



How to Launch a Podcast

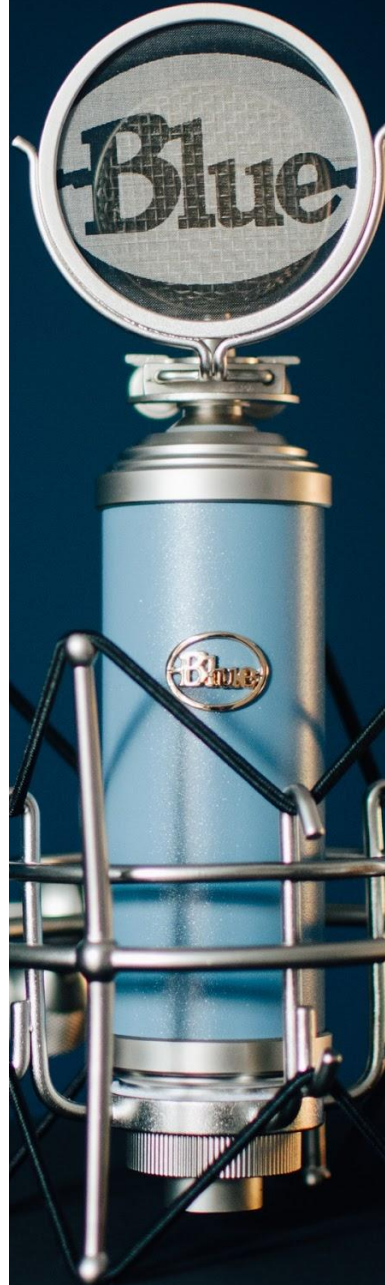
Hello!

I am Megan Calcote

I produce podcasts, events and manage social media

I'm on Twitter at:
@MegCalcote

Photo by [Kelly Sikkema](#) on [Unsplash](#)



WHAT IS A PODCAST?

Podcasts You May Know

- ▷ Serial
- ▷ The Nerdist
- ▷ Welcome to Nightvale
- ▷ S-Town
- ▷ Star Talk
- ▷ Pop Culture Happy Hour
- ▷ Freakonomics Radio
- ▷ Up First

FRONT PAGE

BROWSE
SHOWS

MY STATIONS

Favorites Play... ►
SMART STATI...



Favorites
Playlist



SMART
STATION

MY STATIONS / FAVORITES PLAYLIST

Edit Playlist ▼



LeVar Burton Reads

68 Minutes | Oct 24



Up First

12 Minutes | 3 days ago



S-Town

52 Minutes | Mar 28



Marketplace with Kai Ryssdal

26 Minutes | 3 days ago



[KBS WORLD Radio] News (updated Mo...

9 Minutes | Yesterday



The 602 Club: A Geekery Speakeasy

74 Minutes | 5 days ago



Ashtanga Dispatch: The Podcast

50 Minutes | May 15



Alice Isn't Dead

38 Minutes | Oct 12



Serial

2 Minutes | Mar 28



Radiolab

39 Minutes | Oct 26



My
Podcast
Dashboard

This is only about
half...



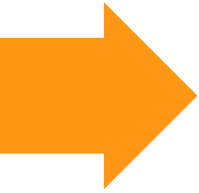
Podcasts I've Produced

How to *Cover* Money

Podcasts I've
Produced

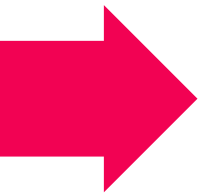
HOW DO I LISTEN TO PODCASTS?

WHY SHOULD I START A PODCAST?



