

MASTERY TO PODCASTING

“YOUR GUIDE ON HOW TO START A PODCAST”



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“How to Podcast”

TABLE OF CONTENTS

- ▶ Starting Your Podcast 1
- ▶ “The Fundamentals” Checklists 2
- ▶ Media Host & Show Details 3
- ▶ Podcast Episode Details..... 4
- ▶ Record & Edit Your Podcast 5
- ▶ Growing Your Podcast Following 8
- ▶ Generate Revenue - Podcast Sponsorship..... 13

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“How to Podcast”

STARTING OUR PODCAST

Your Podcast Host

Congratulations for taking the first step to starting your Podcast. Before you launch your podcast, you'll need a podcast media host. Your podcast media host creates your RSS feed for you, which is how you can be listed in multiple different podcast directories.

All you have to do is upload, tag, and schedule your mp3 files to go live, submit your RSS feed to the major directories, and once approved your podcast media host will do the rest!

The Podcast Directories

If you're working towards launching your own podcast, awesome! A super important step to getting it out there is to make it as visible as possible. You can do that by submitting it to all the Podcast Directories.

In this guide you will learn:

- What the top directories are you need to be in
- Why you should submit your podcast to these directories
- What to do after you submit your podcast

PODCAST DIRECTORY CHECKLIST

Instructions: Check off each of these directories as you complete them.

- Apple Podcasts (iTunes)
- iHeartRadio
- Stitcher Radio
- Google Play
- Spotify
- Pandora
- TuneIn

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“THE FUNDAMENTALS” CHECKLISTS



EQUIPMENT

- Microphone(I recommend the ATR-2100 or Samson Q2U USB)
- Audio Headset
- Pop Filter or Mic Windscreen
- Adjustable Boom Arm (if applicable)
- Cables (if applicable)
- Research echo reduction in case you are in a room that echoes or isn't great to record in. See [Audimute.com](https://www.audimute.com).



RECORDING SOFTWARE

- Skype (if connecting with a guest for audio only, option for video)
- Zencastr (if connecting with a guest for audio only)
- Zoom (if connecting with a guest for audio + video)
- Squadcast (If connecting with a guest for audio + video)



EDITING SOFTWARE

- Adobe Audition (Mac or PC) (My #1 recommendation)
- Audacity (Mac or PC)
- GarageBand (Mac)



TESTING

- Hook up your microphone
- Test sound and audio quality
- Create a folder where you'll save your recordings
- Record a test audio file
- Listen to your recording
- Verify sound quality
- Repeat the test while interviewing a friend

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MEDIA HOST & SHOW DETAILS



SET UP YOUR MEDIA HOST

- Sign up to a media host. (Check out Libsyn, Podbean, or Buzzsprout.)
- Enter your information or podcast details into the show settings.



CHECKLISTS

This is where you'll come up with the details about your podcast and how it'll look to the world.

- Podcast Title (40 characters or less is recommended)
- Podcast Subtitle (a one-liner description of your show)
- Keywords (5 to 7 keywords related to your podcast topic)
- Podcast description (1-2 paragraphs about your podcast. Include keywords, but most importantly, write for humans! This is what they'll read before pressing play)
- Podcast Artwork (3000 px x 3000 px .jpg or .png)

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PODCAST EPISODE DETAILS

This is where you'll come up with details and ideas about your individual episodes.



CHECKLISTS

- Get royalty-free music and/or voiceovers for your introduction (optional). (I recommend Music Radio Creative.)
- Write down at least 10-episode topic ideas.
- Write down at least 10 ideas for potential guests to interview on your show.

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RECORD & EDIT YOUR PODCAST

- Hook up your podcast equipment.
- Do a test recording in your software and play it back to ensure quality.
- Configure a folder system on your computer to keep track of podcast recordings, mp3s, and other files.
- Outline your first episode, usually an introduction episode. (Introduce yourself, share what is coming up, and even provide some quirk wins for your new listeners.)
- Turn notifications off and silence any nearby devices.
- Practice keeping your mouth pointed towards your microphone the entire time while recording.
- Hit record and begin. If you mess up, that’s okay, you can edit those mistakes later, just keep rolling!

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INTERVIEW CHECKLIST

1. FIND AND BOOK A GUEST

- Research the best guests for your show based on the value they can provide.
- Build a relationship with a prospective guest first.
- Create an invitation with a compelling reason to come on your show.
- Agree on date and time using scheduling software. (I recommend ScheduleOnce or Oncehub.)
- Create a calendar invite for both parties.

