



HOW TO START A PODCAST

THE THIRTY GIRL WAY

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WHAT IS A PODCAST?

PODCAST ['pɑd,kɑst]

NOUN

a digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically.

synonyms:

program · show · production · presentation · performance · transmission · telecast · videocast · live stream · screening
· prog

CHOOSING YOUR PODCAST NAME

Choosing the right name for your podcast can be super hard. So here are a few things to think about when choosing the perfect name for your Podcast:

- What will your podcast be about?** List a few topics and ideas that you wish to cover in your episodes? Will it be a solo project? Will you have guests? What kind of discussions do you wish to have? By answering these questions, it should give you some ideas when producing a name.
- Who will be your audience?** Think of the people you are trying to reach. Your target audience and how you will catch their attention. For example, My Podcast “The Thirty Girl Podcast” I knew I wanted it geared towards women, specifically women in business. I also had a certain age group in mind and knew that I wanted to cater to the women in my age group and those associated with my business name.
- What will set you apart from all the other podcasts out there?** REMEMBER YOUR WHY!! This will help you stay the course and retain your audience. Think of ways that will make your Podcast stand out from the million other Podcasts out there. Try to keep the same format and focus with each episode that way your audience always know what to expect when listening. People love consistency so if they know for sure your Podcast is the GO TO listen weekly for inspiration it will keep them coming back.

PICKING A HOST

HERE ARE MY TOP 5 HOSTING SITES:

These are the sites I considered when searching for a great host to get my Podcast out there. Please note, there are several other companies available and you should do your research to find the best fitting host for your brand.



My #1 choice for several reasons- The hosting is 100% Free, Anchorfm will distribute your podcast to all streaming sites including, Apple and Google Podcasts, Spotify, Overcasts, Stitcher and Many others. They also provide in house sponsorships.. So Yes, you can instantly start making money off your podcast. They will look for other sponsorship opportunities for you too. I highly suggest using Anchor to start but feel free to shop around to find whichever hosts fits your needs better. To signup click here-> <https://anchor.fm/signup>



Another popular option when searching for a reliable host. Buzzsprout offers a Free option as well as a monthly fee option at \$12/month. That includes sponsorship, advertising and distributions to all streaming sites. To Signup click here->https://www.buzzsprout.com/sign_up



PodBean offers 5hrs of FREE content a month . For \$29/Month you can get unlimited on airtime, Podcast promotion on all streaming sites including Amazon Alexa. To signup click here -> <https://www.podbean.com/create-a-podcast>



Spreaker offers Everything you need to create, distribute, and monetize your podcast. From FREE options to the standard \$16.50/mo where you can schedule your podcast episodes to launch in advance. To Sign U, click here -> https://www.spreaker.com/create-a-podcast?utm_source=homepage&utm_medium=cta-section1

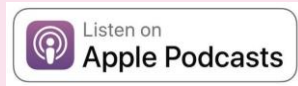


Fusebox is super user friendly and provides great tools to connect with your audience. They work with SEO and even offer FREE transcription and email marketing to your subscribers. This gives your audience front row seats to new content upon release. Free to \$8/mo options for members. To signup-><https://fusebox.fm/>

HOW TO GET YOUR PODCAST ON SITES LIKE ITUNES, PANDORA, AND IHEART RADIO

Most of the hosting sites listed in the previous slide will automatically distribute your podcast for you on all the popular sites like Spotify, Breaker, Overcast & others. But sometimes the link fail and you need to add your podcast yourself. And for other sites like Pandora and iHeart Radio those are done manually. Here how to get your podcast on those streaming sites:

- ❑ **iTunes/Apple Podcasts-** First, head over to <https://podcastsconnect.apple.com/>, and login using you Apple ID, You can use the one associated with your personal phone or computer account. Then in the next, in the top left corner you will enter your Podcasts RSS feed information. If the RSS feed is valid, you will then select your category, host info and upload your artwork. Once all info is submitted, you should receive an email confirmation within 1-2 weeks (time may vary) stating that your podcast was approved and is now available on iTunes/Apple Podcasts.



- ❑ **Pandora Radio-** I know for sure that Pandora Radio is a manual add. It's the same method as any other streaming site when adding your podcasts. You will need you RSS Feed information, category and hosting information. To apply, click amp.pandora.com/podcasts



- ❑ **iHeart Radio-** You will need to manually apply to have your podcast on this site as well. They will ask for clear RSS feed and artwork. Just click, <https://www.iheart.com/content/submit-your-podcast/> to get started.



