> <p>Facebook: Facebook post linking to Blog Article Part 1</p> <p>Twitter: Post <i>Third</i> Vertical from Video #1</p> <p>LinkedIn: LinkedIn 30 sec. Podcast Excerpt/Highlight Ep. 3</p>	<p>Email List: Send Email List Video Part 2</p> <p>Twitter: Post <i>First</i> Vertical from Video #2</p> <p>Facebook: Image with Quote from Video or Podcast</p> <p>TikTok: Post <i>First</i> Vertical from Video #2</p> <p>YouTube Short: Post <i>First</i> Vertical from Video #2</p>	<p>Podcast: Post Episode 3 on Website and Push to All Apps</p> <p>Instagram: Image with Quote from Video or Podcast</p> <p>Blog Article: Post Part 2 of Story on Blog with Images</p> <p>LinkedIn Video: Post <i>First</i> Vertical from Video #2</p> <p>Twitter: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 3</p>	<p>Instagram Post: Post 30 sec. Podcast Excerpt/Highlight Ep. 3</p> <p>Facebook: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 3</p> <p>LinkedIn: LinkedIn 30 sec. Podcast Excerpt/Highlight Ep. 4</p> <p>Instagram Post: Insta post linking to blog article Part 2</p>	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<p>Facebook: Image with Quote from Video or Podcast</p> <p>Instagram Post: Image with Quote from Video or Podcast</p> <p>Email List: Send Email List Podcast Episode 3</p> <p>Twitter: Post <i>Second</i> Vertical from Video #2</p> <p>YouTube Short: Post <i>Second</i> Vertical from Video #2</p>	<p>Podcast: Post Episode 4 on website and push to all Apps</p> <p>Instagram Post: Post 30 sec. Podcast Excerpt/Highlight Ep. 4</p> <p>Facebook: Facebook post linking to blog Article Part 2</p> <p>TikTok: Post <i>Second</i> Vertical from Video #2</p> <p>Twitter: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 4</p>	<p>Facebook Story: Live Facebook Story Q&A about the Story (BTS)</p> <p>Instagram Story: Live Insta Story Q&A about the Story (BTS)</p> <p>LinkedIn Video: Post <i>Second</i> Vertical from Video #2</p> <p>LinkedIn Post: Image with Quote from Video or Podcast</p>	<p>Facebook: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 4</p> <p>Facebook: Image with Quote from Video or Podcast</p> <p>Blog Article: Post Part 3 of Story on Blog with Images</p> <p>Twitter: Post <i>Third</i> Vertical from Video #1</p>	<p>Email List: Send Email List Podcast Episode 4</p> <p>Instagram Post: Insta post linking to blog article Part 3</p> <p>Podcast: Post Episode 5 on Website and Push to All Apps</p> <p>Instagram Post: Post 30 sec. Podcast Excerpt/Highlight Ep. 5</p> <p>LinkedIn: LinkedIn 30 sec. Podcast Excerpt/Highlight Ep. 5</p>	
SUNDAY	MONDAY	DAY 31 OF THE MONTH	<p>* The social channels and post-types used in this framework are examples. Feel free to customize this content strategy map to fit your ministry's needs.</p>			
	<p>Facebook: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 5</p> <p>Instagram Post: Image with Quote from Video or Podcast</p> <p>Facebook: Facebook post linking to blog Article Part 3</p> <p>TikTok: Post <i>Third</i> Vertical from Video #1</p> <p>YouTube Short: Post <i>Third</i> Vertical from Video #2</p>	<p>Email List: Send Email List Podcast Episode 5</p> <p>Facebook: Image with Quote from Video or Podcast</p> <p>Instagram Post: Image with Quote from Video or Podcast</p> <p>LinkedIn Video: Post <i>Third</i> Vertical from Video #2</p> <p>Twitter: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 5</p>	<p>LET'S INSPIRE & MOBILIZE THE CHURCH TOGETHER!</p>			

RELIANT.
www.reliantcreative.org

Engage with Your Audience



 **Fake Username** 3 days ago
00:03:14 Loved this part of the film. Such an incredible story. Thanks for sharing!

REPLY

Listen & Engage!





