



GET STARTED **PODCASTING**

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QUESTIONS? Contact us at marketing@fmh.com

STARTING A SHOW

PODCAST SHOW PLANNING CHECKLIST

Before starting your podcast, think through each of these questions.

GOAL & STRATEGY

What is your Goal?

Who is your Audience?

What action do you want your listeners to take?

What value will you provide?

What style is your podcast?

Name your podcast!

LOGISTICS

How frequent will your episodes be?

Where will you record?

How long will your episodes be?

Who will edit, publish, and promote it?

STARTING A SHOW

SHOW DESCRIPTION AND BRANDING

These are the elements you will need to set up your show:

Podcast Show Title: _____

Short Description of Your Show (a few sentences):

Keywords (these help your show be found):

Type of Show:

- Episodic** (episodes can stand alone)
- Serial** (episodes need to be listened to in order and build on each other)

Podcast Artwork

3000 x 3000px .jpg or .png

This is what appears in podcast directories and apps. It can be the same for both your show and episodes.

Example:



TIP!

Your artwork can be as simple as uploading your logo or picture that represents your company.

If you'd like to create a logo or graphic for your podcast art, [Canva.com](https://www.canva.com) is an easy-to-use and free tool to design graphics.

EQUIPMENT & SOFTWARE

RECORDING AND EDITING

You will need a **microphone** and **recording software** to capture audio.

Editing software allows you to add music, adjust volume, and correct mistakes.

Microphone Options:

- Mobile phone built-in microphone
- USB microphone to plug into a computer

Popular Brands:

- Blue Yeti
- Rode
- Shure
- Samson
- Audio-Technica

Recording Options:

- Zoom - Great for remote recording and free for up to 40 minute meetings

These tools have the capability to **record** and **edit**:

- Riverside - Great for video podcasting remotely.
- Audacity - Free online recording and editing tool
- Garage Band - Comes with Apple devices
- Adobe Audition - More advanced option

Headphones: Good quality headphones are helpful to help monitor sound.

HOSTING & DISTRIBUTING

You will need to set up your show on a **hosting website** where you upload your episodes and **publish them to podcast directories** (sites and apps where your audience listens to it).

Popular Hosting Sites:

- [PodBean.com](https://www.podbean.com)
- [BuzzSprout.com](https://www.buzzsprout.com)
- [Transistor.fm](https://www.transistor.fm)
- [RSS.com](https://www.rss.com)
- [libsyn.com](https://www.libsyn.com)

TIP!

A podcast can be recorded, edited, and distributed all from your phone with a free app:

anchor.fm



CREATING EPISODES

PLANNING YOUR EPISODES

Start with a plan with topic ideas for the year and define them quarterly.

Pub Date	Topic	Description	Guest(s)



CREATING EPISODES

EPISODE PLANNER

Use this template to plan the details of each episode.

Episode Topic: _____

Goal of Episode: _____

Episode Title: _____

Guest(s):

Recording Date:

Recording Location:

Publication Date:

Short Description of Episode:

Key Points: _____

Call to Action: _____

Show Flow Outline:

- Opening
 - Host - Introduce yourself
 - Introduce your topic and why it is relevant
 - Introduce your guests
- Conversational interview with key points
- Closing remarks you'd like your audience to remember
 - Call to action
 - Thank your guests
 - Thank your audience and ask them to subscribe

TIP!

Connect with your audience by including some personal information about your interests, hobbies, favorite sports teams, or what is happening seasonally in your community.

RECORDING & EDITING

RECORDING CHECKLIST

Set up

- Plug in microphones and select as the audio input in your recording software.
- Sound check:
Make sure everyone's microphone is connected and picking up. Adjust the distance and volume until all speakers sound equal and balanced.
- Hit Record! And have someone else record if possible as a backup.**
- Relax, smile, and have fun!

TIP!

Test different locations for recording such as your office, meeting rooms, and home to see where sound is best.

Stay away from walls in close proximity, as sound waves bounce off of hard surfaces.

The output of your recording will be an audio file.

Common audio file formats include: MP3, WAV, M4A, MP4



EDITING

Editing an Episode

Now that you have your file from recording day, you're ready to edit. While recording, it's helpful to note the time you began and times you may want to edit later.

Common edits are adding music, removing clips if someone restates something, and long pauses. You don't need to feel obligated to edit too much, as podcasts are not meant to be perfect!

Music

Adding music to the beginning and end of your podcast can add interest and set the tone for your show. Listen to samples before choosing your music to find one that matches the feel of your show.

Sites for Podcast Music:

- [Pixabay.com](https://pixabay.com)
- freemusicarchive.org
- premiumbeat.com
- audiojungle.net
- pond5.com

PUBLISHING & PROMOTING

PUBLISHING

Now that you've got your final audio file, you're ready to upload it to your hosting site.

What you'll need:

- Podcast Title
- Short Description
- Long Description (optional)
- Audio File - i.e. MP3

Once your episode is added, you can save a draft, schedule your podcast to publish at a certain date and time, or publish it immediately.

Podcast Directories:

The last step in publishing your podcast, is to make sure that your episode is updated on podcast directories. That's one way your audience will listen to your show. It can take a few minutes to a few hours for each to be updated.

Embeddable Player:

Many hosting platforms also offer embed code to add a player to your website.

Popular Directories:



Apple Podcasts



Spotify



Google Podcasts



Amazon Music



Podcast Addict

PROMOTE IT

Make sure to promote each episode after you publish it!

- Add an article to your website
- Email your employees
- Email your clients
- Text your clients
- Post to social media platforms

TIP!

Encourage listeners to subscribe so they automatically get updates when episodes are published.