



JENN TAYLOR MOM OF 18

SO... YOU WANT TO START A PODCAST.... NOW, WHAT?

I started my podcast with zero knowledge and if I can do it, so can you! Here I'm providing the steps, tools, and programs I've used to make your podcasting journey easier.

You have something to say and you're not afraid to say it. You know a podcast can get your information out there. People will be helped, you will love it, and everything will be rainbows and unicorns. Except that you don't know *how* to launch a podcast.

LET'S LAUNCH YOUR PODCAST!

For the greatest success, make sure you've done all the things listed below. Don't get overwhelmed. With a little time and thought, you'll have it all done. Remember you can always change things too. Podcasting is FUN, so if you're not feeling the happy vibes, take a break and switch to doing something else on the list.

You will need to have your

- Title
- Topic (what are you talking about?)
- Niche (subject the podcast will be listed under - usually 2)
- Who your ideal audience is. (Avatar. Who are you speaking to - that one person)
- Design a logo (3000 X 3000 pixels)
- Write out your short intro and outro to pre-record. Then record it. HUGE TIMESAVER!

You might have gotten some cool looking equipment, and you may have even looked at the owner's manuals, but if not, I have an equipment list below to get you started. Less expensive options create a good sound, and I'd encourage you to start rather than wait until you have the "perfect setup".

You're getting ready to record and you may even have guests lined up, or a list of topics for your solo episodes.

BUT, if you need guests and are not sure where to get them? [PodBooker](#) is a resource. When I started I got most of my guests by:

- Asking everyone I knew that was a good fit to please, please, please be on
- Joining Facebook groups for podcasters and jumping on every “exchange podcast interviews” list I could
- Listening to other podcasts and pilfering leads. Basically, just ask people you like listening to and are interested in having on your show

PROGRAMS I HAVE EXPERIENCE USING FOR 3+ YEARS:

[Acuity calendar](#): \$10 mo - scheduling is key. I use this for all my pre-interview questions, post-interview check-in and a way to capture information. It's also used for show notes.

[Zoom](#) \$15 mo - the best recording platform I've used

[Adobe Audition](#) \$20 mo - [Audacity](#) is free

[Libsyn](#) \$30 mo (for the amount I used it) - [Anchor](#) is free

[Descript](#) - podcast hosting that adds captions

[Canva](#) - create logos, infographics, video clips, etc..

[Headliner](#) - create audiograms

There are many programs that do the same or similar things. If you have one you already use, stick with it. New programs come out regularly, so these are examples and programs I have personally used and like.

I GOT EVERYTHING DONE, SO I'M READY TO SHARE IT WITH THE WORLD! HERE ARE THE STEPS I USE:

- Record your interview
- Save it on your computer (Label it!)
- Upload to the editing program (adobe audition, audacity, etc..). Edit sound, mistakes, interruptions, etc.. and download the final file (I use a folder on my desktop)
 - When I went to video episodes: I use iMovie to edit, add intro and outro, upload to YouTube, do show notes, tags, thumbnail.
 - I then use [MediaHuman YouTube to mp3](#) to convert to audio.
 - I upload the audio file to Anchor the same way I did before. Since that RSS feed is in all platforms, there is no difference
 - I copy/paste all show notes to Anchor (follow directions below from “Upload to Anchor” to the end)
 - I schedule the episode - the day it releases, I copy the YT video, embed it into my website, and post it on social media - Copy/paste show notes. I want video everywhere it's available, audio where it's not

- Upload to your hosting platform (Anchor is what I use)
- Add show notes, photo, bio, tags & keywords, etc.. and schedule the date of release. This part is what takes me the longest and I have suggestions to streamline it below. (With video episodes, I copy/paste the show notes as I did them on YouTube)
- On the day the interview is live, email your guest and ask them to share their interview, subscribe to your podcast & review your podcast, and thank them
- Add the podcast link to your website and any social media platforms - you can create infographics, audiograms, etc.. to promote

HOW DO I RECORD?:

I prefer Zoom to record because it records internally without a separate program. Either way, (Skype or Zoom or recording on your phone) it downloads into a file. If you go with Skype, I've use Pamela as an outside recording program. It automatically records when the call connects. Whichever way you record, make a folder, and name each episode as it downloads to keep things organized.