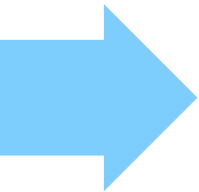
TO HAVE FUN

Share your passion, hobby or expertise



TO LEARN NEW SKILLS

Grow personally and professionally



TO GROW YOUR AUDIENCE

Provide your content in new ways

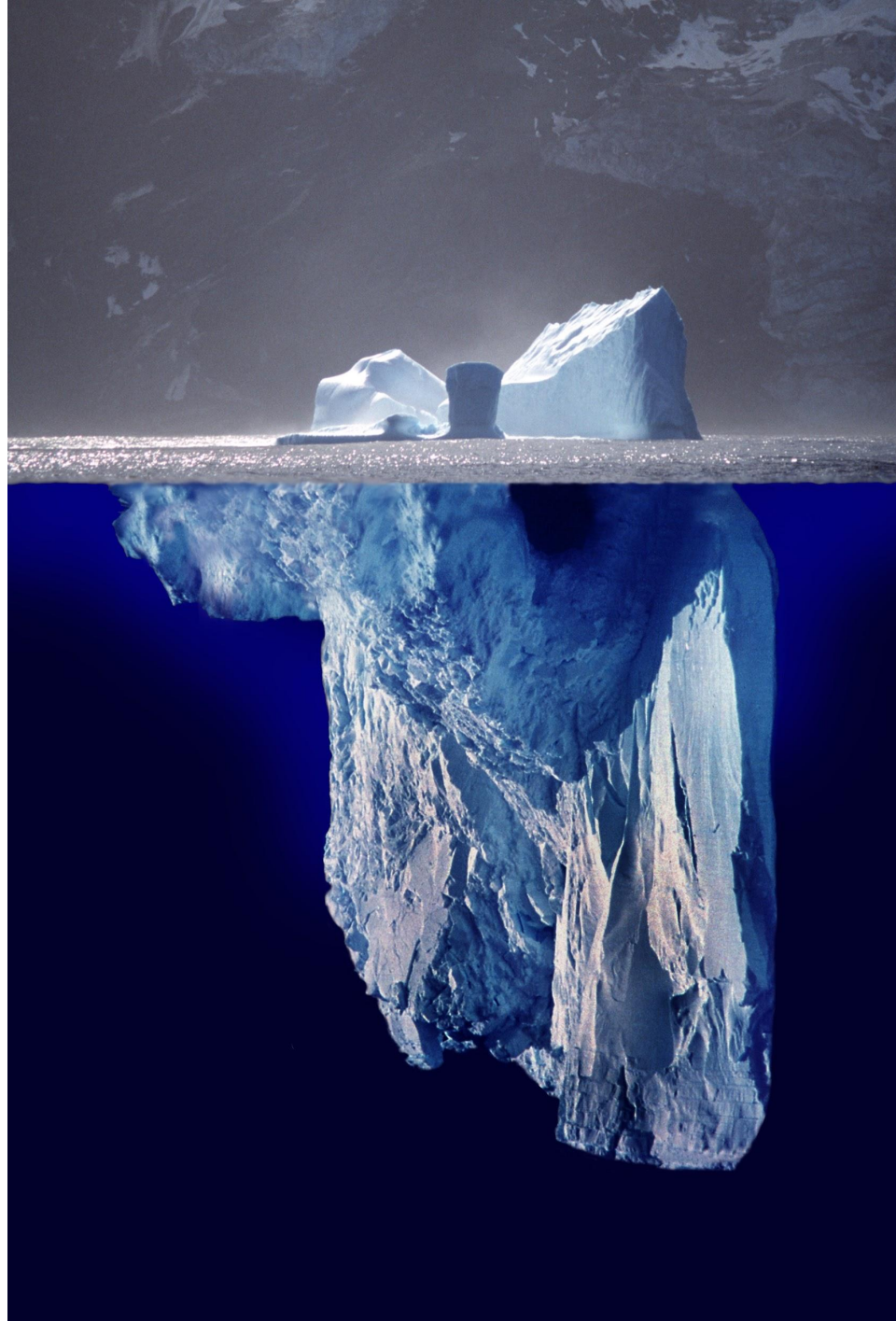


Because you want to!

Don't do it just because you think you "should"

Starting a podcast is
easy...

...but making it great takes
more work than you may
think





I've got an idea...
...how do I start?

Photo by [Jason Rosewell](#) on [Unsplash](#)



Make sure your
idea really is great

And that you're ready to commit

DEVELOPING YOUR SHOW

Structuring your podcast and formatting your episodes

Podcast Frequency & Length

How often are you going to publish new episodes?

- ▷ Daily
- ▷ Weekly
- ▷ Monthly
- ▷ Quarterly

How long will each episode be?

- ▷ A few minutes
- ▷ 15 minutes
- ▷ 1 hour
- ▷ 2 hours +

Should you break your show into seasons/series?

