



Top Media Equipment Recommendations for Successfully Marketing Your Outdoor Business

Supplement to *Achieving Success in the
Outdoor Industry* eBook

By Dustin Vaughn Warncke

Gear Guide Forward

Zig Ziglar once said, “You don’t have to be great to start but you have to start to be great.” That was the whole inspiration for putting this guide together. When I started my journey, there was nothing like this in existence and I had to depend solely on individuals around me, YouTube videos and different podcasts out in cyber space to figure out what gear and software I needed to start creating content. The purpose of this guide is to save you all that hassle and get you started on the right foot. I work every day to reach people in three different realms: reading, watching and listening. All three have their advantages but, according to experts in media like Gary Vaynerchuk, we are getting ready to enter the age where voice and audio are going to be KING, even more so than video and written word are today. That is one of the reasons you will see me featuring desktop and mobile podcasting equipment so much in this guide.

In this age of new media, the main question you have to ask yourself is if you are going to be on board with the new wave of change and emerging trends. From where I stand, my point is that you have to play the game to win and stay in the game long-term to realize any true success in what you are trying to accomplish. You don’t have to like all the changing trends but being adaptable and eating adversity for breakfast is the game we are playing here. One of my coaches, Sam Crowley, is quoted as saying, “Change is inevitable, misery is optional.”

As long as your content is high quality, authentic, relevant, engaging and valuable to your audience, don’t worry about having the best and most expensive equipment. Know that I certainly don’t. When I first started my podcast years ago I only used my iPhone 4 to record interviews through the Tape-A-Call app and recorded intro and exit segments or “bumpers” on my voice recorder on the phone. Pretty simple. Over the years I have learned that when an idea strikes you to record something, always be at the ready to get that message out there.

Many successful podcasters I work with and listen to still use their smartphones instead of a studio to record some of their content while on the move. When I

went to set up a podcast studio later in my journey, I started with what I had from a previous career in school fundraising where I presented to hundreds of school assemblies every year. With that same mixer, cables, cords and microphone, I set up my podcast studio in my home office.

My recommendation, which comes from the predator hunting TV show I started out with many years ago, is to use what you have first. If you have nothing at all you can always find decent quality equipment to start out with and get decent results and upgrading later. Some of the equipment I own is used or hand-me-downs from my extended family who have upgraded to newer gear. I use what it takes to get the job done, not the fanciest, newest, hottest gear I can find. I am not fancy or highly technical in what I know but I stumbled through this journey to success in creating content for many years and my hope for you is that, with this guide, you won't have to do that. In many ways I see equipment as a tool for producing a desired result. So don't get wrapped up in what I call "Shiny Object Syndrome" where you only buy the next hot trending gadget. I have seen many people go broke that way before they ever created one piece of content with their new shiny objects.

Now all of the equipment I feature in this guide has been tested and approved by either myself or my mentors, colleagues or students. Personally, I am a PC guy. I do not own a Mac but I know many of you reading this do so I have kept that in mind in the software recommendations. Most hardware I recommend is universal in where it can be used. I will also disclose that I use Amazon affiliate links in many of this guide's outgoing links. That is simply another way I monetize what I offer for recommendation.

Thank you for downloading this guide and many blessings to you and yours on your journey to success.

Yours to Count On,
Dustin Vaughn Warncke

Recommended Podcasting Equipment



Dustin's Home Office Podcast Studio Set-Up

Mic Options

- [Shure PG58 Microphone](#): (2) for you an in-studio guest
- [Audio-Technica ATR2100-USB Cardioid](#): Dynamic USB/XLR Microphone (2) for you an in-studio guest

Cables and Mixers

- [On-Stage brand Mic Stand](#): (2) one for you and one for an in-studio guest
- [Xenyx 802 Analog Mixer](#): (there is new version that has USB outputs)
- [3.5mm wired Headphones](#): (2) One for you and one for guest to monitor sound



