Podcasting For Beginners Guide

Launching a remote podcast can be both exciting and challenging. To help you navigate this process with ease and efficiency, we've compiled a set of professional and clear guidelines, incorporating budget-friendly tips for a smooth start.

1. Podcast Naming

- **What to Do**: Begin by choosing a unique and descriptive name for your podcast that clearly reflects its content, theme, and tone.
- **Why It's Important**: A distinctive name captures the essence of your podcast and draws in your target audience. It's crucial for branding and making your podcast easily discoverable.
- **How to Execute**: Conduct a thorough search on Google and major streaming platforms like Spotify and Apple Podcasts to ensure your chosen name is original.

2. Establishing an RSS Feed

- **What to Do**: Set up an RSS feed to act as the central hub for your podcast. This is where your podcast episodes are stored and distributed to streaming platforms.
- **Why It's Important**: An RSS feed is vital for making your podcast available across various platforms, expanding your reach and listener base.
- **How to Execute**: Use a hosting service like Buzzsprout (https://www.buzzsprout.com), which is affordable, user-friendly, and simplifies the process of connecting to streaming platforms.

Free	$12 /month	$18 /month	$24 /month
Get Started Free	Get Started Free	Get Started Free	Get Started Free
Upload **2** hrs Each Month	Upload **3** hrs Each Month	Upload **6** hrs Each Month	Upload **12** hrs Each Month
Episodes Hosted for 90 Days Limited to 2 hours each month (No overages)	Episodes Hosted Indefinitely Upload more content for ($4 per hour)	Episodes Hosted Indefinitely Upload more content for ($3 per hour)	Episodes Hosted Indefinitely Upload more content for ($2 per hour)
Advanced Stats Unlimited Team Members Limited Storage Upgrade to Import Podcast Upgrade for Hosted Website	Advanced Stats Unlimited Team Members Unlimited Storage Import Podcast for Free Hosted Website	Advanced Stats Unlimited Team Members Unlimited Storage Import Podcast for Free Hosted Website	Advanced Stats Unlimited Team Members Unlimited Storage Import Podcast for Free Hosted Website

Podcasting For Beginners Guide

3. Online Recording Software

- **What to Do**: Choose high-quality online recording software to record your podcast episodes remotely.

- **Why It's Important**: Reliable recording software ensures clear audio and video quality, enhancing the listener's experience and engagement with your content.

- **How to Execute**: Riverside.fm (https://riverside.fm/, accessible via Chrome browser) is recommended for its comprehensive features, including show notes, episode summaries, automatic video clip creation, and audio cleaning, along with branding integration capabilities.

