



FINDING YOUR VOICE

mark linder

Management, Consulting, New Media

About the presenter...

Mark Linder

Entrepreneur, Foreign Currency Trader, Investor and former Fortune 500 executive. Early Podcaster featured on PodShow/Mevio since their beta days. Speaker at 2008 SXSW and last years New Media Expo. Independent producer of podcasts for a variety of organizations. Has worked on a many New Media projects one of which included heading the team which brought Barack Obama to Second Life. Based in Dallas, Texas, he currently produces three podcasts for Mevio, operates Internet Radio Stations and has a soon to be released in print, audio book.

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A LITTLE VOICE

by VIOLET & VOEY

SO, SHE SAYS TO HIM,
"EVERYBODY HAS A LITTLE VOICE
IN THEIR HEAD THAT TELLS THEM
WHAT'S RIGHT"



AND HE THINKS TO HIMSELF,
"SHE MAY HAVE A LITTLE VOICE
IN HER HEAD, BUT
I DON'T."



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FINDING YOUR VOICE IS A JOURNEY

Lesson One: In the beginning...life is good



LIFE IS GOOD . . .

Because in the beginning, no one cries over broken eggs...



(because, most likely...no one will notice)



IN THE BEGINNING, EVERYTHING IS SIMPLE

- Do what you like
- Do what you know

but...



SIMPLE?

Do what is sustainable.



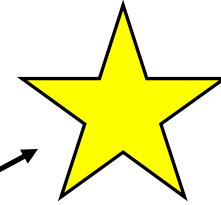
THE VOICE UNSUSTAINED IS NO LONGER A VOICE

- Podfade: When a podcast begins putting out episodes more and more sporadically and at greater intervals. Typically begins with only one episode missed, but if a podcast isn't careful, it can compound, sometimes as severe as one podcast every other month. Podfade often leads to podcast death. Many podcasts deny their podfade until it is too late.

<http://www.urbandictionary.com/define.php?term=podfade>



FINDING YOUR VOICE, IS A JOURNEY



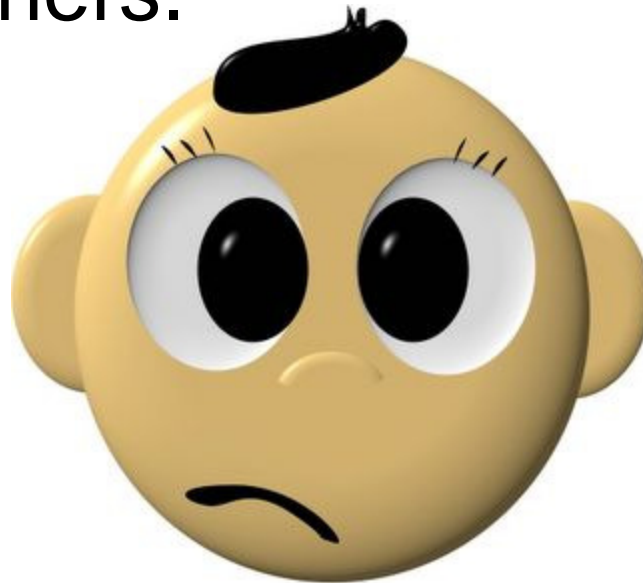
THE JOURNEY
Finding your Voice, Finding your Place

In the beginning,
life is good

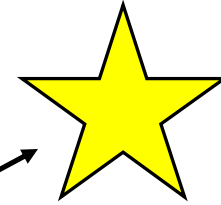


YOUR VOICE MAY NEED SOME . . . err . . . CHANGE

Lesson Two: Talk to others about your ideas, your show & your content. Get feedback and even **Gulp** ask your listeners.



