

WHICH PODCAST HOST SHOULD I USE?

Get a comparison of the top 3 podcast hosting companies - just enter your email below:

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POST UPDATED DECEMBER 4, 2018 / ROSS WINN

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How To Start A Podcast: A Complete Step-By-Step Guide (2018 Edition)

Do you want to start a podcast?

Perfect! 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 put it out to the world.

We'll walk you through every step of the process, including:



3 Easy Steps:

- 1) Click 'Listen Now'
- 2) Download on our website!
- 3) Get Free Live Radio

Free Liv



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format



- Equipment selection
- Audio editing
- Submission to iTunes

And much more...

Bonus: 10-Day "How To Start A Podcast" Email Course

Just enter your email to get the first lesson:

START THE COURSE

Just a couple of the things you'll learn:

- What to podcast about
- Equipment you'll need



POPULAR POSTS

27 Best Podcast Hosting Sites For 2018 (Top 5 Have Free Offers)

2.2K Total Shares

How To Start A Podcast: A Complete Step-By-Step Guide (2018 Edition)

798 Total Shares

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

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386 Total Shares

Best USB Microphones For Podcasting & Voice Recording 2018

218 Total Shares

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Guides Equipment Software Deals Resources **Podcast** 

Enter your email above to get started!

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

There are just over 500K podcasts, but over 440 million blogs!

Let's get started:

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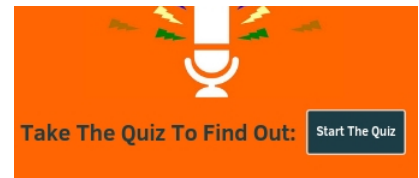
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Recommended Steps (Optional)

[Create A WordPress Website](#)



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Get a free \$20 Amazon gift card when you pay for Buzzsprout podcast hosting!

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Planning

This is the initial stage (that is often overlooked) of getting a podcast off the ground. You'll want to spend a good amount of time here before you move on.

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.

Pick A Co-host (optional)

Do have a friend, business partner, or coworker that you want to co-host with?

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You will naturally have a more engaging conversation if you both share your points of view on a topic. It can also be helpful to have someone to keep things on track.

Plus, you can split additional tasks of editing, promoting, and more.

There can be downsides though.

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.

Using the hiking example earlier, if we choose "The 14er Cast" as our name, what happens when we want to talk about

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to later. Maybe “Mountain Adventures (Above & Below 14K ft)” would work as it gives a hint to hiking 14ers but gives you the option to talk about all kinds of stuff if you want.

I just came up with that as I was writing this, I'm sure you could do better!

Action Step: [Purchase a domain name](#) (opens in a new tab) for your podcast.

You can search right here on this page – try it out!

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.

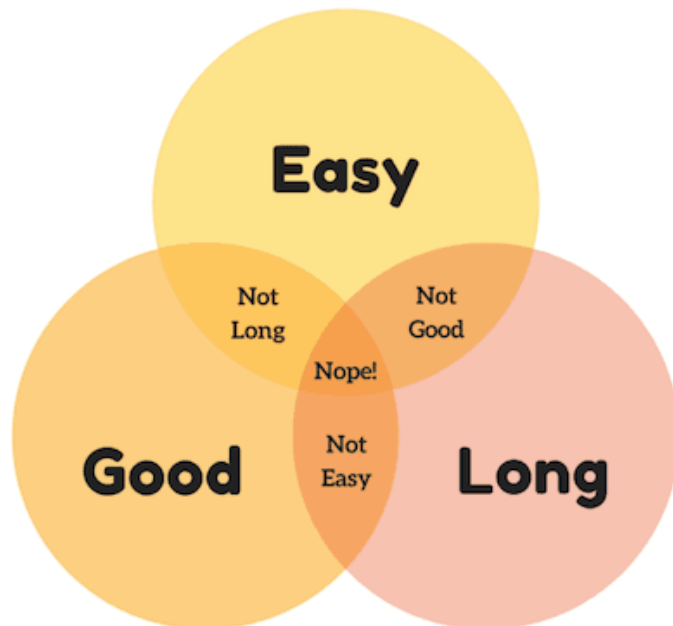
You don't need a 28-minute podcast because that's the average driving time. Or under an hour because people can't pay attention longer than that.

There are 5 minutes podcasts and there are 6-hour podcasts. Find whatever works for you and run with it!