Cables

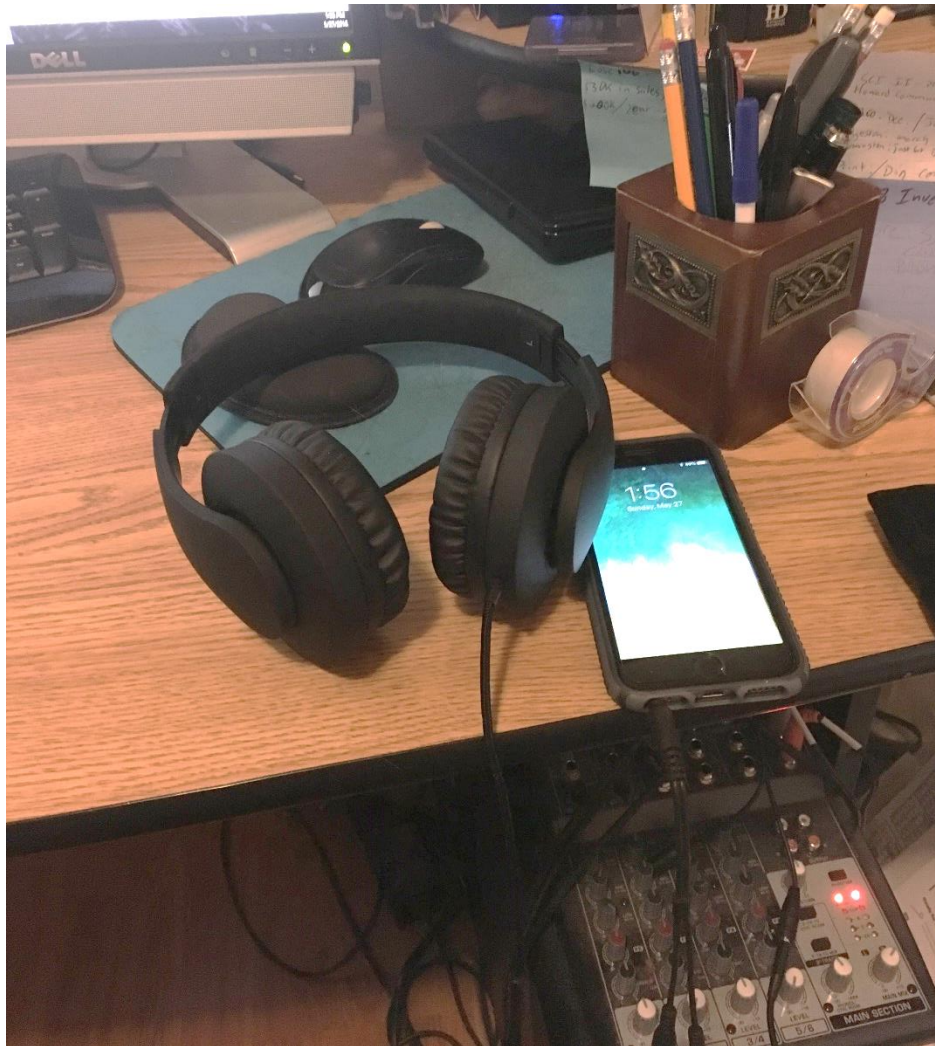
- [XLR to XLR Cable](#) (2) for you and guest mic

- [1/4" Stereo \(Left/Right\) to 3.5mm male cable](#) (red and blue cables in channels 3/4 in middle)
- [1/4" Stereo \(Left/Right\) Cable to 3.5mm male cable](#) (white and orange cables on right) - Mixer output to computer mic input
- [1/4" Single to 3.5mm male cable](#) for FX Send channel (top center in mixer photo)
- [1/4" male to two 3.5mm female Headphone Splitter](#) (top right in mixer photo)



3.5mm male to two 3.5mm female splitter (split one for mic and one for headphone)

Host mic input goes into Channel 1 in the mixer (note that bass channel is high as I try to go for a radio style voice).



Plugging Your Smartphone into Your Mixer

For smartphone calls, this may seem complicated but it's not. What you are creating is a "Mix Minus Setup" which you can research online. That's how I learned how to do it.

1) 1/4" stereo to 3.5mm cables go into Channel 3/4 Left and Right stereo inputs, the other end is the 3.5mm male which goes into the headphones side of your female splitter.

