



## Worksheet: Starting Your Podcast with AI Tools

Designed for beginners using Podbean, Podcastle, Descript or other similar AI tools.

Ready to launch your podcast and amplify your business? This worksheet will guide you through planning, recording, editing, and publishing your podcast using AI-powered tools. Follow these steps to get started podcasting with AI!



### Step 1: Plan Your Podcast

Define your podcast's purpose and structure to attract your target audience.

**AI Tool Tip:** Use Podcastle's AI script generator or Descript's scriptwriting feature to outline episodes. Input your topic, and let the AI suggest intros, talking points, or full scripts

- **Podcast Name:** Choose a catchy, brand-aligned name.  
*Example:* "Solo Success Stories" for business owners sharing tips.  
*Your Name:* \_\_\_\_\_

- **Niche & Audience:** What problem does your podcast solve? Who's listening?  
*Example:* "Marketing tips for solo entrepreneurs targeting small business owners."  
*Your Niche:* \_\_\_\_\_  
*Your Audience:* \_\_\_\_\_
- **Episode Format:** Decide on solo episodes, interviews, or a mix.  
*Example:* 15-minute solo episodes with actionable business advice.  
*Your Format:* \_\_\_\_\_
- **Content Ideas:** Brainstorm 3 episode topics relevant to your business.  
*Example:*
  - "5 Marketing Hacks for Solo Entrepreneurs"
  - "Time Management for Small Business Owners"
  - "How to Build a Loyal Customer Base"*Your Topics:* \_\_\_\_\_



## Step 2: Set Up Your Recording

Get ready to record high-quality audio with minimal equipment.

- **Equipment Checklist:**

- Microphone (USB mics like Blue Yeti are great for beginners).
- Headphones (to monitor audio).
- Quiet space (use a closet or blankets to reduce echo).

**AI Tool Tip:** Podbean's mobile app or Podcastle's browser-based studio can record directly, no fancy setup needed

- **Choose Your AI Tool:** Pick one to start (you can switch later).

[ ] **Podbean:** Best for hosting and simple recording.

[ ] **Podcastle:** Ideal for beginners with AI editing (noise removal, voice cloning).

[ ] **Descript:** Great for text-based editing and transcription.

*Your Choice:* \_\_\_\_\_

- **Test Your Setup:** Record a 30-second test clip using your chosen tool.  
*Task:* Say, "This is my podcast, [Your Podcast Name], where I share [Your Niche]."

**AI Tool Tip:** Use Descript's "Mic Check" or Podcastle's "Magic Dust" to enhance audio clarity automatically.



### Step 3: Record Your First Episode

Create your episode with confidence using AI to streamline the process.

- **Script or Outline:** Write a loose script or bullet points (Use AI tool for help).  
**Example:**

- Intro: Welcome listeners, introduce yourself.
- Main Content: Share 3–5 key tips or stories.
- Outro: Call-to-action (e.g., visit your website, follow on social).

*Your Outline:* \_\_\_\_\_

- **Recording Tips:**
  - Speak naturally, like you're chatting with a friend.
  - Record in a quiet space to minimize background noise.
  - Use Podcastle's Revoice to generate AI voiceovers for intros/outros if needed.
- **Action:** Record a 10–15 minute episode based on one of your topic ideas.

### Tool Task:

- **Podbean:** Use the mobile app to record and upload directly.
- **Podcastle:** Record in the browser, invite up to 10 guests if needed.
- **Descript:** Record and transcribe simultaneously for easy editing.



## Step 4: Edit with AI Magic

Polish your episode to sound professional with AI-powered editing.

### Editing Checklist:

- Remove filler words (“um,” “uh”) using Descript’s Filler Word Removal or Podcastle’s AI cleanup.
- Cut awkward pauses or mistakes (edit text in Descript or trim in Podcastle).
- Add music or sound effects from Podbean’s or Podcastle’s royalty-free libraries.
- Enhance audio quality with Podcastle’s Magic Dust or Descript’s noise reduction.

### AI Tool Task:

- **Podbean:** Basic editing in-app; focus on trimming and adding music.
- **Podcastle:** Use “Magic Dust” for one-click noise removal and audio enhancement.
- **Descript:** Edit by deleting text from the transcript to cut audio automatically. *Your Editing Plan:* \_\_\_\_\_
- **Export:** Save your episode as an MP3 file.
- **Lenth:** Aim for 10–20 minutes for your first episode to keep it engaging.



## Step 5: Publish & Promote

Share your podcast with the world and grow your audience.

- **Publish:**

- **Podbean:** Host and distribute to Spotify, Apple Podcasts, and more with one click.
- **Podcastle:** Export and upload to your preferred hosting platform (e.g., Podbean, Buzzsprout).
- **Descript:** Export and share directly or use a hosting service.
- **Task:** Upload your episode to your chosen platform and write a short description.

**Example Description:** "In this episode of [Podcast Name], I share [Topic]. Tune in for actionable tips to grow your business!" (Feel free to ask your AI tool or ChatGPT to help with description, if needed)

*Your Description:* \_\_\_\_\_

- **Promote:**

- Share on social media (use Descript to create audiograms or short clips).
- Add a link to your website or email newsletter.
- Encourage listeners to subscribe and leave reviews.
- **AI Tool Tip:** Use Podcastle's AI to generate show notes or social media captions.

- **Monetization Tip:** Once you have a few episodes, explore Podbean's monetization options (ads, premium content) to turn your podcast into a revenue stream.





## Bonus Tips for Solo Business Owners

- **Consistency:** Aim for one episode per week or biweekly to build an audience.
- **Branding:** Create a simple logo using Canva to make your podcast stand out.
- **Engagement:** Ask listeners to email or DM you with questions for future episodes.
- **AI Advantage:** Experiment with Podcastle's voice cloning for professional voiceovers or Descript's Overdub to fix mistakes without re-recording.

For more information visit: [AI Marketing Resource Guide](#)



### Disclaimer:

The content provided by AI Marketing Edu, LLC within this workbook/worksheet is designed to provide general knowledge and insights about AI marketing and podcasting based on current trends, tools, and strategies. The information is not intended to serve as professional, financial, legal, or technical advice, nor is it a substitute for paid consulting with qualified professionals in those fields.

At AI Marketing Edu, LLC, we strive to provide accurate, up-to-date, and actionable content. However, AI Marketing Edu, LLC makes no representations or warranties regarding the outcomes or results you may achieve by applying the information, strategies, or techniques presented in our educational materials. Success in AI marketing and podcasting depends on numerous factors, including but not limited to your skills, effort, resources, market conditions, and execution. We do not guarantee specific results, such as increased revenue, leads, conversions, or any other business outcomes.

AI Marketing Edu, LLC makes every effort to ensure the accuracy and relevance of the information provided. However, the field of AI marketing is rapidly evolving, and tools, platforms, algorithms, and best practices may change over time. AI Marketing Edu, LLC does not warrant that the content is completely error-free, complete, or up-to-date at all times. We are not responsible for any inaccuracies, omissions, or outdated information in our materials.

Copyright © 2025 AI Marketing Edu, LLC

[www.AImarketingEdu.com](http://www.AImarketingEdu.com)