SO YOU THINK YOU WANT A PODCAST?

That's a fantastic idea! Podcasts have never been more popular than right now. More and more people are incorporating a podcast listening experience into their everyday activities — be it on the drive to work, at the gym or on a smart speaker at home. If you feel like you've got a great idea for a show and want some help moving forward with it, read on below!

What are the benefits of having your own podcast?

Podcasts are a growing industry and provide an avenue for big and small content creators and businesses to directly engage with their audience. This is how they communicate about the content they make, the industry they operate in and make personal connections through the hosts.

Planning your Podcast

If you're looking to start a podcast, the first step is brainstorming what kind of content you have to offer a listening audience. What can you say that offers a listener something they didn't know before, something that they would like to discuss further, or hear more discussion on? What problems can you solve for the listener?

What makes a great podcast?

A good podcast has a clear angle and purpose. First, outline what you are offering and what you think will draw an audience back to your show each episode. Then map out how many episodes you think it might take to achieve this goal. Is your podcast an ongoing concern? Is it open ended? Does each episode cover a different topic? Does it have guests? All these questions go into creating an idea and a schematic theme for your show.

How to create a great podcast:

A truly great podcast is a mix of the above, coupled with a firm grasp of the more technical elements of podcast production. Great, polished podcasts include someone handling all the following jobs:

- **A Producer;** a showrunner who has a clear vision of the purpose and direction of the show, who writes the summary of each episode, books guests, and is generally the head honcho.

- **A Host;** someone who is affable, relatable, easy to listen to, clear and concise. A good host is also clear on the purpose of the podcast, and has an ability to sell it to an audience through the presence of their voice. A host often doubles as a producer, but make sure you're up to the task when you start!

- **An Editor/Engineer;** this person is responsible for the audio quality of your show. Someone who can give advice on or help setup microphones in the right spot, organise a flexible recording of your content, sort out an audio mix for different voices on your podcast, insert music, stings, voice-overs and ad placements into your show (when you get them). They will also export your podcast as a single file that can be downloaded easily by your audience. This person will often publish your podcast to the web platform that the file is hosted onto, but this can also be done by the producer.

- **A webhost/file download;** This is less the job of a single person, but an important function in making sure your podcast is available to as many people as possible. Once your podcast is complete, you have to 'serve' the podcast to people. The easiest way to do this is to upload your file to a webhost like Podbean/Libsyn/Whooshkaaa, etc. These services index your show and allow it to be searched for on podcast apps like Apple Podcasts, Google Podcasts and many other myriad podcast apps you may be aware of. They can also provide you with a simple landing page for your show that gives a description of each episode, and allows you to insert your own URL for your show.

- **A marketing/social media manager;** This role is essential to getting your podcast out to a broader audience, and help you find your target market if you're just starting out. This isn't essential to begin with. Once you have a solid idea of what your podcast is and you've had a crack at making some content, a marketing manager will be the person who can take your show and push it into the right areas to increase your listenership. This person can also help with sourcing advertising opportunities with ad agencies once your podcast has a solid listener base (around 1000 regular listeners per episode) and a market to directly target with ads.

There are many podcasts out there that have a single person filling all these roles, but that's a very big job! You must consider your own time investment, as well as your budget when building and creating a podcast for your content.

What are the costs?

Costs are definitely a factor in podcasting. With the right team, you can keep your costs low without overworking yourself or your staff and still publish a successful show. However, costs vary greatly depending on the equipment you currently have, your budget, and the amount of time you have to dedicate to your content.

Initial Costs

Equipment - A standard podcast setup MAY include:
- A computer (either desktop or laptop)
- A microphone (one for yourself and another for your guest/s)
- An audio interface (a device to translate the microphone signal to a digital signal that is recorded by the computer)
- Headphones (these don't have to be the best quality, but they should be reasonably decent)
- Recording software (free options are available but come with caveats)
- Mic stands
- Padding for your recording room/portable partitions to create a room on location

I can advise on purchases and also recommend good places to purchase gear online.

Ongoing Costs

Hosting - A good, well connected webhost will charge a monthly rate to host your podcast and/or webpage, and service it to Apple Podcasts, etc.

Some of these services have free tiers, that limit the amount of episodes you can upload, the length of an episode and several other caveats. Others have a limit on listener amounts (usually around 10,000 per episode) before they will move you into a more fully featured, and fully priced service.

Recording Space -
- A room to record inside your house
- A hireable studio

Production - Alot of podcasts outsource the production side of their show, so that they can focus on the content and let someone else deal with the editing, polishing and uploading of the show onto the web. This is what I specialise in! I can handle all of that for you for a per episode or monthly fee. See my rates on my website at http://www.nickamc.com and get in touch to work something out!

SUMMARY

What are the steps involved in setting up and producing a consistent podcast?

- Having a clear, consistent vision. Who is your audience?
- What are the aims of the podcast? What is it about?
- What's it called?
- What is the focus and what problems will it solve for the listener?
- If you're planning to have guests, who would you like to interview, and why them?
- How often would you like the episodes to be released?

Once you've got a firm grasp on all of these concepts, you can move on to these steps:

- Create an episode/season synopsis of your content
- Make the content
- Record
- Edit
- Intro and Outro
- Music/Artwork
- Publish to webhost
- Advertise

And then rinse and repeat until you've completed your season/completed your goals!

If you want to work with someone who can help you lock down the production side of your podcast and guide you through everything from getting started to publishing your first season, then drop me a line at nick@nickamc.com and we can have a free intro chat and talk about the development of your show!

NICKAMC
PODCAST AUDIO PRODUCTION

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DESIGN & LAYOUT
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