HOW TO START A PODCAST!
IN 7 EASY STEPS!
(INCLUDES A PRINTABLE CHECKLIST)

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Top 7 Things You Need To Start Your Own Podcast Show (Plus Printable Checklist)

Podcasting can seem like a confusing mystery. You might wonder about the technology required, whether or not it’s affordable, whether or not you need a special studio in your home or office, and how to make sure that the podcast gets from your brain to your listener’s ears.

Fortunately, you don’t need anything complicated or expensive, and you don’t need to build a radio-quality studio to podcast. You just need a few simple elements and you’ll easily record, edit, upload, and share your podcast with the world.

Use the checklist below to gather the pieces together and you’ll be ready to start!

1. Audio hosting site – just like YouTube or Vimeo hosts videos, you’ll need a site that hosts the audio files. (You probably don’t want to use your website host for this, since there’s a difference in how web hosts distribute data -- for the best experience for your listeners, you’ll want an audio file host). Some great examples are Libsyn, AmazonS3, Soundcloud, Podbean and more. My recommendation would be to get one that has the ability to give you statistics. You’ll want to know how many downloads you get each month, and some of your guests will want to know as well. Plus, measuring downloads is a great way to gauge what topics are relevant and track results of your show in general.

2. Podcast Directories– when you think of podcasts, you generally think of iTunes, especially with the number of iPad, iPhone and Apple users out there. But also consider Stitcher Radio (for Android), BluBrry and a few lesser known directories. At the very least, upload to iTunes.
3. Graphics – There are 2 types of graphics you can have – whether it’s one or the other or both – it’s up to you!

Podcast Cover Art is a graphic for your podcast show in general. Some directories have different size requirements. For example, iTunes requires a jpg or png file, RGB color space and minimum size of 1400 x 1400 pixels and a maximum size of 3000 x 3000 pixels. This is a good starting point and you can adjust for other locations. You can see mine to the right.

The other is a regular Podcast Graphic for each episode. I recommend them so you can post them on your website and social media to promote each episode. A podcast graphic typically has a head shot of you & the guest, the name of the show, the name of the guest or title of the show (topic covered). Here is a sample of mine:
4. One Sheet – there are two kinds of one sheets:

- The most common is a one sheet you’ll use to be a guest on other people’s shows: this is a one page synopsis of you (and your business, if applicable), and the reasons why someone would want you on their show. Your one sheet should include your bio, your area of expertise, and possible topics you could be interviewed on. If you have authored books, host any shows, have any ‘as seen on’ credentials then definitely include those!

- You should also create a one sheet ABOUT your show – the show name and tagline, what the purpose is (i.e. why someone would want to listen to your show and what they can expect when they listen), what types of guests you are looking for, the length of your podcast episodes, and how to connect with you to request to be on the show. Above is a sample of mine.

5. Interview Equipment – of course you need a system, software or way to conduct the interview and record it. Popular methods are Skype, Instant Teleseminar and Zoom. Zoom and Instant Teleseminar have record buttons right in their programs. Skype, though, requires an outside program to enable that -- one program is called Pamela (www.Pamela.biz). The key is that you want to make it easy for you, have clear ‘dial in’ instructions for your guest, and that the audio quality is strong. Many avid podcaster also recommend purchasing a mic for better audio quality. There are TONS of options out there – but don’t feel you have to get the most expensive one!
6. Scheduling application – at first this might seem like an optional tool but as your podcast grows you’ll find that it becomes increasingly necessary! This is an online calendar-style application, like Time Trade or Schedule Once, where you fill in your availability for podcast interviews. Then when a potential guest expresses interest in being interviewed, you send them a link to the application. They’ll see what slots you have available and they’ll choose one that works for them, and that slot will be removed from availability. Again, if you’re just starting out, you might not see the value of this but fast forward in your mind a few months – it’s so much easier to send out this link and automate the scheduling of your interviews than to go back and forth by email with dozens of interviewees about what times work for each of you.

Pro Tip: It’s easier to block out certain days or times for interviews. Ex: Only opening your schedule for interviews on Tuesday’s or Thursday’s.

7. Audio Intro & Outro – Nearly every radio show, television show, and podcast has an intro and an outro. It’s the few seconds of familiar music or words that indicate your show is about to start or has just ended. It adds a level of professionalism and consistency to your podcasts and gives you an opportunity to remind your listeners why they should listen to your podcast. Often, it includes some music and a voiceover introducing the show and the host. Sometimes it also includes a ‘brought to you by’ commercial of sorts (if you choose to have
sponsorships on your show or wish to plug one of your products or services). It’s up to you how elaborate to go. To start, it’s recommended that you keep it short and without ‘commercials’ until you get a solid audience.

