



HOW TO START A PODCAST

IN 10 STEPS

Creating a podcast from scratch can be a daunting task, but it doesn't have to be. So many times, we get held back by the belief that there's a "barrier of entry" into the content creation world; specifically podcasting.

Take these actionable steps and put them into place one by one. Before you know it, you'll have built out the infrastructure for your podcast and will be in your creative zone recording shows on the regular! Good luck, and please don't hesitate to reach out to me personally if you have any questions. You can do so at nick@tantilloproductions.com.



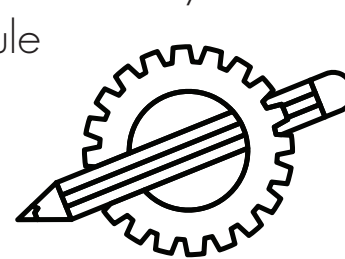
1 DETERMINE WHY YOU ARE MAKING A PODCAST

For Your Business

- Capital needed to build a team & hire services
- Marketing, Booking Assistant, Audio Engineer & Studio
- Relieves stress from your plate so that you can focus on your content
- Consider recording in a professional environment. AKA Studio
- Should be concerned about quality. If you want to make money, you have to sound high end

For Your Passion Project

- You trade in more time spent, for less money spent
- Flexible in where and how you record
- Not dependant on listeners & money. You don't have to have the nicest microphone and studio around town
- Ability to create your own schedule



2 CHOOSE A TOPIC (NICHE)

- Try and avoid supersaturated markets
- Choose something you have credibility in
- Carve out a spot for yourself in a sub-category if you're in a saturated market
 - Ex: A podcast highlighting professional trainers that work behind the scenes with sports teams
- Pick something you don't need a computer to talk about
- Choose something you're an "expert" in



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CHOOSE THE RIGHT GEAR



Dynamic vs. Condenser Microphones

- Broadcast microphones are generally dynamic
- Dynamics will better reject extraneous sounds and focus on the source (your voice)
- Condensers will pick up more room tone & microphone bleed

USB Mic (Hobbyist preferred)

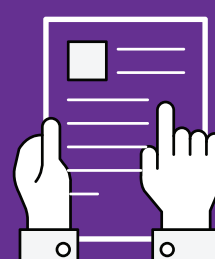
- Plug and play. You don't have to be an "expert" in recording
- You can easily bring it anywhere
- ATR-2100 is a great place to start for female and male voices alike.

Audio Interface & XLR Microphones

- Can write off as a business expense.
- Allows you to independently edit multiple tracks. (Multi-tracking)
- Higher-quality & you can outsource recordings to an audio engineer for editing.
- Reach out via nick@tantilloproductions.com to learn more about getting setup with an audio interface and microphones now!

4 CREATE SHOW STRUCTURE

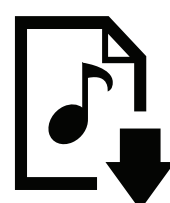
- Interview or solo style show?
- How many hosts and/or guests at any time?
- Will you have special "segments"?
- Will they require sound FX to be built?
- Are you going to include advertisements?



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CREATE SHOW BRANDING

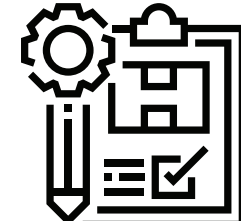
- Intro: Create an effective and engaging opening scen.
- [Music Only], [music + voice over], or [music + voice over & sound FX]
- Theme the music, if possible. Use the same music for the outro as you did in the intro
- Create memory anchors in people's minds when they hear these sounds



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BUILD A RELEASE SCHEDULE & PLAN FOR EMERGENCIES

- Be consistent. Show up. This is #1. Consistency over content
- Decide on your release schedule, build a content calendar online & stick to it
- Sick for a week? Don't feel like podcasting? Record backup episodes in advance



7 CREATE "SHOW DEBRIEF" PDFS FOR GUESTS

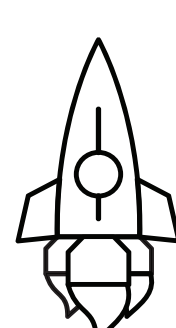
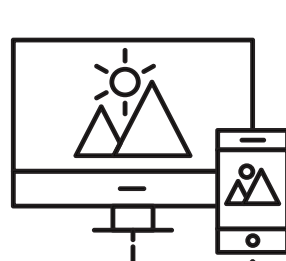
- Help your guests. Make it abundantly obvious where they need to go to record with you
- Create special PDFs in Google Docs that look professional and point them in the right direction in ADVANCE
- Include anything they should know about the topic or show before joining
- Examples of online interview platforms: Squadcast, ZenCastr, ZOOM



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SETUP YOUR HOSTING AND SUBMIT YOUR SHOW

- iTunes, Spotify, & Google do not host your show. They pull your "RSS Feed" from your main host site
- You upload your files to your main host site
 - Automatically updates your RSS Feed and your podcast subsequently appears live on all platforms
- Generally, there is a monthly fee applied to use a host site
- Popular host sites: Libsyn, Spreaker, Blubrry, Soundcloud, PodBean, Anchor



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LAUNCH

- Blast your social media with "audiograms" and release announcements well ahead of your launch
- Have episodes in the bag before you tell the public you're ready to launch
 - This avoids stress
- Create interactive social posts/videos upon release to Spotify, iTunes, & Google Podcasts

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MAINTAIN YOUR SHOW

- Again - Show up! Be consistent and let your listeners know when they can expect to hear from you
- Build relationships with other content creators and podcasters
 - Get featured on their shows
- Keep your content dynamic. Don't get stale
- Keep your podcast top of mind on everyone's social media feeds

Tune into Podcasters on Podcasting for more weekly, actionable tips to start and sustain a successful podcast today!



LISTEN HERE