Once your file is downloaded, you upload the file into an editing program. I've used Adobe Audition, but Audacity is free and used by many people. Descript is another free program that uses captions and has easy editing capabilities. This is where you "mix" it, cut, paste, add your intro and outro, etc... From there you export (I use my desktop) an MP3 file - again make sure it's labeled. [Here's a good tutorial.](#)

Many people use Libsyn to host, and I used it for the first two years. It's a great program, and sync's to many other podcast platforms. I now use Anchor. It's a free hosting platform, and I've been extremely happy with them for over a year now. This is where the podcast "lives". This is where you add the description, photos, logo, etc. You use an RSS feed that is provided to you and gets sent out to iTunes, Android app, etc... For my website, I get an embedding code for each of my podcasts and put them in a post.

HOSTING WITH ANCHOR:

First let's talk about the main podcast platform: Apple. There are specific requirements and [this is where you start](#). Here is the [information to submit to Apple](#). You need at least one episode to launch. I launched with 4 episodes and one of them (episode #1) was a solo episode explaining who I am and why I started the podcast. It takes up to 48 hours for Apple to approve you. With some other podcast platforms, you'll need the Apple RSS feed as opposed to your podcast hosting RSS feed, so bookmark this information. Also, if you make changes to your podcast information or logo, this is one of the places you need to check and update manually.

An article on submitting podcasts to other platforms is [here](#).

I'm showing you Anchor since I host with them. The point is, though, that your hosting platform will send your podcast out to several additional platforms and they make it easy to do so. They give you the steps to connect. Otherwise, you generally have to find platforms and add your hosting RSS feed to link your podcast to them and voila! You're connected!

Available listening platforms on Anchor hosting:

Anchor

Breaker

Castbox

Google Podcasts

Apple Podcasts

Overcast

RadioPublic

Spotify

Stitcher

TuneIn

In my "thank you" email to guests, at the bottom, I have the list of places I post my podcast to and I've used this list to create links for you. New platforms come up so this is a work in progress.

Google Play Music	Radio Public
Podcast Addict	Breaker.audio
Deezer	Castbox
Radio.com Mobile	Entale
iPhone/iPad App	Himalaya
iHeart Radio	Spreaker
Advertise Cast	Player FM
TuneIn	Digital Podcast
Podbean	Blubrry
Breaker	Podfan
Pocket Casts	Soundcloud
Stitcher	Doubletwist

Gopod.me Podcorn Overcast Anchor iPodder PodcastGo Dogcatcher	Spotify PodLink Twitter (@MomOfEighteen) LinkedIn Facebook Momof18.com Instagram Pinterest
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STREAMLINING YOUR PROCESS:

Since I personally dislike time-sucks, I try very hard to streamline my process. I went from audio only for 2 years to video AND audio which changed a lot. Until you're up and running for a bit, this might not make complete sense, however, keep the information in your back pocket for when you're learning the steps to get the podcast from recorded to "on-air".

Regardless of who you use to host, or if you're doing audio and video, this is how I streamline my process:

- I use [Acuity](#) to schedule guests. It's a huge time saver because I'm not emailing back and forth to find a time, it's more professional and I can use Acuity's process to gather information - which is also a HUGE time suck. I pay \$15 a month and save money by paying for the year. It's so worth it!
- I send the link to my calendar - I've already set the preferences in Acuity (or the scheduling tool of your choice) and it's done.
- TO SET UP YOUR CALENDAR: First, set your availability. I used to have hours almost every day. As my podcast grew, I'm available one day a week and I can schedule up to 6 episodes in the time frame. For me, it was easier to reserve one day and all my bandwidth to interviews and be in that mode, rather than have them scattered throughout the week. Figure out what works best for you
- Next, cater your emails. To sign up with me, you click the link and you have to answer questions that are required in order to complete your appointment. I'm very clear in my information and I get everything I need for the release. There is no point in having to ask, search, etc..
 - My questions are below and you can see - I'm getting social media links, a headshot, and I'm pretty much gathering most of my show notes.
 - I print the information to use during the interview. I don't have any set questions for my interviews and I take a laid-back approach, but I like the bullet points so I don't forget anything and stay on track. I write things on that paper as we go, so everything is in one place. Then I put the paper in a folder until I'm ready to upload it
 - I'm using copy/paste for show notes from the appointment when it was scheduled, but I add what I wrote during the interview to make those notes better

