

# A QUICKSTART GUIDE TO STARTING A PODCAST



# Congratulations on downloading!

In just a few minutes you are going to start learning what it will take to start your podcast. A couple of things before you get started...

- This guide is meant to be used side-by-side when you are researching your items to start a podcast.
- This guide is not meant to cover every single decision needing to be made when you start your podcast, just the major ones.



**PUBLISHED BY:**

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# STEP 1: COMMON PODCAST TYPES

- ★ **TALK SHOW FORMAT**
- ★ **SHOWS THAT DON'T CENTER AROUND AN IDEA OR TOPIC**
- ★ **SHOWS THAT RAMBLE AND DON'T HAVE A DIRECTION (THIS TYPE ISN'T A VERY EFFECTIVE PODCAST UNLESS YOU'RE DOING IT FOR FUN)**

# STEP 1: COMMON PODCAST TYPES

**Strive to find your *OWN VOICE* with your own topic.**

**A good rule of thumb is to *find your niche* and podcast the way you want to hear it---but with structure.**

# THINGS TO THINK ABOUT

## ★ FIGURE OUT YOUR NICHE

- Search on iTunes for your niche

## ★ Decide on how well you want to make your podcast sound.

- Will you only use your webcam or laptop microphone?
- Will you want to invest in quality equipment?

## **STEP 2: PODCAST EQUIPMENT REQUIREMENTS**

# **TYPES OF RECORDING EQUIPMENT**

## **MOBILE RECORDING EQUIPMENT**

## STEP 2: PODCAST EQUIPMENT/MOBILE RECORDING

### 1. SHURE SM-58

**\$100 on Amazon**



## STEP 2: PODCAST EQUIPMENT/MOBILE RECORDING

### 2. Mic Cords (6 feet)

**\$7 ea. on Amazon**





## STEP 2: PODCAST EQUIPMENT/MOBILE RECORDING

### 3. Table Mic Stand

\$13 ea. on Amazon



## STEP 2: PODCAST EQUIPMENT/MOBILE RECORDING

### 4. 256 GB SD Card

\$90 on Amazon



## STEP 2: PODCAST EQUIPMENT/MOBILE RECORDING

# 5. Zoom 4Channel Recorder

\$270 on Amazon



# HOME RECORDING EQUIPMENT

## STEP 2: PODCAST EQUIPMENT/HOME RECORDING

# 1. Condenser Microphone --2 Types

## Heil PR-40

## Cost: \$327 on Amazon



# 1. Condenser Microphone

## --2 Types

**Blue Yeti Pro**  
**USB Capable**  
**\$247 on Amazon**



# STEP 2: PODCAST EQUIPMENT/HOME RECORDING

## 2. Mixing Board

Yamaha MG10XU

\$199 on Amazon



# STEP 2: PODCAST EQUIPMENT/HOME RECORDING

## Yamaha MG10XU

### USB Board

Records into any computer with USB inputs. Records into any audio editing software.





## 3. Mic Cords (6 feet)

**\$7 ea. on Amazon**



## 5. Shure Headphones - \$100



## STEP 2: PODCAST EQUIPMENT/**EDITING**

# EDITING SOFTWARE

## STEP 2: PODCAST EQUIPMENT/**EDITING**

### 1. AUDACITY (FREE)

This software is what beginners use because it's a free download for Mac and PC.



## STEP 2: PODCAST EQUIPMENT/**EDITING**

### 1. AUDACITY (FREE)

- Decent functionality
- May require outside software for MP3 tagging



## STEP 2: PODCAST EQUIPMENT/**EDITING**

# 2. Adobe Audition Editing Software



- Part of the Creative Cloud \$20/mo with annual committment
- \$239/year pre-paid per year

## STEP 2: PODCAST EQUIPMENT/EDITING

# 2. Adobe Audition



## MP3 Tagging included

MP3 Tagging refers to how the audio file will show up on a phone. If you don't properly MP3 Tag your audio files, the file will display as "YOURFILENAME.mp3". You will always want your file name to be the title of your show.

