



Podcast Equipment Guide

The must-have guide for podcasters.

By Darren Ockenden

www.motiontoprofit.com/resources

Introduction



Hello and thank you for downloading my Podcasting Equipment Checklist.

My name is Darren Ockenden and I own a company called Motion to Profit, I create video and podcast marketing assets for business owners in the UK and Europe.

I believe every business owner should have a voice, and my mission is to help you find that voice. That is why I have created this guide I hope it helps you to become a successful Podcaster.

Be sure to reach out (Facebook or LinkedIn) I would love the opportunity to connect and see your podcast journey perhaps even offering some advice along the way.

Planning

Important note, do not let your quest for absolute perfection stop you from podcasting. Start your podcast and improve with every episode.

Ok, so now let's jump straight in. In this guide I am going to assume you have a small budget to buy some equipment, the basics you will need. This however is our "budget guide" I will do another for those of you with a slightly higher budget. To access all of my guides visit my website:

www.motiontoprofit.com

And look for the "Resources" section.



RODE
NT USB Mini

Microphone

Rode NT USB Mini

£94 (Amazon)

A very good quality microphone for the price.

Great connectivity using a USB connection.

Comes with free software to record onto (see next page).

Recording Software



RODE
Connect

Rode Connect

£FREE

Simple yet powerful

Connect up to 4
microphones at once,
ideal for guests.

Completely free, just
download the app (search
Rode Connect on Google)

here is a
how to guide



<https://rode.com/en/user-guides/rodeconnect>

Hosting Platform



Spotify
for Podcasters

www.podcasters.spotify.com

£FREE

From here you can
host your podcast on
ALL major platforms

Good analytics, giving
you the ability to do
more of what works

Completely free to use on
the website above, just
register for full access.

On Spotify for Podcasters there are "how to guides"

Editing Software



Adobe
Audition

Adobe Audition

£25 Per Month

Professional Editing
Platform

Brilliant preset
features to make life
easier.

Ability to imbed metadata
including podcast thumbnail.

For podcasting, you only need this program not the Adobe Creative Cloud

Thumbnail Creation



Canva

www.canva.com

£FREE

Easy to use

Templates to make life easier, search podcast thumbnail and check out the templates

Free version available.

A premium version is also available for a small cost.

Podcast Checklist

These are the items or software that you need to launch your successful podcast.



Microphone



Recording Platform



Podcast Hosting



Editing Software



Thumbnail Creation

Good Luck!

I just wanted to take this opportunity to wish you luck in launching your podcast. Here are a few little tips I have from my years managing podcasts:

1

Be consistent - keep going success will come but not immediately.

2

Make your content an asset for your target customers with value.

3

Weekly episodes are best & guest speakers are a good way to grow.

If you have found this equipment list helpful, check out the other resources on my website:

www.motiontoprofit.com

Connect with me.

www.motiontoprofit.com

Check out my podcast:



Facebook
@DarrenOckenden



LinkedIn
@DarrenOckenden



E-Mail
enquiries@motiontoprofit.com

Would you like to work with me?

Ready to take your podcast or video production to the next level? Don't wait any longer - contact us today for expert guidance and support.

At Motion to Profit, we specialise in helping businesses create high-quality video and podcast content that engages with their target audience. Whether you're just starting out or you're looking to take your content creation to the next level, we have the expertise and experience to help you succeed.

So if you're ready to launch your podcast or video production, you don't have to go it alone. Contact us today and let us help you achieve your content creation goals. Simply visit our website (below) to get started!

<https://motiontoprofit.com/>