- I sometimes go on the guest's website to the "about" page and copy/paste information if needed and list it.
- Reminders are important! I have a reminder sent out 48 hours prior to the interview. I let them know what will make things easier for me - be in a quiet place, make sure you have the best internet connection, use headphones, etc..
- I use my guest's social media links and follow them everywhere. I try to do this pre-interview but I double-check when the interview is released
- Follow up is fantastic. 48 hours after the interview, my guests get a thank you email and I ask them how it went, how they're doing, etc.. and I ask them to leave a review, subscribe and basically follow me everywhere (and since I've followed them, it's generally reciprocated)
- I have a "podcast" folder in my email so it's easy to find the original scheduling email from Acuity - which is sent to me every time a guest makes an appointment
- I have a "podcast guest" folder on my laptop where I put all the headshots (label them when you download them to save a ton of time searching later)

MY ACUITY QUESTIONS TO SIGN UP TO BE A GUEST:

(FYI)

Welcome to The Naked Podcaster! This is a VIDEO interview! You can keep your clothes on, but I will be undressed (no, you won't see any of my bits). It's a "come as you are" interview, so just be yourself.

To complete your appointment, please provide your answers. I'm excited to learn your story!

If I can find the information online, that's a great start, however, for the interview, we will dig deeper. Your answers below will be used as my show notes. Bullet points are a great way to list your information.

I make sure we always laugh, but it's also OK to cry, get angry, and swear. It's YOUR story, so tell it YOUR way, but know we'll go beyond what you've already put out into the universe.

My show is rated explicit for content, so you can let your freak flag fly! This also means you are allowed to swear if you want to. Most interviews discuss tough topics that I don't want my 10-year-old to listen to. Having an "explicit" rating means we can be open in our conversation.

(INFO NEEDED)

Name

Address

Phone Number

Share your story of struggle to success, tragedy to triumph. ***This will be used in my show notes.*** Bullet point is absolutely fine.

Please provide all website and social media links:

Please provide your photo for the podcast release!

(THESE ARE "CLICK YES" QUESTIONS)

I understand this interview will be conducted via Zoom and the link will be provided to me.

I understand that by participating in the interview, I am agreeing to allow Jenn Taylor - The Naked Podcaster - to record, distribute, and disseminate the interview and podcast in any manner.

I am also agreeing to allow Jenn Taylor - The Naked Podcaster - to retain rights to the produced media for potential future use in speeches, books, and in all other public distribution.

YOU'VE GOTTEN THIS FAR, WHAT ELSE IS THERE?

EQUIPMENT:

2 Microphones I Love:

[Audio Technica](#)

[Blue Yeti](#)

Headsets: There are many types available

[Logitech](#)

LEARNING RESOURCES:

This is a good resource to learn how to run a podcast. Click the link and sign up for the free podcast course, if you want information in a course format.

<https://www.eofire.com/resources/>

Tim Ferriss talks about how he had an accidentally successful podcast and it was an interesting article. It used to be a complete article but now you can only view part of it unless you're a member:

<http://tim.blog/2016/04/11/tim-ferriss-podcast-business/>

[Podcast Success Academy](#)

<https://www.markasquith.com/>

This is an article on [gaining more listeners](#) and [another one](#).

This is an article on figuring out [how many listeners you have](#).

This is a place [you can advertise](#).

There is also this great blog on a lot of topics including [podcast rankings](#) and you can get rankings [here](#) and [here](#). Just keep in mind, rankings aren't the easiest thing for podcasters to quantify.

[Repurpose.io](#) is a great site that takes content from one use and converts it to another (audio to video for example). There are many ways to use this service and it's not expensive.

THE END:

I hope this was helpful in launching your podcast! Keep me posted and drop a note to let me know your thoughts, struggles, gaps in my information, and (especially) your successes!

Be kind to yourself,
Jenn