**Example: "Short Term Pains = Long Term Gains by Shannon Hernandez"**

## STEP 2: PODCAST EQUIPMENT/**EDITING**

**MP3 TAGGING WILL BE  
YOUR BIGGEST  
TIME SAVER!**





## STEP 2: PODCAST EQUIPMENT/EDITING

# 2. Adobe Audition



Ability to RIP audio from video.

Say you have recorded a Facebook live video that could be turned into a podcast. Adobe Audition has this functionality for you instead of having to pay for an extra service or software to do this.

## STEP 2: PODCAST EQUIPMENT/**EDITING**

# 2. Adobe Audition

**MORE FUNCTIONALITY**

**EASIER SOUND EQUALIZATION**



## STEP 2: PODCAST EQUIPMENT/**EDITING**

# CONS OF AUDITION



- FOR BEGINNERS, DEFINITE LEARNING CURVE
- DOES COST MONEY, BUT IT WORTH IF YOU'RE WILLING TO LEARN

## STEP 2: PODCAST EQUIPMENT/AUDIO HOSTING

# WHERE TO PUT YOUR PODCAST (AUDIO HOSTING)

## STEP 2: PODCAST EQUIPMENT/AUDIO HOSTING

**Hosting refers to where your final podcast file is going to be stored and available for distribution.**

## STEP 2: PODCAST EQUIPMENT/AUDIO HOSTING

**QUESTION:**

**CAN I JUST PUT THE AUDIO FILES ON MY WORDPRESS SITE?**

## STEP 2: PODCAST EQUIPMENT/AUDIO HOSTING

**ANSWER:**

**Yes AND No.**

**Yes you can, but as people start to download your podcast, you can crash your site. So it's best to buy hosting.**

## STEP 2: PODCAST EQUIPMENT/AUDIO HOSTING

# 2 RECOMMENDED SERVICES














## STEP 2: PODCAST EQUIPMENT/AUDIO HOSTING



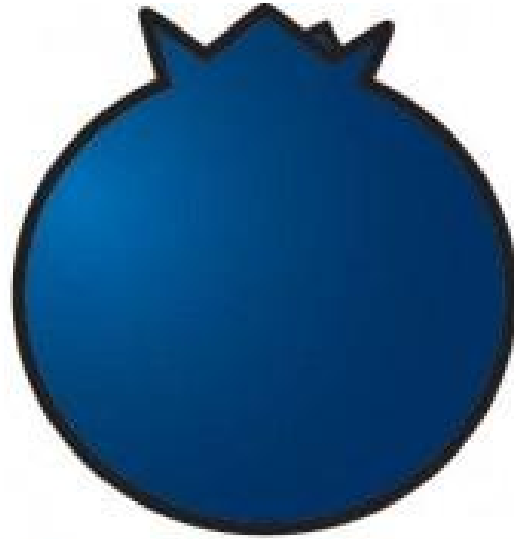
[HTTP://WWW.LIBSYN.COM](http://www.libsyn.com)

# STEP 2: PODCAST EQUIPMENT/AUDIO HOSTING

Plan Comparison Chart

	Classic		Advanced		
	\$5	\$15	\$20	\$40	\$75
 Monthly Storage <a href="#">Learn More</a>	50mb	250mb	400mb	800mb	1500mb
 Podcast RSS Feed	✓	✓	✓	✓	✓
 HTML5 Media Player	✓	✓	✓	✓	✓
 OnPublish	✓	✓	✓	✓	✓
 Podcast Page	✓	✓	✓	✓	✓
 Network App Listing <a href="#">Learn More</a>	✓	✓	✓	✓	✓
 Custom Mobile App* <a href="#">Developer Fees Apply</a>			+\$10/month	+\$10/month	+\$10/month
 Subscription Service* <a href="#">Developer Fees Apply</a>			Opt-in Required	Opt-in Required	Opt-in Required
 Directory Listing	✓	✓	✓	✓	✓
 Basic Statistics	+\$2/month	✓	✓	✓	✓
 Advanced Statistics			✓	✓	✓