Below is a screenshot of the Riverside.fm Pricing

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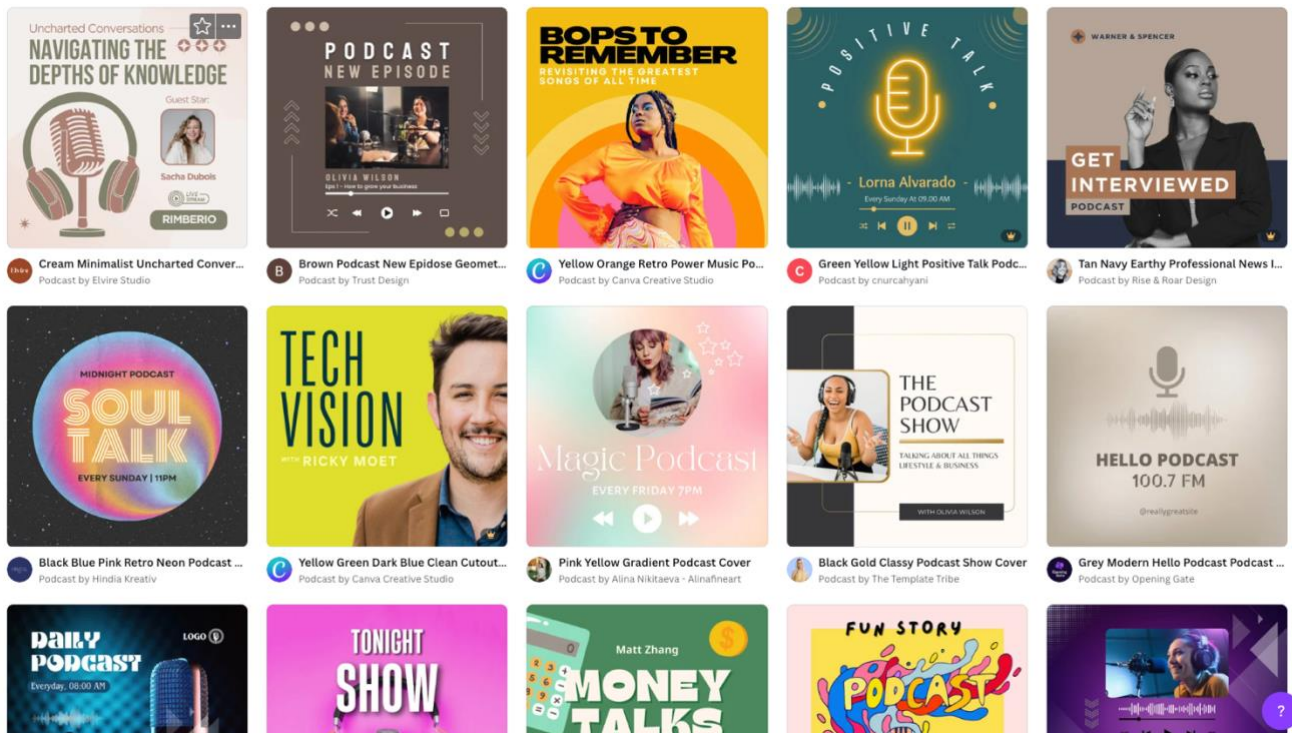
4. Intro/Outro Production

- **What to Do**: Create a professional intro and outro for your podcast, incorporating custom music or a voiceover.

- **Why It's Important**: These elements add a polished, professional touch to your podcast, making it memorable and enhancing brand consistency.

- **How to Execute**: Commission custom music and voiceovers from talented creators on platforms like Fiverr, ensuring originality and copyright compliance.
  - I have used these voice artists before from Fiverr and would suggest spending the $30-$50 to have someone do it for you. They will make you custom music, so you don't have to worry about copyright issues. Here are a few I have used and liked:
    - Really good quality: https://www.fiverr.com/s/rjzKAr
    - He technically creates commercials, but if you message him and ask him to do a podcast intro he likely will, he is very talented and affordable:
      - https://www.fiverr.com/s/yDaoAe
      - https://www.fiverr.com/s/vp6KaZ

Podcasting For Beginners Guide

5. Cover Art

- **What to Do**: Design compelling cover art for your podcast that visually represents your show.

- **Why It's Important**: First impressions matter, and your cover art is often the first point of contact with potential listeners, influencing their decision to engage with your content.

- **How to Execute**: Utilize Canva (https://www.canva.com/) for its vast array of podcast cover templates, allowing for easy customization to fit your podcast's aesthetic. ($12.99/ Month)

Podcasting For Beginners Guide

6. Equipment

- **What to Do**: Start with essential, budget-friendly recording equipment to ensure high-quality audio.

- **Why It's Important**: Good quality audio is crucial for retaining listeners and creating a professional-sounding podcast. Proper equipment helps avoid common recording issues, such as inconsistent audio levels and background noise.

- **How to Execute**: Consider headsets with built-in microphones for a simple, effective setup, or opt for a standalone microphone and headphones for enhanced audio quality. Always use headphones during recordings to prevent echo and feedback.

- Suggestions:
    - https://a.co/d/1Ua5qo8
    - https://a.co/d/bNdLfBm
    - https://a.co/d/iRY3BqQ
    - https://a.co/d/ebMI4lU
    - 'Fancier Option' https://a.co/d/bDURhsb

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Final Thoughts:

Embarking on your podcasting journey involves more than just recording conversations. Each step, from naming your podcast to selecting the right equipment, is crucial for creating a successful and engaging podcast. Remember to leverage the recommended tools and platforms for support, including tutorials and guides, to streamline your process. By focusing on quality content and technical excellence, you'll set your podcast up for success.

If you need help, please reach out to Jordan Yates at jyates@jordanyatesmarketing.com