THE JOURNEY IS CONSTANT CHANGE



THE JOURNEY
Finding your Voice, Finding your Place

CHANGE

In the beginning,
life is good



GET OUT OF YOUR COMFORT ZONE

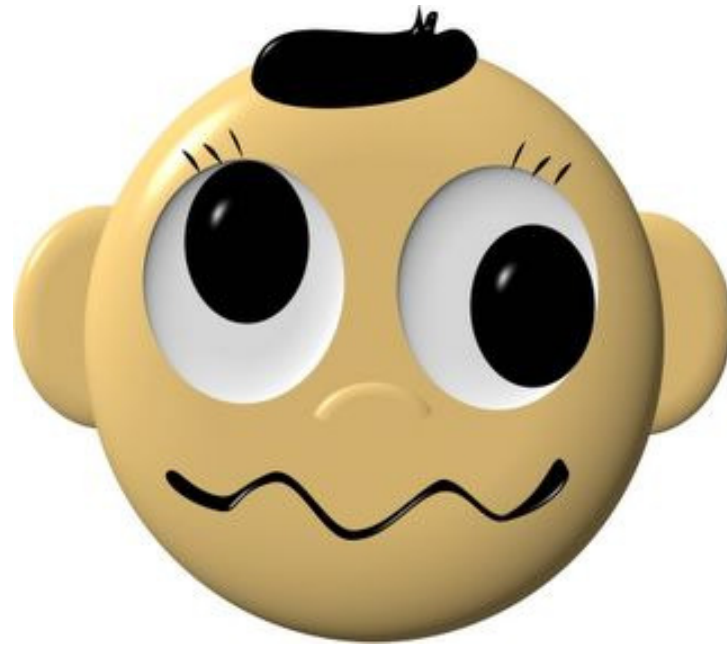
“send a messenger to
Caesar, and ask for
instructions as we have
marched off the map...”

Roman Republic Legend



▲ **FORK IN THE ROAD IS . . .** ▲ **GOOD THING**

Lesson Three: Don't be afraid to change gears. It takes a bit of time and several episodes to find your voice.



YOUR VOICE MAY BECOME, SOMETHING COMPLETELY DIFFERENT

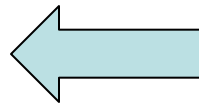
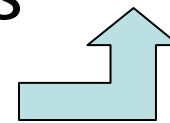


