

Podcast Starter Kit



The "How to Start a
Podcast" Checklist



Podcast Basics



Why are you starting a podcast?

What is your podcast about?

What is your podcast name?

How will you measure podcast success?

Podcast Basics



What is the format of your podcast? (Circle One)

- Interview ← Most common
- Solo Commentary
- Scripted Storytelling
 - Fiction
 - Non-fiction

Approximately how long will each episode be? (Circle One)

- 10 - 15 minutes
- 15 - 30 minutes ← Most common
- 30 - 60 minutes
- More than an hour

How often will you publish new episodes? (Circle One)

- 2 episodes a week
- 1 episode a week ← Most common
- 1 episode every two-weeks



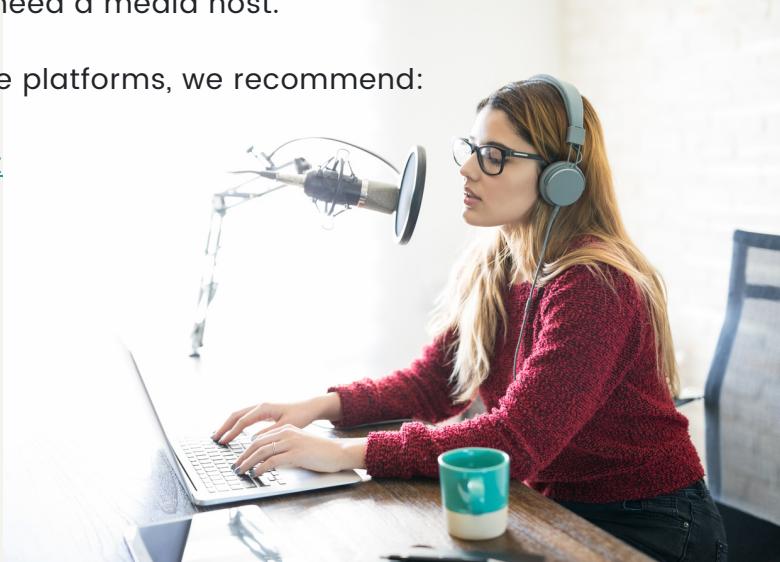


Select a Host Platform

If you're looking to start a podcast, you'll need to sign up with a podcast hosting company to store your .mp3's and create your podcast feed. Just like when you start a website or blog you need a web host, when you start a podcast you need a media host.

Here are some platforms, we recommend:

- [Anchor](#)
- [Buzzsprout](#)
- [Podbean](#)
- [RSS.com](#)
- [blubrry](#)



Podcast Microphones



[Audio-Technica ATR2100X-USB Cardioid Dynamic Microphone \(ATR Series\)](#)



[Blue Yeti USB Mic for Recording and Streaming](#)



[Samson Q2U USB XLR Dynamic Microphone](#)



Podcast Recording

Here are some platforms, we recommend:

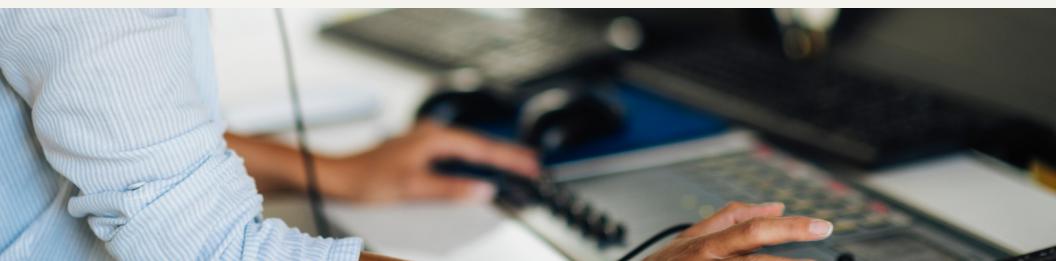
- [Zendcastr](#)
- [Restream](#)
- [Anchorfm](#)



Podcast Editing

Here are some platforms, we recommend:

- [Audacity](#)
- [Reaper](#)
- [GarageBand \(Mac\)](#)
- [Movavi](#)





Recording Your First Episode

- **Write an outline or script for your first episode.**

You don't have to write your podcast verbatim, but taking 15 minutes to sketch out an episode with bullet points will alleviate a long tangent.

