

# HOW TO START A PODCAST

## Step 1: Make a Goal

Why should you podcast?

- Establish Your Expertise
- Increase Brand Recognition
- Company Morale
- Networking and Business Development
- Platform for Introducing New Things
- Create Evergreen Content
- All
- Other

## Step 3: Build Your Team

You might be all of these roles, but who is your:

Producer \_\_\_\_\_  
 Host \_\_\_\_\_  
 Editor \_\_\_\_\_  
 Mixer \_\_\_\_\_  
 Social Media Marketer \_\_\_\_\_

## Step 5: Be Prepared

What's the story of the show?

Have you done a discovery call?

Have you sent questions to the guest? Do you want to?

Have you sent a show flow document?

## Step 2: Know Your Audience

Who's going to listen to you? Describe their age, gender, profession and interests.

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## Step 4: Get Planning

What is your podcast about? \_\_\_\_\_

What's your elevator pitch?

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Make a list of your 5 realistic potential guests and/or topics to cover.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

## Step 6: Get Your Gear Ready

Are you recording solo? In-person interview? Remote interview? \_\_\_\_\_

What's your mic, headphones, and background?

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What's your guest's mic, headphones and background?

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What mixer are you using? (Voicemeter)

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What recording software are you using? (Audacity)

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What editing software are you using? (Audacity, Audition)

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## Step 7: Record Drunk, Edit Sober

Ask the background questions you may or may not use in final product.

Ask the dumb question. Ask the "off the record" question.

Take chances. This isn't a live show!

## Step 8: Promotion

How do you maximize reach? \_\_\_\_\_

Have you created social media assets? For what platforms?

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Have you made it easily shareable for your guests? \_\_\_\_\_

What are your guests social media handles?

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Have you asked for reviews? \_\_\_\_\_