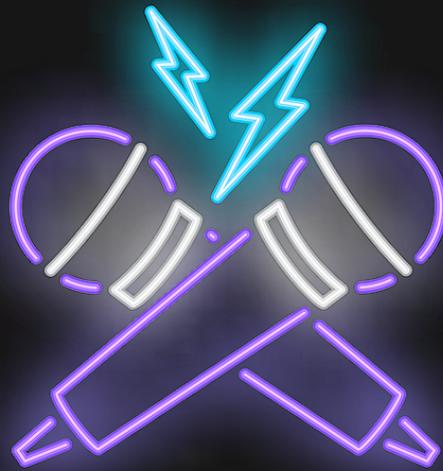


visible 

# Quick Start Guide to Podcasting



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**Have you always dreamed of having your own  
podcast?**

**Quit dreaming - it's time to take some action  
and start one of your very own!**

**Podcasting isn't complicated (unless you want  
it to be). Forget every article and video you've  
ever consumed about podcasting. We're  
giving it to you straight, with everything you  
need to know to start your own podcast.**

**So warm up those vocal cords and get your  
banter ready - it's podcast time!**

**Are you ready? Let's gooooo!**

# WHY SHOULD YOU PODCAST?

Podcasting is growing in popularity, and now is the time to jump on the bandwagon. Not only are podcasts fun to make and listen to, they're quickly becoming a major media channel with massive growth potential. By the most recent count, there are over 660,000 podcasts out there, and revenues for the industry are expected to quadruple by 2022.

So while podcasts are still a fun, low-pressure method of storytelling, they are also becoming really interesting for business as well.

What's more interesting than the growth in podcasting, though, is the way podcast audiences consume content.

A 2019 study from Edison Research provided deeper insight into Australian podcast audiences and how they behave - here are some of the key points:

**Highly engaged** - 80% of podcast audiences listen the whole way through a podcast.

**Regularly seeking new podcasts** - On average listeners will listen to an average of 7 shows per week. 1 in 3 people listen to a new podcast each week.

## So What are the Benefits for Your Business?

## **1. Easy to Produce**

You don't need a full studio and professional sound engineer to create your own podcast show. In reality you can create your own podcast show for very little - you just need to get smart about it. In fact, nowadays you can use your laptop or phone to try out podcasting for free before investing in any real equipment. To get started, just make a plan, decide who you want to talk to and find a quiet place to press record!

## **2. Create Heaps of Content (for All Media Channels)**

The pressure for businesses to come out with regular content such as blogs, social posts and videos has gotten intense lately. It works - but it can be expensive and time consuming. You may think podcasting is for audio only, but if you plan it right you can use your podcast to create a whole lot of awesome content for cheap.

Once you've recorded the audio you now have your core content. You can then repurpose the ideas and information into various types of content. Get a transcript created that is downloadable. Turn it into a blog. Film your recording session and create video micro content. Make some social posts with quotes from the episode. Repurposing the audio will get your podcast out there, as well as build a bigger audience.

## **3. Great Source of Web Traffic**

Podcasts can be distributed to many different platforms such as iTunes, Spotify, Soundcloud and other Android platforms. Since your podcast can be listened to on so many platforms, the reach and the potential to generate traffic to your website or social platforms is huge. Not only are you able to reach new audiences through the different platforms, but the people you reach are really interested in you. When people are engaged and listening to you, they're more likely to develop a real budding relationship. No other traffic source does this quite so well, apart from maybe video. But if you video your podcast - imagine how much you're going to crush the game?

## **4. Awesome for SEO**

If you're creating heaps of original content that is shared in loads of different places and pushing quality traffic to your site, it should come as no surprise that podcasting is an excellent way to improve your site's Google rankings. Over the last 12 months, we've recognised that podcasters have seen huge improvements across their keyword rankings.

## **5. Build New Connections**

Podcasting is a great excuse to connect with amazing people. If you ask someone to appear on your podcast as a guest because you believe they can provide your audience with value, they're more than likely keen to jump on board and share their message with a new audience. From there that relationship can take you anywhere - from friendships to referral partners or close collaborators. It can be whatever you make of it.

## **6. Adds Credibility**

'Podcast creator and host' looks pretty dang good on the resume - and you don't even need to be an expert or massive influencer. Much like having your own TV show, blog or YouTube channel, having your own podcast gives you an edge and creates the appearance of influence and expertise. And you don't need a massive following to convince people that you know what you're talking about.