- ▷ Keep a running tally
- ▷ Break into seasons (a la Serial)
- ▷ Break your content into multiple podcasts

THE PODCAST PRODUCTION CYCLE

What it takes to create every single episode of your
podcast

Creating Your Show

Pre-Produce

- ▷ Episode Idea
- ▷ Research
- ▷ Guest(s)/Panel
- ▷ Show outline
- ▷ Schedule recording

Produce

- ▷ Test equipment / phone setup
- ▷ Record your podcast
- ▷ Collect audio from guests
- ▷ Make sure your work is saved!

Post-produce

- ▷ Edit your episode
- ▷ Insert music, segues, sponsor messages, etc.
- ▷ Prepare file to be uploaded to your host

Publishing Your Work

Distribute

- ▷ Compose shownotes or web post
- ▷ Let guest(s)/panel know when episode will publish
- ▷ Upload file to host
- ▷ Publish shownotes or web post

Market

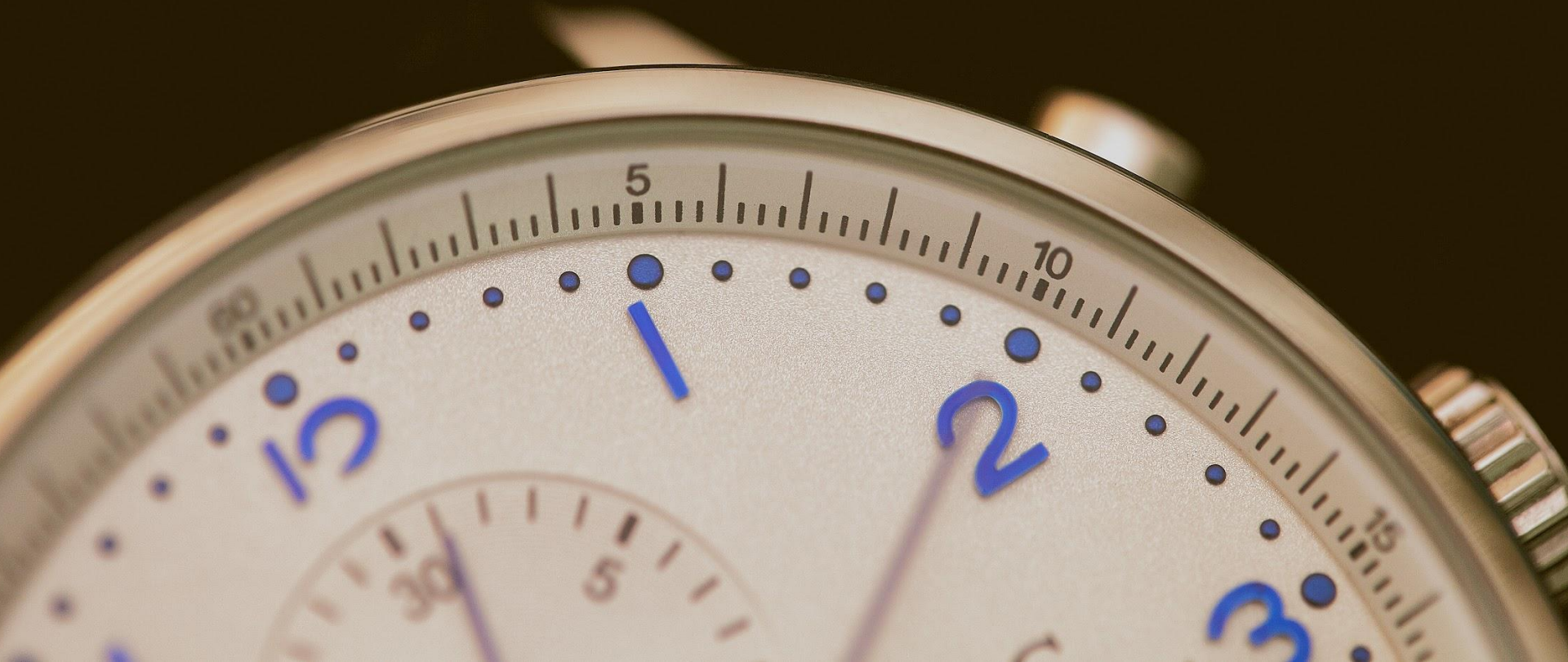
- ▷ Make sure your episode appears in your distribution channels
- ▷ Announce episode on your social networks (use relevant @s and #s)
- ▷ Schedule more than 1 post

Be Realistic About Time

How long do you think it will take?

Double it.

