ESSENTIAL

PODCAST

EQUIPMENT

A QUICKSTART GUIDE TO STARTING YOUR PODCAST IN 10 MINUTES

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Thank you downloading this PDF guide to help you start your podcast!

What you are about to discover in this quickstart guide are the **absolute essentials to start a podcast.**

No super expensive equipment. No extra wires. **Just essentials.**

During my time as a podcast coach and presenter, I have tested different mixing boards and microphones. While each piece of equipment I've tested have benefits, the equipment I continue to come back to are the ones listed in this guide.

You are welcome to purchase any type of equipment you like, but the equipment I am sharing here is quite possibly the best you can come by when it comes to durability, usability and high-quality. ****NOTE**** *Downgrading equipment is at your discretion and I can't guarantee that any hardware downgrade will function properly based on the recommendations I give here.*

[PRO TIP] If you're going to podcast for a while, the equipment you buy needs to last for a long time. Spare yourself having to upgrade from cheap hardware because **you'll end up spending more money and do less podcasting.**

The hardware you purchase is a one-time purchase and, honestly, a drop in the bucket compared to how much you will use it. Please understand that it's my mission to have you start your podcast and use this equipment for many years.

AFFILIATE LINK DISCLAIMER
Each of the items listed in STEP 1 of this guide are linked to Amazon. Equipment purchased through my affiliate links will provide me a commission for recommending these products.

By purchasing through my affiliate links, you directly support me and my efforts to create helpful YouTube videos, PDF guides, blog posts and tutorials for podcasters just like you. Using the links in this guide is more than appreciated as I continue to help more podcasters around the world.

Let's crack the mic and get started!

"Shan Man"
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STEP 1: ESSENTIAL EQUIPMENT

Yamaha MG10XU 10 Input USB Mixing Board
Quanitity: 1
http://shanman.tips/yamahamixingboard

USB 2.0 Cable (for your Yamaha)
Quantity: 1
http://shanman.tips/usbcable

Heil PR40 Condenser Microphone
Quantity: 1
http://shanman.tips/pr40microphone

Shure SM58 Dynamic Microphone
Quantity: 1 or 2 *(See footnote on this item)*[1]
http://shanman.tips/sm58microphone

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[1] I understand that microphones cost a lot of money regardless of whichever you buy. As a podcast host, your audio should sound beyond STELLAR. That's why I recommend the Heil PR40. But I also understand that you may want to just start podcasting without spending a load of money on a mic. You can purchase the Shure SM58 microphone and achieve the same result. There's just a slightly higher quality with the Heil. Also, depending on whether you want to have a co-host or extra guest will depend on how many mics you get. Shure mics will work just fine for your co-host and guests.

Shure Headphones SRH440
Quantity: 1 or 2 **(See footnote)²**
http://shanman.tips/headphones

Adjustable Desk Microphone Stand
Quantity: 1 or 2
http://shanman.tips/microphonestand

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² Stay away from using ear buds or cheap headphones. They won't give you a frame of reference when you're trying to hear how close you or your co-host is to the microphone. Microphone distance is a big problem for you as the podcaster because it requires you to adjust the volume in post-production if someone was 1 foot away from the microphone instead of 7 inches. Monitoring your distance from the microphone is critical and will be critical for your recording--you'll notice the difference.. Most earbuds and cheap headphones don't cancel out noise. That is why I continue to use Shure. I've used Shure headphones for the better part of 10 years in radio and I've only replaced them once. I highly recommend these headphones for podcasting.

XLR Cables for microphones
Quantity: 1 or 2
http://shanman.tips/xlrcable

*Behringer Headphone Amp **(See footnote)**[3]*
Quantity: 1
http://shanman.tips/headphoneamp

Stereo Cable Extender for Behringer Headphone Amp
Quantity: 1
http://shanman.tips/cableextender

Stereo Adapters for Cable Extender
Quantity: 1 pack
http://shanman.tips/stereoadapters

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[3] If you plan on having a co-host or a guest who is going to be using the extra set of headphones, you will want this headphone amp. It will adjust the individual volume of each set of headphones. Different co-hosts/guests like their volume to be either louder or softer than what you may like. So use this hardware to make their headphone volume comfortable.

