



Resource & Equipment List

To help create and produce better podcasts, videos, and webinars

Hub Talk Presentations

1. **Inspector Gadget (Virtual Hub Talk) – Cool Tools with Jonny Swift & Colin Swift:** <https://vimeo.com/showcase/8782027/video/455360979> – A virtual show-and-tell session where two tech-savvy Millennial dudes show you all the cool gadgets and gizmos they are using to produce content on-the-fly, on-the-road, and in-the-office for advisors.
2. **Podcasts and Videos (Live Hub Talk) with Jonny Swift and Colin Swift:** <https://vimeo.com/showcase/8782027/video/641005512> – Watch this session with Jonny Swift and Colin Swift, recorded live in the Social/Digital Hub at the 2021 Morningstar Conference, as they share tips and insights on how to start a podcast, create better videos, and up your game when it comes to digital strategies and communications!
3. **Podcast Wizardry (Virtual Hub Talk) – Craig Iskowitz, Cathy Curtis, Marie Swift:** <https://vimeo.com/showcase/7545402/video/452972203> – An interview with Craig Iskowitz of the Ezra Group (host of 2 podcasts and producing content on his own platform, WealthTech Today) and Cathy Curtis of Curtis Financial Planning (host of the Financial Finesse podcast and a member of the CNBC Financial Advisor Council), starring Marie Swift of Impact Communications (host of the NAPFA's Mindset Mastery podcast).

Podcast Resources

Podcast Recording Solutions:

1. Zencastr: <https://zencastr.com/> – Cloud-based, online, high-quality audio recording platform, as well as postproduction
2. Descript: <https://www.descript.com/> – Cloud-based, online, high-quality audio recording platform, as well as postproduction, editing, and transcription

3. GoToMeeting: <https://www.gotomeeting.com/> – Application-based meeting software that also works pretty well for podcast recording (audio and video), many plans include transcription
4. Zoom: <https://zoom.us/> – Application-based meeting software that also works pretty well for podcast recording (audio and video)

Podcast Hosting Solutions:

5. PodBean: <https://www.podbean.com/> – Podcast hosting, recording, stats, and distribution with profile page
6. Libsyn: <https://libsyn.com/> – Podcast hosting, stats, and distribution with profile page
7. Buzzsprout: <https://www.buzzsprout.com/> – Podcast hosting, stats, and distribution with profile page
8. Blubrry: <https://blubrry.com/> – Podcast hosting and stats with profile page
9. SoundCloud: <https://soundcloud.com/> – Podcast hosting and stats with profile page

Podcast Editing Solutions:

10. GarageBand: <https://www.apple.com/mac/garageband/> – Audio editing software
11. Audacity: <https://www.audacityteam.org/> – Audio editing software
12. Descript: <https://www.descript.com/> – Cloud-based, online, high-quality audio recording platform, as well as postproduction, editing, and transcription

Where to Publish:

13. Submit to Apple Podcasts (will also submit to Castro and Overcast):
<https://podcastsconnect.apple.com/>
14. Submit to Spotify Podcasts: <https://podcasters.spotify.com/>
15. Submit to Google Podcasts: <https://play.google.com/music/podcasts/publish>
16. Submit to TuneIn: <https://help.tunein.com/contact/add-podcast-S19TR3Sdf>
17. Submit to Stitcher: <https://partners.stitcher.com/join>
18. Submit to Deezer: <https://podcasters.deezer.com/>
19. Submit to Pandora Podcasts: <https://www.ampplaybook.com/podcasts>
20. Submit to RadioPublic: <https://podcasters.radiopublic.com/>
21. Submit to iHeartRadio: <https://www.iheart.com/content/submit-your-podcast/>
22. Submit to Radio.com: <https://www.radio.com/podcast-submission>
23. Submit to Pocket Casts: <https://www.pocketcasts.com/submit/>
24. Upload to YouTube: <https://www.youtube.com/>
25. Upload to SoundCloud: <https://soundcloud.com/>

Podcasts Mentioned in the ‘Podcast Wizardry’ Video:

26. NAPFA Mindset Mastery Podcast: <https://napfamindsetmastery.libsyn.com/>
27. Practical Wisdom from ACP Financial Advisors Podcast:
<https://soundcloud.com/practicalwisdompodcast>
28. Financial Finesse Podcast from Cathy Curtis: <https://financialfinesse.libsyn.com/website>
29. Wealth Management Today Podcast from Craig Iskowitz: <https://wmtoday.com/>
30. Top Advisor Marketing Podcast: <https://topadvisormarketing.podbean.com/>

Equipment List for Better Podcasts, Videos, and Webinars

USB Mics for Podcasting and Webinars through computers:

31. Blue Snowball USB Mic (Desktop): <https://www.amazon.com/Blue-Snowball-Condenser-Microphone-Cardioid/dp/B014PYGTUQ/>
32. Blue Yeti Premium USB Mic (Desktop): <https://www.amazon.com/Blue-Yeti-USB-Microphone-Blackout/dp/B00N1YPXW2/>
33. Fifine USB Mic (Desktop): <https://www.amazon.com/FIFINE-Microphone-Recording-PS4-Headphone-K678/dp/B085WRN1VD>
34. Fifine USB Mic (Podcast arm/kit): <https://www.amazon.com/FIFINE-Microphone-Adjustable-Instruments-Streaming-T669/dp/B07Y1C6GDS/>
35. Maono USB Mic (Podcast arm/kit): <https://www.amazon.com/Condenser-Microphone-MAONO-Professional-Home-Studio/dp/B088FH47ZS/>
36. Rode Premium USB Mic (Needs arm and mount sold separately): <https://www.amazon.com/Rode-Podcaster-USB-Dynamic-Microphone/dp/B000JM46FY/>
37. Rode Premium USB Mic (Desktop): <https://www.amazon.com/Rode-NT-USB-Versatile-Studio-Quality-Microphone/dp/B00KQPGRRE/>
38. Jounivo Gooseneck USB Mic (Desktop): <https://www.amazon.com/Microphone-Condenser-Indicator-Gooseneck-Recording/dp/B07N2WRHMY/>

XLR Mics for Podcasting:

39. Rode Premium XLR Mic (Podcast arm/kit): <https://www.amazon.com/Rode-Anniversary-Cardioid-Condenser-Microphone/dp/B002QAUOKS/>
40. Maono XLR Mic (Podcast arm/kit): <https://www.amazon.com/Condenser-Microphone-MAONO-Professional-Home-Studio/dp/B088FH47ZS/>

Zoom Recorders:

41. Zoom H4N Recorder/Mic (for use on its own or with an XLR mic): <https://www.amazon.com/Zoom-H4n-Pro-All-Black/dp/B07WRDLNQZ/>
42. Zoom H1N Recorder/Mic (no XLR plugin, for use on its own only): <https://www.amazon.com/Zoom-Windscreen-Headphones-Energizer-Batteries/dp/B08249B1RC/>

Auxiliary Mics for Videos & Podcasts through phones or DSLR cameras:

43. PowerDeWise Lavalier Lapel Auxiliary Mic (comes with extension cable): <https://www.amazon.com/Professional-Microphone-Omnidirectional-Recording-Conference/dp/B01AG56HYQ/>
44. Lavalier Lapel Mic Extension Cable: <https://www.amazon.com/Movo-PM10EC6-Microphone-Extension-Smartphones/dp/B00X85S7EA/>
45. Lavalier Lapel Mic Splitter (for two mics): <https://www.amazon.com/Splitter-Cable-Headphone-Y-Splitter-Microphone/dp/B01BNGAHCA/>
46. Comica Directional Auxiliary Mic: <https://www.amazon.com/Comica-CVM-VM10II-Directional-Microphone-Smartphone/dp/B074DWJ6C7/>
47. Comica Directional Auxiliary Mic Kit with Desktop Tripod and Phone Mount: <https://www.amazon.com/Comica-Smartphone-CVM-VM10-K2-Filmmaker-Microphone/dp/B078KNHTJF/>

48. Comica Directional Auxiliary Mic Kit with Grip Handle (screws into any tripod) and Phone Mount: <https://www.amazon.com/Smartphone-CVM-VM10-K4-Filmmaker-Shotgun-Microphone/dp/B07DFB12D1/>

Lighting for Videos and Webinars:

49. Selfie Ring Light: <https://www.amazon.com/Auxiwa-Selfie-Rechargeable-Battery-Camera/dp/B01MCZ2WY8/>
50. Small USB Ring Light: <https://www.amazon.com/Reading-Brightness-Protection-Flexible-Gooseneck/dp/B083NLX9NH/>
51. Small USB Ring Light with Phone Mount: <https://www.amazon.com/Ring-Light-Phone-UBeesize-Brightness/dp/B075ZLCSGP/>
52. Medium USB Ring Light with Phone Mount and Medium Tripod: <https://www.amazon.com/Dimmable-Brightness-Holders-Lighting-Streaming/dp/B08JCF6SSS/>
53. Large DC Ring Light with Phone Mount and Full-Size Tripod: <https://www.amazon.com/Neewer-Dimmable-Lighting-Portrait-Shooting/dp/B0784SSRZS/>
54. Standalone USB LED Lights with Tripods (2): <https://www.amazon.com/Neewer-Portable-Photography-Lighting-Adjustable/dp/B07YFY7H7J/>