**OK - are you convinced? Let's get into how to make a podcast.**

In the interest of transparency we advise that visible.com.au may receive commission from the sale of some products in this ebook if you use the links provided.

visible.com.au is a participant in the Amazon Services LLC Associates Program, an affiliate advertising program designed to provide a means for us to earn fees by linking to Amazon.com and affiliated sites.

If you don't want to follow the links simply do a search in your browser.

- CHAPTER 1 -

# PLANNING

Fleshing out your idea.

# PURPOSE

Pack up your new microphone, you've got some work to do first. Before you start a podcast you need to know what you're creating. What is the point of your podcast?

A successful podcast doesn't happen overnight. It takes thought and strategic planning. You need to know what you have and how it can add value to your audience.

## **Here are some questions to consider:**

- 1.** What kind of podcast do you want to create?
- 2.** Why do you want to create it?
- 3.** Why is it necessary that you create this podcast?
- 4.** What makes your podcast different from other podcasts?

Establishing your purpose will clarify your vision. Know what you want to create. Why you want to create it. Then put steps in place to achieve your goal.

# TARGET AUDIENCE

A podcast should not aim to reach a general audience. It's hard to please everyone (and you don't want to please everyone). Focus on your niche. Focus on where you can add value.

But how can you find your niche? Let's consider a few things.

Think about what demographic groups are most likely to find your content appealing?

- Age group
- Gender
- Occupation
- Location
- Education

How does your specific demographic think? How do they act? Consider these variables.

- Lifestyle
- Values
- Personality
- Habits
- Hobbies
- Attitudes
- Behavior

Once you've identified who your audience is, you need to understand their challenges and frustrations. Will your podcast address these challenges and provide a solution? Can you speak from experience? Perhaps your podcast is about looking for an answer.

# EPISODE STRUCTURE

Podcasting is just like any other storytelling medium. It needs structure. You want your podcast to set up what your listener is about to listen to. There are several structures that can fit your podcast. Let's explore them.

## SOLO PODCAST

Stand-alone podcaster talking to the listener about a chosen topic.

1. Introduction
2. Topic A
3. Transition
4. Topic B
5. Etc
6. Outro

## INTERVIEW PODCAST

Similar to the solo podcast structure. However, the host will bring a guest to interview and/or chat to.

1. Introduction
2. Topic A / Question
3. Discussion
4. Etc
5. Summary
6. Outro

The guest doesn't need to be in the same location as the host. Consider capturing remote interviews. Either via Skype or a phone call.

# EPISODE STRUCTURE

## MULTI-HOST PODCAST

The multiple host podcast includes various people, voices, and opinions throughout the podcast.

1. Introduction
2. Topic A
3. Transition
4. Topic B
5. Etc
6. Outro

## NON-FICTION STORYTELLING

Non-fiction storytelling reports on real-world stories and events. From current events, true crime, history, and science.

1. Introduction
2. Topic
3. Discussion
4. Interview
5. Etc
6. Summary of findings
7. Outro

The host takes an investigator role in a non-fiction podcast. Typically audio clips from different interviews are edited and used throughout the podcast and completed with narration from the host. The narration serves to piece together gathered information. For example, true crime podcasts such as Serial.

# EPISODE STRUCTURE

## FICTION STORYTELLING

Fiction podcasts are like audiobooks. Typically a story is scripted and acted out in audio form.

1. Introduction
2. Previously (summary of the previous episode)
3. Story
4. Cliffhanger
5. Outro/Credits

This format is great for fiction writers wanting to experiment and showcase their writing.

## MIX - CREATE YOUR OWN STRUCTURE

Every podcast is different in some way. Most podcasts do fit into one of the popular structures. But mixing it up can be beneficial for your podcast. Incorporating elements from other formats is the easiest way to create your own unique structure.

Don't be fixated on creating your own structure for the sake of being "different". The goal is to START your podcast. Ask yourself what you can achieve and what is sustainable.

# CREATE YOUR OWN EPISODE STRUCTURE

CREATE YOUR OWN

1.

2.

3.

4.

5.

6.

NOTES:

- CHAPTER 2 -

# SET UP

What you need to start your podcast.

