

PODCASTING

RESOURCES TO RUN THE SHOW

HOW TO START A PODCAST?

ULTIMATE CHECKLIST

Improve  Podcast

RECOMMENDED TO YOU



#LISTEN

**NEW EPISODES
EVERY MONDAY**

at 5am PST - 8am EST - 1pm GMT



Listen on
Apple Podcasts

LISTEN ON  **Spotify**

Study of Podcasters

Data from the Survey of 1,076 Podcasters

- easy to implement tips
- breakthrough findings
- unique perspective

[read study summary](#)



[↓ download study](#)

10 Steps Ultimate Checklist Start a Podcasting Show

Step 1. The Beginning of a Creative Journey



Commit to your podcasting project - why do you want to be a podcast creator? Write down your motivation with a pen and paper to set your mindset and achieve better success with your podcast.

(fill before you proceed further - define your goal that will drive you and motivate you)



Accept and overcome your fears - accept that new projects are stressful, and you may have moments of doubts (impostor syndrome). Accept that your show may not be perfect from the first episode (avoid perfectionism). Accept that your voice sounds strange (different) to you the first time you hear it on the recording.

Step 2. Idea Selection and Development



Choose an idea for your podcast - you need to be passionate about the idea if you are going to work on it for years. The idea also needs to be simple so you can easily communicate it to your listeners. Supporting resources:

- Search for inspiration in our free [list of 40 ideas for a show](#),
- Check our [guide on refining an idea for a podcast](#).



Choose a format for your show (educational, fiction, interview, etc.).



Decide if you will podcast solo or with a co-host (agree on rules of cooperation; agree on the method of reaching a final decision when having a dispute).



Create a listener's persona - define who is your target audience. Always create your content with a specific person in mind. You can learn how to do it in this [guide on how to create a listener persona](#).

Step 3. Content and Brand Plan

- ☒ **Create episodes' topics hit list (around 50 ideas for start)** - develop a list of topics to nurture for future episodes. Get tips on how to brainstorm ideas in this [guide](#). Make sure to check our [Podcast Idea Guide](#)!
- ☒ **Decide on your episodes' length and tone** - in general, aim for a show lasting between 15-50 minutes. Be consistent with your style.
- ☒ **Draft a structure of your episodes** - split into segments for improved story flow management. Review this [guide on a structure of an episode](#).
- ☒ **Plan for user engagement** - ask questions, implement call to actions, promote other episodes. All of this can be designed. Here is a [guide on increasing engagement in podcasting](#).
- ☒ **Name your show** - after your podcast idea has matured, decide on a name for your show (try to make it memorable but also easy to write). Pick something you like and feel good about it.

Step 4. Podcasting Gear

- ☒ **Choose your mic for podcasting** - check our [mic recommendations and buyers guide](#).
- ☒ **Choose your audio editing software** - check our [digital audio workstation \(DAW\) recommendations](#). Below you can find our top recommendations.



[Audacity](#)



[Reaper](#)



[Hindenburg](#)



[Adobe Audition](#)

- ☒ **Choose closed-back headphones for audio monitoring** - review [headphones recommendations](#).
- ☒ **Analyze what additional gear you need** ([cables](#), [audio interface](#), pre-amp, etc.) - you can find all you need in our [ultimate podcasting gear guide](#).
- ☒ **Buy all your gear days before the recording sessions** - avoid the stress of missing components.
- ☒ **Apply optimal mic settings for a recording session** - our [tips for mic setup](#).

- ☒ **Decide how will you record** - will you [record standing or sitting](#). Become confident around your gear.
- ☒ **Test your setup days in advance** - get familiar with the software and hardware. Don't learn everything during your first recording. You will be stressed enough.

Step 5. Before Your First Recording Session

- ☒ **Decide where you are recording** - understand [room acoustics](#) and choose optimal conditions.
- ☒ **Soundproof your studio and improve acoustics** - look for solutions in this [detailed soundproofing guide](#) to make your room silent.
- ☒ **Choose the optimal time of the day** for the quietest recording conditions.
- ☒ **Decide on publishing schedule** (weekly, bi-weekly, or season format).
- ☒ **Find and prepare intro, outro, and music (jingles) for your show** - read more on [using music samples legally](#).
- ☒ **One day before the recording, take care of your voice** - read our [vocal tips for podcasters](#).

Step 6. Work Schedule for a Weekly Publishing

- ☒ **Split your week in a 7-day content mill plan** (for a weekly release schedule).
- ☒ **Book guests in advance** - for busy guests, you may need to schedule weeks before.
 - Always have a backup plan, some guests will eventually cancel or reschedule appearance.
- ☒ **Step / Day 1 - Episode layout** - decide on the main topic and things you would like to cover in this episode.
- ☒ **Step / Day 2 - Research & develop your content** - review sources, facts, and useful information, research your guests.



Step / Day 3 - Scripting - [prepare a podcast script](#) or an outline (interview questions), for use during a recording session.



Step / Day 4 - Recording day - do a [10-minutes vocal warm-up](#) before you start and record.