Car Trip Characters and Stories
Childhood Tales



Campfire Yarns and Spooky Stories

Local and Urban Legends



Gophers and New Characters

Audio Book



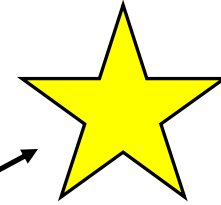
YOUR VOICE WILL EVOLVE

In the beginning,
life is good

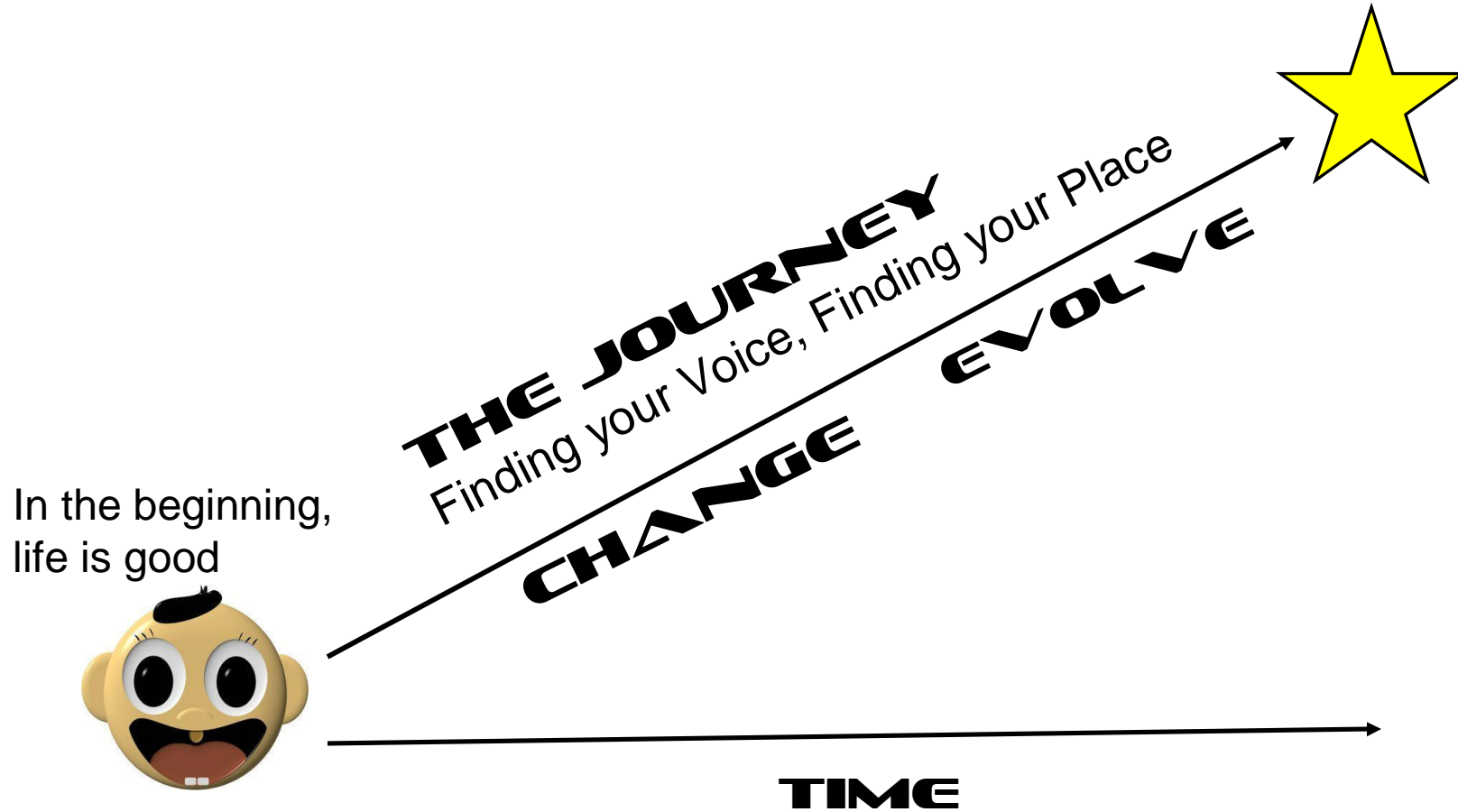


THE JOURNEY
Finding your Voice, Finding your Place

CHANGE → **EVOLVE**

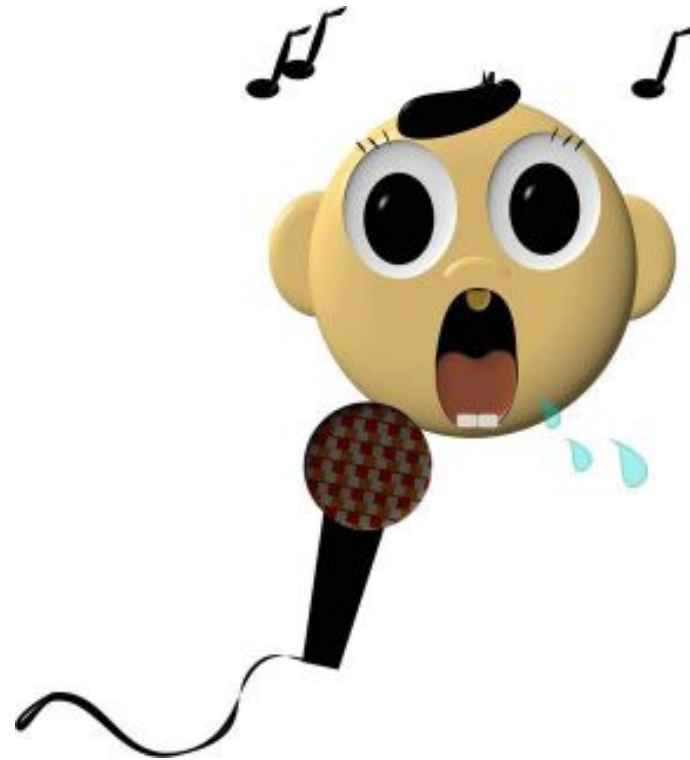


AND YOUR VOICE IS REFINED WITH TIME

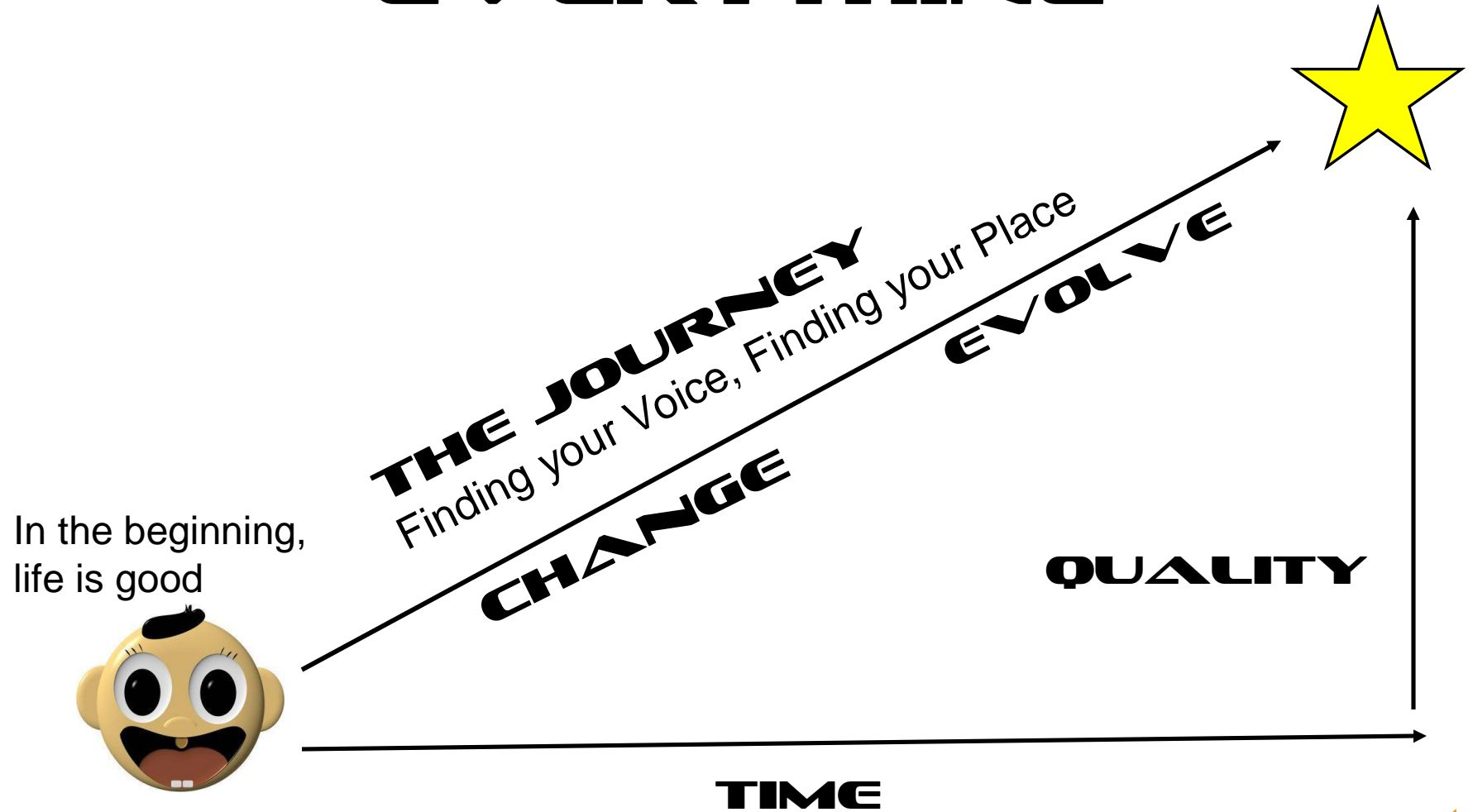


