



Streaming: Your First Signal

A practical introduction to live video, podcasts, and building an audience with care

Start with what you have. Build skills you can use. Learn and earn at the same time.

SHAD EDDIE MONGRUE

Free preview edition · pages 1–2
shadeddiemongruebooksgallery.com

01

Why Streaming Matters Now

People watch and listen across screens and formats, creating room for useful voices. Your chance to stand out starts with serving an audience well.

- ◆ 73% of Americans age 12+ have consumed a podcast in audio or video, an estimated 210 million people.¹
- ◆ 55% of Americans age 12+ are monthly podcast consumers, showing a wide audience for audio and video.¹
- ◆ In May 2025, streaming made up 44.8% of TV viewing, exceeding broadcast and cable combined.²

Those numbers show that people make room for streaming and podcasts in their lives. They do not make an audience automatic. Your best starting point is a clear idea that helps, entertains, or interests someone. You can build the skills to share that idea without buying a studio or waiting for perfect timing. Start small, learn from each attempt, and let your work get stronger as you go. Next, you'll make a simple recording with the tools you already own.

INSIDE THIS BOOK

You'll practice a first recording, learn the basic choices behind streaming, and follow a week-long plan. Then you'll explore how these skills can support your work and ideas.

02

Make Your First Recording

You don't need a studio to practice speaking on camera or into a microphone. Make a short, private test recording with a device you already have.

- ◆ Choose one person you want to help, then write down a question they might ask.
- ◆ Pick one useful answer and note a few points that will make it clear.
- ◆ Record your explanation in a quiet spot using your phone, computer, or other device.
- ◆ Play it back and write down one strength and one thing you want to improve.

Keep the recording focused on one idea. Speak as if you're helping a single person, not addressing a crowd. You can record video or audio; either way, practice shaping your message and hearing how it comes across. You don't have to post it. Save your notes and use them to make your next attempt clearer. That small review is how you build confidence and skill. Next, you'll see how to choose a format and make it useful.

KEEP READING WITH US

Join the free Reader's Circle to keep reading and hear about new shelf releases, or reserve a prepaid Insider membership for the full library, member pricing, and extras at shadeddiemongruebooksgallery.com.

Keep reading: four more pages are waiting

You've read the free pages. Here's what the rest of this book covers:

- 3 Choose Your Streaming Approach
- 4 Build a Week of Practice
- 5 Learn, Earn, and Improve
- 6 What You Gain Next

BY THE END OF THIS SHELF, YOU WILL

- ◆ Choose a format that fits your idea and audience.
- ◆ Practice recording with tools you already have.
- ◆ Build communication and media skills you can use elsewhere.
- ◆ Make thoughtful choices about equipment, platforms, and time.
- ◆ Explore streaming income with realistic expectations.

JOIN FREE OR GO INSIDER

Join the free Reader's Circle at shadeddiemongruebooksgallery.com to unlock the full book and hear about new shelf releases first. Want the whole library? Reserve a prepaid Insider membership for every shelf, member pricing and extras.

Sources for the free pages

Every statistic in this book is numbered and links to the page it came from. Each one was checked word for word against its source in October 2026. Figures can change as sources update. This book is for education and is not personal financial, legal, medical or professional advice.

- 1 **Edison Research**, The Infinite Dial 2025 (January 2025). https://www.edisonresearch.com/the-infinite-dial-2025/?__s=q9tn1cwsdg7dap7zq3dk
- 2 **Nielsen**, Streaming Reaches Historic TV Milestone, Eclipses Combined Broadcast and Cable Viewing For First Time (June 17, 2025). <https://www.nielsen.com/news-center/2025/streaming-reaches-historic-tv-milestone-eclipses-combined-broadcast-and-cable-viewing-for-first-time/>