

PODCAST CREATION GUIDE

SET YOUR PODCAST UP FOR SUCCESS FROM DAY ONE



Podcasting is the hottest content medium on the planet and an engaging, entertaining, and informative podcast can be an absolute game changer for any brand. Before you get started, you need to develop a plan to maximize your results. This Podcast Creation Guide will familiarize you with some stats about podcasting and help you build the foundational plan that'll carry your podcast to success for years to come.

STATISTICS

- Over 3M podcasts, over 48M episodes, and over 150M listeners
- 70% of the US population are familiar with the term 'podcasting'
- 51% of the US population have listened to a podcast
- 32% of the US population listen to podcasts at least every month
- 22% of the US population listen to podcasts weekly
- 6% of the US population are 'avid podcast fans' and listen to podcasts daily
- Smartphones are the #1 medium for podcast consumption
- 54% of the US smartphone audience is on the Apple iOS ecosystem, 43% Android, 3% others
- 49% of podcast listening is done at home
- 22% listen while driving
- 11% listen while at work
- 4% listen while riding public transportation
- 4% listen while working out
- 3% listen while walking around
- 7% listen in other situations
- 80% of listeners listen to an entire podcast episode or most of the episode

*data collected and shared by musicomph.com/podcast-statistics/

The statistics above are promising and prove that podcasting is continuing to trend up. With so many open ears consuming this content daily, it seems only natural that a brand would start their own podcast.

But even with all the momentum podcasting has in its favor, the average podcaster produces only SEVEN episodes before quitting. 89% of podcasts set up with one-stop-shop service Anchor never get a single download. Over 90% of podcasts created won't make it past three months. Why? Because in most cases, these podcasts were started with no strategy in place.

If you search for podcasts in services like Apple Podcasts, Spotify, etc., you'll find many that haven't released episodes in months, even years. This may seem daunting, but think about many dead websites, blogs, YouTube channels, and social media accounts exist on the Internet today. A dead podcast is no different. It just doesn't have to be that way.

It comes back to understanding the commitment involved with bringing your podcast to life and making it grow. If you approach it like a hobby, then it'll be just like a hobby: important when you want it to be, easy to disregard when something else takes priority.

But if you approach it with a plan and stick to that plan, your podcast has a chance to take your brand presence to new levels of growth and success.

TIPS & RECOMMENDATIONS

- DIGITAL RECORDER/AUDIO INTERFACE:** Zoom H6 Handy Recorder
- MICROPHONE:** Shure MV7 or Shure sm7b
- HOSTING SERVICE:** Sounder.fm
- EDITING SOFTWARE:** Audacity
- LONG DISTANCE RECORDING:** Streamyard, Squadcast, Riverside.fm, Zoom Pro Account
- RECORDING TIP:** While you may not have an official studio at your disposal, capturing quality sound is still attainable. Record in a quiet environment and sound test your equipment before recording to ensure everyone on your show is properly mic'ed. Avoid rooms without noise reducers - no carpeting, blank walls, hard floors. Use natural noise reducers like furniture, carpet, and drapes.

FOUNDATIONAL QUESTIONS

*DO NOT START YOUR PODCAST UNTIL YOU'VE ANSWERED THESE QUESTIONS!

- What do I want to accomplish by starting a podcast?**
This is your Why. Do your podcast with purpose - it will make it easier to stick with!
- Who is my ideal listener?**
Similar to your ideal customer. What does the person consuming your content look like?
- How much time can I commit to my podcast each week?**
There is no wrong answer here. Be honest with yourself - it will help answer some of the upcoming questions, too.
- What is the name of my podcast?**
Jot down as many name ideas as you can, then narrow your ideas down to your favorite.
- How often will I publish new episodes of my podcast?**
There's no wrong answer here, but whatever frequency you choose (daily, weekly, bi-weekly, monthly), be sure you can stick to it consistently.
- What is the approximate length of my episodes?**
Short-form and long-form podcasts are both successful. It comes down to your preference. Think of your favorite podcast - How long is it? Do you enjoy that length?
- What is the theme and subject matter of my podcast?**
Rule of thumb: Choose a subject you love to talk about even if no one is listening to you. Until you build an audience, this will be the case.
- Will I have guests? How will I recruit them to appear on my show?**
The best strategy for this is to appeal to your desired guest's expertise. Present your show's strong points and invite them to record a friendly conversation.
- What is the launch strategy for my podcast?**
Determine how you will spread the word of your podcast launch, then how many shows you want to go live to kick things off.
- How will I market my podcast? How much can I invest in advertising?**
Determine where it will be best for you to market and advertise. Social media, blogs, other podcasts, SEO, email, and other outlets are all viable options.
- What is the style/format of my show? Will I have add'l segments?**
Will I do a solo show, an interview format, a show with co-hosts, or a roundtable with many guests? What additional segments will my show have (EX: Q&A, listener review reads)
- What is the Unique Value Proposition of my podcast?**
What is the reason my podcast will be the best in my industry and the one that people need to experience?
- What can I do to make my podcast stand out?**
Think about other podcasts in your niche, as well as other podcasts you enjoy. What makes them stand out? What unique features can you bring to your podcast?

PODCAST CREATION TIMELINE

This timeline is contingent on your format, but these initiatives are typical activities you'll need to complete with each episode you produce:

Determine Subjects/Topics > Determine Approx. Length and Format > Line Up Guest and Schedule Recording Time/Location > Research Topics and Guest > Prepare Questions and Speaking Points > Record Podcast > Post-Production (editing show) > Market and Promote New Episode (ads, teasers, etc.) > Publish > Market Published Episode > Repeat