There are tons of websites where you can get royalty free music for the audio clip. You can even go to www.istockphoto.com as they have music clips as well. www.melodyloops.com is another great one.

Then think about the voiceover – it can be your own voice, or the voice of a friend or co-worker, or you can even hire a voiceover artist for $5-10 at www.fiverr.com. Write out ahead of time what you want the voiceover artist to say, how they introduce you and the show.

Then blend the music and voice together into one short, compelling intro and outro. If you’re comfortable with technology, you can download the audio editing software from www.audacity.com to do this on your own.

**PLUS 2 BONUS TIPS**

**GUESTS & INSTRUCTIONS** – You don’t want to start your podcast and then find yourself scrambling each week to fill it with a guest. It’s a better idea to create a list of potential guests to invite – a list that you continually replenish as guests are interviewed or decline your invitation for an interview. Make a list, email them to invite them. If you need help finding guests for your show – there are some great services out there – my favorite is www.interviewconnections.com
A PODCAST SCRIPT – if you listen to a number of podcasts, once the ‘intro’ is over and the host comes on live – you’ll hear them introduce the show, its purpose, often their website, and then they’ll go into introducing the podcast guest.

**Intro script:**

Welcome to the ‘Sailing to Success’ Podcast. This show was created exclusively for entrepreneurs and small business owners looking for a safe port in the storm!

My name is Lyndsay Phillips and I am your host and captain for this 30-minute excursion!

I am the Founder and CEO of Smooth Sailing Online Support a company dedicated to helping entrepreneurs and small business owners calm the choppy waters of fast paced business growth! You can learn more about what we do at [www.ssionlinesupport.com](http://www.ssionlinesupport.com).

I created this podcast to not only motivate and inspire you to achieve more, but to also share some practical tips and business building strategies that you can use to be more productive, boost your profits and grow the business.

And my special guest today is going to do just that! So let’s get right to it!! Let me tell you a little about ...

When the interview is over and you’ve wrapped it up with the guest, there is also a ‘sign off’ to tell people where to go to find you and why and then your tagline or sign off message –kind of like this.

**Sign off and announcements:**

Well, that’s it for this special episode of the Sailing to Success Podcast!

My name is Lyndsay Phillips and I am not only your host and captain for this 30-minute excursion, I am also the Founder and CEO of Smooth Sailing Online Support and my team and I are dedicated to helping entrepreneurs and small business owners calm the choppy waters of fast paced business growth! You can learn more about what we do at [www.ssionlinesupport.com](http://www.ssionlinesupport.com) If you want to listen to this and my other podcast episodes go to [www.LyndsayPhillips.com](http://www.LyndsayPhillips.com) where you can also watch my videos and read my blogs.

Until next time, I wish you a productive and profitable week and may the winds always be at your back.
So What Is The Process?

So you have all these elements set up – “but now what?”, you ask? Here is a general time frame and steps to the process of starting up your podcast. You can even use this as a checklist for every podcast.

PRE INTERVIEW

- Book guests on the show (so they are on your calendar).
- If you’re using Instant Teleseminar or Zoom, set up that call in those systems so you have the accurate dial-in information.
- Get the bio and headshot from your guest before the show.
- Ensure your guest has a confirmation of the day/time/call in details of your interview.

INTERVIEW

- Conduct and enjoy the interview! Make sure it’s recorded.
POST INTERVIEW

- Edit and touch up the audio:
  - Edit raw segments to fit your format.
  - Equalization and Compression of your voice.
  - Add your Intro to the beginning and your Outro at the end.
  - Add any commercials or additional audio segments (previews of your next show, etc.).
  - Add ID3 tags and uploading the episode to hosting service.
- Create the podcast graphic for the episode.
- Upload to iTunes or any other directory.
- Get show notes or transcripts for the episode.
- Post to your website (graphic, show notes and audio link).
- Let your guest know it’s live and how to promote.
- Promote it – via social media, subscription list, emails and more!

Need help on how to promote your podcast? Be sure to read the

PRINTABLE CHECKLIST

You’ve taken a great step by reading and learning what it takes to set up, coordinate, produce and promote a podcast show. Success, though, only comes with taking massive action. I’m a firm believer in setting up a plan, mapping out when to execute what pieces so that it doesn’t seem so overwhelming and ensure you meet your goals.