Please note: Some sites will ask that your RSS Feed includes your personal email address instead of the hosts. Also, the time between sites may vary after submitting your application to be added.

WHAT IS A RSS FEED?

An RSS feed is up-to-date information or a list of notifications that a website delivers to its subscribers. RSS is the acronym meaning "rich site summary" or "really simple syndication." Having an RSS Fees is vital for your podcast as it is your Podcasts HOME.

- ❑ Any of the hosting sites listed in this guide will automatically set your podcast up with a designated RSS feed to use when operating your podcast. The only things with that is sometimes you will need to change the email address associated with the RSS feed to you personally. It will default to the hosting sites primary email until you update it.**
- ❑ If you DO NOT wish you use any of the hosting sites listed in this guide you can always apply for an RSS feed on your own. Click here to get started, <https://rss.com/auth/sign-up/>. This will work with sites like Apple and spotify so you can distribute your Podcast yourself to all other streaming sites, seamlessly.**



HOW TO FIND & KEEP YOUR AUDIENCE

Website

Your podcast will need a Home, so create a website where you can load your episodes. A place where your subscribers can come to leave reviews get the latest announcements, New info, etc..

Social Media

Social Media will drive your podcast, creating a community on all social media sites will have consistent listeners. #Hashtags work, USE THEM! Make pages for your podcast on Facebook, Instagram and Twitter.

Word of Mouth

Create stickers, business cards and event flyers promoting your podcast. Most Podcasters have Merch, like T-shirts & Mugs to self promote. You have to network and tell people what you're doing.

Collaboration

Your guests or Podcast features will also drive listeners to your site. Cross Promo help, get with other Podcaster, creators and influencers to see how you can help each other excel in the industry.

TOP (3) ITEMS YOU'LL NEED TO START YOUR PODCAST

Phone



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Microphone



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Headphones



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It's so simple to start a Podcast with little to no professional equipment, especially for beginners and those just starting. Technology has advanced so far that you can create amazing audio directly from your phones and computers. With most of the hosting sites listed here in this guide you can record & edit your recording right on your cellphone. If not, Find you a good Microphone like the Blue Yeti, and a pair of great working headphones and get started. Of course, the professional use Audio interface systems and other top-notch equipment but honestly, its not needed to get the ball rolling. You'll learn as you go along what works for you and which equipment best fits your needs. I know Podcasters to started recording on their phones and are still using an iPhone to create some of their best content.

Other Great technology to use would be : Computer, Mixer, Audio Interface, Pop Filter/Windscreen, and an amplifier.

HOW TO EDIT YOUR PODCAST?

This is the tricky part for some but like I've stated throughout the guide, Many of the hosting sites act as one-stop-shops for everything needed in your podcast from recording all the way to editing and Launch.

- ❑ **Anchorfm provides an editing feature directly on the app as I'm sure all the other Hosting sites mentioned here in this guide. However, there will be time when you will need a little more than the basic "Start/End trim points" . Below is a list of other resources to use when editing your podcast recordings:**
 - ❑ Audacity- <https://www.audacityteam.org/>
 - ❑ Wave Pad- <https://www.nch.com.au/wavepad/index.html>
 - ❑ Garage Band App (iPhone users) - <https://apps.apple.com/us/app/garageband/id408709785>
 - ❑ Lexis Nexis Editor (Google App Users)- Available for download in the google Play store <https://play.google.com/store/apps/details?id=com.pamsys.lexisaudioeditor&hl=e>

Things you Many Want Edited

FIRST, Re-Listen to your episodes in its entirety for best editing results!

- ✓ Delete & Trim unwanted Material
- ✓ Shorten Pauses between Segments
- ✓ Remove any background noises
- ✓ *Make sure your P's aren't Popping and S's aren't hissing*

