

# RE:THINK DYSLEXIA



 Dear Dyslexic  
Podcast

## PODCAST GUIDE

# WHO WE ARE

We believe in **leading the change, disrupting the norm and celebrating the differences.**

A neurodivergent, women-lead, award-winning social enterprise organisation here to create inclusive environments that enable adults with dyslexia to live healthier, happier and more connected lives. Our mission is to help the world to better understand, value and support dyslexics. Our capacity to achieve this mission comes from our extensive experience and knowledge in the field of dyslexia.

Our founder, Shae Wissell, has spent seven years building national awareness of dyslexia from the adult's perspective. Her lived experience of being neurodivergent, along with her work experiences, has given her a deep understanding of the challenges faced by dyslexics, particularly in the workplace. We use this knowledge to inform our work and develop solutions that address the unique needs of dyslexics.

As such, **re:think dyslexia** was born a for-purpose, award-winning neurodivergent and women-lead company here to create more inclusive and accepting environments for dyslexics. Our work is developed and delivered by those with a lived experience of dyslexia and other neurodivergence. Our approach is grounded in evidence-based research conducted in partnership with La Trobe University. We are committed to staying at the forefront of knowledge in this field and to continue adapting and refining our work to ensure they are effective and relevant.



# HOW TO CREATE A PODCAST

1. Define your podcast idea and niche. Decide on the focus of your podcast and what topics you'll be discussing. Choose a niche that you're passionate about and that will appeal to your target audience.
2. Plan your podcast content. Develop a content plan for your podcast, including topics, guests, and segments. Determine the format and length of your episodes and create an outline for each episode.
3. Choose your equipment. Invest in a good quality microphone, headphones, and recording software. Consider using a mixer or audio interface to improve the sound quality of your recordings. I use Rodecaster
4. Record your podcast. Find a quiet space to record and test your equipment before you start. Speak clearly and confidently, and make sure you stick to your outline. I use zoom to record.
5. Edit your podcast. Remove any unwanted noise, add music and sound effects, and adjust the volume levels. Use editing software such as Audacity, GarageBand, or Hindenburg Journalist to edit your recordings. I pay for someone to do this it saves a lot of your valuable time!
6. Publish your podcast. Choose a podcast hosting platform such as Buzzsprout, Libsyn, or Podbean to host your podcast. Create artwork for your podcast and write a compelling description. Upload your episodes to your hosting platform and submit your podcast to directories like Apple Podcasts, Spotify, and Google Podcasts.
7. Promote your podcast. Use social media to promote your podcast and engage with your listeners. Consider creating a website or blog for your podcast and guesting on other podcasts to reach new audiences.
8. Consistency is key. Publish your episodes on a regular schedule to build a loyal audience. I publish one episode a month for each show. The Dear Dyslexic Podcast has been running for six years now.

## Finding Guests for Your Podcast:

1. Determine the type of guests you want on your podcast. Decide on the types of guests that will appeal to your audience and align with your podcast's theme.
2. Look for potential guests through your network, social media, and professional organizations. Connect with people who are knowledgeable in your niche or industry and reach out to them for an interview.
3. Use guest booking platforms like PodMatch, MatchMaker.fm, or Guestio to find guests in your niche. These platforms match podcasters with potential guests based on their interests. Send a personalized pitch to your potential guests and explain why you think they'd be a great fit for your podcast.



# HOW TO CREATE A PODCAST

## Promoting Your Podcast:

1. Share your podcast on social media platforms such as Twitter, Instagram, Facebook, and LinkedIn. Use relevant hashtags to reach a wider audience.
2. Utilise email marketing by sending newsletters to your email subscribers, including links to your latest episodes.
3. Collaborate with other podcasters or influencers in your niche to reach their audience and cross-promote each other's podcasts.
4. Consider paid advertising options, such as Facebook or Instagram ads, to reach a larger audience.
5. Encourage listeners to leave reviews and ratings on platforms like Apple Podcasts, which can improve your visibility and search rankings.