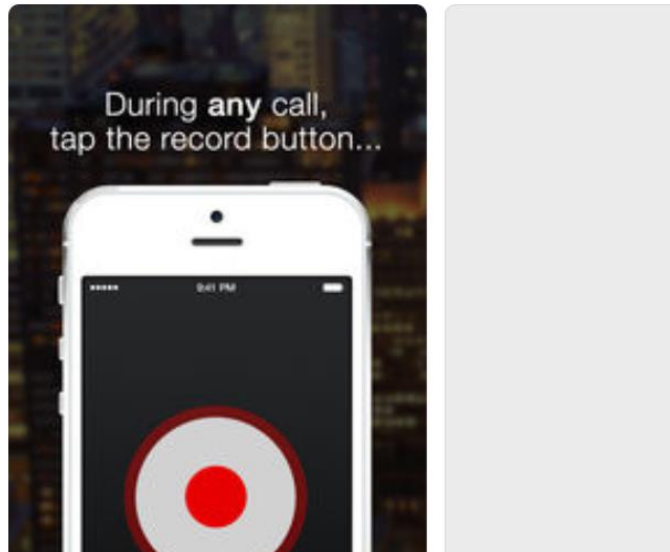
2) Solo 1/4" cable goes into "FX Send" channel and male 3.5mm goes into the mic side of your female splitter.

3) The male end, which will be for your phone, goes into your iPhone or the iPhone adapter for your iPhone 7 so you can use a 3.5mm headphone device with the single lightning port. Most Android phones still have headphone inputs.

Make a test phone call to you phone carrier's automated system (or a friend or family member that doesn't mind) to test out if it works. This way you should be able to talk to your guest via your microphone and hear them through the headphones. Pretty slick!

Connect the other 1/4" stereo to 3.5mm single male cable from your mixer to your computer's mic input and you should be set.

Another Podcasting Option: Record Phone Calls with 3rd Party Software



Phone Call Recording App

[TapeACall Pro](#)

\$21.99 for iOS and Andriod Smartphone

**Simply call a TapeACall number through the app
and record up to three lines on your Smartphone.**

Mobile Podcasting Equipment



- [Yeti Blue Portable USB Microphone](#)
- [Dell Latitude Laptop](#) (Any Laptop with Windows or Mac software should work)
- [Headphones](#) (Up to 4 pair of over the ear headphones for you and guests)
- Multiple 3.5mm Splitters for Headphones or [5-Hub Multi Headphone Splitter](#)



Mobile Recording/Editing App



Bossjock Studio for iPhone and iPad Mobile
Recording - \$9.99

There are several recording options for Android
Devices. Just search the [Google Play store](https://play.google.com/store).

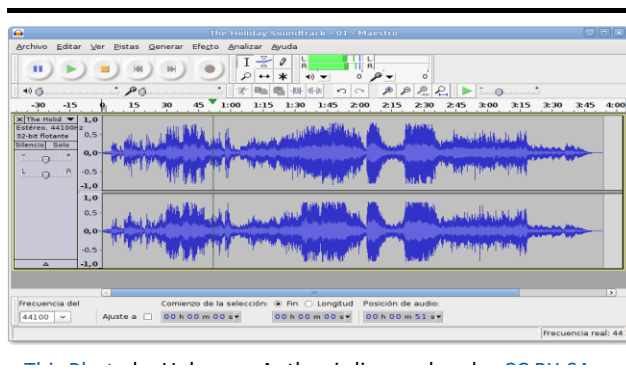
Home Podcast Studio in Action



Mobile Podcasting with the Yeti Blue and Laptop



Audio/Webcam Recording Software



I use Audacity for recording all my podcasts, webinars, conference calls and other projects. It is free, open source and you can edit your final version in there and mix multiple channels like I do.

Download Here:

<https://www.audacityteam.org/download/>

Computer Video Recording Software



<https://www.skype.com/en/>

Recording with a PC



MP3 Skype Recorder

<https://mp3skyperecorder.com/>

Recording with a Mac

A podcaster I mentored uses Apple products. He uses Ecamm Recorder (<http://www.ecamm.com/mac/>) and Skype to record calls and then edits in Audacity.





