

Adventures in Podcasting 2.0: Monetizing Your Pod

For the experienced and serious podcaster ready to take their venture to the next level. Come hear how to earn a steady residual income through your podcast! Monica Ross-Williams will be back to continue the series started last year, and this '2.0' session will include a discussion of monetizing your 'pod', including how to increase your reach in order gain advertisers, how to negotiate contracts with them, and how to craft your podcast to attract them.

Also covered will be the philosophy behind intros, mid-rolls and outros, why creating a professional logo matters, expanding your brand through conferencing and speaking, and how the industry has changed in just the last three years.

Monica has an MBA in Organizational Leadership from Cleary University, and holds an elected position as Trustee in Ypsilanti Township. She started and owned the IU News & Talk Podcast for eight years, Michigan's top African-American owned and operated resource on Michigan and national political affairs. IU News & Talk was a finalist for the prestigious Best Political or News Blog/Black Weblog Awards in 2013. Starting in early 2019, Monica will launch The Local Business Podcast, showcasing interviews with small business owners.

When: Thursday, February 7, 2019, 6:00pm – 7:30pm

Where: Washtenaw Community College; BE282

This is a FREE event but registration is required.

Register: adventuresinpodcasting.eventbrite.com



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