# PODCASTING EQUIPMENT

Podcasting is all about audio - so naturally, the most debated topic in the community is which microphone is the best? The truth is that the best microphone depends on your podcasting needs. If you're not going for studio production quality then you don't need to splash out on a \$400 microphone. Let's get into some different types of microphones available.

## MICROPHONES

### **RODE LAVELIER MIC - \$89**

- Record straight into your mobile device
- Discreet portable recording
- Connect to smartphone or tablet via the headset jack
- Record using the Rode Rec app or the Rode Reporter app for iOS

### **BLUE YETI USB MICROPHONE - \$186**

- Record straight into your mobile device
- Discreet portable recording
- Connect to smartphone or tablet via the headset jack
- Record using the Rode Rec app or the Rode Reporter app for iOS

### **AUDIO-TECHNICA ATR2100-USB MICROPHONE - \$192**

- USB/XLR inputs
- Option to record straight to your computer
- Or record to a mixer or digital recorder via XLR cable

### **RODE PODCASTER USB BROADCAST MICROPHONE - \$225**

- USB/XLR inputs
- Option to record straight to your computer
- Or record to a mixer or digital recorder via XLR cable

# CALL RECORDERS

Call recorders aren't a necessity for all podcasts. But if you've identified your podcast as an interview podcast, it might be something you want to consider.

When it comes to phone recording, quality audio is essential. If you're interviewing someone remotely you'll need a call recorder to capture what they're saying. We don't advise putting a microphone to your phone/computer speaker.

Here is how to capture audio for your remote interviews.

## SKYPE CALLS

If you can, opt to use Skype for all your podcast interviews. The audio capture will be better quality than what you get from a mobile device.

**Mac users:** Ecamm Call Recorder - [\\$39.95](#)

**Windows:** MP3 Skype Recorder - [Free](#)

## MOBILE CALLS

If you can't record your interview on Skype, there are various apps that can be used.

- Call Recorder IntCall (Android and iOS - [Free](#))
- Automatic Call Recorder PRO (Android - [\\$8.49](#))
- Olympus Telephone Pick Up - [\\$39](#)

- CHAPTER 3 -

# RECORDING

How to record a podcast.

# RECORDERS

## ZOOM H4 HANDY RECORDER - **\$219.99**

### Features:

- Four-channel recording
- Two microphone input (XLR/TRS)
- Records to SD, SDHC
- 24-bit/96kHz audio
- WAV/MP3 formats
- Auto record, pre-record and backup record functions

## ZOOM H6 HANDY RECORDER - **\$399.99**

### Features:

- Six-track recording
- Four microphone input (XLR/TRS)
- Records to SD, SDHC, SDXC up to 128GB
- 24-bit/96kHz audio
- WAV/MP3 formats
- Auto record, pre-record and backup record functions

# RECORDING ACCESSORIES

## **POP FILTER - \$15.99**

A pop filter sits in front of the microphone and reduces ambient noise and sharp speaking sounds like T's and S's.

## **SHOCK MOUNT - \$35.99**

A shock mount holds the microphone and reduces vibration and noise transmitted through a microphone stand. If you're on a budget, lay a towel down on your desk and place the mic stand on it. It'll reduce vibration noise.

## **HEADPHONES - \$79**

Headphones are crucial during the podcast recording. They may be uncomfortable but they will save you from having to re-record your podcast. Headphones will be able to pick up directly what is being recorded into the microphone. So if any issues were to arise, you'll spot them before any damage is done.

# TIPS FOR RECORDING

## RECORDING AND VOICE TIPS

- 1.** Drink lots of water
- 2.** Drink warm drinks (avoid caffeine)
- 3.** Don't wear any earrings or necklaces that you can fidget with (it will get into the audio)
- 4.** Don't wear anything that can make a noise when you move
- 5.** Avoid eating before and during a recording
- 6.** Don't bring in too many notes
- 7.** Have the structure of your episode in front of you (in dot points!)
- 8.** Warm up your voice, and body before recording
- 9.** Sit up straight to feel more confident
- 10.** Practice talking by recording a minute video into your phone every day.

- CHAPTER 4 -

# EDITING

How to edit a podcast.

# EDITING SOFTWARE

If you're just starting out with podcasting, we recommend sticking to free editing software. Free software can be just as effective, so don't purchase unnecessary expensive software when your podcast doesn't require it.

