

GETTING STARTED WITH PODCASTING

COURSE NOTES + ACTION CHECKLIST

Launching a podcast is an extremely complex and sometimes frustrating process.

In this course you'll learn the different types of equipment and software you should use, how to properly record, edit, and tag your podcasts, how you use the best tools and services for hosting and publishing a podcast, and get your podcast launched.

Please follow along with this document as you complete the lessons.

LESSON 1: WHY SHOULD YOU PODCAST?

IN THIS COURSE ON PODCASTING WE'RE GOING TO SHOW YOU HOW TO PROPERLY SET UP AND LAUNCH A PODCAST. BUT FIRST, LET'S DISCUSS WHY YOU SHOULD BE PODCASTING.

- ☐ Create a list of all competitors that are podcasting (use iTunes categories to search) and start listening to at least three of them on a regular basis.
- ☐ Create a podcasting schedule & commit to it (could be once a week or once a month).
- ☐ Email three people in your niche and ask to interview them for your podcast.
- ☐ Decide what your goals with podcasting are:
 - Is it to grow your audience?
 - Make connections with influencers in your niche?
 - A combination of both?

LESSON 3: RECORDING EQUIPMENT

IN THIS LESSON YOU'LL BE ABLE TO LISTEN TO THE DIFFERENCE IN SOUND QUALITY BETWEEN A FEW BUDGET MICROPHONES, WE'LL LAY OUT THE BEST OPTIONS AVAILABLE IF YOU'RE WILLING TO PAY A BIT MORE FOR HIGHER QUALITY SOUND, AND LASTLY WE WILL WALK THROUGH PICKING UP A MIC.

- ☐ Decide how much you are willing to invest in recording equipment.
- ☐ If \$0, then determine the best microphone you currently own by testing each.
- ☐ If >\$0, then decide whether you want a USB microphone or an XLR mic with a mixer.

MICROPHONES:

- Blue Snowflake: ~\$40 - fzzl.co/snowflake
- Blue Snowball: ~\$60 - fzzl.co/snowball
- Blue Yeti: ~\$100 - fzzl.co/yeti
- Audio Technica ATR 2100-USB: ~\$35 - fzzl.co/atr2100
- Rode Podcaster Mic: ~\$230 - fzzl.co/rode
- Heil PR-40: ~\$315 - fzzl.co/heilpr40

AUDIO RECORDERS & MIXERS:

- Zoom H4N: ~\$250 - fzzl.co/zoomh4n
 - Behringer 302USB Mixer: ~\$50 - fzzl.co/behringer
- ☐ Buy your new microphone, set it up, and test it before you actually need to record!

LESSON 4: RECORDING & EDITING SOFTWARE

IN THIS LESSON WE'LL SHOW YOU THAT RECORDING & EDITING ISN'T SCARY.

We'll cover what tools you can use to record a solo podcast, what plugin to get for a multi-person podcast over Skype, and we'll cover some free and paid options for editing your episodes on both Mac and PC.

EDITING SOFTWARE

- Audacity (*Windows & Mac: Free*) - <http://fztl.co/audacity>
- Garageband (*Mac: \$15*) - <http://fztl.co/garageband>
- Adobe Audition (*Windows & Mac: \$300*) - <http://fztl.co/audition>

SKYPE RECORDING SOFTWARE

- eCamm Call Recorder (*Mac: \$20*) - <http://fztl.co/ecamm>
- Pamela for Skype (*Windows: \$35*) - <http://fztl.co/pamela>

LESSON 5: TAGGING YOUR EPISODES

IN THIS LESSON WE'RE GOING TO COVER HOW TO TAG A PODCAST EPISODE WITH ALBUM ARTWORK, SHOW NOTES, AND OTHER TRACK INFORMATION DIRECTLY INTO THE MP3 FILE.

- ☐ Download and install ID3 Editor (*Windows & Mac: Free*) - <http://fztl.co/id3>
- ☐ Create album artwork (*1400 x 1400*)
- ☐ Create a standard template for your "show note" to embed in your mp3 files.