Dedicated Video/Wireless Audio Equipment

- [Cannon Vixia HD Video Camera](#) (Various Styles)
- [MX 2000 Lightweight Tripod](#) (Look for a Heavier One with a Larger/Heavier Camera)
- [Samson Wireless Mic System](#)



Mobile Smartphone Recording Equipment

- [Octopus Camera Holder](#)
- [Smartphone Action Camera Stabilizer](#)
- [SkyLab - 3-Axis Gimbal Stabilizer for Mobile Phones](#)



Action/Aerial Filming Solutions

DJI Spark With Remote Control Combo (White)



Sony FDRX3000/W Underwater Camcorder 4K, White



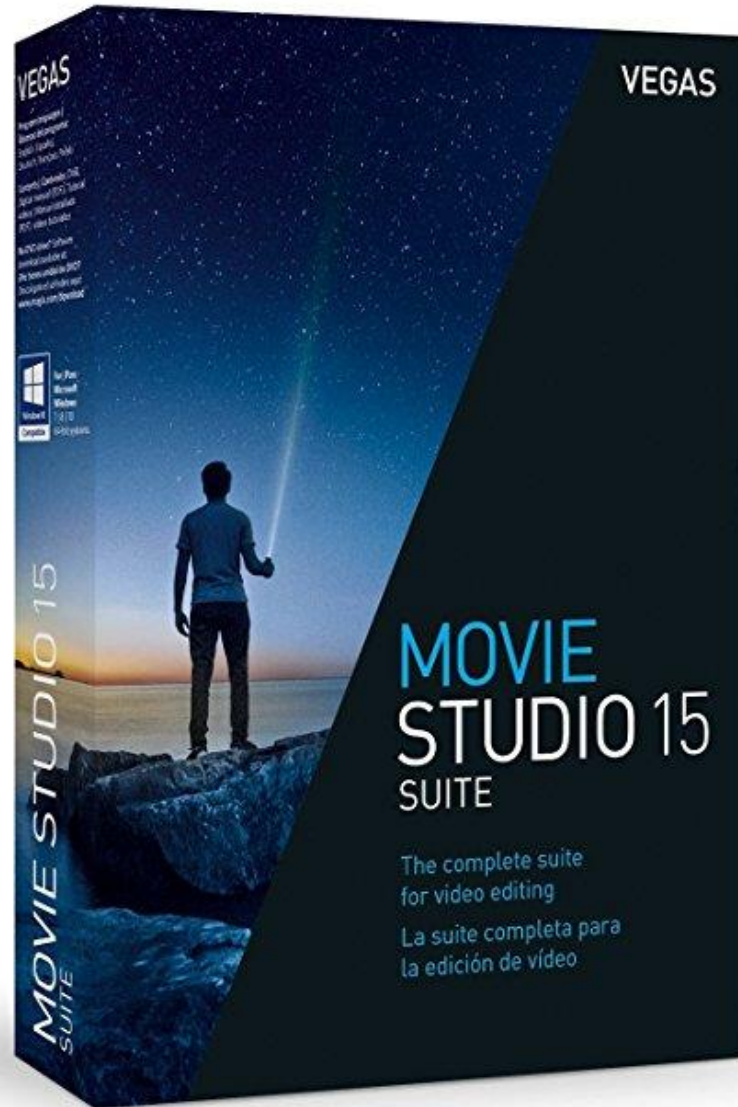
OnReal 4K Action Camera 2.45 inch Touch Screen WiFi Camera Underwater Camera 170 Degree View Angle and with Two Batteries



YI Lite Action Camera, 4K 16MP Sports Cam with Sony Sensor, EIS, 150°Wide-angle Lens, 2" Touchscreen for Underwater, Outdoor Activity (Waterproof Case Included)