## STEP 2: PODCAST EQUIPMENT/AUDIO HOSTING



**bluberry.com**  
podcast community

**[HTTP://WWW.BLUBERRY.COM](http://www.bluberry.com)**

# STEP 2: PODCAST EQUIPMENT/AUDIO HOSTING

## Podcast Media Hosting [\(Learn More\)](#)

- 100MB monthly storage \$12/month
- 250MB monthly storage \$20/month
- 500MB monthly storage \$40/month
- 1000MB monthly storage \$80/month

NOTE: Commercial podcasts and those with high bandwidth or storage needs should [contact us](#) about our unlimited Professional Podcast Hosting service.

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Total

## Professional Podcast Statistics [\(Learn More\)](#)

\$5 / month

---

Total

**5.00**

## STEP 2: PODCAST EQUIPMENT/AUDIO HOSTING

Whatever you do, **stay away from using Soundcloud.**

- Does not have scheduling capabilities.
- Can be under maintenance a lot of the time.
- Platform isn't updated to changing podcast landscape.
- The company has a risk of shutting down at any time.



## STEP 2: PODCAST EQUIPMENT/AUDIO HOSTING

I have used Soundcloud for my own personal podcast and its functionality was more of a headache than a time saver. Eventually, I moved over to Libsyn and had to migrate all of my episodes.

Migration can be stressful from Soundcloud to Libsyn or Blubrry.



## STEP 2: PODCAST EQUIPMENT/AUDIO HOSTING

**LIBSYN AND BLUBRRY WILL WORK WITH:**

**iTunes**

**Google Play Music**

**Stitcher**

**Podbean, etc...**

# TOTAL ESTIMATED EQUIPMENT INVESTMENT

**\*MOBILE = \$567**

**\*HOME STUDIO = \$306**

**\*\*RECURRING HOSTING: \$20/MO**

\*Cost is based on purchasing one of each item on the list.

\*\*Cost is based on an average usage plan.



# **STEP 3: DISTRIBUTION & GETTING HEARD**

## **STEP 1**

- **RECORD 3 PODCASTS THAT WILL BE READY TO PUBLISH**
- **PURCHASE HOSTING**
- **UPLOAD YOUR AUDIO TO YOUR HOSTING SERVICE.**

## **STEP 2**

- **SETUP YOUR SYNDICATION TO ITUNES, GOOGLE PLAY MUSIC, ETC...**

# STEP 3: YOUR RSS FEED

## STEP 1

**GET YOUR RSS FEED FROM LIBSYN OR BLUBRRY  
YOUR RSS FEED WILL LOOK LIKE THIS:**

<http://thenameofyourpodcasthere.libsyn.com/rss>

**STEP 2: SAVE RSS FEED TO CLIPBOARD**

**STEP 3: SUBMIT FEEDS TO ITUNES, GOOGLE PLAY,  
STITCHER.**

# STEP 3: YOUR RSS FEED

## HOW TO SUBMIT TO ITUNES

**GO TO THE FOLLOWING SITE:**

**<http://podcastconnect.apple.com>**

# STEP 3: YOUR RSS FEED & ITUNES

iTunes Connect [My Podcasts](#)

Shannon Hernandez ▾



**Scoundrel Radio**

Owner

● Deleted



**The e20 Podcast**

Owner

● Active



**20 Minute Podcast**

Owner

● Rejected



**Carey Peña Reports**

Owner

● Active

# STEP 3: YOUR RSS FEED & ITUNES

Feed

RSS Feed

Validate

Submit

URL [?](#)



