8 Basic Steps to Launch Your Own Podcast

So you want to launch a podcast!
Let's walk through the 8 steps you'll need
to create and launch your first episode.

kp
CREATIVE MEDIA

www.KPCreativeMedia.com

1 What's Your Show About?

What do you want to talk about?

- A Product?
- A Class?
- A Passion you want to explore!

There are even podcasts on the news, teaching, religion, business, golfing, yoga. if you know anything about anything - there's probably a podcast about it.

Why podcast?

- Podcast content is easy to consume. Smartphones make listening to a podcast anywhere easy.
- It's a great way to show your authority, promote, and build an audience.

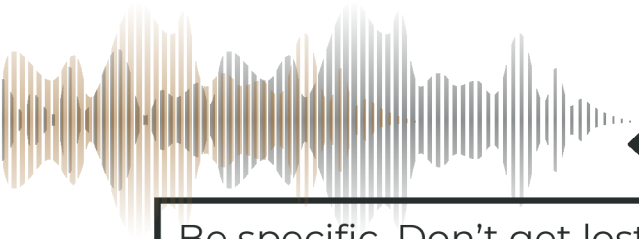
Show Name?

- Name your show.
- Do some research. Check out other podcast names.
- Make your name unique, and memorable but easy for people to find you and figure out what you talk about

2 Your Target Audience?

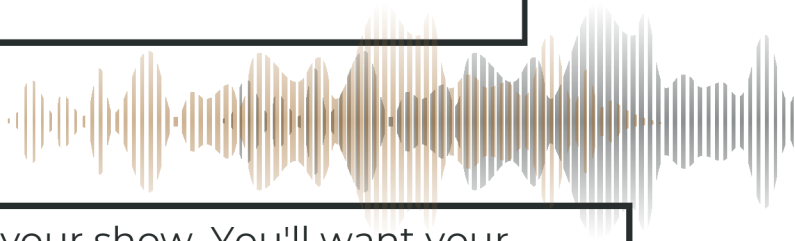
Who are you speaking to?

Whom do you want to speak to? Are they potential customers or do they share the same passion as you? Or maybe they fit into both categories! What your podcast is about should fit into whom you are speaking to perfectly.



What's Your Category?

Be specific. Don't get lost in just the business or health category, filter down your category to what you specialize in. Is it Healthy Living? What kind of healthy living? Vegan? Yoga? Narrow it down to make it easy for those looking for that to find you!



Description?

- Write up a description of your show. You'll want your show description to be about 2 to 3 sentences specific to what you will be talking about.
- No need to go into detail about each episode - that's for show notes. Here, you want to talk about the general, overall topics of your show.

3 Type of Show?

Solo? Co-Hosted? Interview? Other?

Will YOU be the podcast host? Or maybe you'll have a co-host. Do you plan to talk about your subject on your own or maybe your entire show revolved around interviews? Or maybe you plan to do a little of it all.

Solo?

A solo podcast means you are the only one talking. You are holding the conversation. Up for the task? You can do it!

Co-Host?

Having a co-host can take the pressure off you to talk for 15-30- or 60 minutes at a time. BUT make sure you and your cohost are in it together. It's easy for one host to take on more responsibility than the other.

Interviews?

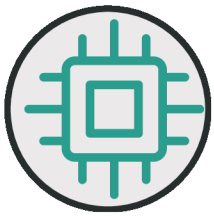
Interview style is great and can be a great break from the solo and/or co-hosted show.

There are many other types of podcasts. Another popular style is the drama podcast. These have multiple people acting out different parts.

4 The costs involved

OK. How much is this going to cost? You can start a podcast with minimal funds.

Hardware/Software/Hosting/Music



A microphone is not needed! If you have a smartphone and some earbuds with speakers, you have a way to record. Sure you can buy a microphone but if you are just starting, make it simple. What else do you need? Your laptop or PC for edits.

Download the free software, Audacity. You can record and edit with this software. If you are recording interviews, use Zoom. Once completed, pull the files into Audacity to edit.

Hosting doesn't have to cost you. Spotify for Podcasters is free but has limits. I suggest paying for your hosting. Check out Libsyn, Buzzspout, or Captivate.

Music doesn't have to cost you either. Check out Youtube Audio Library for some free versions. But again, I strongly suggest paying for the music. AudioJungle, Premium Beat, or Sound Stripe have a lot of great, reasonable choices.

