

# Podcasting 101: Smooth Launch Tips

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Launching a podcast can be intimidating. I started with zero experience, other than knowing how to turn on the Apple podcast app on my phone and listen to my favorite podcasters. I'm not reviewing all the options available since there are dozens of options for every decision you'll have to make. I hope my experience guides you to the best choices for your own podcast and gets you started on the right foot.

With a little bit of research, trial and error, and a can-do attitude, you can create a platform to share your products, services, banter, and wisdom to people on a large scale.

I hope you find this helpful in beginning your podcast journey. I would love to hear from you as you delve into this world of communication. Leave me a message here or DM me on Instagram @PiecesofGrit.

*pieces of*  
**GRIT**

## Technical Components

- **Microphone:** Decide what kind of mic/headphone system you want. I use a Blue Yeti microphone with an attached pop filter. It's fairly inexpensive, but has given me solid quality. It came with over-ear headphones.
- **Computer:** Make sure your computer can handle any software you might download and has a fast enough speed to keep up with online software, too.
- **Internet:** get the fastest internet speed you can.
- **Recording software:** There are a LOT of options, so practice with a few before you choose - Skype, Zoom, Zencastr, etc. There are pros and cons for all. I use Zencastr primarily. I always have other software options as backup like Zoom and Free Conference Call because you can't control your guests (if you're doing guests) and their computers/sound setup.
- **Editing:** I use Audacity because it's free. There are tons of other software options out there, so look around. Youtube has tutorials on EVERYTHING, which is where I go for help learning to use pretty much everything for podcasting.
- **Outsourced Editing:** There are great services out there, like Fiverr, where you can hire someone to do your editing. Depending on your budget and where you want to spend your time, that might be a better option for you. I edit my shows.
- **Podcast hosting:** I use LibSyn, but again, so many out there to choose from!

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# YOUTUBE IS YOUR BEST FRIEND

# Creating Content

- **Style:** Figure out your style ahead of time: solo, guests, educational, conversational, etc.
- **Goals:** Define your goals, your mission statement for the podcast. This will help you stay focused during content creation.
- **Create an Avatar:** Choose a fairly specific target demographic. When you do a show, pretend like you are talking to the ONE person who best fits that demographic
- What do your listeners want from you?
- How long do you want your episodes to be?
- How often will you release new episodes? Be consistent.
- Try to bank 10-20 episodes before you launch your first one. This will save you stress as you continue creating content or booking guests.
- Batch work if you don't do this already. I have to get in the zone for interviewing, solo recording, editing, etc., so I like to block out larger chunks of time or even days where I can record four shows, or edit 3 in a row, or whatever. I find I end up with better quality that way.
- **Intros & Outros:** Create stump speeches, intro your guests/topic well, give people a call to action to get them to your website, mailing list, etc.
- **Listen to other podcasters.** All. The. Time. It's like free coaching. You'll pick up so many tips on things to do and not to do.
- **Guest Prep:** Create your expectations of guests and make it easy for them by communicating these expectations.
- **Show Outline:** Create an outline for yourself or questions for guests. It is so helpful to keep you from rambling, unless that's your preferred style.
- **Show Notes:** If you spend more time prepping for the show, this is easy. Look at other podcast show notes. Mine are super short and brief. Others are full transcripts or include supplemental info.
- **Marketing:** where will you market all these shows?
- **Graphics:** Design a logo and/or thumbnail graphic for the show. I tend to crowd source these things since they are often the cheapest option with a quick

Most of all, have fun doing this!

I guarantee you will make mistakes, but don't obsess. Done is better than perfect and there's no way you will be perfect in the beginning. Maintain a growth mindset and know that you will learn from every step of the process.

Podcasting has been so much fun for me - the amazing guests I've met and interviewed, learning so many new technical skills, improving my communication habits, and finding my voice as I strive to clarify my vision to myself and my audience.

I hope you have even more fun delving into this world than I have. I can't wait to hear about your experience.

Happy Podcasting!!!