**ENTER YOUR RSS FEED ADDRESS HERE**

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# STEP 3: YOUR RSS FEED & ITUNES

iTunes Connect [My Podcasts](#)

Shannon Hernandez ▾

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RSS Feed

Validate

Submit

URL [?](#)



**VALIDATE YOUR FEED**

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# STEP 3: YOUR RSS FEED & GOOGLE PLAY

**SUBMIT TO GOOGLE PLAY PODCASTS:**

**<https://play.google.com/music/podcasts/publish>**

# STEP 3: YOUR RSS FEED & GOOGLE PLAY

Google Play Music

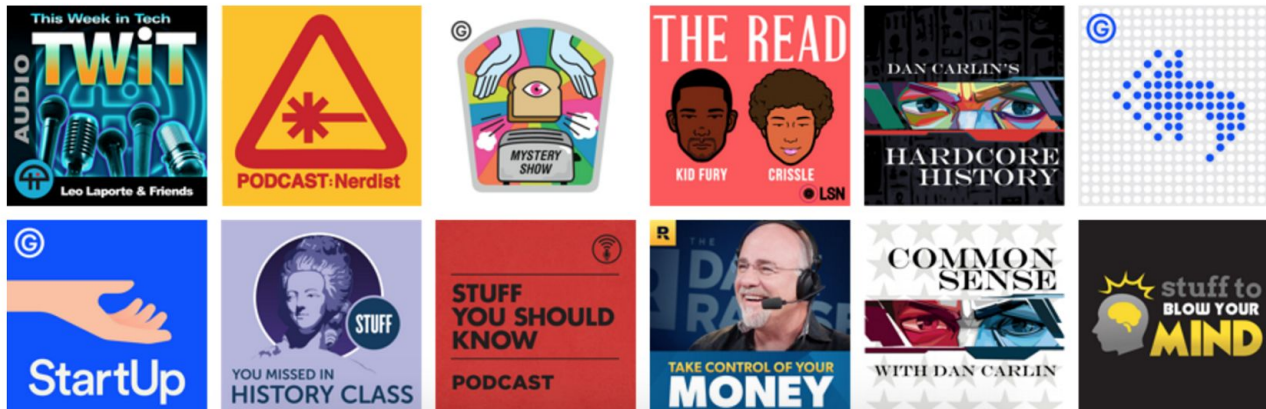
Sign in

## Podcasts in Google Play Music

Published on Google Play Music shows how to connect with your audience and reach millions of potential listeners on Android.

PUBLISH

LISTEN



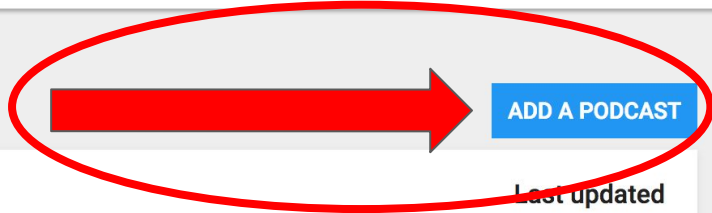





# STEP 3: YOUR RSS FEED & GOOGLE PLAY

Google Play Music

▼ All Podcasts

## Podcasts



Podcast	Status	Last updated
 Carey Peña Reports	Live	2/12/17
 The e20 Podcast	Live	2/12/17
 The 20 Minute Podcast	Live	2/12/17

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# STEP 3: YOUR RSS FEED & GOOGLE PLAY

Google Play Music

✓ New Podcast



1

Enter RSS feed URL

2

Verify ownership

3

Publish podcast

## Podcasters: Enter the URL for your RSS feed

By submitting an RSS feed and verifying ownership of a podcast you are indicating that you [have the worldwide ownership rights to distribute the content](#).

Enter the URL for your podcast's publicly accessible RSS feed. [Learn more about RSS feeds](#).