3. PRE-INTERVIEW

- Welcome your guest and thank them for joining you.
- Ask, "What type of mic are you using?" as away to get the conversation started.
- Test and verify the audio is coming through correctly on both ends.
- Turn off notifications and sounds.
- Verify guest has notifications and sounds turned off, too.
- Ask your guest to pronounce their name.

2. TWO WEEKS BEFORE

- Provide your guest with any preparation details and questions in advance.
- Send the guest an overview of what you plan to discuss.
- Request any additional information you need from them for the interview (Headshot, Bio).
- Verify how you'll be getting in touch with them at the appointed time (Skype, Zoom, etc).

- Remind them of who your audience is so they know who they're talking to.
- Remind them of any questions or formatting details they need to know about.
- Ask your guest if they have any questions before you get started.
- Transition to the interview by saying, "Ok, let me sync up our audio & then we'll begin!"
- Start the show Excited, and remember to hit record!

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4. DURING THE INTERVIEW

- Make sure you do a proper introduction of your guest (unless you've done so beforehand).
- Let the guest talk. Listen and ask unique questions so your audience is hearing something fresh and valuable.
- Take small notes while recording in case you want to go back to anything that was mentioned.
- Repeat key points your guest makes so your audience stays with you.
- Address your audience during the show so they feel included.
- Remember this is a recorded interview that can be edited.
- Be sure to ask the guest where the audience can learn more from them. Make sure your guest's CTA is clear and concise (ex. Social media, website, or elsewhere).

5. POST INTERVIEW

- Provide your guest with feedback on how they did.
- Share the approximate publish date.
- Ask if they'll be willing to share on social media and with their audience when it goes live (Optional but recommended: have them sign a release form.)
- Ask for a review on Apple Podcasts if they enjoyed your show.
- Ask if they have recommendations / can intro you to other potential guests for your show.
- Follow up with your guest via email, including link details, when the show goes live.



EPISODE CREATION AND PUBLISHING

1. CLEAN UP YOUR EPISODE

- Edit your episode.
- Remove any distracting noises or mistakes.
- Add your music + intro & outro (make sure your music is royalty free).
- Add sponsorships (if applicable).
- Adjust the track volumes as needed to normalize the audio. See [Auphonic.com](https://auphonic.com) (to level out audio loudness).
- Save the episode and export it as an mp3file.

2. PUBLISH YOUR EPISODE

- Listen to the file before export to ensure it sounds decent.
- Upload your mp3 file to your media host (96 or 128mpbs will work).
- Add your episode title.
- Add your episode description.
- Add your season and episode number (if applicable).
- Add your episode artwork.
- Schedule the publication date for your episode.

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YOUR INTERVIEW IS LIVE - EMAIL TEMPLATE

Instructions: Use this template to increase your exposure when you're first starting out. Wordsmith this template and change the words to make it your own. This is only an example so you can use the ideas to get started. Every podcast is unique – make it your own!

Hi Name!

Your interview is LIVE and will be listened to by thousands of *[name of community]* faithful today! Thanks again for bringing your “A Game” and providing massive value throughout our conversation.

We want to make it really easy for you to share with your audience, so please feel free to use the one click share options below!

Here's the direct link to your podcast notes page:

I would appreciate it greatly if you shared it with your community!

Click to share on Twitter

Click to share on Facebook

Click to share on LinkedIn

We've also attached an image for you to use on various social media channels, along with a badge for your website.

And here's some copy you can tweak and use on social as well:

I'm excited to share my interview on the X podcast with host YZ! During our chat we talked about topic A, B, and C. If you're ready to do A, B & C, then tune in! > Link to show notes page

Thank you again so much for sharing your time and inspiring our audience. We're so grateful! If there's anything we can do to help support you, please let me know.

<Insert your tagline / signature here>

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TOP 7 STRATEGIES: HOW TO GROW YOUR PODCAST AUDIENCE

You’ve launched your podcast, and you love every minute of it – congrats! ...Now you’re wondering how am I supposed to keep up the momentum and traction – and actually start to grow your podcast audience?