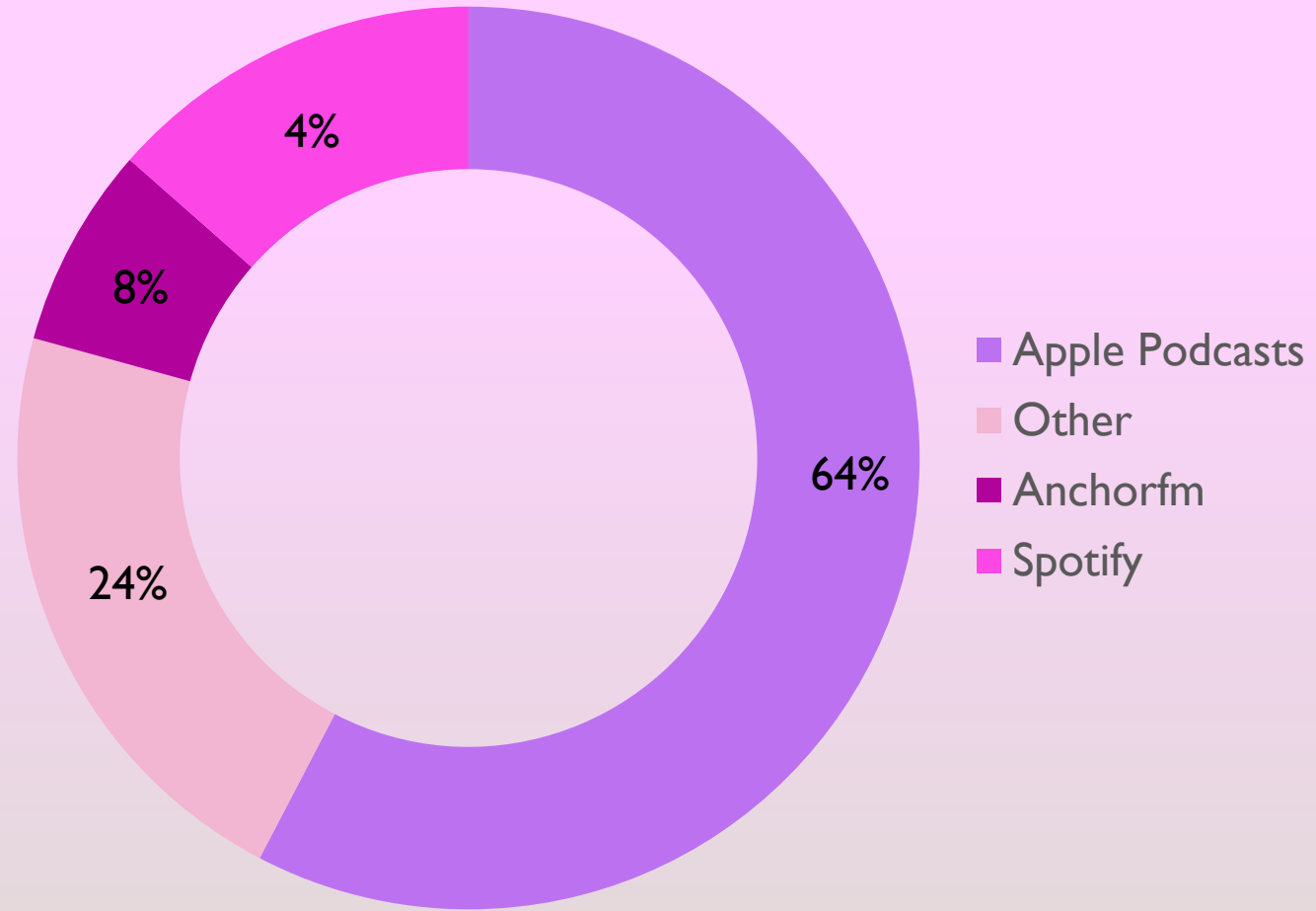
***You can always hire a professional for your editing needs as well. If you do not know someone personally, there's sites like www.Fiverr.com and www.Upwork.com for you to sort through tons of profiles to hire an editor right your fingertips. You send them your recording and have then edit it to your liking. ***

WHERE YOUR AUDIENCE WILL COME FROM?

THESE ANALYTICS WERE TAKEN
FROM THE THIRTY GIRL PODCAST
(AS OF MARCH 2020)

****PLEASE NOTE: OTHER PODCASTS WILL HAVE
DIFFERENT RESULTS. I JUST WANTED TO GIVE
YOU AN IDEA.**

**THIS HELPS ME WHEN I'M PROMOTING MY
PODCAST. I KNOW TO POST THE APPLE PODCAST
LINK OVER ALL OTHERS BECAUSE THAT'S WHERE
MOST OF MY AUDIENCE IS**



HOW TO ORGANIZE/PLAN AN EPISODE

For the best Episode every launch, you will want to make sure your fully prepared for the segments. If you are having guests or will be discussing certain topics.. **EVERYTHING** should be prepped for in advance.