Be sure your RSS feed contains at least one episode and the following tags:

- <title>
- <itunes:author> or <googleplay:author>
- <itunes:email> or <googleplay:email>

SUBMIT RSS FEED

PASTE YOUR RSS FEED FROM  
LIBSYN OR BLUBRRY



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THE SHAN MAN - 4 SIMPLE STEPS TO STARTING A PODCAST

# STEP 3: YOUR RSS FEED & GOOGLE PLAY

Google Play Music

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- <itunes:author> or <googleplay:author>
- <itunes:email> or <googleplay:email>

SUBMIT RSS FEED

PASTE YOUR RSS FEED FROM  
LIBSYN OR BLUBRRY



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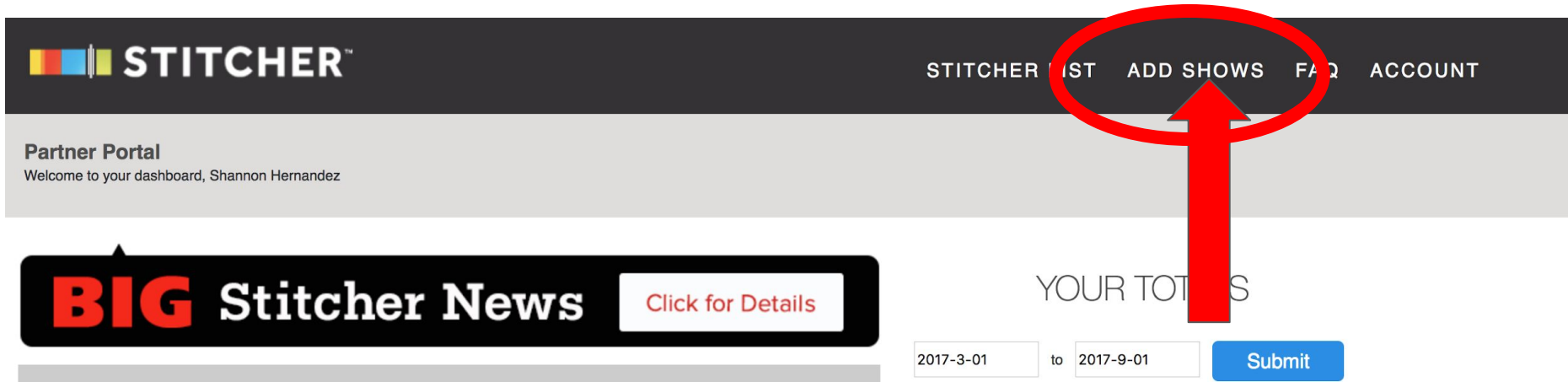
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# STEP 3: YOUR RSS FEED & STITCHER

**SIGN UP FOR A PARTNER PORTAL ACCOUNT:**

**<https://www.stitcher.com/content-providers>**

# STEP 3: YOUR RSS FEED & STITCHER



The screenshot shows the Stitcher Partner Portal dashboard. At the top, the Stitcher logo is on the left, and navigation links for 'STITCHER LIST', 'ADD SHOWS', 'FAQ', and 'ACCOUNT' are on the right. A red circle highlights the 'ADD SHOWS' link, with a red arrow pointing down to a 'Submit' button in a date range filter below. The date range filter shows '2017-3-01' to '2017-9-01'. On the left side of the dashboard, there is a 'Partner Portal' header with a welcome message for Shannon Hernandez and a 'BIG Stitcher News' banner with a 'Click for Details' button.

**STITCHER™** STITCHER LIST **ADD SHOWS** FAQ ACCOUNT

**Partner Portal**  
Welcome to your dashboard, Shannon Hernandez

**BIG** Stitcher News [Click for Details](#)

YOUR TOTALS

2017-3-01 to 2017-9-01 [Submit](#)

# STEP 3: YOUR RSS FEED & STITCHER

## Content Providers

*\* indicates required field*

Please enter the following information for the show you are submitting to Stitcher.

