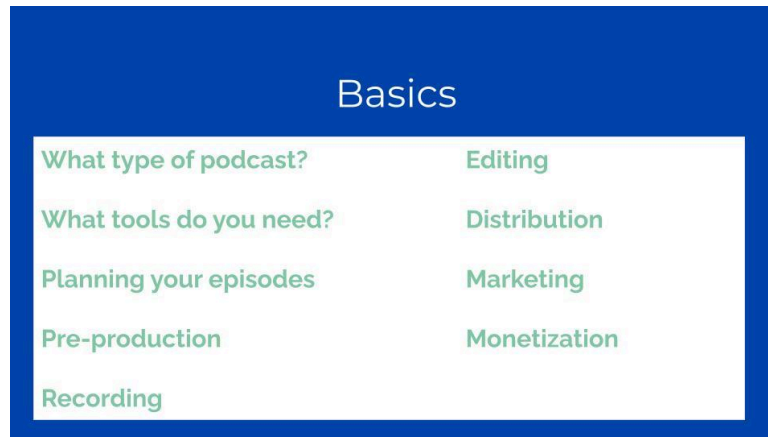


## Podcasting for Beginners summary

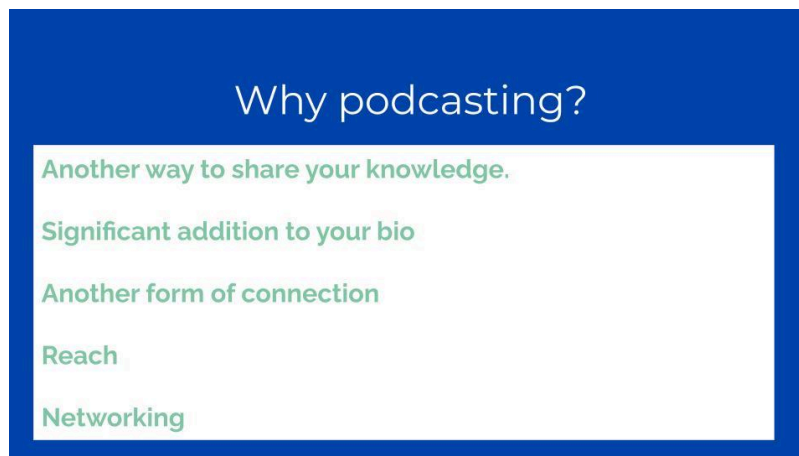
This is a very scaled-down summary, and is only intended as visual reminders of the workshop. A virtual presentation of the full lecture can be found here:

<https://www.youtube.com/watch?v=5hYqsWoGAow>

First, here is an overview of the components of a podcast from the conception through distribution and possibly even bringing in revenue.



You want to figure out what kind of podcast you want to create, get the tools you need, plan your episodes, make sure you have everything ready with your guests before recording, understand the basics of recording, take time for editing as needed (which can include post-production elements such as removing awkward spots, adding underscore or theme music, or mixing different recorded elements. Distribution is what you need to do to get your podcast out to the world. Marketing is how you let the world know about your podcast. Monetization explores some of the way that you can earn anywhere from a pittance to a significant income.



The above slide shows 5 reasons why anyone should consider a podcast. Special elaboration on the last point is if you have guests. You can meet interesting people for free

simply because you are giving them a platform to share, and their gratitude can pay off in different ways.

Answer these 3 questions to figure out what kind of podcast you should do. A hobby means you're willing to earn no money, and you also don't care if anyone other than a few friends listen.

What is your podcast about?  
Is it a hobby or a business?  
What overlaps with your expertise and the marketplace?

If you want to treat your podcast like a business, the last question is very important.



Once you've chosen your podcast's subject, here are some questions for deciding content.

Decisions about content

- Co-host or not?
- Guest driven or not?
- Also as video, or only audio?
- In-person or online?

Answer these next questions based on the time you have, understanding that 1 hour of work is good for about 12-15 minutes of content. There are no wrong answers, but informing your listeners and being consistent is important.

### Three Important Decisions

- Average length of each episode?
- Average frequency of new episodes?
- Should you post continuously or consider "seasons"?

Here is a list of what you need to get for recording and editing.

### Tech list for recording/editing

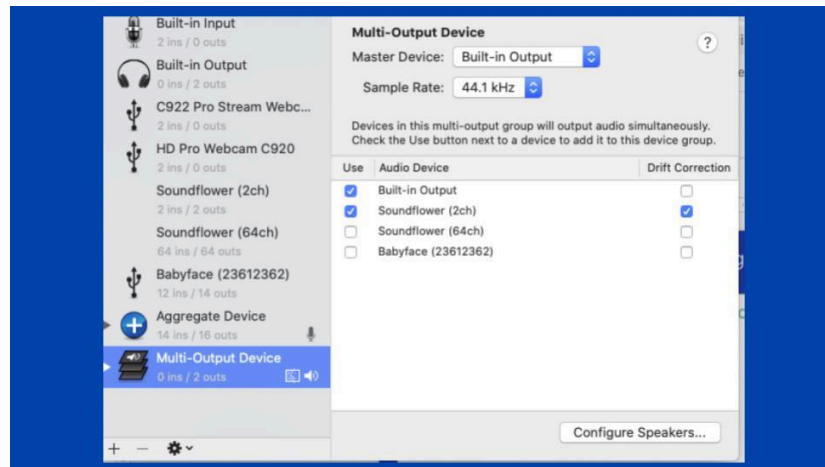
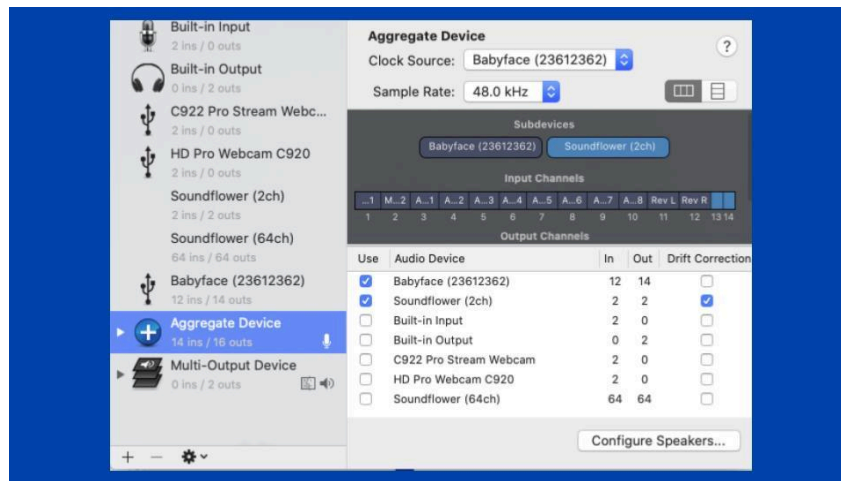
- DAW (Digital Audio Workstation)
- Microphone and Preamp — OR — All-in One Unit
- Audio Interface
- Headphones
- Video Call App and Internet Connection