STEP 2: RECORDING SOFTWARE (Adobe Audition)

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Adobe Audition (PC or Mac)
- ➔ *Single App Purchase, Monthly: $19.99*
- ➔ *Multitrack sound mixing for cleaner and more professional podcast sound.*
- ➔ *MP3 tagging interface included*
  - ◆ *MP3 Tagging refers to how the audio file will show up on a phone or player. Improperly tagged podcasts will display unattractively as "YOURFILENAME.MP3".*
  - ◆ *Example of a properly tagged podcasts will display as **"How to Find More Energy In The Day by Shannon Hernandez".***
  - ◆ *Tutorial available in Step 4*
- ➔ *Ability to "rip" audio from video without purchasing extra software.*
  - ◆ Pull audio from Facebook Live, YouTube Live and Zoom recordings to repurpose as a podcast.
- ➔ *Professional sound equalization presets immediately available upon subscription. See my tutorial available in Step 4.*
  - ◆ *Ability to create fine-tuned presets for your podcast.*
- ➔ ***Regularly updated so features remain reliable.***

Grab Adobe Audition at **http://shanman.tips/adobeaudition**

STEP 2.1: RECORDING SOFTWARE (Audacity)

Audacity (PC and Mac)
- ➜ *Open source free software.*
- ➜ *Requires outside paid software for MP3 Tagging.*
- ➜ *Requires outside paid software to rip audio from video.*
- ➜ *Requires that you set up your own presets for sound equalization.*
- ➜ *No multitrack sound mixing.*
- ➜ *Receives software updates, but they are not regular and not as reliable.*

Grab Audacity at **http://shanman.tips/audacity**

STEP 2.2: RECORDING SOFTWARE (Garageband)

Garageband (Mac only)
  - ➔ *Comes with your Mac or available for download.*
  - ➔ *Ability to "rip" audio from video without purchasing extra software.*
    - ◆ Pull audio from Facebook Live, YouTube Live and Zoom recordings to repurpose as a podcast.
  - ➔ *Sound equalization presets immediately available upon subscription.*
  - ➔ *Does not include MP3 tagging interface. This can be done through your Mac and takes extra steps.*
  - ➔ *Basic sound equalization presets available.*
  - ➔ ***Regularly updated so features remain reliable.***

Grab Garageband for Mac at **http://shanman.tips/garageband**

STEP 3: HOSTING FOR YOUR PODCAST AUDIO

Podcast Hosting
➔ Refers to "the destination where one will store audio files that will be accessible on the internet for distribution and syndication."
➔ Is necessary if you want to comply with Apple Podcasts, Google Play Podcasts & Stitcher requirements.
➔ Handles the payload of traffic that is requesting to listen to your podcast.
➔ Should always be used as a replacement for hosting files on your website hosting.
  ◆ Website hosting is dedicated service for simple data files that keep your website up and running.
  ◆ Podcasters run the risk of crashing their site if they upload audio directly to their web host.
  ◆ Audio also takes up more space on your web host and this can cause problems later down the line.
➔ Should always be used as a replacement for hosting files on Google Drive, Dropbox, or other services that store files.
  ◆ These services are dedicated for cloud storage and access to files that won't require large requests to access files.
  ◆ These services have set rules in place to keep you from hosting your podcast on their platform.

BOTTOM LINE: USE DEDICATED PODCAST HOSTING EVERY TIME.

Lastly, Podcast Hosting will always cost money depending on:
➔ How long your podcast will be.
➔ The sound quality (bitrate) you will save your podcast.

Podcast Hosting may cost you from $5 to $80 per month depending on the type of program you are producing. I recommend a plan that will cost about $20/month.

Common Industry Services:
Libsyn Hosting
http://www.libsyn.com

Blubrry Hosting
http://www.blubrry.com

STEP 4: OPERATING YOUR EQUIPMENT AND LAUNCHING

This is the part where most people get stuck or feel discouraged because they don't know which steps to take to get their podcast off the ground.

Common questions you will face before you launch your podcast will be:
- ❖ *How do I set up all of the equipment that is in this guide?*
- ❖ *How do I use all of the buttons and knobs on my mixing board?*
- ❖ *How do I record really great calls over Skype?*
- ❖ *Where do I get really good intro music?*
- ❖ *I don't know where to make my podcast cover art? How do I do that?*
- ❖ *How do I get my podcast into iTunes, Google Play and Stitcher?*
- ❖ *How do I get my podcast titles to show up the right way in podcast players?*
- ❖ *What is the easiest way to schedule guests for my podcast?*

I answer every one of these questions in the **Podcast To-Do Checklist** that you saw me offer

Unfortunately, that offer was a one-time deal, but I want to make sure you're not missing out on this helpful information.

Grab the Podcast To-Do Checklist with this limited time offer code. Make sure to use offer code **CHECKLIST25** at checkout before this discount goes away for good.

HTTP://SHANMAN.TIPS/CHECKLIST25