## MAC

- Garageband (preinstalled on MAC)
- Audacity - **Free**

## WINDOWS

- Audacity - **Free**

## ONLINE

- Anchor - **Free**

## ADOBE AUDITION - **\$29.99 P/MONTH**

Paid audio audition software can take your podcast quality to the next level. Adobe Audition can be used in the recording process through to the audio edit.

### Features:

- Intuitive editing
- Mixer interface
- Remove unwanted noises in your podcast
- Enhance audio
- Layer tracks, effects, and music

# EDITING CHEAT SHEET

## EDITING REMINDERS

**1.** Look at your audio levels. Ensure they're not peaking into the red zone. The most comfortable audio level is -6.

**2.** Ensure your audio is STEREO and not MONO.

## **3.** EXPORT SETTINGS

- MP3 (important if you want your podcast on iTunes)

- 48,000 HZ Stereo

**4.** Create assets before editing your podcast (i.e. theme music, sound effects)

**5.** Pre-record a few outros to have on file - just in case someone forgets it during the recording. Always good to have things on file as a backup.

**6.** Always duplicate your project file and put a date/time on it so you can go back to previous versions.

- CHAPTER 5 -

# DISTRIBUTION

How to distribute your podcast to the world.

# PODCAST HOSTING

There is no upload button on Spotify and iTunes. You need to go through the correct channels to get published. Before you do, establish the platforms you want your podcast published on.

## PLATFORMS TO CONSIDER

- iTunes
- Spotify
- Android apps
- Soundcloud
- YouTube
- Website

For Soundcloud and YouTube, you can upload your podcast directly to those platforms without the hassle of using a podcast host. However, if you want your podcast to reach as many potential listeners as possible, we recommend using the subscription-based platform **Libsyn**.

Libsyn is a publishing, media hosting, and delivery and RSS for iTunes and Spotify. Libsyn will record and provide you stats allowing you to understand where your podcast is doing best and where it could improve. If you want to take your podcast to the next level, Libsyn can provide monetization capabilities for your content with advertising available.

Libsyn is subscription based, however, plans begin at only \$5 per month and you'll have complete control over your content and the platforms they're published to.

**Remember:** If you're marketing your podcast to release on a certain date, remember that you will need to manually submit your podcast to directories such as iTunes, Spotify, and Stitcher. This process can take up to 2 weeks for approval. Ensure your podcast is approved before you start telling everyone the release date! We recommend hitting the scene with a podcast promo to get the ball rolling.

# SUBMITTING RSS FEED TO APPLE PODCASTS

There is no upload button for iTunes. To upload your podcast to this platform you'll need to sign up for a podcast host. The podcast host we recommend is Libsyn. Libsyn will generate your podcast RSS feed.

To find your RSS feed link on Libsyn navigate to...

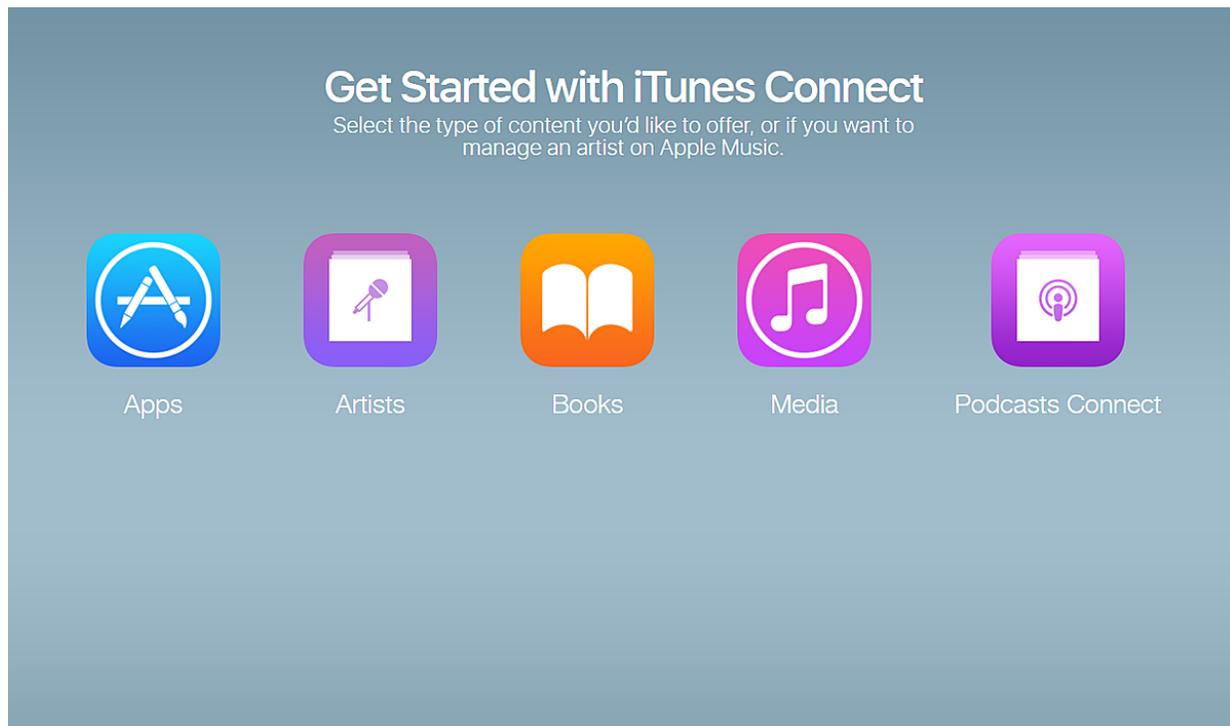
1. Hover over Destinations
2. Edit or view existing

