

WHICH PODCAST HOSTING PLATFORM SHOULD YOU CHOOSE?

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For Podcast Hosting



Buzzsprout

For Web Hosting



bluehost

Bluehost

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How To Start A Podcast: A Complete Step-By-Step Tutorial

If you're looking for a guide that walks you through **how to start a podcast**, you're absolutely in the right place...

Starting a podcast isn't *difficult*, but there are a number of steps you'll need to go through in order to get it launched.

In this podcasting tutorial, we'll walk you through every step of the process:

- Choosing a topic & name
- Show and episode format
- Cover art creation
- Intro & outro music

Listen on Apple or Google



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Just a few of the things you'll learn:

- What to podcast about
- Equipment you'll need
- How to record & edit
- How to promote your podcast

Get started today!

A Podcast" Email

I to get the first

[Start A Podcast"](#)

[Software \(For Mac & PC\)](#)

[The Best Podcast Starter Kit \(For 1, 2, 3 & 4+ Hosts\)](#)

[2020 Podcast Stats & Facts \(New Research From Jan 2020\)](#)



Podcasting is a much less crowded and competitive space than blogging, making **now** the perfect time to get started.

As of May 2020, there are just over 900K podcasts, but over 600 million blogs!

In case you're wondering, I've helped thousands of people start a podcast in the last several years and have started a few shows in different industries myself.

Looking to start a podcast quickly? [Sign up with Buzzsprout,](#)



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[podcast\)](#)

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to make a podcast.
me here before you

Feel free to get out a notebook or a whiteboard so you can start planning your podcast like a pro.

Choose A Topic

You want your podcast to be focused on a particular topic or niche.

Try to narrow it down to something you can speak about for many episodes (100+) but that isn't so broad that you won't appeal to your potential audience.

For example, instead of having an "outdoor" podcast, talk about hiking – or even more specific, like hiking [14ers](#).

You can always expand your topic later as you get more popular.

Important: see the section about choosing a name to make sure you don't limit yourself.



Do you have a friend, business partner, or co-worker that you
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), if you have a co-host.

conversation if you both
an also be helpful to

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You'll want to make sure both of you committed to it for the long
term. And it helps to set a schedule from the beginning so you
know when you will be recording every week.

There aren't rules here though. If your co-host drops off, you
could still continue the podcast without them. Or you could start
solo and add a co-host later.

The important thing is to just get started.. so let's choose a
name:

Choose A Name

If you look at the [top Apple Podcasts charts](#), you'll see a variety
of different names.

Some are descriptive of what the show is about, while others
don't mean much.

I'm actually going to *seemingly* contradict what I said earlier:
You want to choose a **name** that is broader than your topic.

backpacking & ultralight camping too?

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expand if you decide to
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u want.

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this, I’m sure you could

(opens in a new tab) for

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Another option is to get a free domain name with a [Bluehost](#) web hosting plan. You can search right here on this page – try it out!

IS IT AVAILABLE?

I also have some more [tips on choosing a domain name here](#) if you want.

Show Format

Length

You’ll find a number of “experts” claim that certain lengths are perfect for podcasts. The problem is that’s just BS.

You don’t need a 28-minute podcast because that’s the average driving time. Or under an hour because people can’t pay



There are 5 minutes podcasts and there are 6-hour podcasts.

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Style

Interview shows are popular, but that doesn't mean you *have to* do one.

You can do solo (or co-hosted) shows half the time and interview shows the other half.

One big benefit of doing interviews is that they help a ton with getting new listeners – especially if you make it easy for your guest to share with pre-written templates and graphics.

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of examples of different



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es!")

Get creative with this part.

Different segments make it easier to share small clips on social media too.

But remember that for every episode you put out, you will have both repeat listeners *and* new listeners so you should try to speak to both of them.

Preparation

Now that you've written down your topic, format(s), and secured a domain name, we'll need to get a few things prepared ahead of launch...

Create Cover Art

Featured



Remade in America with Bassem Youssef Cafe



MarketSnacks Daily MarketSnacks and C...



Septic The Roanoke Times



Converge with Casey Newton Casey Newton



R2C2 IS UNINTERRUPTED UNINTERRUPTED



AFTERMATH USA TODAY | Wonderly



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[Learn more about designing](#)

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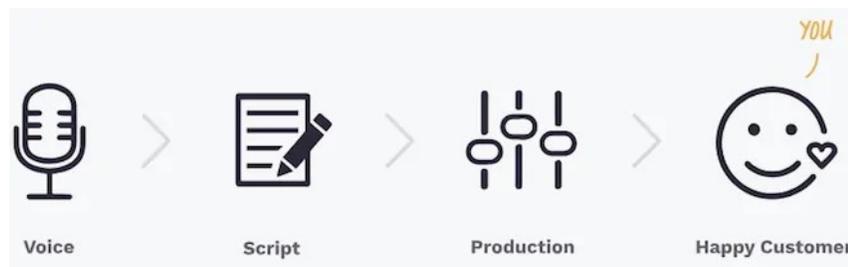
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y recommend 99

You'll get hundreds of different designers to produce a draft – then you can choose the ones you like to have them further refined.

Get A Professional Intro (Optional)

[Music Radio Creative](#) is the best place to get professional-quality voiceovers and intros.



Having a third-party introduce you just takes your perceived value up a notch, which is a great way to stand out when first starting a podcast.

Choose Intro Music



It's easy to search you get a full license, and they have a bunch
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[music](#) for more options.

scription-style music

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ave to cost a ton to get

[g](#). One of the most

[Audio-Technica](#)

2020).

It's both a USB microphone and has an XLR connection which lets you upgrade your recording equipment without needing a new mic.