5 Your Content?

Content Creation

Spend some time writing up your thoughts and ideas on what you are going to talk about. Don't leave this until the last minute. By spending a few minutes each month batching ideas, you'll be guaranteed an easier time to think about what to talk about and record.

Frequency and Length?

How long will your typical episode be? How often will you be releasing an episode? Make sure what you decide is consistent. Your audience wants to hear from you!

Keep it Simple

When thinking about your content, keep it simple. Don't shove too many ideas into one episode, you'll overwhelm both you and your guest. And hey, break that down to use for several episodes!

Where should you record? The best place is in your closet or a room with lots of fabric (carpet). Another option - your car. Most cars are now soundproof!

6 Are you recording?

Some podcasters choose to have their intros and outros done professionally. But this isn't necessary. Most do their own recordings.

Intro

When recording your intro make sure you are clear on your message. Tell them what your podcast is about and what they can expect to hear. Another option to consider.. will you have an intro for each episode? Just a small bit recorded and added in. The number of the episode or a welcome message about the interview.

Outro

When recording your outro, don't forget to thank your listener. And tell them where to find you and to subscribe

Episodes

Before going live, you'll want to record about 3 to 4 episodes.

Ads

Have a class or product to promote - make your own ad and insert it into the podcast. One ad per 15/20 minute episode is good.

Consider recording a teaser episode to get it live on Apple and other distribution platforms.

7 Put it all together?

Final Touches

Edit your episodes

- Edit your intro, outro, ads, music. Keep those separate and you'll always have them and won't need to edit again.
- Edit your episodes, take out any long pauses, ramblings, ums, ahs, knocks, dog barks, etc.
- It's hard to remove all noise, so try to record in as quiet of a spot as you can. You can only do so much with the audio. If it's not good audio, you can't make it great in editing.

Create your cover art

This is the art people see when they download your podcast. Cover art sizes are specific.

Stay Organized

It's easier to record and upload if you are organized. Use Google Drive or Dropbox. Podcast take up a lot of space!

Cover Art Sizing

Minimum of 2500x2500 px
Maximum of 3000x3000 px
Must be under 500 KB
72 dpi
JPG or PNG
RGB Colors

8 Get Live and Promote!

Online Directories

You'll want your podcast on as many online directories as possible. You only have to submit to a few. Submit to Apple Podcasts and Spotify as soon as your teaser or first episode is ready. They can take up to 10 days to approve a new podcast.

Website, Social Media Handles

You may want to secure the social media handle for your podcast. And you may want to consider a website.

Audiograms, FB, IG Posts

If your podcast is an extension of your business, you may want to consider promoting your podcast on a blog or social media post.

Stay on track, record, and keep to a schedule.
Your audience wants to hear from you!

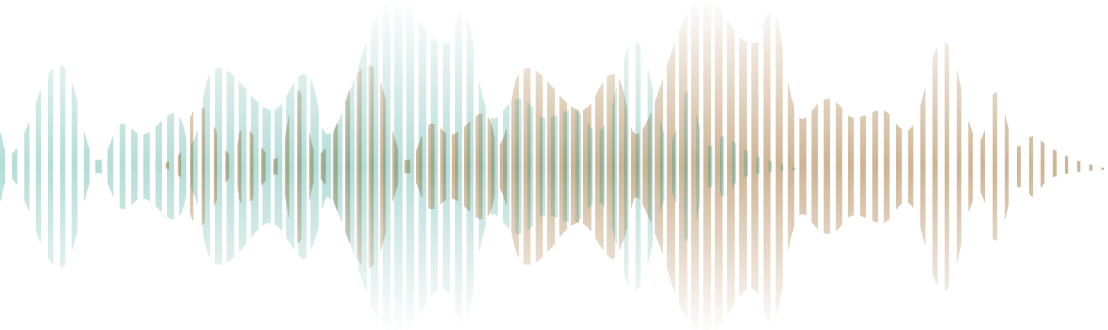
KP Creative Media

Ready to launch your podcast?

Let us know when you launch, we'd love to listen. We are podcast addicts!

Need support? Join our Facebook group at facebook.com/groups/creativepodcasting

Want to work with us? Check out our services at kpcreativemedia.com/



kp CREATIVE MEDIA

www.KPCreativeMedia.com