

# THE PROFESSIONAL WRITER PODCAST



*with* **Laura Christianson**

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## THE PROFESSIONAL WRITER PODCAST

Laura Christianson and her guests offer candid conversations and practical tips to help writers confidently plan, launch, and grow their business.

Launched in early 2020, the show is for emerging and established writers eager for fresh insights about the business of writing. New episodes every other Monday.

## ABOUT THE HOST

A professional writer since 1995, Laura has published three books and thousands of articles. For the past 15 years, she has specialized in helping writers develop their brand strategy, websites, blogs, and email marketing.

## LISTENERS & GUESTS

- Authors
- Editors
- Writing coaches
- Publishing professionals
- Content writers
- Bloggers
- Curriculum writers
- Bible study & devotional writers
- Word nerds

## HOT TOPICS

Anything related to writing as a career or business:

- Mindset
- Income Streams
- Book Launches
- Marketing

## CONTACT

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# POPULAR INTERVIEW EPISODES

### Episode 57

*Barb Roose, Literary Agent*

#### **How to Land a Literary Agent**

Three effective ways to build an author platform, plus three factors that'll help you land an agent.

### Episode 20

*Tim Fall, Author*

#### **"Get it said. Shut up. Post."**

An anxiety-reducing tactic that really works for building your platform.

### Episode 60

*Alice Crider, Author Coach*

#### **How to Get Out of Your Own Way**

How to stop "shoulding" yourself so you can become a leader.

### Episode 47

*Katherine Scott Jones, Blogger, Author*

#### **Audiobook Recommendations and Listening Tips**

Free and low-cost ways to get started with audiobooks.

### Episode 36

*Ginny L. Yttrup, Author, Writing Coach*

#### **Two Issues That Hold Writers Back**

How to get unstuck when you want to do anything *but* write.

### Episode 52

*Samantha Hanni, Freelance Editor*

#### **Shaping a Reader-First Mindset**

Three ways to "set the table" for your readers so you put them first.

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## ABOUT OUR LISTENERS

My audience consists of everyone from pre-published writers to multi-published, best-selling authors.

They view their writing as a business, career, or ministry. They are eager to take action on what they're learning, so my episodes offer **practical** tips listeners can implement immediately.

Many of my listeners and guests describe themselves as “Christian authors,” which means they are:

- Christians who write (i.e., their worldview colors the way they write)
- Christians who write specifically for Christian publications

The podcast is geared for **all** writers. Guests are welcome to talk about how faith plays a role in your writing, but we do not “evangelize” listeners.

The Professional Writer podcast is **family-friendly**. Please refrain from swearing during our conversation.

The podcast is a **politics-free zone**. Listeners have diverse political viewpoints. Rather than inciting arguments by promoting our own political and social issue hot-button beliefs, we focus solely on building a writing-related business.

## CONTACT

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## ABOUT RECORDING

I use Squadcast for recording, which means we'll see each other on the screen, like on a Zoom call, but it only records the audio.

**IMPORTANT NOTE:** If you use the Safari browser (standard on iOS/Apple devices), Squadcast does NOT support that browser. You need to use the Chrome, Firefox, Opera, or Brave browser to join our recording session.

It'll put you in a "green room" first, where you can test your microphone, headset, or earbuds.

Then, when you click the "Join Session" button, I'll be there, too.

**Note:** I don't have to let you into the session – you join the session yourself.

We won't start recording until I click the "record" button. We will review the outline together before we begin recording.

As we record, don't worry about extended periods of silence. Both of us will need time to think and process what we're discussing. I will edit out silences.

If we stumble, we will re-record the "bloopers" right then and there. That's the beauty of pre-recording episodes!

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## MICROPHONE REQUIREMENTS

Test your tech before we get on the call. Not 5 minutes before, but the day before. Make sure your mic and headphones or earbuds are working properly.

You **must** have either a podcasting microphone, a USB headset (such as a gaming headset), or earbuds (like the ones that come with smartphones). These provide higher quality sound than your computer's built-in microphone (do **NOT** use that!)

\*Recommendations for mics are on Page 7.

During our chat, speak clearly and directly into your mic, and try not to touch or bump any audio cords or cables. If you're using a podcasting mic, position it a fist away from your mouth.

Please be in a **quiet room** where you're not likely to be interrupted by your kids, significant other, or pets.

Record from a **small, enclosed space**, such as a closet, a room with a couch or other soft surfaces, or a bedroom that has curtains on the window and a comforter on the bed.

Lay a towel(s) or blanket over any hard surfaces in the immediate recording area, which will help **absorb excess soundwaves** and will create a richer, more intimate sound for our listeners.

**Close the door** and the curtains (helps with sound absorption).



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## **ADVANCE PREP**

### **Turn off your cell phone or put it in airplane mode.**

At the very least, turn off the ringer and the vibration. Turn off audio notifications on your computer, as well.

### **Hydrate!**

Drink a glass of water 20-30 minutes before our interview, and have room-temperature water or warm tea on hand while we're recording. We can pause for water breaks any time!

### **No food.**

Please don't eat or chew gum while we talk. Listeners don't like hearing lip smacking, coughing, farting, or other body sounds. If you feel the sudden urge to do one of these things, mute your mic, or ask me to pause the recording.

### **Apply lip balm.**

Dry lips tend to make sticky, clicking, smacking sounds that irritate listeners.

### **Use the bathroom.**

Nerves can trigger the urge to "go," so go! If you have a sudden urge to use the bathroom during our interview, let me know and I'll pause the recording. Of course, I'll edit out that part of the conversation before publishing the episode.



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## DURING THE INTERVIEW

### **Be mindful of your go-to filler phrases.**

I'm guilty of overusing "um," "so," "like," and "you know."

Others overuse "absolutely" and "at the end of the day."

It's hard to avoid our favorite filler phrases, especially when we're a tad nervous. Our main goal is to have an informal, natural conversation. However, if you're aware of your tendencies, fewer filler words are likely to slip out.

### **Be prepared to share your website address.**

Near the end of our interview, I will ask you to tell my listeners how they can connect with you.

Please have **one** link ready to share, whether that's your website, your blog, your podcast, or a landing page where you're making a special offer to my listeners.

Announce the link slowly and distinctly, and spell it out if listeners might get confused by the spelling. For example, I spell out my last name, "Christianson," because it can be spelled multiple ways.

When sharing your domain (website address), do not include the www. Simply say, "You can find me at [mywebsite.com]."



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## TECH GEAR RECOMMENDATIONS

### Podcasting Microphone

#### Audio-Technica ATR2100x-USB Cardioid Dynamic Microphone

This is the mic I use and that oodles of podcasters highly recommend. It plugs into the USB-C port on your laptop.

<https://amzn.to/3equCFv>  
(affiliate link)

### Pop Filter

#### Auphonix Pop Filter Screen

I position this filter in front of my mic. It reduces plosive sounds heard on letters like P and B when recording.

<https://amzn.to/34fjND8>  
(affiliate link)

### USB Headsets - Inexpensive

#### Several choices

Check out this [Amazon page](#) for several inexpensive choices.  
(affiliate link)

### USB Headsets - More Expensive

#### Plantronics DSP400 Foldable Multimedia Headset

<https://amzn.to/2RS0IHl>  
(affiliate link)

### Over Ear Headphones

#### COWIN E7 PRO Active Noise Cancelling Headphones

<https://amzn.to/3wxexGZ>  
(affiliate link)



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