I recommend taking a look at [our podcast starter kit post](#) for more options here, especially if you plan on having a co-host or two.

Podcast Guests

If you are doing an interview show, now is the time to get a list together of who you want on your podcast.

Then start reaching out to them.

It can help to use a [service like Acuity Scheduling](#) so people can book right on your calendar when it's convenient for you.

This saves the headache of going back and forth working out a meeting time – and means you can focus on getting more



Plus you can ask them for certain info like their Skype username

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dule with you.



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re, even simple actions
intimidating.

completely full of jargon!

way to go.

It's a 'podcast making' tool that automates a lot of the confusing technical parts, and practically builds your episode for you. It's all based right inside your browser, so no software to download, and it works on any computer connected to the internet.

It is built to be super simple to use and does pretty much everything:

- Takes care of audio cleanup
- Lets you add music
- Helps you piece together your audio segments
- Has direct publishing of your episodes.

All you need to do is upload your recordings, and use the fool-proof podcast-specific editor to take out any big mistakes. Alitu does the rest!

Even better, Alitu includes a library of music and jingles which you can use as your theme tune, or as transitions between segments.



time you should definitely give Alitu a try. It comes with a 7-day
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buzzsprout 

in)

eBand for recording

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at most have more

when getting started.

[Audacity](#) (both work with

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[podcast editing software](#).

Create A Template

Before you get started, it will be much easier if you create a template that you can reuse every time you record a podcast episode.

What this means is that you will have your intro & outro music already placed, space for ad spots, as well as your tracks for your voice or an interviewee.

Keep in mind this will look different depending on your episode format – create a podcast template that works for you. Here's one I use:



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> Save As, and save the
le-8-title).

applied to the tracks,
else. I'll show you the

v.

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want to record an intro

to an interview you did, simply select the track you want to record to (see the light gray Podcast Audio track selected above) and click the red Record button up top:

Multiple Hosts

If you have multiple hosts, you'll need to click Track -> Configure Track Header and check Record Enable.

This will give you the option to enable multiple tracks to record at once and you'll see the Record Enable button on each track:

You'll click that button on each track you want to record, *then* click the big record button up top. Easy enough!



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(or video) is with
only) or Pamela (for

pe allows or a way to
2 people, services like
ned for [remote](#)

re two separate tracks
ke this:

This also shows another template that you may want to use.

The Podcast Audio track is only used for solo shows, and the Interview tracks are only used for interview shows.

Edit Your Episode

There are a couple things you can easily set up once (and save in your template) that will make your podcast (and your voice) sound much better.

Keep in mind that everyone's voice is different so there aren't perfectly universal settings, but these may give you a good



1. Select the track you want to work with (start with your

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s box

mics -> Compressor:

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add more gain):

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Play around with them and just click the power button next to the compressor plugin to easily compare.

5. Next we're going to add EQ (under EQ -> Channel EQ).

6. Here are my settings:

- 100 Hz: 24dB/Oct roll off, Q: 0.79
- 160 Hz: -2.5dB, Q: 2.20
- 500 Hz: -1.0dB, Q: 0.71
- 930 Hz: -0.5dB, Q: 3.20
- 3400 Hz: +0.5dB, Q: 0.71
- 5400 Hz: +2.5dB, Q: 0.71

I'm not going to get into what all that means, but if you just do one, the low-end roll-off (on the left) will be a good start.



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[Auphonic](#) to apply some
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ou need them.

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: [podcast hosting](#) after
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rd after you sign up for

Feel free to check out our complete [podcast hosting guide](#) if you
want to see other options, but another great choice for larger
brands is [Transistor](#).

Once you've signed up, you'll need to fill out some required
information about your podcast (name, description, categories,
etc.).

Upload Your First Episode

If you use [Buzzsprout](#), this process is super simple.

If not, it's possible you need to mess with things like embedding
ID3 tags into your MP3. Sounds confusing and unnecessary –
let's not do that.

You'll just need to click the "Upload" button:

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to your mp3 file.

file, description,

are, otherwise leave it

the explicit checkbox.

your episode

) to reuse for every

Click save and repeat this step for your initial release of episodes.

It's recommended to launch a podcast with more than 1 episode so that people don't have to wait to hear more.

3 to 5 episodes is a good number to start with.

Submit To Apple Podcasts (iTunes)

I have a separate guide on [how to submit your podcast to iTunes](#) but within Buzzsprout just click Apple Podcasts under the Directories tab and follow the steps they've put together.

After that, grab your [podcast RSS feed](#) and submit to other [podcast directories](#) too.



on will also update with your new episode.

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to generate teaser

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ndbite creator.

There are other companies that will help you generate different styles of audiograms, but having it built into your host makes it really easy to create (and it won't cost you extra).

[Wavve](#) and [Headliner](#) are two excellent choices if you want to create more custom podcast videos to share.

Check out this article on [podcast promotion](#) to for a bunch of other marketing tactics. One of the most impactful ones is building your own website (see next step below).

Recommended Steps (After Starting A Podcast)

Create A WordPress Website

Podcast hosting companies usually give you a website, but if you want to be taken seriously get yourself a separate [WordPress host](#).



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re called [Podcast](#)

ugh everything.

earch engines (like

i. They also give your

audience another way to look something up quickly.

You don't have to start out with them, but it's another one of those things that will set you apart.

Buzzsprout has a built-in transcription service (on paid plans) that costs \$.10/minute, but my favorite transcription service is [Scribie](#). Give them a try.

Create Show Notes

Show notes can be transcriptions like above, a simple summary of what you talked about, or a full blog post tailored more toward reading than listening.

Some people do a combination.

On this site, we start with written content first and then create podcast episodes after.

Embed Your Episode

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s helped thousands of
/es to test out new gear

and software.

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