Form fields for submitting a show to Stitcher:

- Show Name \*
- Language \*
- RSS Feed URL \*  (highlighted with a red oval)
- Genre selection box:
  - Business
  - Comedy
  - Education
  - Games & Hobbies
  - International
  - Kids & Family
  - Lifestyle & Health
- Current Number of Listeners
- Twitter Handle @
- Facebook Page
- Keywords (limit 140 characters, separate with commas)

## **STEP 3: YOUR RSS FEED DISTRIBUTION**

**AFTER EACH SUBMISSION TO EACH PODCATCHER, YOUR PODCAST SHOULD BE AVAILABLE WITHIN A WEEK.**

# STEP 4: TIPS BEFORE DISTRIBUTION

## NETWORKING



# **STEP 4: TIPS BEFORE DISTRIBUTION**

**MAKE A LIST OF INDIVIDUALS IN YOUR PERSONAL NETWORK THAT WILL HELP YOU:**

- 1. LEAVE REVIEWS AND RATINGS IN ITUNES**
- 2. HELP DISTRIBUTE YOUR NEW PODCAST.**

# **STEP 4: TIPS BEFORE DISTRIBUTION**

**GATHER RATINGS AND REVIEWS FOR MAXIMUM EXPOSURE INSIDE OF ITUNES AND SOCIAL PROOF.**

**ITUNES IS WHERE THE MAJORITY OF YOUR LISTENS WILL ORIGINATE WITHOUT PROMOTION.**

## **STEP 4: TIPS BEFORE DISTRIBUTION**

**GET YOUR EQUIPMENT AND LET'S  
START PODCASTING!**

# MORE RESOURCES:

## ✓ PODCASTING TIPS ON MY YOUTUBE CHANNEL

Every week I share a brand new video as it relates to podcasting, podcast productivity, or if you need a little bit of inspiration to create quality podcast content.

You can subscribe at: <http://www.youtube.com/shannonhernandez>

**THE SHAN MAN**  
BROADCASTER | PODCASTER | PODCAST PRODUCTION

QUICKSTART GUIDE TO PODCASTING

Shannon Hernandez  
1,566 subscribers

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- PREPARING TO PODCAST**
- DIGITAL MARKETING STRATEGIES FOR PODCASTERS: AUDIOGRAMS**
- 5 STEPS TO AVOID SHORTNESS OF BREATH FOR YOUR PODCAST**
- 4 WAYS TO BUILD CONFIDENCE FOR YOUR PODCAST**

**THE SHAN MAN - 4 SIMPLE STEPS TO STARTING A PODCAST**

# MORE RESOURCES:

## ✓ **PODCAST “TO-DO” CHECKLIST**

Publishing a podcast is more than just the items listed in this guide--there is an actual process to launching a podcast.

You will realize there are steps that need to be completed before others and if you don't know which steps to take, you'll find yourself backtracking and feeling discouraged.

The PODCAST “TO-DO” CHECKLIST aims to alleviate the steps like:

- Where to make your podcast art and how to do it affordably.
- The best place to find your podcast intro music.
- The exact information you will be asked to submit prior to launching.
- Additional sites to submit your podcast for distribution

This is a FILLABLE PDF so you can save it to your computer or print it to check off the items physically. To grab the checklist, click the button below.

**GIVE ME THE  
CHECKLIST!**

# MORE RESOURCES:

## ✓ **SMARTPHONE PHOTO SCHOOL**

Develop the new skill of photography and editing with this simple-to-follow training.

You will learn:

- How to use your Android or iPhone to create your own podcast photo art.
- How to utilize the full capabilities of your phone's camera.
- How to harness the power of one simple app that is now my secret weapon to any of my artwork or photos online.
- Where to find FREE tools that don't require any knowledge of Photoshop.
- How to create your own podcast photo art in under an hour!

**ENROLL NOW!**

# A QUICKSTART GUIDE TO STARTING A PODCAST

