GETTING STARTED WITH PODCASTING

As you begin your podcasting journey and start to make decisions about your show, keep in mind that no two podcasts are alike. Below are several guidelines and tips to help you get started, but don't be afraid to make it your own.

THE BASICS

Consistency is the name of the game in podcasting. Whether you post once a month or every day, stick to a schedule. Episode length and style should also remain consistent.

Before making decisions about how often to post or how long to record, consider two things: your audience and your content. Is your audience always on the go, or are they looking to escape for an hour? Do you have enough content to fill fifty-two episodes per year or the time to dedicate to it?

- Most common episode frequency: one episode per week
- Most popular release days: Tuesday, Wednesday, and Thursday
- Average episode length: Between twenty and fifty minutes
- Most common episode style: conversational interview

Resources

- "Podcast Editorial Calendar: How to Plan and Schedule Your Episodes" (Podpage)
- "Podcast Editing: Practical Podcast Editing Tips" (Buzzsprout)
- "How to Start a Podcast to Grow Your Business" (*Forbes*)

Microphones and Equipment

These days, high-quality podcasts can be produced with relatively inexpensive microphones and equipment. Not sure what you need or how much you should spend? Here are some resources to help you find the right equipment for you:

- "What Are the Best Podcast Microphones?" (RSS.com)
- "The Best USB Microphones for Musicians and Podcasters" (*Wirecutter*)
- "The Best Podcast Microphones for All Abilities and Budgets" (Podcast Host)

Show Name and Artwork

Before you can submit your podcast to Spotify, Apple Podcasts, or other platforms, you need to decide on a show name. The best names are searchable and short. Double-check that no other podcasts have your chosen name by searching in Spotify.

Not sure where to start? Spend some time browsing through podcasts in your chosen genre and pay attention to trends. If you also plan to build out a website to support your podcast, make sure that the URL is available for purchase.

Here are some additional resources on finding the right name for your podcast:

- "Podcast Branding: How to Build a Strong Identity for Your Show" (Podpage)
- "Podcast Episode Titles: How Should I Name My Episodes?" (Podcast Host)

Once your name has been selected, don't forget about show art. Remember, most people are viewing the show art as a small thumbnail, so don't make the design too intricate. Here are some more resources on creating and formatting your show art:

- "Podcast Cover Art: Design the Perfect Graphic for Your Pod" (Shutterstock)
- "Artwork Guide" (Apple Podcasts)

Recording and Editing

You've decided on the overall direction for your podcast, have a name picked out, and are ready to start recording. Here are some resources on how to record and edit your episodes:

- "The Best Podcast Recording Software (for Mac & PC)" (Podcast Insights)
- "How I Record Remote Podcasts" (Buzzsprout)
- We use Zoom to record remote guests.

Hosting

Once you have your first few episodes ready to go, you'll need to upload them to a hosting site. Much like a website, a podcast requires a hosting service to send out new podcast content to platforms like Apple Podcasts and Spotify. Most hosting services charge a monthly fee to store your content, and the amount charged is based on the size of the data you upload each month. Here are a few of the most popular hosting sites:

- Libsyn
- Buzzsprout