Photo by [Agê Barros](#) on [Unsplash](#)



Structuring Your Show



Intro

Introduce your podcast, yourself, host(s), guest(s) and topic for the episode and identify any sponsors



Music

Music is a great way to audibly identify your podcast to your listeners. Play music before, after or during your intro - it's up to you!



Main Content

The main discussion of your podcast.

Are you going to have different segments with segues or just one long discussion?



Plugs, reminders & requests for support

Tell listeners about upcoming episodes, events, activities, promotions, sales, etc. Ask for follows on social, allow your guests to plug their social accounts, ask listeners to subscribe, donate, etc.



Outro

Call out to sponsors, Identify yourself, host(s), guest(s), topic and maybe have a cute stinger to sign off.

"Whenever an opportunity presents itself..."



Music

Use the same music you did in your intro. You can play it under your plugs and outro and then bring it up at the end if you'd like

INVESTING IN PODCASTING

Where the Money Goes

At the very least:

- ▷ Podcasting Equipment
- ▷ Audio file hosting

Optional expenses:

- ▷ .com
- ▷ Website fees
- ▷ Advertising
- ▷ Research materials

 **\$0**

Use built in microphone & free Soundcloud account

 **\$400**

Decent equipment + 1 year of hosting at LibSyn

 **\$1,000 +**

High end equipment + top tier hosting service

WHAT YOU NEED TO START RECORDING

Podcasting Equipment

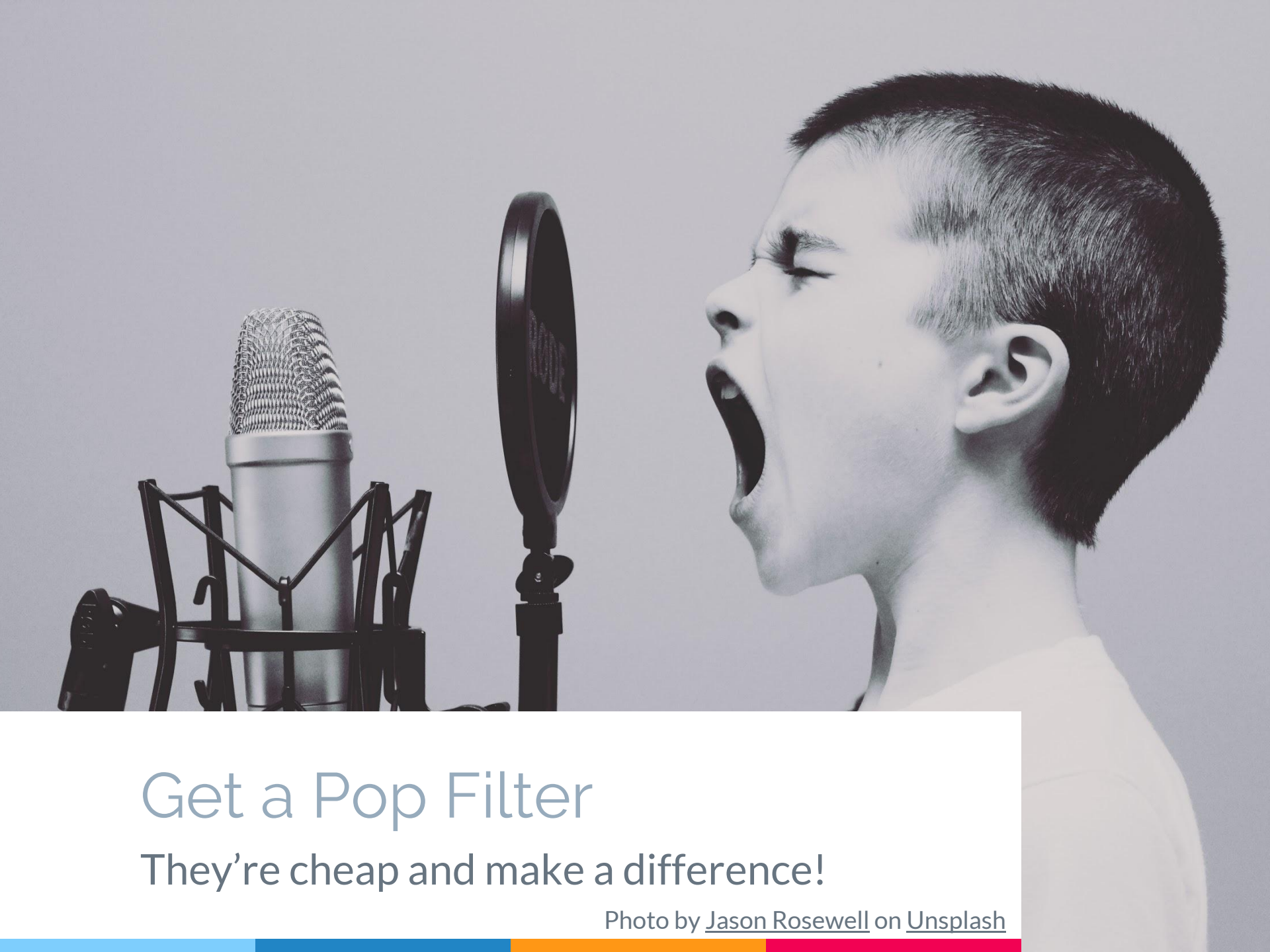
AKA all the fun toys

Photo by [Alexey Ruban](#) on [Unsplash](#)



Start (or stay) with
USB Microphones





Get a Pop Filter

They're cheap and make a difference!

Photo by [Jason Rosewell](#) on [Unsplash](#)

Upgrade to an Interface

Connect XLR mics to your computer



Software

Free & (Relatively) Easy to Find & Use

- ▷ GarageBand
- ▷ Audacity
- ▷ PreSonus Studio One Prime (current version is 3)
- ▷ Free Audio Editor (editing only)

Paid or Available with Purchased Audio Equipment

- ▷ Adobe Audition
- ▷ Studio One
- ▷ Ableton live

PUBLISHING YOUR PODCAST

Hosting your sound files and generating your RSS feed

