

How to Start a Podcast

with Danny Ozment



Welcome and About Me

Ideal Listener

This starts with identifying

- what you are passionate about (What angers you?)
- what truly moves you, and (What makes you sad?)
- what problem you are trying to solve.

Your listener?

- What is their age, gender, likes and dislikes?
- Where do they hang out online?
- Where do they shop?
- What career do they have?
- Etc...

Title and Description

Search results and SEO

1.Show Title

2.Episode Title

3.And Author fields.

Your Description

1. Who you are and what you do.
2. What is your mission?
3. What are you going to do or include on your show?

Format and Length

Format

1. Solo shows
2. Interviews
3. Group discussions
4. Listener engagement

Length - think about how your ideal listeners will be listening.

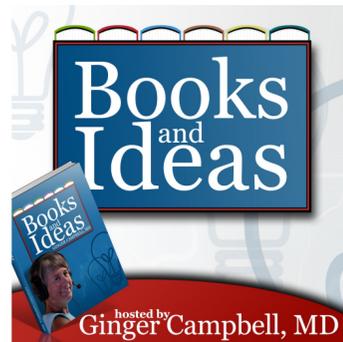
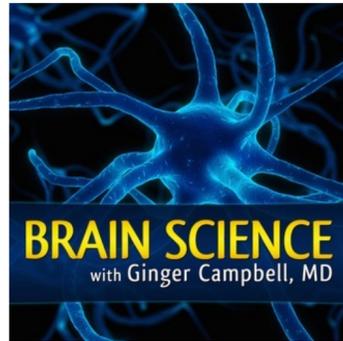
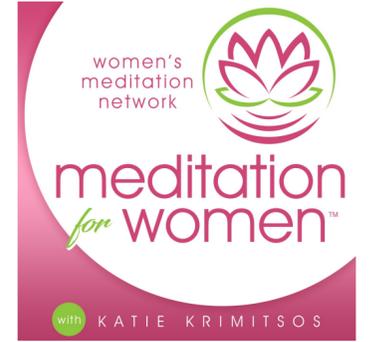
Commuters?

Busy executives?

Artwork

Apple requires 1400 x 1400 pixel jpg image for iTunes/Apple Podcasts.

I also recommend having your face on your artwork.



Podsafe Music

Premium Beat
audiojungle.net
Audio Hero

Select music that fits the theme of your
show.

Transitions = short breaks between speaking

Bed music = low volume music that plays while you are speaking

Bumpers/Sounders = very short quick sounds that grab attention.

