

SAM STUDIOS

# Repurposing Your Content Through Podcasting

Shivawn Mitchell



# Imagine having your Audience's undivided attention for 26 whole minutes.

ACCORDING TO NIELSON MEDIA RESEARCH  
THAT'S HOW LONG PEOPLE LISTEN TO  
PODCAST

- compared to reading blogs for 4-6 minutes
- Viewing a YouTube for 4-5 minutes
- or Scrolling through Instagram for less than 6 minutes

\*26 minutes gives you more than enough time to share your message and connect with your audience



SAM STUDIOS

62 million  
global daily  
listeners

DON'T YOU THINK IT'S TIME TO  
EXPAND YOUR REACH?

- Podcast listeners aren't limited to listening at home but can listen while working out or on the go.
- Podcast listeners are listening around 7 times a week

# Who is Shivawn Mitchell?

FOUNDER OF SAM STUDIOS & GOOD NEWS CO.

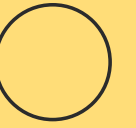
Before we launch into how I create Christian Communicators in Media and Entertainment let me tell you a little about myself.

I'm an Award Winning Filmmaker, Executive Producer, Podcast Producer & Published Author. My story didn't start there, I was a Counselor, Boutique Co-Owner, Blogger & an Online Magazine Publisher. Something like a Jane of all trades. I realized I was searching for something I hadn't seen. The ability to use my voice as a Christian Creative outside of Church Plays. I'm here to equip you to tell your stories in Media & Entertainment through Podcasting.

I also hold a Counseling Degree from Norfolk State University and a MFA in Screenwriting from Wilkes University.



# REPURPOSE YOUR CONTENT?



Before you Reheat A Message  
Consider this:

- Is Your Audience the Same? (Producers see a need and fills the gap)
- Do they have the same needs?
- What does repurposing look like?
  - What Is Repurposing? Repurposing is the use of something for a purpose other than its original intended use. Repurposing an item can be done by modifying it to fit a new use, or by using the item as is in a new way.
- What's Next? What do you want them to do?



# Steps Before You Launch

3.

Survey the Field

2.

Finding the One > the Crowd

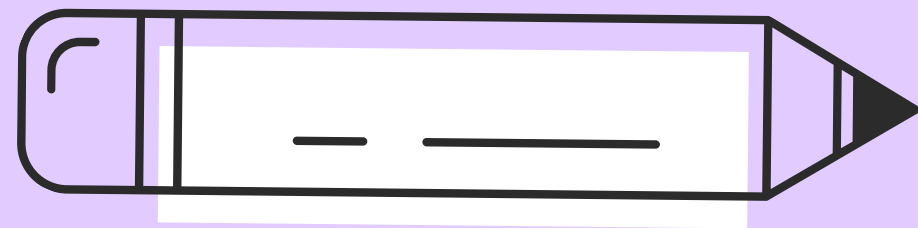
1.

A Clear Message



# Survey Your Field

IS YOUR CURRENT DIGITAL SPACE SAFE?



Are you consistent - Consistency equals trust

Do you only communicate when you have something going on at your address

Do You pay attention to what your digital community needs?

Does your address "identity" change so much people don't know what they are going to get

YOU CAN'T IMPACT A CULTURE YOU DON'T ENGAGE WITH



# FINDING THE ONE....

- Instead of attempting to reach everyone, get laser clear with the one person.
- When we attempt to talk to everyone we often walk away feeling overwhelmed and that leads to inconsistency.
- Picture one Person you are talking to when you are thinking about media, and tailor your messaging around that one individual. That will help you stay focused and consistent.
- The one person will see your consistency, feel welcomed and then tell others about you.



# CLIENT REVIEW

Anita Faith

Transitioning Her Voice of Authority

Pain Points.

- Perfection
- Paralyzed by the Design Aspect
- Didn't know her Pitch
- Connecting with her Audience