- **Choose a place to record**

Try to find a room with few reflective surfaces or lots of material that can absorb or diffuse the sound: furniture, carpeting, or even a closet full of clothes can help.

- **Find the “sweet spot” for speaking into your microphone**

In general, you want to position your mouth 2" – 4" away from the microphone for the cleanest sound, but the optimal distance may vary based on your microphone.

- **Record your first audio segment**

You've written your outline, picked a place to record, set up your microphone, and practiced your mic technique. It's time to start recording your first episode. Don't worry about mistakes, stammers, or a little silence. You can make all the necessary edits in the next step.



Edit Your Podcast Episode



1. Choose your podcast theme song

- Audio Jungle
- SoundCloud

Make sure you search for music that is free for commercial use and that you give credit to the original artist.

Mix your episode

- Intro
 - Theme song
 - Podcast introduction
 - Explain what the episode will be about

Main Segment

- Interview, or solo narration, or story

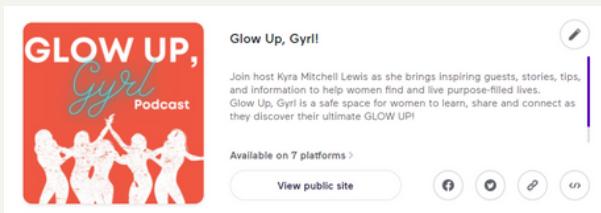
Outro

- Recap the episode
- Give your listeners a call to action
- Tease the next episode

Export your episode

Upload your episode to your host platform

- Create artwork for your podcast While excellent episode content should always be the focus of your podcast, your podcast cover art is the first thing new listeners will see. Start by reading these tips to create great artwork for your podcast.
- Write your show description
- Publish your first episode or podcast trailer
- Be sure your platform will submit your podcast to each of these directories, or submit them on your own
 - Spotify
 - Apple
 - Stitcher
 - Google Podcast
 - TuneIn
 - iHeart Radio
 - Pandora



Podcast Artwork
Show Description

Launch Your Podcast



Choose your launch date

- This should be the same day of the week as you'll normally release episodes, but don't let it be more than 2-weeks in the future.

Marketing, marketing, marketing

- Set up your website
- Set up social media channels
- Set up your "Be a Guest" form
- Create podcast promotional tools for your guests

Share your podcast with family and friends

- Ask them to subscribe, listen, and give you an honest rating in Apple Podcasts.

Connect to other podcasters

- Be sure to connect with other podcasters on social media

Sign up for Podcast Match Networks

- Connect to great guests by signing up on these podcast match networks
 - Podmatch
 - MatchmakerFM

Celebrate your accomplishment!

- You just launched a podcast! Make sure you celebrate and enjoy your accomplishment.

Podcast Landing Page



Glow Up, Gyr!

Glow Up, Gyr!



Join host Kyla Mitchell Lewis as she brings inspiring guests, stories, tips, and information to help women find and live purpose-filled lives. Glow Up, Gyr is a safe space for women to learn, share and connect as they discover their ultimate GLOW UP! Support this podcast: <https://anchor.fm/glowupgyr/support>

Releases



Walk into the Next Level of Leadership

1 hr 1 min

WIGOPT Co-Founder, Jennifer Lewis, joins us to discuss how her organization...



It's 2022. Now What?

1 hr 10 mins

Let's catch up friends! Join host Kyla Mitchell Lewis as we discuss...



Reaching Financial Freedom

1 hr 20 mins

We're looking at the new year with optimism and excitement! Join host Kyla...



Step Attracting Toxic Relationships

1 hr 20 mins

Intrigue Master Heater and Author, Denise Espalter joins us to discuss toxic relationships. What...



Pivoting Your Mindset to...

1 hr 10 mins

Unleash Life & Style Expert and Life Coach, Denise Espalter joins the show to talk...

Social Media Graphics



Questions?



Email us at
[Hello@glowupgyrl.com](mailto>Hello@glowupgyrl.com)

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