

# Making a Podcast GUIDE



Podcasting can be a great way to attract new customers to your business. There's almost 2 million podcasts in the world today offering everything from entertainment to the unusual and around 18% of the UK are listening to at least one podcast a month according to the latest stats (March 2021).

### BASIC ESSENTIALS

- USB Microphone and Pop Filter
- Headphones
- Laptop with editing software
- Online Podcast Hosting

### PLANNING

Before you begin your podcasting journey, it's important to plan what it is you're going to talk about - Perhaps you'll be sharing guides on how to make a specific dish or instructions for simple domestic repairs. Whatever it is you choose, here are some other things to consider in that thought process:

What do I want to tell the people who listen about my business?

Special offers or promotions exclusive to the podcast audience

What makes us different from other businesses who are similar to us?

Will it just be me talking or will there be guests?

You'll also need to come up with a name for your podcast and decide whether you want to use intro and outro music too. To avoid paying for licences make sure you use Royalty Free music; there are plenty of sites online to choose from, try Pixabay Music as a starting point.

It might help to script or bullet point a running order for what you'd like to say.

## RECORDING AND EDITING

There's lots of free software available to record and edit with. Mac's come with Garageband preinstalled which is ideal for making your shows; else try downloading the free editing and recording programme Audacity, which is available to users on Macs and PC's too.

You can pick up good quality microphones for podcasting through Amazon from around £40 and upwards. A USB microphone that can plug into a laptop or computer with a sound card will help save buying extra equipment.

Set your microphone up and connect it to your laptop. Placement of your microphone is key, but leaving around a handspan between your mouth and the front of the microphone should be enough. If you have a pop filter to go on your microphone then leave a handspan between that and your mouth. The pop filter will help reduce any harsh sounding noises on certain letters you use - it should be placed around an inch or two in front of the microphone.

Make sure that where you choose to record has very little background noise, and isn't too big or echoey like in a kitchen or warehouse (unless that's key to your podcast). A warm room with soft furnishings (carpets, rugs, sofas etc) is usually best.

When you have finished your recording, use your editing software to remove any mistakes or errors, and add in any music you've chosen.

## PUBLISHING

Once you're satisfied with your podcast recording and editing, then it's time to get it online.

There are plenty of options available to getting your podcast published ranging from various free services (E.G. Soundcloud, Youtube) to sites that give you a hosting page and help to publish it on multiple platforms like Apple Podcasts, Spotify, Pandora and Amazon (E.G. Podbean, BuzzSprout). It's worth investigating and comparing each of them and getting a service that matches your businesses needs.

To go alongside your podcast, you will also need to decide on a logo, this could be your business logo, but make sure it is something which identifies it as your podcast.

Finally, don't forget to promote your podcast through your own channels and networks: mailing lists, social media and any other areas where you come into contact with people who might benefit from your business or service.

## FINAL THOUGHTS

Common questions that always come up when entering into podcasting are: "How long should my podcast be?" and "How often should I make a podcast?"

There's no set rule about how long a podcast should be or how often you should make one, but make sure that your podcast is published regularly - whether that's daily, weekly, fortnightly or monthly - so audiences that listen know how often to expect an episode.

