



# 7 Things You'll Need to Launch a Podcast

## #1 Choose Your Title and Theme

Once you've decided you want to start a podcast, decide on a theme for your cover art. Choose a descriptive name for your podcast that is broad enough to expand as you grow.

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## #2 You'll Need Recording Tools

You'll need podcast mics, headphones, boom arms, and recording software like Adobe Audition. If you want to capture video, you can do it on meeting sites or work with local studios. Podcast subscription options like Streamyard or Riverside.fm do it all.

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## #3 Decide on Your Format

Solo shows work but an interview style will help with getting new listeners since your guest will share it out. Find a length that works for you - only 5 minutes or a hour long - but just don't ramble!

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## #4 Choose a Hosting Site

You'll want to broadcast it out on as many worldwide, reputable podcast channels as possible to be found. You can upload your produced recording to sites like RSS or Buzzsprout.

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## #5 Put Your Topics List Together

Plan out your episodes and what you'll cover. If you have an interview style, your guests can be the drivers behind your topics. Choose topics that you can speak about for 50 - 100 episodes.

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## #6 Establish Your Cadence

Just like social media, consistency is key to gaining and keeping followers. Be sure to release your episodes at a sustainable pace. This can be weekly, bi-weekly or monthly.

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## #7 Invest in Production Tools

After you record, you have to edit and produce to remove errors and to create flow. Podcasts are best produced on software like Adobe Audition, Premiere, or on a dedicated podcast site like Streamyard or Riverside.fm.