QUALITY, QUALITY, QUALITY

- **Lesson Four:** Quality of production and content is a big part of your voice.

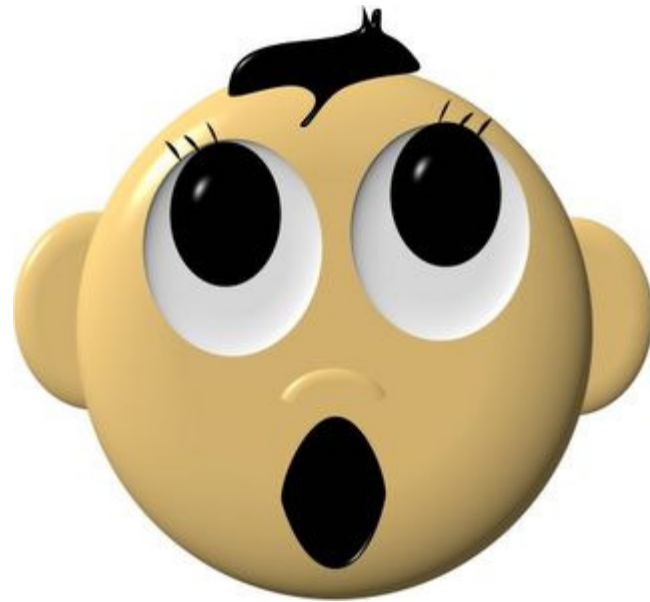


QUALITY CHANGES EVERYTHING



THE FINAL LESSON

Lesson Five: It's ok to get discouraged,
but never ever give up.



Yes I can!
Yes I can!



THE JOURNEY IS WORTH IT



LESSONS LEARNED . . .

Lesson One: In the beginning...life is good

Lesson Two: Talk to others about your ideas, your show & your content. Get feedback and even **Gulp** ask your listeners.

