

GET PODCASTING!

A QUICKSTART GUIDE TO HELP YOU LAUNCH YOUR VOICE

WWW.RENTAPODCASTSTUDIO.COM

Starting Your Podcast

Great! You decided you want to start a podcast. Now what?

Our owner, Jeremy Segal, launched his own podcast [“Why Influence”](#) where he interviews prominent social media influencers.

Here’s what he learned that will help you jumpstart your creator journey.

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Developing Your Brand



The first part of setting up your content creation for success is to develop the idea and brand that will support your ideas. Here's a few key reflections and questions to help!

Commit

"A podcast is a commitment. It's not something where you want to create a couple episodes and call it a day. It's something you will want to stick with long-term."

Any content you create represents you – by default, you will spend significant time and energy on it. That's why it's important that it's set up to be successful!

Statistics show that 80% of podcasts don't make it to 15 episodes. Set a mental goal of making it past the freshman 15! You'll have a much better chance of success and standing out.

What's Your Why?

"Commitment becomes much easier when you know your WHY. And it's a strong why that inspires you every day."

Consider the following questions:

1. What do you want to get out of sharing your ideas?
2. What do you want others to get out hearing your ideas?
3. What's the purpose or overall message of your podcast?

Check Your Platform

Think about your answers to the Why questions.

Are you sure podcasting is the right platform for you and your purpose?

Developing Your Brand Continued

Understanding Your Audience

Imagine someone with their headphones on or in the car. They are listening to your podcast and they are YOUR perfect audience member.

Who do you envision? What kind of characteristics come to mind?

Why is your perfect audience member choosing to listen to your podcast?

Your Podcast Brand

Let's bring it all together now with some summarizing statements. This could be great to use for your podcast synopsis on the podcast sharing service of your choice.

Name of Your Podcast:

Mission: State your purpose or key message in 1-2 powerful sentences.

Vision: Build on your mission by adding one sentence about where you want this to lead in the future.

Perfect Listener: Describe who this podcast is perfect for in a short phrase.

Setting Up Your Episode Structure

Pick Your Episode Style

Are you creating an interview style format with guests?

Or are you sharing your thoughts as a solo podcaster?

What frequency would you like to publish on?

Brainstorm Your Episode Outline

For solo podcasts:

Make a list of top ideas you would like to create episodes for.

For each idea, jot down talking points to cover in the episode.

For interview style podcasts:

Will you ask the same questions to every guest, only have organic dialogue, or a blend of both?

What questions do you want to ask?

What order do you think the questions should be in?

Design Your Beginning and Ending

Are you going to have an intro and outro consistent across episodes?

Are you going to have music? Do you want custom music or are you okay with royalty-free music?

What would you like to say to introduce the podcast for each episode? Will you be introducing yourself, the podcast, and/or the episode or will you have a voiceover from someone else?

What is going to be your call to action at the end of each episode?

Choose a Hosting Service

A hosting service is where your podcast will live online. Most hosting services also help you publish and share your podcast on popular distribution channels like iTunes, Spotify, etc. Some top ones are Libsyn, PodBeam, Anchor, but feel free to google and do your research. Read the fine print – make sure you own your content! (e.g. Anchor might be easy to use, but you don't own the content).

Finding Your Space

Decide Where You Want to Record

Do you want to invest in creating your own studio? This means you will require: a quiet place, sound control, all the equipment and software, and good lighting for any video.

Why can't I just use my phone? Here's just a few reasons:

- ❑ Many, many people listen to podcasts via headphones and the sound quality is significantly different between a podcast quality microphone and a cell phone. You are spending a lot of time on this venture! In our content-saturated world, quality counts. Don't sell yourself short.
- ❑ People often go back to the first episode to learn about you, so even if today you're using good audio, new listeners can get turned off because of the low quality.
- ❑ Finally, using your phone limits you to being a solo-podcaster. You can't do interviews.

If you absolutely have to, it's better than not sharing your voice at all – get started one way or the other.

The quickest and easiest way to get into podcasting is to rent a space that has all the equipment because it can get costly and add up quick. It's also a great way to test out podcasting and make sure you're committed before making a big investment.

Here's What We Provide At Our Studio

- ❑ A Quiet Space
- ❑ Hardware
 - 2x ATR-2100 microphones
 - H4N audio recorder
 - Adjustable microphone stands
 - Pop filters
 - Split audio track set-up
- ❑ On-Site Engineer
- ❑ Additional features: Video
 - Studio lighting perfect for videos
 - Green screen backdrop
 - Tripod for camera or cell phone
- ❑ Additional features:
 - 49" TV so you can see your notes or script
 - Whiteboard for brainstorming
 - "Modern" feel table and chairs

** A note on split audio track set up: Novice podcasters often make the mistake of recording all parties involved on a combined audio track. For example, when you record an interview via Zoom, unless you choose to have separate audio tracks per person, it will record all on one track. Each person involved in your podcast should have their own audio track, which is both a hardware concern and a software concern. That way even if one person has a higher volume than another or there is background noise for someone, you can edit the audio to correct. This is something we handle for you here.



After You Record

Post Editing

Don't forget – after you've recorded, there's clean up you might want to do. You can either do this yourself using recording software or you can hire someone to help you. Popular ones include Audacity (MS Windows, Apple, and Linux), Garage Band (Apple), or google one that you want. You can also find audio or video editors on freelancing websites such as Fiverr.com or Upwork.com. If you want more help, we can help you with editing as needed.

Common post-editing includes removing filler words, long pauses, and errors.

Share your podcast!

Publish your podcast on social media and through your email list. Make sure to include hashtags and a catchy description of the content so people are excited to listen.

Let us know when you publish your podcast – we'd love to help you share the word!

