

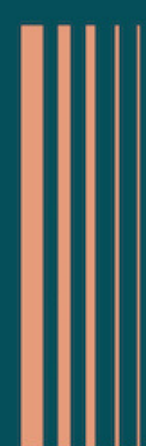


# 10 steps

# to launch a PODCAST



**Precision**  
Podcasting



# 1 PURPOSE

You know what your podcast is about, but what is its purpose? Entertainment? Inspiration? Promotion? Authority building? Write down what you want your podcast to achieve. Defining your purpose will help give your podcast focus.

## AUDIENCE

Imagine the exact type of listener you want. Create an avatar of that listener and use it to guide you when creating episodes. What would that person want to hear? What would they find valuable?

# 3 STYLE

Solo, interview, multi-host, narrative...choose how you want to present your podcast and do some research on successful podcasts in that style. Does your content fit a particular style better than others?

## PROMOTION

How are you going to reach your target audience? Where will they find you? Make a promotion plan so you have a clear idea of what you're doing before you start. Your plan might influence your content.

# 5 TOOLS

Audio quality is essential. You'll need good quality audio equipment to capture your recordings in high fidelity, so that your audience will want to listen. Every podcast is different so do your research and/or get advice from a professional.

## **SOFTWARE**

# 6

How are you recording your episodes? Do you need to spend money on professional software? Or can you get by on something that's free? Choose your software and learn how to use it.

## **7 RECORDING**

How, where and when are you recording? Your recording environment will affect how your podcast sounds, so aim for somewhere small and quiet. Are you conducting interviews? Will you be recording remotely via Zoom?

## **EDITING**

# 8

You have two options; learn to use audio software to a level where you can edit your own podcasts, or outsource that editing to a professional. This is the classic 'time or money' question. Which one do you have?

## **9 MASTERING**

Capturing a quality recording is one thing, but making it presentable for your listeners is another. Mastering can make or break your podcast. Learn the terms EQ, compression, noise reduction, limiting, de-essing, and broadcast standards.

## **PUBLISHING**

# 10

Once you have a few episodes ready, it's time to release them! Use a podcast host to distribute to popular platforms. Libsyn, Podbean, Buzzsprout, Blubrry - check them out and compare!

For more information about any of these steps, and/or to talk to an audio professional about your podcast, contact:



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