The next page contains a PRINTABLE CHECKLIST to ensure all applicable elements are complete and you are closer to launching your Podcast Show! A good idea is to have a time frame and goal in mind as to when you want them completed by for greater execution and success.
Set up some of the up-front elements you’ll need *Check off when done

Create your one sheet
(or alternatively a sheet about your podcast)

Create your interview script

Choose your music for the intro/outro

Create your voiceover for intro/outro

Have the 2 blended for your podcast intro

Get the back-end elements set up *Check off when done

Sign up for an audio hosting site

Sign up for podcast directory (ies)

Have your podcast cover art created

Have the podcast graphics template created

Create your schedule link and availability

Set up your interview equipment/software

Write up your guest instructions

Set up a system for your guest communication

Find a source for show notes or transcriptions

Write down your list of potential guests
*or hire a booking agent
How To Fast Track Your Podcast Show

Are you anxious to get rolling? Or maybe you can’t or don’t want to do this alone, or figure it all out yourself? Maybe implementing isn’t your strength. Or perhaps these steps and moving pieces may seem overwhelming – hey I get that! It can be a lot for one person to take on, especially while trying to grow their business in other avenues as well! That’s okay – here are some reasons why you may wish to Fast Track your podcast show...

- You’d rather focus on revenue generating tasks.
- You’d rather focus on your passion (your coaching/practice/clients etc.)
- It makes more financial sense to hire someone to set up and co-ordinate this for you, while you make more profits doing what you do best.
- You don’t want to take the time to figure out some of these elements.
- You don’t like the technical elements.
- You don’t have any support staff or someone on your team that you feel can take this on.
- You don’t want to waste precious time - and just want to get started NOW.
- You want less stress and peace of mind it’s just ‘taken care of’.

That’s why I’ve created my Smooth Sailing Podcast Production Services for business owners just like you. It’s easy – you simply schedule the interview, record it and promote it – and we would handle all the moving pieces in between. Sound good?

Here’s what we’ll do to Fast Track YOUR podcast...

EDIT & PRODUCE

- Mixing Intro and Outro with segments
- Adding any commercials or audio segments
- Equalization and Compression of your voice
- Editing raw segments to fit your format

HOSTING & ITUNES

- Mixing & adding ID3 tags
- Uploading to hosting service
- Uploading to iTunes

ARTWORK

- Create custom podcast graphics for each episode

GUEST SERVICES

- Acquire the bio and headshot from your guest
- Confirm the interview with your guest
- Inform your guest when the show goes live

PUBLISH

- Create and publish your podcast post in WordPress *
- SEO Optimization
- Tags
  *graphic/audio/customer provided transcripts or show notes
• All the above services PLUS...
• Create show notes complete with summary, bullet points of topics covered, main questions asked & resource links
• Publish the show notes to your Podcast Post in Wordpress
• Social Media Marketing Package
• Interview on my Podcast Show to get more exposure
• Open Monthly Coaching Call for Production Plus Members – for strategy, best practices or tips

Be sure to ask about our Podcast Set Up Package if you need help with initial set up.
• Cover Art and Episode Graphic Creation and Set Up
• Set up on iTunes
• Set up Hosting Site
• Create Your One Sheet *for your show

If you want to focus on your business and on recording the best podcast you can, and if you want to maximize your available time while minimizing all the time-

consuming details that go along with running a popular business-building podcast, then I would love to help you grow your podcast and your business.

Book a call with me to see what package is right for you and how we can help.

Email: info@ssonlinesupport.com

Schedule: www.timetrade.com/book/NNPMQ
About the Author

Lyndsay Phillips is the CEO and Founder of Smooth Sailing Online Support. Through her amazing VA team, they support emerging entrepreneurs (Speakers, Business Coaches, Life Coaches, Tax Coaches, Authors and more) who are seeking fast-paced business growth but have finally come to the realization that they can’t do it alone, do it all and do it well.

Host of Smooth Sailing Online Support TV and also Sailing To Success Podcast, Lyndsay strives to motivate, inspire and help entrepreneurs be more productive, efficient, boost profits and grow their business.

You can find Smooth Sailing Online Support TV, Sailing To Success Podcast Show and Blogs at www.LyndsayPhillips.com

Learn more about how Smooth Sailing Online Support can calm the choppy waters of fast paced business growth at www.ssonlinesupport.com