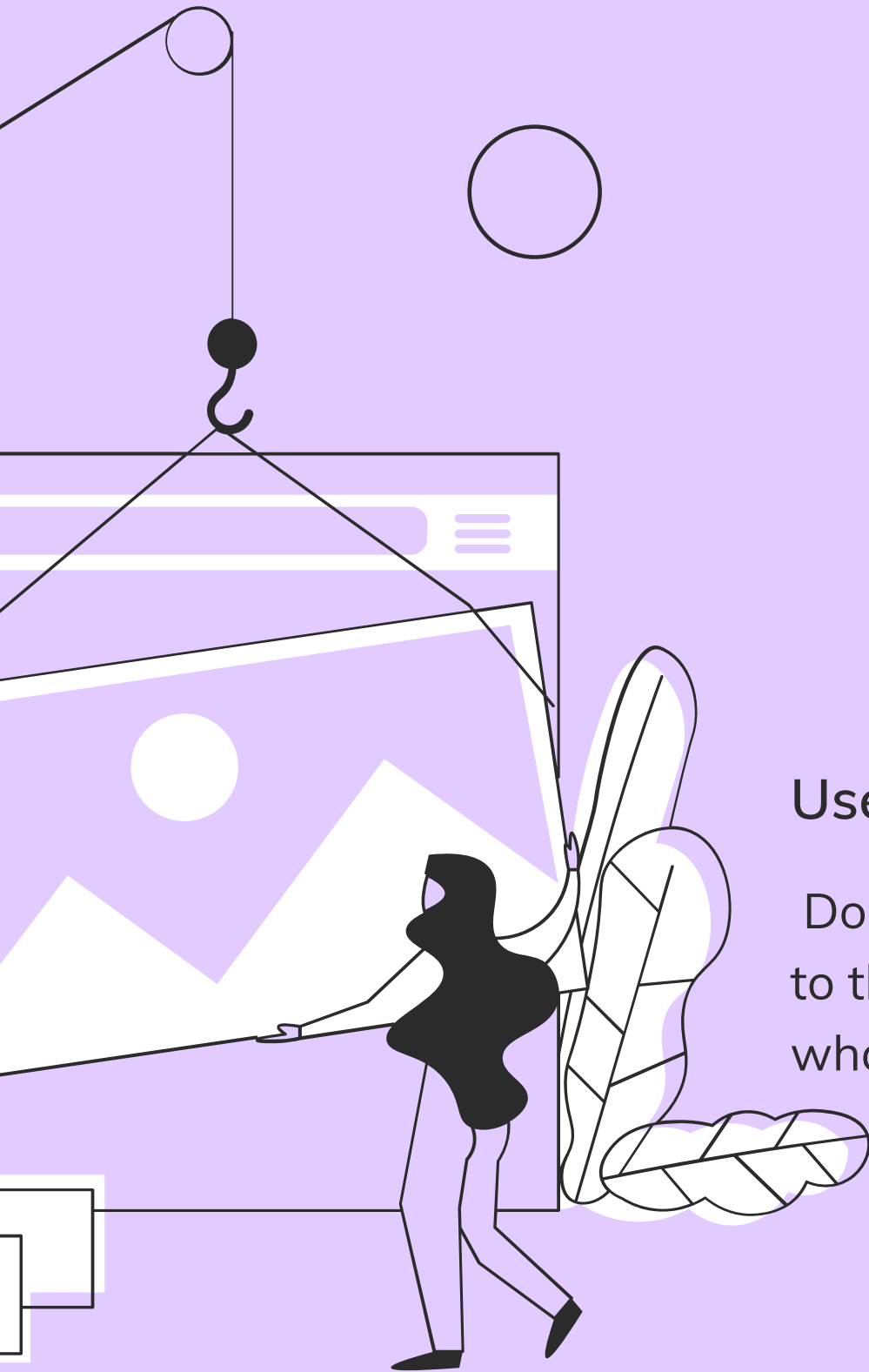
RIBFIT NATION is a community that teaches Kingdom Singles how to find their unique strategy to win at life and love!

- Landing Page / Sell without selling
- System for Producing
- Earn Credibility
- Build Her Audience
- Cover Art, Intro/Outro Music, Complete Production, Audiograms for Social Media



# A Clear Message

WHAT ARE YOU SAYING?



## Use Your Words Not Your Neighbors

Do you have too many people in your ear, to the point that you don't even know what your own voice sounds like?

## Digital Detox

Is your relationship with social media toxic and stopping you from creating?

## You Are Here to Serve

What does my audience need from me? What are you giving them in your message.  
You are usually talking to your younger self or the area that you've grown or developed in.