Even the best NPR-produced shows don't have great audio for their guests. Here are some tips to share with guests to improve odds of good sound.

## Guest Guidelines/Suggestions

1. Use earphones. Make sure the mic part is not rubbing against clothing.
2. Find a quiet room indoors.
3. Check your internet connection.
4. Use a good microphone or use their phone (rather than a webcam mic)

Here are 2 photos that show how my Apple computer is setup using a free sound engine called Soundflower, and an audio interface. I used a google search to find this configuration.



To get your podcast feed on your website and automatically to all the major distributors (such as Apple, Amazon, and Spotify), you need an RSS Feed.

RSS stands for Really Simple Syndication, and it's a simple, standardized content distribution method that can help you stay up-to-date with your favorite newscasts, blogs, websites, and social media channels.

Here are some popular places where you can get an RSS Feed, and host your podcast to be fed to everywhere else. Some are free, others have a monthly fee.

#### Some Podcast Distributors

1. [RSS.com](#)
2. [Buzzsprout](#)
3. [Anchor](#)
4. [Podbean](#)
5. [RedCircle](#)
6. [Spreaker](#)
7. [Transistor.](#)
8. [Simplecast](#)

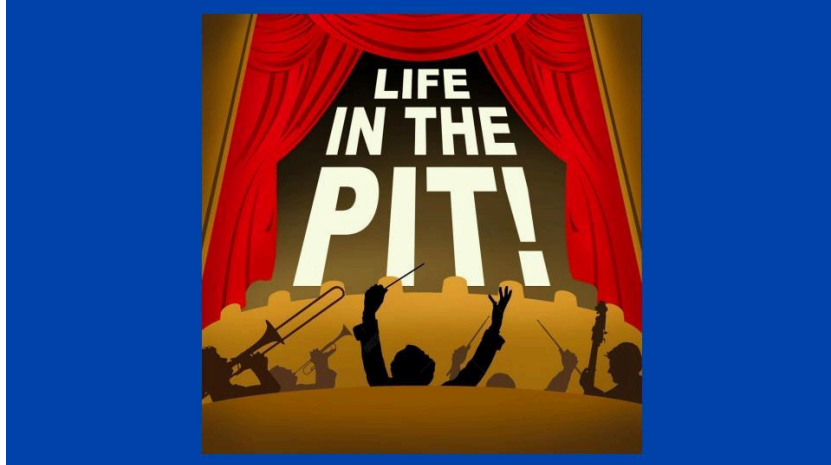
Keeping in mind that your logo can be an attention getter, but is usually only seen as a 1-inch square on a phone, here is what makes a good logo.

#### Graphic Design Needs

A good logo needs to be a square image around 2000 X 2000 pixels

Striking Image, brand colors, little text

Here is my logo as an example.



Commit to your podcast with these numbers. Release your 1st 3 episodes simultaneously to make sure Apple and others list you in their search. 9 and 21 episodes are milestones that 75% and 90% (respectively and unofficially) of podcasters don't reach. You'll stand out with 21+ episodes.

Minimum number of episodes

On your initial launch — 3

Before quitting — 9

To Stand Out - 21

When finalizing your episodes, here is the safe bet.

Format Tip - always export your  
podcast episode recordings as  
.mp3

Whether it's a separate site or just a page on your website, create a landing page for your podcast using web templates and your RSS feed. Here are some things you can do there.

#### For your podcast website

- Notes for each episode (called "show notes")
- Transcribe or use transcript apps

Also, because Apple and Google phone users don't use the same apps, remember...

#### When Sharing Episodes

##### TIP

Always share the episode from your website, not a specific app.

When it comes to making money from your podcast, here are some ideas to explore.

#### Monetizing your podcast

- Corporate Sponsorship
- Patreon
- BuyMeACoffee.com
- A donate button
- YouTube Live with Superchat
- Merchandise

Here are suggestions for a book that I read that helped me get started,

BOOK SUGGESTION

**"So You Want to Start a Podcast: Finding Your Voice, Telling Your Story, and Building a Community Who Will Listen" - by Kristen Meinzer, 2019, William Morrow**

Good luck with podcasting. Please listen to the whole lecture here:

<https://www.youtube.com/watch?v=5hYqsWoGAow>

And please reach out below with questions or just to follow.

THANK YOU for LISTENING!

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