In this guide you will learn:

- How to take your podcast to the next level
- Where you can find help so that ALL the marketing is not on you
- What you can do now to get your listeners coming back for more
- How to improve your chances of landing in Apple’s New & Noteworthy and featured sections
- The best schedule and frequency for your podcast

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How to Podcast”



PREPARE YOUR WEBSITE TO DISPLAY YOUR PODCAST

Although a website is not technically required to have a podcast, I highly recommend you have one to support your show, capture search engine traffic, build your email list from your podcast, and provide additional supplemental that supports your podcast, too.

- Create a new category specifically for your podcast.
- Determine how you will link to your podcast category and pages from within your site.
- Create a new post for each new episode. Include resources and links mentioned within the episode.
- Embed a media play from your podcast host so that people can play the episode directly from your website.
- Add a transcript to your blog post. (Optional)

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BUILD BUZZ FOR YOUR NEW SHOW

- Let your audience know the date your podcast will go live. Use email, blog, and social media— whatever you have access to.
- Create images for sharing on social media to promote your show. Make a coming soon page (optional).
- Create a grass roots team of your most engaged audience members to help promote the show when it comes out (if you have an audience already.)
- Reach out to any companies mentioned in your first few episodes to see if they can help promote the new show.
- Make a big deal out of your upcoming launch! Prepare a launch party to celebrate (optional). Prepare a launch day giveaway (optional).
- Prepare your launch day communications (email, publications, social media posts, and announcements in advance).
- Ask people to share your podcast once it goes live. Send private messages, call them, and reach out for support.
- On launch day, personally ask for reviews for your new show.
- Sign up to podkite.com to get better tracking for your podcast reviews and ranking.

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“How to Podcast”

GENERATE REVENUE-

PODCAST SPONSORSHIPS



WHEN AND HOW TO GET SPONSORS

I get a lot of questions about generating revenue and how to get podcast sponsorships.

In this guide you will learn:

- How to create a win-win-win between you, your audience, and your sponsor
- A systemized approach to podcast advertising
- How to set the right boundaries with your sponsors
- Why over delivering is so important
- Creating the right sponsorship package
- Legal agreements you need to protect your company and podcast

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How to Podcast”



COLD OUT REACH FOR PODCAST SPONSORSHIPS – EMAIL TEMPLATE

Instructions: This is the email we send to potential sponsors to start the conversation. PLEASE REMEMBER to make it your own. Use it as a template and change the wording. We’ve provided this as a guide so you can use the ideas.

Hello Name!

I wanted to inquire about a potential partnership with *[company name]* and *[your company’s/podcast name]*.

To give you a brief background, *[Name of Podcast]* is a top-ranked business podcast and generates over *[number of listeners]* listeners every month in over 145 countries.

Our audience is made up of entrepreneurs and small business owners - your target market - which is why I am reaching out.

My current list of sponsors includes _____ among others - all of whom have been with me for multiple years because they are seeing great results.

I would love to set up a time for a quick chat!

<Insert your tagline / signature here>

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WARM OUTREACH FOR PODCAST SPONSORSHIPS – EMAIL TEMPLATE

Instructions: This is the email we send to sponsors who we have already started a conversation with. PLEASE REMEMBER it is a template and you can customize it for your needs. We’ve provided this as a guide so you can use the ideas.

Hi Name!

Great speaking with you today :-) I would love to partner with Brand Name for _____ of [YEAR]!

[Name of Podcast] is a top-ranked business podcast, and we generate over *[number of listeners]* listens per month. Our audience is made up of entrepreneurs and small business owners, perfect for the service / product you provide.

With our sponsors, we always over deliver, and here’s how:

When you sponsor an episode *[Name of Podcast]* you get a 15-second pre-roll at the top of the show, a 60-second mid-roll in the middle of our show, and 15-second post-roll at the close.

You’ll also receive a feature on both the podcast notes page of every episode you sponsor and on our Sponsors page.

As discussed, we’re proposing a 30 ad-roll campaign for, which gives you 10 sponsorship spots per month.

Attached is our agreement, which breaks down the dates, cost per episode, cost per month, and cost for the quarter.

Our agreement is guaranteeing a minimum of ##, ### listens per episode. Again, we always over deliver on that number, but no matter how much we over deliver, you will always only pay the quoted price for the entire quarter.

You’ll find more information about our audience and our current sponsors here: *Insert link*.

Looking forward to working with you. Please let me know if you have any questions!

<Insert your tagline / signature here>