Launching Your Podcast

A Guide by Shannon Boerner

This PDF covers each step of podcast creation, from storyboarding to publishing, to help launch your podcast.

- Series Creative

- Episode Creative

- Recording Needs

- Post-Production

- Hosting and Posting

- Launch Checklist

- Monetization

A PODCAST ABOUT PODCASTING

Hear from industry experts and learn the hows and whys of podcast production in a five episode podcast.

Series Creative

Creative Questions to Answer:

❏ What are four words you'd use to describe the tone of your show? If it had a twitter bio, what would it say?

❏ What unique perspective or vantage point will set you and your show apart in the podcast space?

❏ What does each season look like? What will the show look like in 20 episodes?

❏ How often will you record and publish?

❏ What are the themes you'd like to get across with every conversation?

❏ Is there a recurring segment or question that you'll use for every guest to connect your episodes together?

Episode Creative

Creative Questions to Answer:

- ❏ What does this guest bring to your episode?
    - ❏ Are they the subject matter expert? Are they the expert in their field? How does their insight lend to the mission of your podcast?

- ❏ What questions has this guest already been asked?
    - ❏ What are new questions to ask or different stories that you can get them to tell that will be exclusive to your podcast?

- ❏ Does this guest have a social following or a podcast following that you could leverage to promote your podcast?
    - ❏ On the other hand, do they have something to promote that you could tout on your show?

Recording Needs

- ## USB Condenser Microphone
  For the best audio quality, you'll want a condenser microphone to record your audio (you will want your guests to have a mic too, but it's not absolutely needed) that has a USB plug in, a tripod, and a pop filter (wind shield)
  - Rode NT-USB
  - Audio-Technica AT2020
  - Alvoxcon A-800
  - Jounivo JV-901

- ## Recording Software
  To record yourself you can either
  - record in an audio editor (Reaper, Hindenburg, Audition, Pro Tools, etc.)
  - or you can simply record using Quicktime.

  To record a conversation with your guest, you can either have them record their audio or utilize a collaborative recording tool, such as:
  - Squadcast
  - RINGR
  - Zencastr
  - Zoom
  - Skype
  - Discord

Post-Production

- ## Editing Software
  - [Reaper](#)
  - [Hindenburg](#)
 - [Adobe Audition](#)
  - [ProTools](#)

- ## Music Needs
  You can download free music for your podcast using the [FreeMusicArchive](#), but there are certain guidelines. You can also use paid music libraries like:
  - [Audioblocks](#)
  - [Benztown](#)

- ## Export Specs
  Generally you want to export one final wav file that is:
  - 20-40 minutes long
  - Loudness set to -18db
  - Other specs will depend on your hosting platform
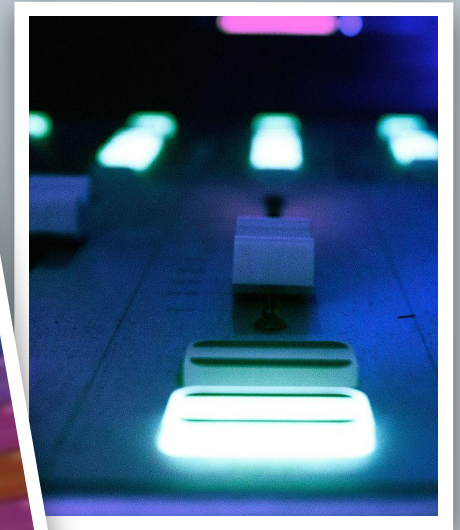
Hosting and Posting

At the risk of over explaining, the reason you need a place to "host" your podcast is that you need a single location where your audio files live in order to create the RSS feed that goes into the different podcast apps and aggregators. There are many hosting options like:

- Simplecast
- Blubrry
- Libsyn
- Anchor (owned by Spotify)

- Buzzsprout
- Spreaker
- PodOmatic
- PodBean

If you already have an established website, you may be able to host your files on your website and create an RSS feed there that you can then import into Apple Podcasts and Google Play. However, the beauty of these other services is that they will often do that work for you, pushing your podcasts to those platforms and others. While you may pay a small fee, their teams are often helpful resources. Plus, they provide you with more metrics on your downloads and listens.

Launch Checklist

- ❏ **Series Title**
- ❏ **Series Tile Art**
  Apple requires 3000x3000 pixels; should have the brand logo and the series title
- ❏ **Series Description**
- ❏ **Series Trailer**
  A quick minute or so describing what listeners will expect to hear on the show; if you have recorded interviews already you can make it like a "mixtape" or "sizzle reel" to entice people to subscribe. The trailer should also say when and how often you are releasing episodes.
- ❏ **Episode Titles**
  One best practice for episode titles is to place the guest's name first (what the audience will see first) and then the theme of the conversation. i.e. Michael Posner: Brain Development and Genes
- ❏ **Episode Descriptions**
- ❏ **Hosting Platform linked to Distribution Platforms**
  Tip: the series trailer will help you iron out any kinks that might arise when trying to publish and distribute your episodes; by the time you are ready to publish your podcast episodes, you should be set!

Monetization

To start, the best way to promote your show (in order to have enough listeners to appeal to advertisers) is to cross-promote. There are three main ways to do this:
- be a guest on other podcasts
- invite other health, wellness, or therapy adjacent podcast hosts to be guests on your show
- or offer to swap host read promotions with other similar podcasts.

To monetize your podcast with advertisers, you can start by simply offering host reads to your favorite brands that you think would be a fit. There are a few different ways to strike up these deals:
- With small podcasts many advertisers will issue codes for your listeners to buy product. When your listeners visit the site or purchase the product, you will get commission.
- Other times, you are offered a certain amount for every 100 or 1,000 listeners who hear the read (CPM).

Best of luck!

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That's me!