How to Launch Your Podcast – Day 1

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What is podcasting?

The practice of using the Internet to make digital recordings of broadcasts available for downloading to a computer or mobile device.

Dictionary

Search for a word

pod·cast·ing
/ˈpädˌkastiNG/ 🔊

noun

the practice of using the Internet to make digital recordings of broadcasts available for downloading to a computer or mobile device.

"for many, podcasting is a logical next step from blogging"

Translations, word origin, and more definitions

Feedback

Search

Subscribe

me@email.com | Sign Up

Connect

News and updates

Social Media

Podcasting is the new blogging

Not as a way to make big dollars (blogging didn't do that either). But as a way to share your ideas, to lead your community, to earn trust.

Podcasting is a proven technology that is still in its infancy. It's an open mic, a chance for people with something to say to find a few people (or perhaps more than a few people) who'd like to hear them say it.

And podcasting is the generous act of showing up, earning trust and authority because you care enough to raise your hand and speak up.

Src: https://seths.blog/2018/10/podcasting-is-the-new-blogging-2/

Podcasting is a way to get your messages to thousands of people.

Why Should I Podcast?

Why Podcast?

- Build your audience

- Establish your authority

- Gain a loyal following

  - Podcast listeners are very loyal folks

- Get your ideas out there

Podcasting is a way to get your messages to thousands of people.

Getting Started

What We'll Cover

Day 1

- Topic
- Show Format
- Gear
- Recording / Saving
- Editing
- Transcripts
- Artwork
- Other Helpful Tools

Day 2

- Why a Website?
- Podcast Feed
- Hosting / Installing WordPress
- Designing the site
- Getting Audio Hosting
- Finding the Right Plugin
- Publishing
- Submitting

Choosing Your Topic

Start With Why

Why do YOU want to start a podcast?

- Build an audience

- Increase revenue streams

- Try the tech

- Repurpose old content

Be Passionate

- Pick a topic that you're passionate about

- Podcasting is a grind. You need to love your topic to keep doing it

- It's OK if someone else is talking about it

- Make sure you use your own voice and your content is good

Pick Your Name

- Pick a name that communicates the show's message

- Do a search on iTunes to make sure it's unique enough

- Get the domain

Show Formats

Types of Podcasts

- Solo

- News / Headline

- Host / Cohost

- Interview Show

- Heavily Produced

What to Know

Solo

- Easiest to produce

- Doing it by yourself can make it hard to get motivated

- It's all on you

News / Headlines

- Great for a "quick" format show

- You need to curate the right stories

- Can get monotonous

What to Know

Host / Co Host

- Split the Work

- Split the Spoils

- Scheduling can get hard

Interviews

- Fun to learn new things

- A lot of work scheduling new guests

- Need to do research

- Audio quality may vary

What to Know

Heavily Produced

- Can be incredibly engaging

- Fun to do fiction

- Very expensive / time consuming

The Right Gear

What You Need

- A Decent Mic

- Pop Filter

- Boom Arm (optional)

- Headphones

Links to everything: https://casabona.org/gift-guides/gifts-for-podcasters/

Mic: USB vs. XLR

What you should get:

Blue Yeti or ATR2011

Recording / Saving

Improving Your Recordings

- Good mic helps

- Deflect and dampen sound

- Wear headphones

- Pop filter / Boom arm

Capture Audio

Solo

- Audacity

- Garage Band

- Windows Recorder

Co Host / Guest

- Both Record Locally

- Skype with
  - eCamm Recorder for Mac
  - Amoloto for PC

- Zoom

- Zencaster

Editing

How Should You Edit?

- Do it yourself

- Hire a Professional

DIY vs. Hiring Out

What you should do:

It depends!

- On if you have the time

- If you have the money

- How much control you want over the show

Tools of the Trade

- Audacity

- Garage Band

- Logic

- Adobe Audition

- Fiverr

- Upwork

Verbatim or nearly verbatim text of the audio

Transcripts vs. Summary

What you should have:

Both

- Transcripts for accessibility and search engines

- Summary / Show Notes for easy scanning

Transcription Services

- Fiverr

- Rev.com

- Automated Transcription services like Trint

Artwork

Podcast Artwork

For iTunes: Podcast feeds contain artwork that is a minimum size of 1400 x 1400 pixels and a maximum size of 3000 x 3000 pixels, 72 dpi, in JPEG or PNG format with appropriate file extensions (.jpg, .png), and in the RGB colorspace.

For Google: Recommended: Between 1200 x 1200, and 7000 x 7000 pixels.

Facebook Artwork

- **Cover Photo**: This displays at 820x312.

- **Large Share Image**: These images should be 1200x630, with the minimum being 600x315.

- **Small Share Image**: If the image is smaller than this, it will show up as a thumbnail to the left of the page info. These images should be at a minimum 200x200 for them to show up.

Twitter Artwork

Twitter's guidelines are a little less strict. Again, use the iTunes artwork for the profile page.

For the cover photo, they recommend 1500x500.

Tools for Creating Artwork

- Photoshop

- Illustrator

- GIMP

- Affinity Photo

- Adobe Spark

- Canva

Staying Organized

Some Ideas for Process

- Calendly for Scheduling

- Mind Mapping Tools for Content

- Google Docs for Show Notes

- Airtable or Trello

- Zapier for Automation

Booked Guests ⋯

Patrick Campbell
🕐 Jan 9, 2019

Jay Gibb
≡ 📎 3

Jay Gibb
🕐 Dec 17

+ Add another card

Recorded Guests ⋯

+ Add a card

Have Guest Audio ⋯

Jeff Large
🕐 Dec 5 ≡

Myke Hurley
🕐 Nov 15 ≡

Chris Bintliff
🕐 Nov 5 ≡

Anton Kraly
🕐 Oct 3 ≡

Mike McDerment
🕐 Nov 5 ≡

Nathalie Lussier
🕐 Oct 31 ≡

Laura Elizabeth
🕐 Oct 22 ≡

Dan Stocke
🕐 Sep 10 ≡

James Kemp
🕐 Sep 12 ≡

Jan Thielemann
🕐 Sep 17 ≡

Andre Gagnon
🕐 Oct 17 ≡

+ Add another card

Out For Edit ⋯

+ Add a card

Out for Transcript ⋯

+ Add a card

Artwork Created ⋯

+ Add a card

Schedule for Release ⋯

+ Add a card

Social ⋯

+ Add a

Some Ideas for Promotion

- Buffer or Social Pilot

- Social Jukebox or Social Bee

- Quote from Episode

- Question of the Week

- Behind the Scenes

- Audiogram

Special Offer – Free Workbook

I'm working on a podcasting workbook – be one of the first ones to get it when it launches later this week.

Sign up Today at

casabona.org/ithemes-podcast/

Thanks for Watching!

I'm Joe Casabona, a Developer, Teacher, and Podcaster.
Find me at https://casabona.org

Any Questions?