Below is a list of things you'll need to do when prepping for your future episodes:

- Recording Date & Time
 - Episode Title
 - Guests? Co-Hosts?
 - Topics
 - Shoutouts
 - Ad Placement (if any)
- Episode Release Date & Time

HOW TO MONETIZE & GET SPONSORSHIPS

As stated, time and time again in this guide, There are hosts that act as a All in one for getting your podcast off the ground. There are hosts like Buzzsprout, Podbean and (my fav) Anchorfm who will sponsor your podcast as well as phish out for other sponsorship opportunities for you.

So below I've listed some other ways to monetize your podcast

1. Your media hosting site Sponsorships- Anchorfm will give you sponsors right away and depending on your category and listenership, they will find sponsorships that relate to your podcast niche.
2. PodCorn- Is a marketplace just for podcast sponsorships, You create an account and find sponsors who fit your audience. <https://podcorn.com/sign-up/>
3. Local Small Businesses- You can promote small businesses in your area for a small monthly fee or charge by the episode.
4. Partner with Conferences and other big Festival style brands and add your podcast to their media list. Most Conferences like #FINCON, #StyleCON, #GamerCON will have podcasts lists for the people to connect with like-minded creatives. Just email the organizer or visit the websites to see what's needed to get your podcast added to the list of influencers.
5. Other Podcasters- Cross Promo is EVERYTHING!! Even if it isn't a fee you charge, you can always swap merch or Ads with other creators which would potentially draw in new listenership to you podcast and their listens would generate more income based on the Ads you have placed in your episodes.

PODCASTING TIPS

- Be Consistent
- Record As Much Content in Advance as You Can
- Do Not Focus on Total Plays- *just get your content out*
- Understand that Everyone's Journey is Different
- Don't Be so Hard On Yourself- *just keep creating*
- Learn as You Go
- Supporting other Podcasters Along the Way

Great Hashtags to use on IG for promotion: #PodcastersofInstagram #WomenwhoPodcast #YOURPODCASTNAME #MenWhoPodcast #PodcastersWorld #PodcasterLife #NewEpisode #Radio #Music #Podcast #Spotify #ApplePodcasts #Podcasting

Great Facebook groups to join for Podcasters: Promoting Your Podcast- <https://www.facebook.com/groups/1546503568997107/>
Podcasts we Listen to:-<https://www.facebook.com/groups/769098943220187/>, Podcast Movement Community-
<https://www.facebook.com/groups/674109956009963/>, and Anchor Podcasters Learn & Connect-
<https://www.facebook.com/groups/269662786903674/>

**TEMPLATE TO USE WHEN
ORGANIZING YOUR
PODCAST EPISODE**

[EPISODE TITLE] _____

[RELEASE DATE & TIME] _____

Recording Date/Time: _____

Guests/Co-Hosts: _____

Episode Intro/ Trailer

[You can write out your Intro here so you can read it verbatim when recording. Or List out any intro ideas you have to warm the listeners up for what to expect in this episode.]

Topics

- [List your discussions relevant for the message you're shooting to deliver]
- [List of questions to ask your listeners- for feedback purposes]
-
-

Guest Questions

Introduce your guest

Their business/Social Media Handles

[List out any questions you want to ask your guest while recording. It's easy to get carried away in the discussions. This list will keep you on target.]

Ads/Sponsorships

designate ad placement

[Here is where you will add where you may want to insert any of you Ads and/or Sponsorships segments]

Closing

[Close your segment out with a summary of what the episode was about. If you had a guest, you would ask them to mention how they be contacted or where the listeners can find them on social media.

Also, a great time to mention any announcements about the Podcast, Brand or Business.]]

WEEKLY PODCAST PLANNER

PODCAST
NAME: _____

MONTH: _____

YEAR: _____

DAY	NOTES	PODCAST PREP	RECORDING	ADVERTISING	RELEASE	ADVERTISING	FOLLOW-UP
Mon							
Tues							
Wed							
Thurs							
Fri							

THANK YOU!

IF THIS GUIDE WAS
HELPFUL,

LEAVE A REVIEW

SUBSCRIBE TO OUR PODCAST

“THE THIRTY GIRL PODCAST”

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