Under quick links look for Libsyn Classic Feed. Under this title will be your RSS feed link.

The RSS feed link will look like this: **[http://\[show name\].libsyn.com/rss](http://[show name].libsyn.com/rss)**

Copy this link to **Apple Connect**.

# SUBMITTING RSS FEED TO APPLE PODCASTS



Feed

---

RSS Feed Validate Submit

URL [?](#)

Paste your RSS feed URL here and click **validate**. It can take up to two weeks for your RSS feed to be validated. Take this into account when publishing, and marketing your podcast.

- CHAPTER 6 -

# MARKETING

How to market your podcast, and increase the audience.

# CONTENT MARKETING

The content above anything else is going to attract people to your podcast. The podcast as a product itself can be repurposed in a variety of ways. Podcasts rely on audio. To stand out with your content marketing we recommend to add visual content through social media, or a show website.

When recording your podcast try and record it on camera, and take some pictures! This content can be used to promote the podcast episode.

To get started set up social pages for your podcast. Some of our favourites are Facebook, Instagram, Twitter and LinkedIn.

To setup, schedule and forget about it - consider using a post schedule applications. For Instagram Sked and Later is great. For Facebook, LinkedIn and Twitter we love Hootsuite.

# BLOGGING

Blogging is an awesome way to get your podcast to a new audience. Posting a blog on the show website, or a blogging platform such as Medium can increase the show exposure.

For the blogs focus on topics and conversations you've had in the podcast. Use the blog as an extension of what was discussed in the podcast (or recap). Alternatively, you can upload a transcript of the podcast. This will help your SEO and increase discoverability!

# SHOW WEBSITE

A show website will help grow your podcast. A website can work in different ways. On the website, you should display the podcast feed player, listen to badges that direct people to Apple podcasts, Spotify, Soundcloud, Stitcher, and Google podcasts. Include a short bio about the show, or the host.

If your goal is to get sponsors or increase engagement, ensure you have a contact form on the website.

## Advertising

If you are running Facebook and Instagram ads you should direct listeners to your website. To retarget people who have visited your website install a Facebook Pixel onto your website.

## EDM

EDMs also known as electronic direct mail AKA it's just an email folks. Getting an email list together is a great way to tap people about your latest episode, or any exciting news about the podcast. Use your website as a tool to capture and gather your email list. Create a free eBook, PDF, competition or directly ask people to sign up to your email list. Make sure you're not spamming people. Always provide your listeners with value - otherwise what's stopping them from unsubscribing? Give them a reason to stick around!

**Are you excited about podcasting and marketing now? Yes? OK.**

**Visible specialises in media production including podcasting! If you want to know more about podcasting or want to take your podcast to the next level we have you covered.**

**Let's chat about your podcast.**

**Hit the link.**

**Come on, let's do this.**

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**www.visible.com.au**

**@teamvisible**