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Here's a great image from [Pop Up Podcasting](#) that shows "easy, good, or long – pick two":



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.

Episode Format

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Here's one example:

- Teaser
- Intro Music
- Welcome
- Ad Spot
- Interview
- Call To Action ("Review us on iTunes!")
- Outro Music

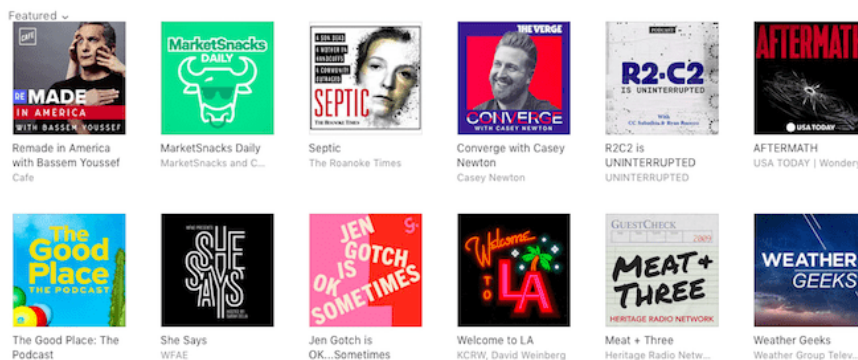
Get creative with this part.

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



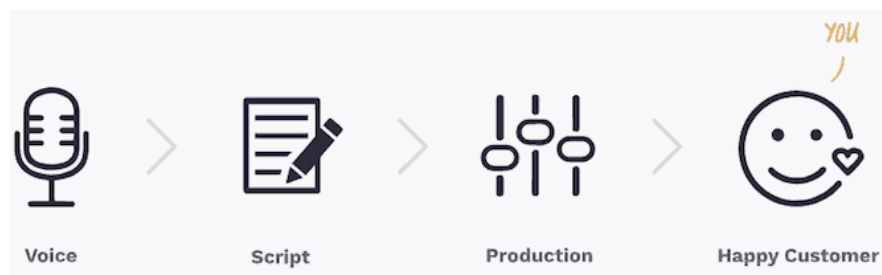
Buzzsprout has written an excellent [article about designing cover art](#), so I would definitely start there.

If you have a little bit of a budget, I highly recommend [99 Designs to get yours created](#).

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 getting started.

Choose Intro Music

I'm a big fan of [MelodyLoops](#) for podcast music.

It's easy to search, you get a full license, and they have a bunch of different styles.

Get A Microphone

It doesn't cost a ton to get a good quality microphone. One of the most popular podcasting microphones is the [Audio-Technica ATR2100-USB](#).

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 guests!

Plus you can ask them for certain info like their Skype username or an intro you can read when they schedule with you.

Recording & Editing

I'm going to show you how to use GarageBand for recording and editing.

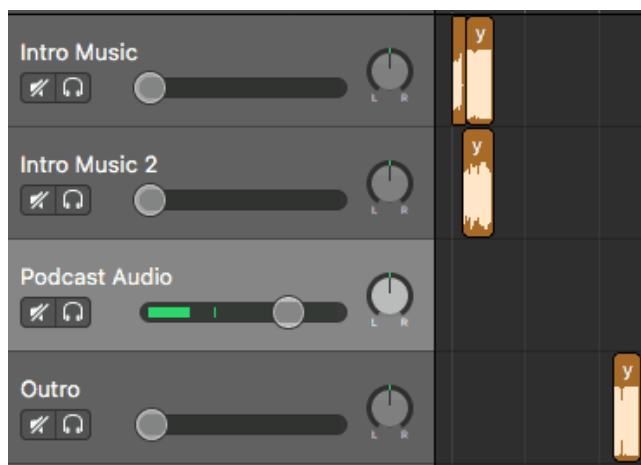
You can also check out our full [post on podcast editing software](#).

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.

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:



I'll just open the template up, click File -> Save As, and save the file as my episode name (i.e. 008-episode-8-title).

This will also keep any effects you have applied to the tracks, including compression, EQ, or anything else. I'll show you the settings I use in the editing section below.

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Solo

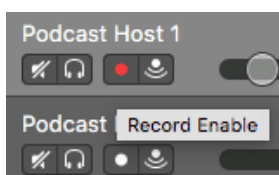
If you're just recording a solo episode or want to record an intro to an interview you did, simply select the track you want to record to (see the light gray Podcast Audio track selected above) and click the red Record button up top:



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!