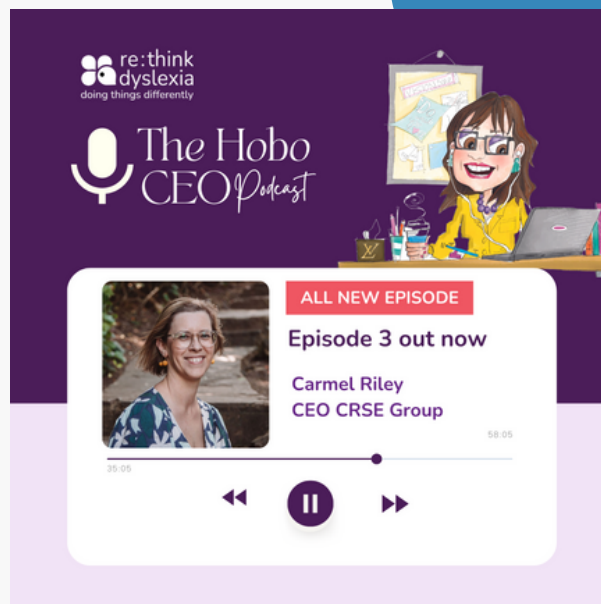
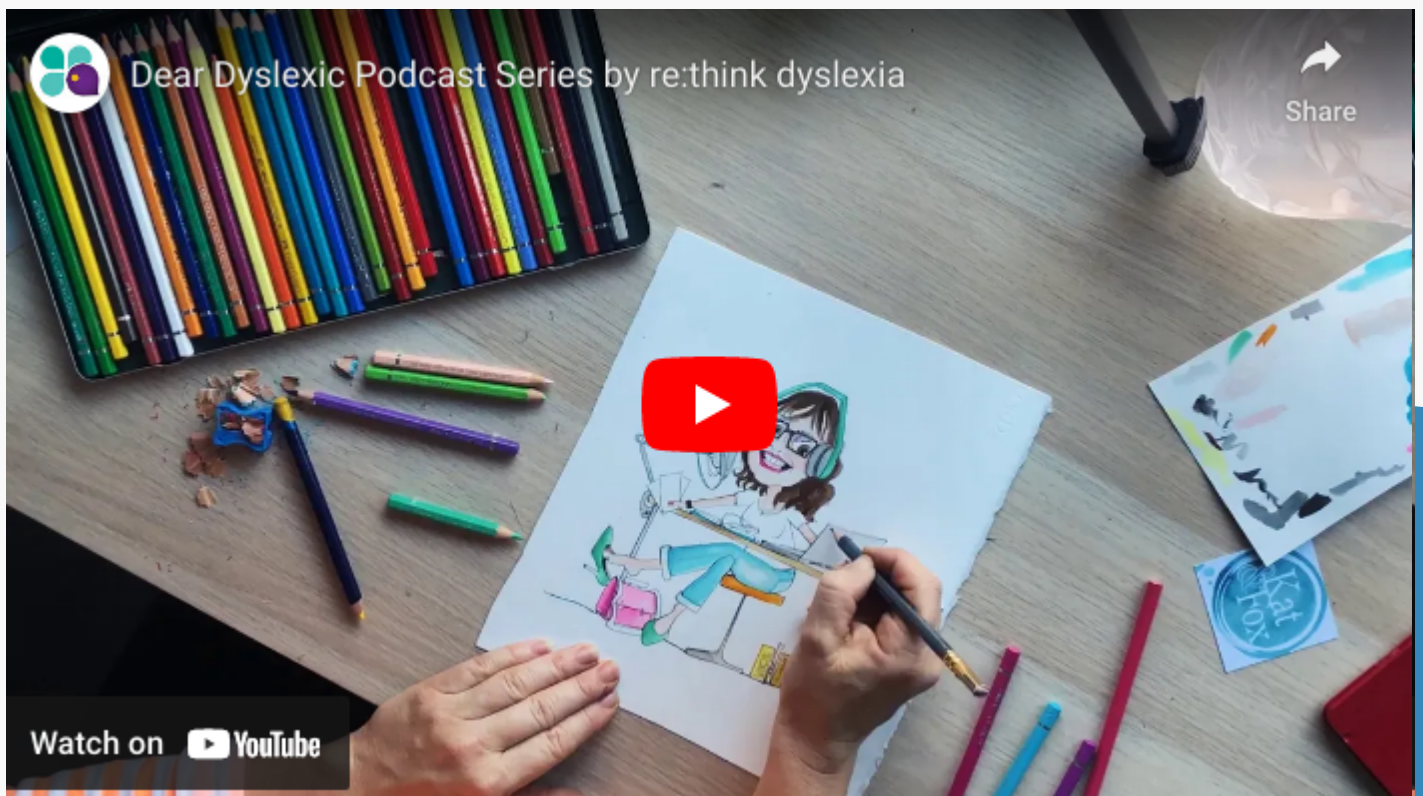
## How a Podcast can be a Good Marketing Tool:

1. Build brand awareness. Podcasting can help you build brand awareness by creating content that is informative, entertaining, and engaging. This can help you connect with your target audience and establish your brand as a thought leader in your industry.
2. Establish credibility. By hosting guests who are experts in your field, you can establish credibility and authority in your industry. This can help you attract new clients or customers and differentiate yourself from competitors.
3. Connect with your audience. Podcasts offer a unique opportunity to connect with your audience in a more personal and engaging way. This can help you build relationships and foster loyalty among your listeners.
4. Drive website traffic. Podcasts can be an effective way to drive traffic to your website by

# OUR PODCAST PROMO

Listen to our shows here:

<https://rethinkdyslexia.com.au/rethink-dyslexia-podcas-shows/>



# PODCAST CHECKLIST

1. Define Your Podcast
  - Determine your podcast's niche and target audience.
  - Develop a clear and compelling podcast concept.
2. Plan Your Content
  - Create an outline or script for each episode.
  - Decide on the format, length, and frequency of your episodes.
3. Gather Equipment
  - Choose a reliable microphone and headphones for recording.
  - Acquire recording and editing software or apps.
  - Ensure you have a stable internet connection.
4. Prepare Your Recording Environment
  - Find a quiet space with minimal background noise.
  - Set up acoustic treatment, if possible, to improve sound quality.
  - Test your recording equipment and adjust settings as needed.
5. Record Your Episodes
  - Follow your script or outline while recording.
  - Speak clearly and maintain a consistent volume and tone.
  - Record backup files or use separate tracks for easier editing.
6. Edit and Enhance
  - Remove mistakes, pauses, or unwanted noises.
  - Add music, sound effects, or intros/outros if desired.
  - Adjust volume levels for a balanced listening experience.
7. Choose a Podcast Hosting Platform
  - Research and select a reliable podcast hosting provider.
  - Create an account and set up your podcast profile.
  - Upload your episodes to the hosting platform.
8. Submit to Directories
  - Submit your podcast to popular directories like Apple Podcasts, Spotify, and Google Podcasts.
  - Optimize your podcast title, description, and tags for discoverability.
9. Design Artwork and Write Descriptions
  - Create eye-catching podcast artwork that reflects your brand.
  - Write engaging and informative episode descriptions.
  - Include relevant keywords to improve search visibility.

# PODCAST CHECKLIST

## 9. Promote Your Podcast

- Develop a promotional strategy, including social media, email marketing, collaborations, and paid advertising.
- Engage with your audience and encourage reviews and ratings.
- Leverage guest appearances on other podcasts or invite guests to your own.

## 10. Engage and Interact

- Respond to listener feedback, comments, and inquiries.
- Encourage audience engagement through social media, email, or community platforms.
- Continually seek ways to improve and evolve your podcast based on listener preferences.

## 11. Track and Analyze Performance

- Monitor download numbers, listener demographics, and engagement metrics.
- Use podcast analytics tools or hosting platform insights to gather data.
- Adjust your content and promotional strategies based on the insights gained.

Remember, this checklist serves as a general guide, and you can tailor it to fit your specific podcasting needs and preferences.

# NEED HELP?



Shae Wissell is a respected thought leader and an award-winning advocate for adults with dyslexia, with a background in speech pathology, a Master of Public Health and Health Administration, and extensive experience in program management across federal and state-wide healthcare and public health projects.

As a certified Fempire coach for women in start-ups and new businesses, Shae brings a wealth of expertise to her work running her own successful businesses as the director of re:think dyslexia and founder of the Dear Dyslexic Foundation its partnering charity.

A Shae's strong coaching skills have helped many individuals and businesses achieve their goals. Her empathetic and empowering coaching style helps her clients overcome obstacles and unlock their full potential.

Beyond research and coaching, Shae is an accomplished consultant and learning and development trainer providing invaluable guidance to businesses seeking to create more inclusive workplaces. Her expertise in dyslexia and other learning differences has been instrumental in shaping workplace policies and training programs that foster greater diversity, equity, and inclusion. Helping organisations unlock the full potential of their neurodiverse employees. Through her innovative approaches to dyslexia advocacy and education,

In addition to her research, Shae is a confident public speaker, host of the Dear Dyslexic podcast series, and published author. Her debut book, "The Hobo CEO: A Year in the Life of a Dyslexic Social Entrepreneur," became Amazon's #1 bestseller. With her unique blend of personal and professional expertise, Shae is a valuable asset to the dyslexia community and beyond.

If you are looking for support in your business why not contact Shae today?

**SHAE WISSELL**

[shae.wissell@rethinkdyslexia.com.au](mailto:shae.wissell@rethinkdyslexia.com.au)



re:think dyslexia

Winner Best Dyslexia Awareness  
Workplace Coaching Organisation  
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LEAD THE CHANGE. DISRUPT THE NORM. CELEBRATE THE DIFFERENCES