Gear and Software

<https://dannyozment.com/resources>

Audio Basics

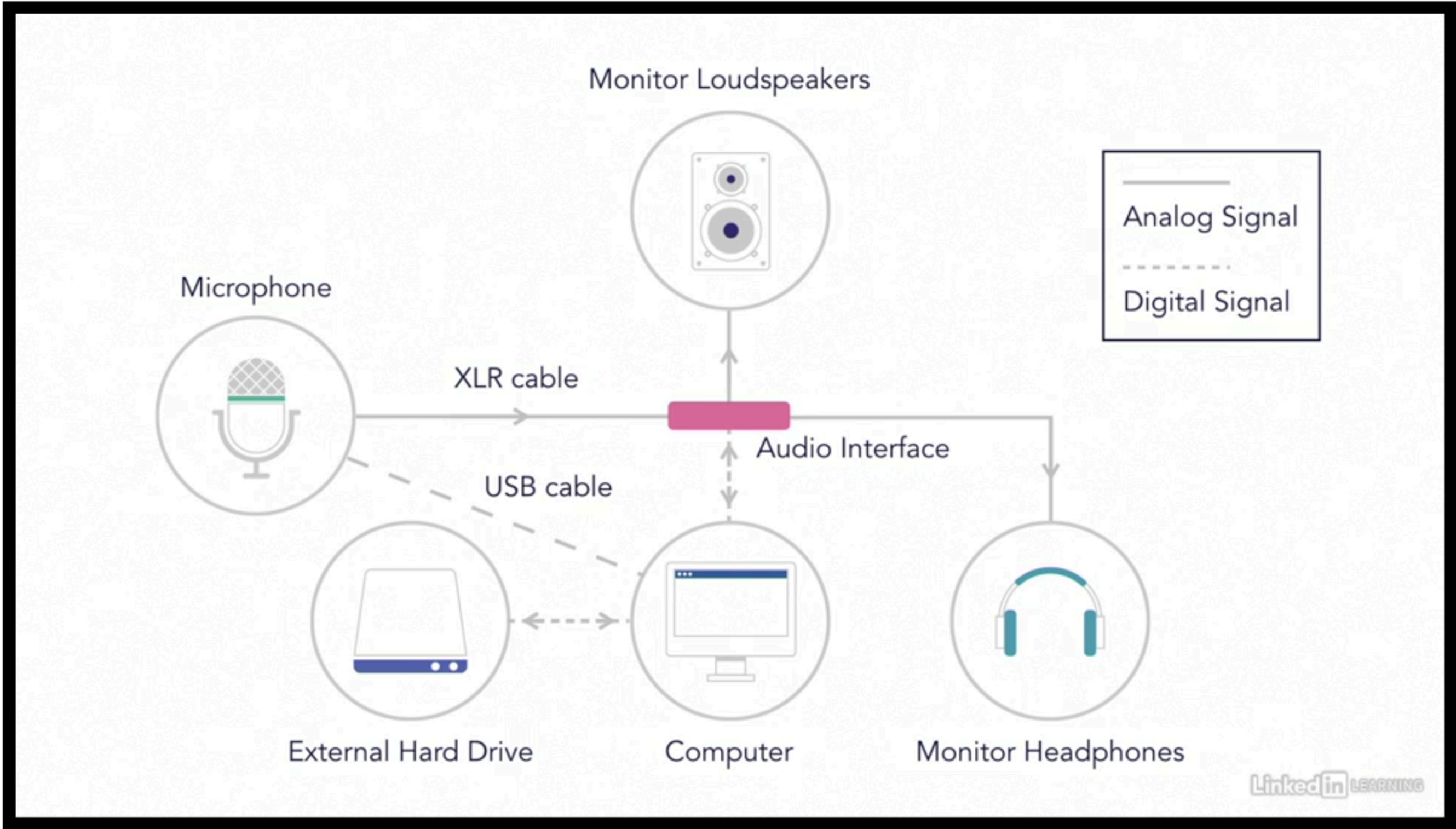
1. Signal Flow

a. The path of the audio from your mouth to the recorder and after

b. Mic to computer (or interface or recorder)

A to D converter

c. Computer to headphones - D to A converter



1. Terms and Formats

a. File formats for audio (mp3, m4a, mp4, WAV, AIFF, etc)

b. Stereo (left and right info),

c. Mono (one sound that comes from a signal direction)

d. Raw (not edited)

1.The Recording Process

a.Pre-production

b.Recording (tracking)

c.Editing

d.Mixing

e.Mastering

1. Get appropriate gear and know how to set it up and use it (read the manual, go through the learning curve)
2. Don't update your computer once you get a stable set up
3. Reset your internet (router) before conducting interviews

Your Room

1. Quiet (HVAC, traffic, computer)
2. Dry Acoustic (absorption and diffusion)
 - a. Carpet, drapes
 - b. Bookcases
 - c. Away from walls
3. Record room tone (10 seconds of silence)

Recording, Editing, Mixing, and Mastering

1. Get ready <slide>

a. Warm up

b. 2 - 4 inches from mic and at a 45 degree angle

c. Pop filter splits the distance between your mouth and mic

d. Quiet (room, clothes, notifications)

Hosting

ID3 Tags

Text and image data that can be added to your audio files including

- Title,
- host,
- year,
- genre,
- show notes,
- copyright name,
- URL for episode,
- and artwork

Podcast Website

Stats

Podcast Directories

Submit your podcast to Apple Podcasts (aka iTunes)

- Log into your Apple account via <https://podcastsconnect.apple.com>
- Enter your RSS feed (for example: A libsyn user would submit `http://yourshowslug.libsyn.com/rss`, replacing the text “yourshowslug” with your libsyn show slug)
- Click “Validate”
- Click “Submit”

BONUS! The following directories pull from Apple Podcasts’ API – so there is no action needed on your part:

Overcast, Podcast Addict, Pocket Casts, Podcast Republic, iCatcher

Note: Artwork requirements are to provide a square image at least 1400×1400 pixels (but no more than 3000×3000 pixels), and the file size needs to be smaller than 500kbs.

Submit your podcast to Google Podcasts

To get on Google Podcasts, you need to do the following.

A special, “alternate” link needs to be added to the header of your website.

```
<link rel="alternate" type="application/rss+xml"
title="YOUR PODCAST TITLE" href="https://
yourrssfeed.libsyn.com/rss">
```

This line of code should be placed in the header of your site (in between the <head> and </head> tags). How this is done will depend on how your site is built, and the template you are using.

Submit your podcast to Stitcher

- Create a profile at <https://www.stitcher.com/content-providers>

Note: Stitcher has some unique stats, so you might want to visit their [Partners Portal](#) every so often.

Also note that any follow up issues go to content@stitcher.com

Submit your podcast to TuneIn Radio (often used on Amazon Echo)

- Go to <https://help.tunein.com/contact/add-podcast-S19TR3Sdf>
- Click the “Submit Your Podcast” hyperlink in the paragraph.

Be prepared with:

- Podcast Title
- RSS Feed
- Logo (just use your square show artwork)
- Banner image (long, rectangular size – 1024×300 pixels)
- 3 genres/categories you want to be found in

To make updates to your TuneIn listing, go to https://help.tunein.com/how-do-i-update-my-podcast-or-program-H1ax0B7_f

Calls To Action

- 1.rate, review, and share your podcast.
- 2.freebies, downloads, PDFs, lead magnets,
etc,
- 3.Events to share?
- 4.Sponsorships?

Launch

1. Choose a podcast title that is unique and uses keywords that will attract your desired listener.
2. Build a launch team
3. Go on other podcasts in your niche or related niches or industries as a guest and promote your podcast after delivering value.
4. Create a strategy to share to your own social media networks and email lists.
5. Transcribe your episodes and transform them into blog posts on your site to give your show an SEO boost.

Next Steps

You can follow me on Instagram @dannyoement.

If you want to learn more you can also check out my blog and podcast at <https://dannyoement.com>.

You can also see my recommended gear list at <https://dannyoement.com/resources>.

If you want to save time once you launch your podcast you can find out more about my production services at <https://emeraldcitypro.com>.

THANK YOU!

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