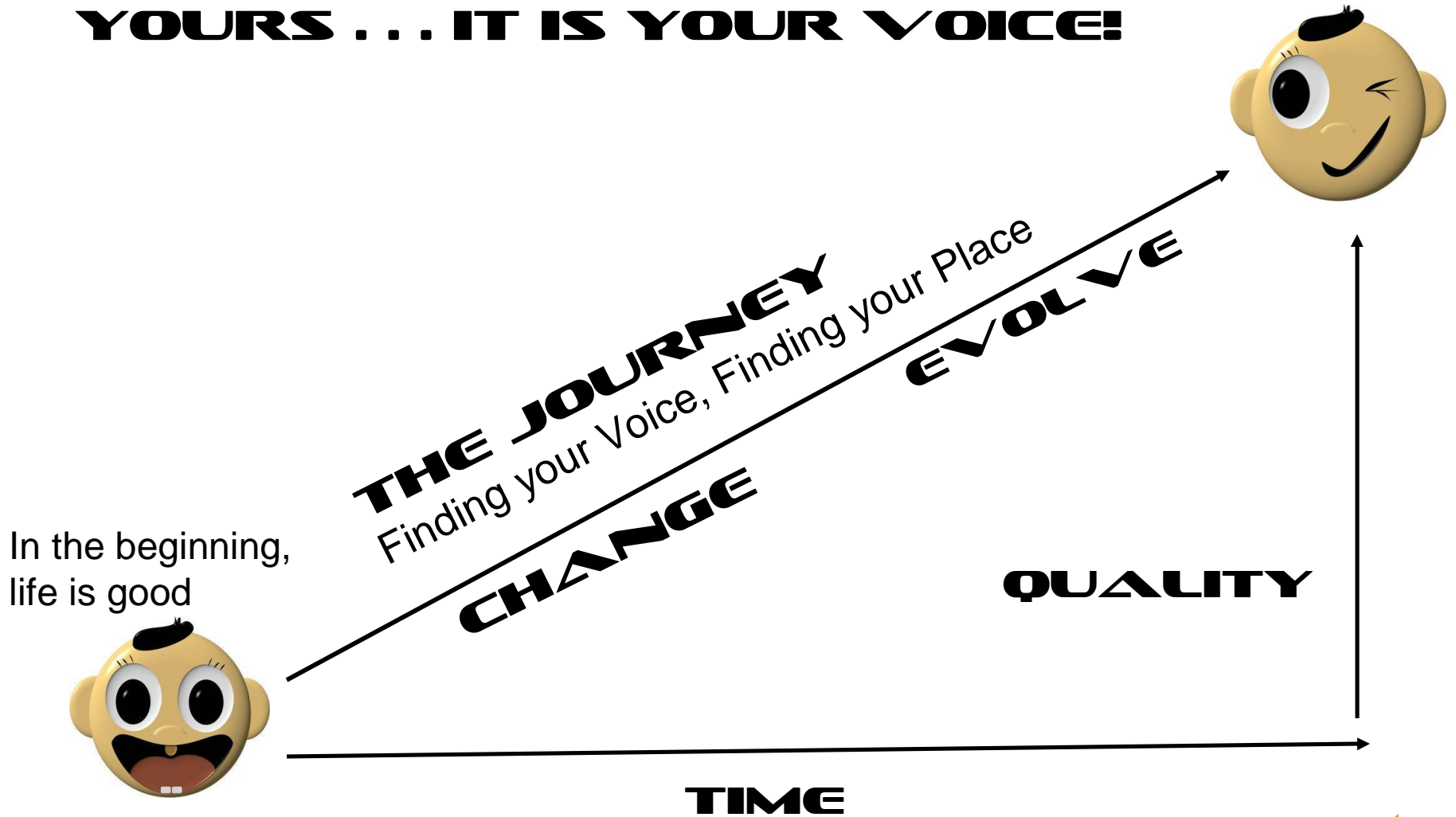
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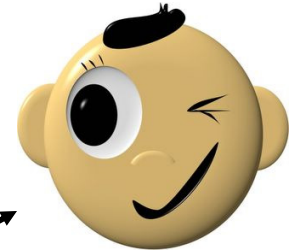
Lesson Five: It's ok to get discouraged, but never ever give up.



THE REWARDS ARE ALL YOURS ... IT IS YOUR VOICE!



In the beginning,
life is good



QUALITY

TIME



QUESTIONS?





2004



2006



2008

ENJOY THE JOURNEY!

FINDING YOUR VOICE

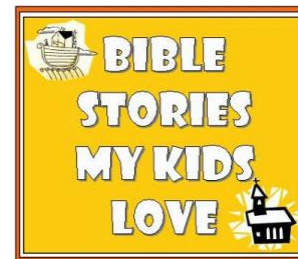
BY MBL



Thank You For Coming!

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CREDITS

- “A Little Voice” by Violet and Joey (1979 21st Century Education, Inc)
- Teja @ Videlnebula for the baby faces 😊
- www.urbandictionary.com
- Wikipedia
- Bedtime Stories My Kids Love