Tripods:

55. Large DC Ring Light with Phone Mount and Full-Size Tripod: <https://www.amazon.com/Neewer-Dimmable-Lighting-Portrait-Shooting/dp/B0784SSRZS/>
56. Full-Size Tripod with Phone Mount and Swivel Head: <https://www.amazon.com/Extendable-Compatible-Digital-Cameras-Silvery/dp/B07JQC8C84/>
57. Wide-base Medium-height Tripod with Phone Mount and Swivel Head: <https://www.amazon.com/UBeesize-Adjustable-Smartphone-Bluetooth-Compatible/dp/B07QJVB3YF/>
58. Fugetek Medium-height Tripod / Selfie Stick: <https://www.amazon.com/Fugetek-Integrated-Professional-Lightweight-Bluetooth/dp/B075WQYN3B/>
59. Desktop Mini Tripod: <https://www.amazon.com/Manfrotto-PIXI-Tripod-Black-MTPIXI-B/dp/B00D76RNLS/>
60. Desktop Flexible Mini Tripod: <https://www.amazon.com/UBeesize-Phone-Tripod-Wireless-Compatible/dp/B07837W5NX/>

Webcams:

61. External Webcam with Ring Light: <https://www.amazon.com/Angetube-Streaming-Adjustable-Advanced-autofocus/dp/B07RXYG295/>
62. External Webcam with Ring Light and Tripod: <https://www.amazon.com/Streaming-PA552-StreamCam-Studio-Like-Microphones/dp/B08D7CVDD8/>
63. External Webcam with Ring Light and Microphone: <https://www.amazon.com/NexiGo-N960E-Software-AutoFocus-Microphone/dp/B0921VFJ2C/>

Additional Accessories:

64. Phone Mount for Tripod (most tripods come with one):
<https://www.amazon.com/AILUN-Rotatable-Adjustable-Compatible-Camcorder/dp/B072KNBV21/>
65. Alternative Style Phone Mount for Tripod (most tripods come with one):
<https://www.amazon.com/Manfrotto-Universal-Smartphone-Version-MCLAMP/dp/B0169SORDW/>
66. Bluetooth Remote for Phone/Tripod (most tripods come with one):
<https://www.amazon.com/CamKix-Wireless-Bluetooth-Shutter-Smartphones/dp/B00PJSIIES/>
67. Lavalier Lapel Mic Extension Cable: <https://www.amazon.com/Movo-PM10EC6-Microphone-Extension-Smartphones/dp/B00X85S7EA/>
68. Lavalier Lapel Mic Splitter (for two mics): <https://www.amazon.com/Splitter-Cable-Headphone-Y-Splitter-Microphone/dp/B01BNGAHCA/>
69. DJI Gimbal Stabilizer with Tripod: <https://www.amazon.com/DJI-OM-Handheld-Smartphone-Stabilizer/dp/B08CMVGVQY/>
70. DJI Pocket Gimbal Stabilizer with Built-in 4K Camera: <https://www.amazon.com/Osmo-OSMOPOCKET-Pocket-Video-Camera/dp/B07P6MMVBB/>
71. Mevo Start Live Event Camera for Streaming and Recording with Tripod:
<https://www.amazon.com/Mevo-Start-Live-Event-Camera/dp/B08BG6N3LL/>
72. Mevo Plus Live Event Camera for Streaming and Recording:
<https://www.amazon.com/Mevo-Plus-Camera-Compatible-Android/dp/B075P5QHHL/>
73. Mevo Boost Power Pack Battery for use with Mevo Plus:
<https://www.amazon.com/Mevo-Boost-Charging-camera-battery/dp/B01LWN4T3C/>

Additional Software Resources:

74. Audacity (Free audio editing software): <https://www.audacityteam.org/>
75. GarageBand (Audio editing software for Mac): <https://www.apple.com/mac/garageband/>
76. iMovie (Video editing software for Mac): <https://www.apple.com/imovie/>
77. OpenShot (Free video editing software): <https://www.openshot.org/>

Additional Links:

78. Social/Digital Hub Website: <http://socialdigitalhub.com/>
79. Advisor Thought Leader Summit Website:
<https://www.advisorthoughtleadersummit.com/>
80. Impact Communications Website: <http://impactcommunications.org/>
81. Marie Swift's Blog: <http://marieswift.com/>
82. Fiverr (Freelance services): <https://www.fiverr.com/>
83. Upwork (Freelance services): <https://www.upwork.com/>