Hosting & Distribution

Hosting

- ▷ Libsyn
- ▷ Soundcloud
- ▷ PodOmatic
- ▷ PodBean
- ▷ Blubrry

Distribution

- ▷ iTunes
- ▷ Stitcher
- ▷ Google Play Store

Some Helpful Links

Submit your Podcast:

- ▷ [iTunes](#)
- ▷ [Stitcher](#)
- ▷ [Spotify](#)
- ▷ [Google Play](#)

RSS Feed:

- ▷ [iTunes Requirements](#)
- ▷ [RSS Feed Validator](#)

MARKETING YOUR PODCAST

Social media is your friend



Marketing 101

- ▷ Use the “Big 4” social networks
- ▷ Post episodes more than once
- ▷ Engage with your followers/listeners
- ▷ Ask people to spread the word
- ▷ Request listeners subscribe on iTunes

DigitalEd Social Media Marketing Webinars

- ▷ [Social Media Strategy and Analytics*](#)
- ▷ [Personalize your Content for Better Engagement](#)
- ▷ Social Media Marketing Master Class [Part I](#) & [Part II](#)
- ▷ [Media Metrics 101](#)
- ▷ [Advanced Social Media Analytics*](#)
- ▷ [How to Automate Social Media*](#)

LAUNCHING YOUR PODCAST

Hit the ground running



Use Thunderclap for a
strong start

Photo by [Niilo Isotalo](#) on [Unsplash](#)

CONGRATULATIONS!
YOU'RE A PODCASTER!

What's next?



Extra Goodies

Financial Support

From your audience:

- ▷ Patreon
- ▷ PayPal
- ▷ Amazon or other affiliate programs
- ▷ Merchandise sales

Sponsorships

Music for your Intro/Outro

Compose something yourself with
GarageBand

Royalty Free Resources Online

- ▷ [Audio Jungle](#)
- ▷ [Pond5](#) - free and paid songs
- ▷ [Audioblocks](#)
- ▷ [Freesound](#) (great for sound effects)



The “Explicit” Label

Recording Telephone Interviews

- ▷ Have your guest record their audio locally
- ▷ Record from Skype, Facetime or Hangouts
- ▷ Use Zoom



Using Copyrighted Music or Content

Just say “No!”

Want Help?

Join one of these Facebook Communities!

[Podcaster's Hangout](#)

[She Podcasts](#) (sorry guys, ladies only)

Thanks!

Any other questions?

You can find me at:

@MegCalcote

meg.calcote@gmail.com

Credits

Special thanks to all the people who made and released these awesome resources for free:

- ▷ Presentation template by [SlidesCarnival](#)
- ▷ Photographs by [Unsplash](#)