Measuring Success

Subscribers i

2150

↑ 37%
Last month

Downloads i

Today

59

↓ -62%
Yesterday

Last 30 days

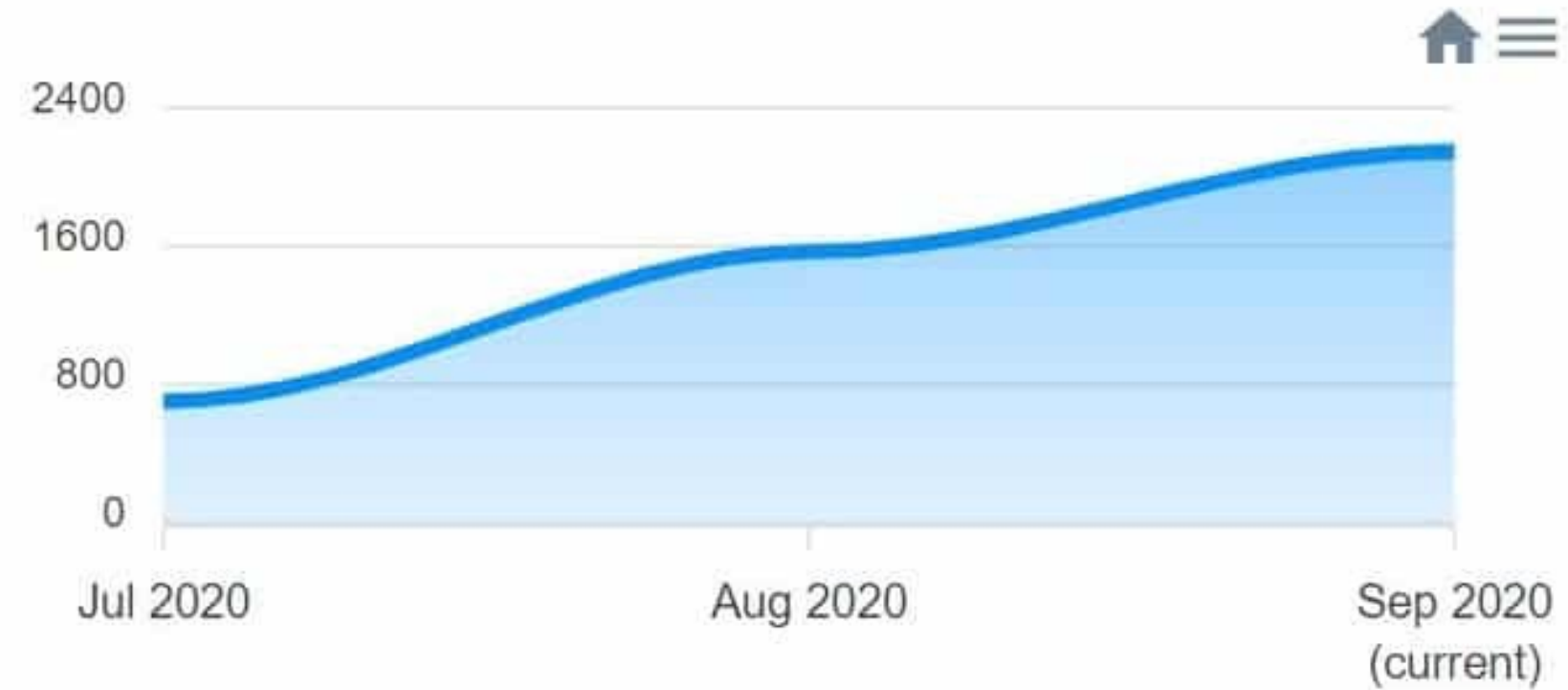
617

↑ 54%
Previous period

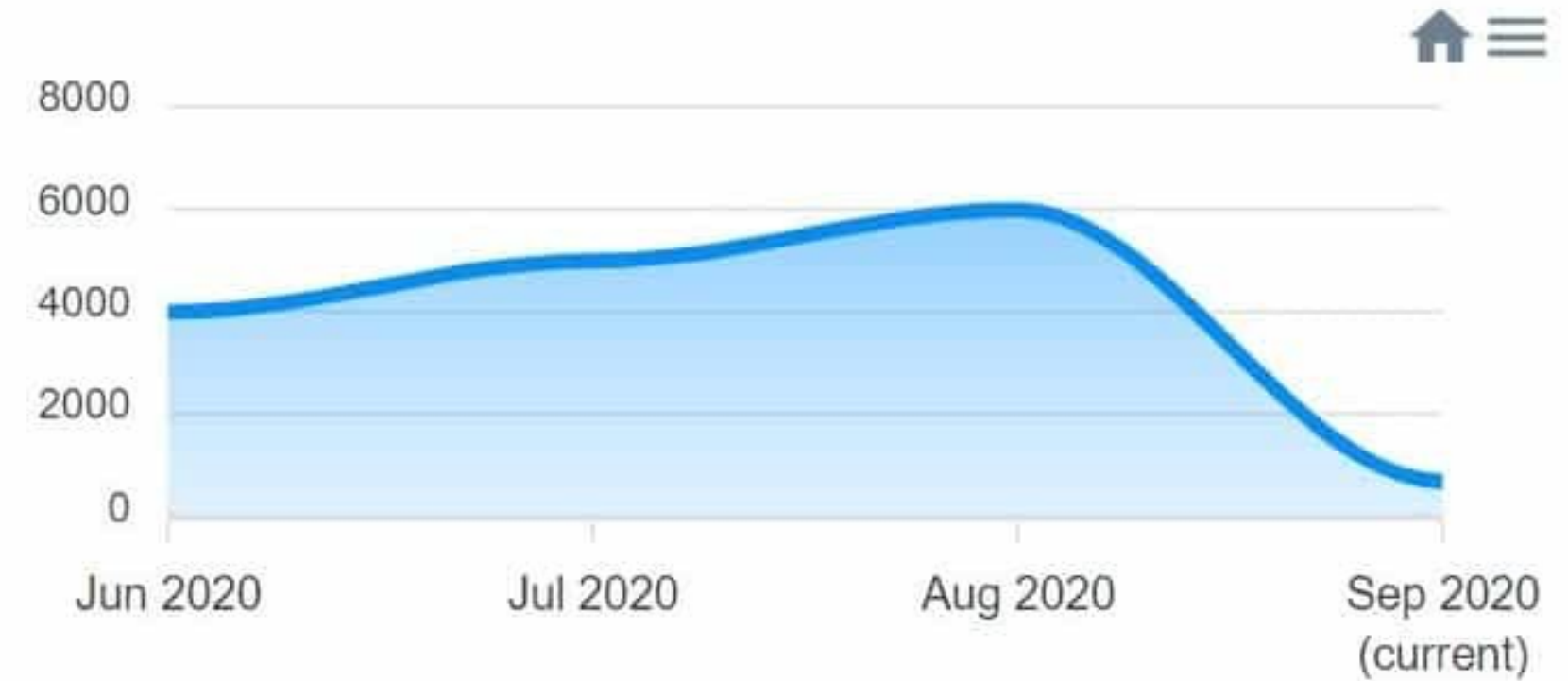
All time

15640

Subscribers i



Downloads i



Podcast Checklist

Steps 1-4 comprise decisions you will make and implement before launching your show.

1. Develop an Audience and Content Strategy
 1. Who is your audience?
 2. What is your Content Schedule?
 3. What type of show are you doing?
 4. Will your show air live?
 5. Will your show include video?
2. Build Your Podcast Brand Identity
 1. Decide your brand name
 2. Write your brand messaging
 3. Create your brand visual identity
3. Get your gear
 1. Microphone
 2. Cameras
 3. Lighting
4. Purchase your software
 1. Audio (and video) editing tools
 2. Interview software
 3. Appointment Scheduling
 4. Distribution and hosting
 5. Website or archive page
 6. Promotion







Steps 5-16 will be rinsed and repeated with each episode.

6. Find a guest for the show.
7. Schedule the guest.
8. Create questions to guide the show.
9. Conduct the interview/recording.
10. Edit and export the final episode.
11. Run the episode through Auphonic.
12. Transcribe the audio into written content.
13. Publish the episode and transcription on your host provider.
14. Publish the episode on your website or archive page.
15. Create promotional content from templates.
16. Distribute promotional content across platforms of choice.
17. Create micro-content from the show.

Rinse and Repeat

www.reliantcreative.org

Helping the Church testify of all that Jesus is doing.

-  [/zachleighton](#)
-  [/reliantcreative](#)
-  [@reliantcreative](#)
-  [/company/reliantcreative](#)
-  [@reliantcreative](#)
-  [/reliantcreative](#)



RELIANT.

www.reliantcreative.org