

Benefit of hosting the talk show on online streaming platform

1. You don't need a lot of money to start.
2. It is feasible.

Type of platforms

Check out this platform to know which one works for you,

1. Twitch
2. Youtube
3. Facebook
4. Twitter

Pick a Topic

1. You need to pick a topic or theme for your talk show that you are really passionate about. Something that you can easily relate to and ideas can pop up easily.
2. Talk show is not a plaything, it is not a "get rich quick" scheme. You need to pick a topic or theme that you are comfortable with. Something that can carry you until stardom is achieved.

Presentation

This is basically, how you want the public to perceive the talk show. Is it a professional view or an unprofessional vibe?

Don't be afraid to be audacious. All ways exploit your uniqueness as a person.

Don't model every single thing about your talk show with another person's style.

We have some other factors under this, which are,

1. Equipment

With a talk show at its genesis, we shouldn't really bother about the "Big techy techy" equipment. We can use small pocket friendly equipment. These can also serve almost the same quality.

List of Categories, Equipment and link to the buy page on amazon

1. Audio:-

The **Shure SM7B** mic. It is a \$360 mic. <https://a.co/d/6vn8I0H>

The **Samson desk stand**. It is \$20. <https://a.co/d/c71FCkn>

The **Cloud Microphone Cloudlifier CL-1**. It helps in boosting the sound and eliminating some noise in the process. It goes for \$160. <https://a.co/d/btpgjuC>

The **Zoom H6 Recorder**. This is used to record the sound coming from the mic. It goes for \$280. <https://a.co/d/1E5h0BS>

2. Lighting:-

The **GVM 100 watt light kit** with the lantern softbox. You would need 2 (two) for left and right. It goes for \$300. <https://a.co/d/2LMbDGu>

3. **Video**:-

For video, I would suggest you use two or three **iphones** of the same making for consistent lighting. For video coverage from different angles.

The **EUCOS Tripod with remote**. For holding the phone. It goes for \$30. <https://a.co/d/bDml3uN>

The **Blackmagic ATEM Mini Pro ISO**. It is need to switch between cameras in a live broadcast. It also enables video recording to a ssd or a hard drive. It goes for \$300. <https://a.co/d/0l70Z0E> . This one has 4 camera slots.

4. **Background (space)**:-

This depends on the owner of the talk show.

Software

This is used for the live streaming and getting co-hosts or guests in the online space.

The most highly recommended is the “SteamYard” <https://streamyard.com/>

Guests

1. Don’t just invite your friends over as guest. Be **more strategic**.
2. Consider the needs of your audience. Keep in mind that the show is not meant for you, Nothing concerns your amusement with the show. It is meant for the view’s amusements. You can just try to find amusement in it for yourself.
3. Make sure your guest bring value to the audience, the theme and topic of the show and to you (host).

Consistency

1. This is very essential to your brand. Having a specific Day and Time you broadcast or post your content.
2. “Human Beings are Habitual or ritualistic by nature”.

Pros and cons of live broadcast:-

1. Pros; It gives real time response and reaction to the content as it proceed.
2. Pros; Mistakes are forgiving.
3. Pros; It is organic
4. Cons; It is nerve racking

Pros and cons of pre-recorded videos:-

1. Pros; It is safe.
2. Pros; It is by the book.
3. Pros; You can also make an audio version of the pre-recorded video and turn it into an audio podcast. This bring exposure in other platform like apple music, spotify, soundcloud etc.
4. Cons; It is not organic.
5. Cons; Overthinking a particular idea.