Remote Interview

Many people use [Skype for recording remote interviews](#) and the easiest way to actually record the audio (or video) is with [Ecamm Call Recorder For Skype](#) (Mac only) or Pamela (for Windows).

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and podcast interviews, plus they have apps so your guests can join from their phone.

When you are done recording, you'll have two separate tracks that you will place on top of each other like 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

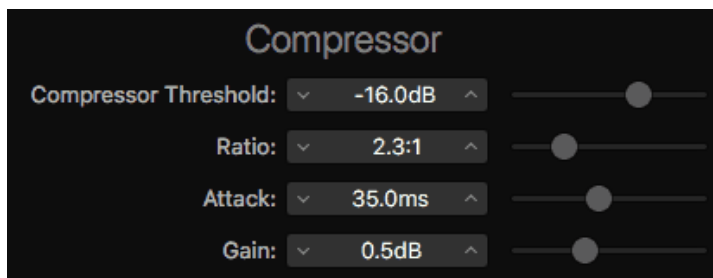
There are a couple things you can easily set up once (and save in your template) that will make your podcast (and your voice) sound much better.

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

1. Select the track you want to work with (start with your voice)
2. Click an empty space in the Plug-ins box
3. Add compression by going to Dynamics -> Compressor:



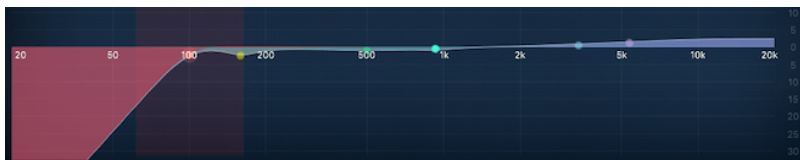
4. I use these settings (sometimes I'll add more gain):



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.

Or you can just download my [Podcast Vocal EQ settings here](#) (.pst file on Dropbox).

The last step I'd recommend is going to [Auphonic](#) to apply some normalization for loudness (LUFS), leveling, and filtering.

Get A Podcast Host

I use and highly recommend [Buzzsprout podcast hosting](#) after trying several different companies over the years.

Feel free to check out our complete [podcast hosting guide](#) if want to see other options.

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:



and they'll apply some magic processing to your file.

Then you'll need to fill out the episode title, description, summary, publish date, and episode #.

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I created a template for your episode description that should help with formatting too:

```
<p>Learn about the best podcast recording and editing softv  
check out some bonus podcast software that will save you t  
improve your interview quality, and more...</p>
```

```
<p>Top Podcast Recording & Editing Programs:</p>
```

```
<ul>
```

```
<li><a href="https://www.setsailpodcast.com/audition"  
target="_blank">Adobe Audition</a></li>
```

```
<li><a href="https://www.setsailpodcast.com/logic"
```

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.

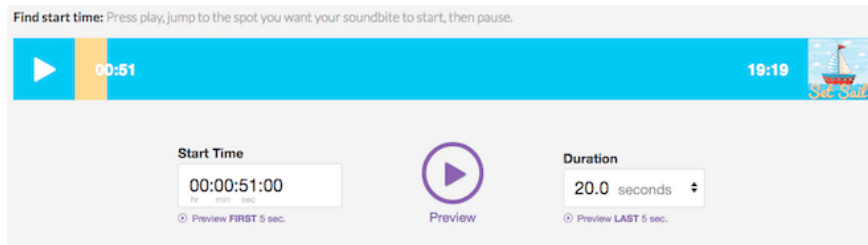
3 to 5 episodes is a good number to start with.

Submit To iTunes

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

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

Spread The Word



Buzzsprout's built-in video soundbite 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).

If you want to take your promotion to the next level, I highly recommend [Podcast Memes](#).

They will create a set of at least 7 images and videos for every episode.

This will save you tons of time and make it really easy to share your podcast in multiple formats for different social media platforms.



Recommended Steps (Optional)

Create A WordPress Website

I have a [list of excellent WordPress plugins](#) that a podcaster would need too.

If you need more help, I have a course called [Podcast Website LaunchPad](#) that walks you through everything.

Get Transcriptions

Transcriptions are an excellent way for search engines (like Google) to “read” your podcast episodes. 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.

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

Grab your episode embed code and place it on your show notes page so people can listen from your website.

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- Gear For Any Number Of Hosts

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