Step / Day 5 - Editing day - here is a detailed [step-by-step editing tutorial](#)

- On the first pass, edit content only and mark where quality is low,
- On the second pass edit quality, volume, mute segments, add fade-ins,
- Add music and sound to stand out and be more memorable.



 **soundstripe**

[try & browse high quality, exclusive music and SFX](#)



[try & browse modern, stylish and distinctive music](#)



Premium Beat

[try & browse the largest online collection of music](#)



Step / Day 6 - Buffer day - fine-tuning and buffer for unforeseen circumstances. Export your episode using best settings for your final file.



file type

mp3

bit rate

64 kbps mono
128 kbps stereo

sampling rate

44.1 kHz

bit depth

16 bit

loudness

-19 LUFS



Step / Day 7 - Release day - publish and episode for your audience.

Step 7. Final Steps Before the Big Launch



Develop a visual identity (logo, and you can choose a color palette for a website) - follow the guidelines and requirements of main directories (Apple Podcasts, Google, Spotify). Read this [guide on creating a podcasting logo](#), and use below settings for your logo file.



file type

png

resolution

72 dpi

colorspace

RGB

dimensions

3000 x 3000 px

test look on

55 x 55 px



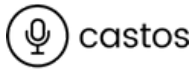
Prepare the show description - make it thorough and informative.



Set up an account with a podcast hosting company - check our detailed [comparison of over 20 podcast hostings on the market](#). Our TOP 5 recommended hostings are below (click on the logos to visit websites).



get bonus:
\$20 Amazon gift card



get bonus:
14 days free



get bonus:
14 days free



get bonus:
7 days free



Get an RSS feed - your media host can provide you with an RSS feed. You can also set your own RSS feed independent from your podcast hosting, but for that, you will need a website.



Register accounts in podcasting directories - add RSS feed details.

- In many cases, to get approved, you will need at least one episode; it can be an extended trailer.
- Sometimes directories reserve 4-6 weeks before approving your show, so remember that when planning the date of your big launch.



Prepare episodes' descriptions.



Have a couple of episodes ready before you publish the first one - this provides a better user experience when your new listeners have few episodes available.



Schedule the premiere - choose the publish date and hour in your podcast hosting account.



Congratulations! - celebrate your success and how much you have accomplished so far.



Step 8. Marketing and Improved Visibility

- ☒ **Develop a strategy for promoting your show** - see our [recommended marketing strategy](#).
- ☒ **Plan for launching a website to promote your show** - review our [website guide for podcasters](#).
- ☒ **Website essentials** - pick a domain name and register it, choose a hosting provider, and a useful Content Management System (like WordPress.org).
- ☒ **Add transcripts for each episode for better Google SEO** - do them on your own, or order them from [Rev](#) or [Fiverr](#) for fast and quality transcripts.
- ☒ **Start growing your [podcast mailing list](#)** - keep your fans informed and as a foundation for effective monetization.

 bluehost[try Bluehost](#)
get your website up in 15 mins[try Divi](#)
fast and easy to use theme

sendinblue

[try SendinBlue](#)
start collecting mails

Step 9. Continuous Improvement Commitment

- ☒ **Commit to the improvement of your craft** - what value you want to keep delivering to your listeners?

(define one core thing what can you do to guarantee your success)

- ☒ **Podcasting best practices** - keep making your show gradually better with each episode implementing the [set of podcasting best practices](#).
- ☒ **Podcasting trends** - be aware and understand what [trends are shaping the podcasting market](#).
- ☒ **Learn about your craft** - read a [good book about podcasting](#).

Step 10. Areas for Development to Become a Pro

- ☒ **Grow your [productivity skills](#)** - explore with batch recording, i.e., grouping work in larger blocks to get a better overall quality, and then recording a few episodes at once (not applicable to a news show).
- ☒ **Work on your [time management skills](#)** - you will get more done in less time. Use a good project management app, like [ClickUp](#), to get more done.
- ☒ **Keep track of your performance indicators** - make sure if you are growing as fast as you can. Read our [guide with over 50 metrics for measuring podcast performance](#) and effectiveness.
- ☒ **Master [Storytelling Skills](#)** - storytelling is one of the most powerful techniques for increasing engagement. Here is a full guide on implementing and developing storytelling skills.
- ☒ **Master your speaking rate** - optimal words per minute for podcasting is around 160 words. Read this [guide about optimal words per minute](#) and how to practice speaking rate.

BONUS. Make Money Podcasting

- ☒ **Develop a monetization plan** - you can make money with your show. We have many guides on monetization, includes:
 - [List of 30+ ways you can make money podcasting](#) - pick what can work for your show,
 - [How to find sponsors and advertisers?](#) - the most popular form of monetization,
 - Promote quality products and start earning with [affiliate marketing](#),
 - Consider launching a [Patreon campaign and strategy](#) and convert listeners into regular supporters,
 - Develop [high ticket info-products](#) and offer them to your listeners.

Learn more at

[ImprovePodcast.com](#)



Find improvement
tips here