Video/Audio Editing Software



Vegas Movie Studio 15 Suite

Other Content Creation Software



Microsoft Office Suite Home Version



The Free and Open Productivity Suite

<https://www.openoffice.org/>

Start Your Own Self-Hosted Website or Blog



WORDPRESS

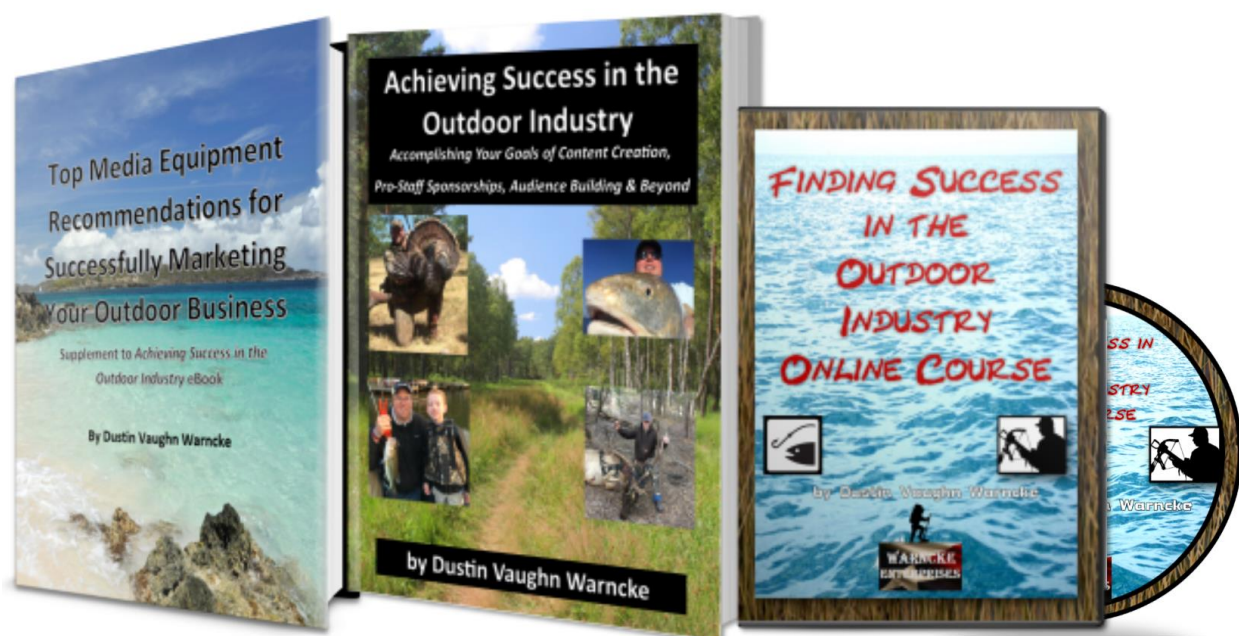
<https://wordpress.org/>

Domain Names and Website Hosting



<https://totalchoicehosting.com/>

Get the Outdoor Industry Success Digital Trifecta!



Check Out All the Details at
www.DustinsProjects.com

The background of the top section is a close-up, slightly blurred image of the American flag, showing the stars and stripes in a dynamic, wavy pattern.

DUSTIN VAUGHN WARNCKE

AUTHOR, OUTDOOR WRITER, VIDEO + PODCAST
PRODUCER, SPEAKER, MEDIA SALES REP

WWW.DUSTINSPROJECTS.COM

Looking to Further Your Success in the Outdoor Industry? Hire Dustin as Your Coach!

With numerous years of experience and success in media, marketing, sales, and content creation, Dustin has the skills and tools to help you further your outdoor industry reach through branding and marketing in your own circle of influence. Tired of going it alone with limited success and frustrating odds? Let Dustin help you jump start your pursuit to outdoor industry success.

Play the Game to Win!

**Call Dustin Directly at (512) 497-7674 and Set Up a
Complimentary Coaching Call Today!**

Need Some Help or Training? We're Here for You!



Don't bang your head against the wall! Consider Warncke Enterprises for all your digital needs! From building websites, SEO (Search Engine Optimization), brochures, business cards, labels, sales/marketing PDFs, copy editing, remote tech support and more, we have your back! E-mail Dustin at dustin.warncke@gmail.com or call him with questions or to set up a conference call! You can reach him directly at (512) 497-7674.

About Warncke Enterprises

As a digital agency based in Central Texas, Warncke Enterprises focuses on writing, video and podcast editing and production, consulting, coaching, marketing, advertising, desktop publishing and more. We specialize in working in the outdoor industry with a focus on hunting and fishing related businesses and services, as well as general small businesses with a flare for helping businesses develop and grow bigger and better. We work to make it easier for customers to find and use the businesses and organizations we serve. We have a long track record and vast experience in sales, marketing, and product development.