# I NEED TO BUY BEFORE I PRODUCE??



## 1. Mic

USB Microphone Plug & Play \$32.99

## 3. Music

Music Bed 9.99  
Epidemic Sound 15.99

## 6. Extra

Canva  
Wavve.co  
Website  
Newsletter  
Logo/Tagline

## 2. Recording

Zoom Audio Recording - 14.99/mo  
Zencaster 20.00/mo N/A

## 4. Editing Software

Audacity  
GarageBand

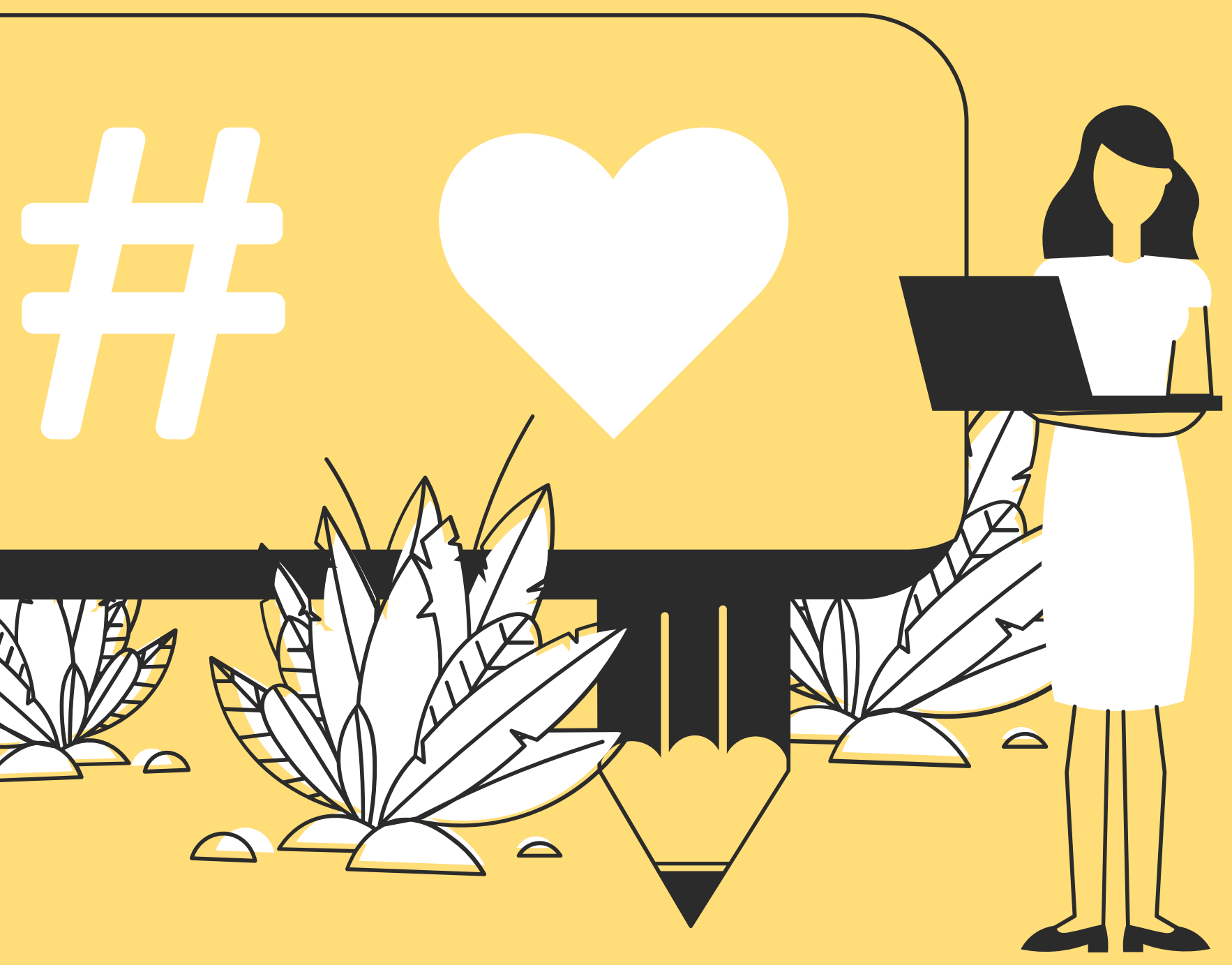
## 5. Platform to Host

Podbean Free Option, \$9 plan & Greater  
Anchor Free  
BuzzSprout  
Soundcloud  
Libsyn

A young woman with dark curly hair, wearing a black and white striped long-sleeved shirt and a large black headset, is smiling and looking to her right. She is holding a clear plastic cup with a pink drink and a black straw. She is sitting at a desk with a laptop in front of her. The background is a bright, modern office with large windows and blurred figures of other people.

Pitch It!

IT'S YOUR TURN



# Create with me!

I CREATE PRODUCERS IN MEDIA.

Grab the Christian Creatives Toolkit

Website

[www.shivawnmitchell.com](http://www.shivawnmitchell.com)

Schedule a Discovery Call

<https://calendly.com/collaborate-3/discovery>