LESSON 6: HOSTING YOUR PODCAST

IN THIS LESSON WE'LL COVER WHY YOU WANT TO USE A SEPARATE OFFSITE MEDIA HOST AND DISCUSS THE BEST OPTION FOR DOING SO.

- ☐ Sign up for Libsyn.com hosting (preferably with the statistics included).

LESSON 7: CONFIGURING YOUR FEED FOR ITUNES

IN THIS LESSON WE'RE GOING TO SET UP THE PODCAST FEED USING THE POWERPRESS WORDPRESS PLUGIN, DISCUSS WHY YOU SHOULDN'T BE USING FEEDBURNER, AND WALKTHROUGH HOW TO SUBMIT THE FEED TO ITUNES AND OTHER PODCASTING PLATFORMS.

- ☐ Install the Blubrry PowerPress plugin. - <http://fzzl.co/powerpress>
- ☐ Go through each tab of Powerpress's setting and configure according to the lesson.
- ☐ Submit the RSS feed for your podcast (the category specific one) to iTunes.
- ☐ Submit your feed to Stitcher.com as well.

LESSON 8: SAMPLE PODCASTING WORKFLOW

IN THIS LESSON WE'RE GOING TO WALKTHROUGH AN ACTUAL PODCASTING WORKFLOW FROM START TO FINISH.

STEP BY STEP RECORDING & PUBLISHING WALKTHROUGH

- ☐ Skype, Garageband, or Audacity: Record Interview/Podcast
- ☐ Finder/Explorer: Split Tracks & Convert to MP3
- ☐ Garageband or Audacity: Record Intro's & Outro's
- ☐ Garageband or Audacity: Edit & Export MP3
- ☐ Wordpress: Write blog post title
- ☐ Wordpress: Write intro
- ☐ Wordpress: Write "what we cover" bullets
- ☐ Wordpress: Write "items mentioned in this session"
- ☐ ID3: Add cover to ID3

- ❑ ID3: Add show notes to ID3
- ❑ Libsyn: Upload MP3
- ❑ Wordpress: Paste link from Libsyn into Powerpress box of blog post
- ❑ Wordpress: Schedule/Publish Blog Post

LESSON 9: PODCAST LAUNCH TIPS & FAQ'S

IN THIS LESSON WE'LL COVER A BUNCH OF TIPS TO HELP CREATE A HIGH QUALITY PODCAST, SUCCESSFULLY LAUNCH IT, AND DIRECT MORE TRAFFIC BACK TO YOUR SITE.

GENERAL PODCASTING TIPS

- ❑ Write the intro and outro for your podcast.
 - Imagine that each episode could be the first one that someone listens to.
 - Use Fiverr.com to find an inexpensive voiceover.
 - Use a royalty free song (not one that is copyrighted).
- ❑ After the intro, describe what the podcast episode entails.
 - Usually you actually record this *after* you record the bulk of the episode.
- ❑ Keep the editing of your podcast to a minimum.
 - This will save you time, force you to get better on the mic, and sound more natural.
- ❑ Keep a semi-consistent length from episode to episode.
- ❑ Keep a consistent volume level throughout each episode.
 - Either do it manually or use a program like Levelator - <http://fzzl.co/levelator>

LAUNCH TIPS

- ❑ Pick the proper category & subcategories for iTunes.

- You can pick up to five, so use them all.
- ❑ Launch with three episodes in the first week, then weekly for the next seven weeks.
 - You can be in the New & Noteworthy section for the first two months.
 - The more downloads and reviews you get the more likely you'll rise up to the top.
- ❑ Do interviews with people that have bigger audiences than you do.
 - Just one big name interview can give you a huge bump.

GETTING WEBSITE TRAFFIC FROM PODCASTING

- ❑ Mention your website's URL or blog post throughout the episode and in the outro.
- ❑ Create something to give your listeners for free and then direct them to sign up for your email list to download it. Could be an ebook, audio, video, email series, etc.
- ❑ Direct people to the "show notes" to leave a comment with a simple URL like `yourwebsite.com/7` for episode seven. Use the Pretty Links plugin for this.