



How To Start a Podcast

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From TalkShoe, the all-in-one
podcasting platform



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Introduction

It's always been known that seeing is believing, but nowadays, we're shifting more towards hearing is knowing. Living in a fast-paced, knowledge-hungry society, podcasts are the perfect medium to consume information when you're sitting at home or on the go. Half of American homes are listening to podcasts, with over 20% of the population tuning in on a weekly basis.

It's easier now than ever to start a podcast. With a variety of podcasting platforms, tools, and veterans willing to share their tips and tricks, we have compiled the best practices for you.

Podcasters come from all walks of life. Whether you're a life coach seeking to share your tips and tricks to a happier life, or a sports fan eager to unpack a week's worth of sporting events, there is no topic too niche.

If you've been on the fence about whether or not to start your own podcast, this is the sign you've been waiting for.

This guide...

will give you the knowledge and confidence to start your podcast both quickly and affordably.

In this A-Z guide, you'll find straight-forward instructions, and tips from the experts themselves on how to get your podcast off the ground running.



2

The Content

In the words of Bill Gates, “Content is king”. Behind every great podcast is a great podcaster with intention, motivation, and ideas. There are several podcasting tools, tips, and tricks at your disposal to make the recording process a breeze, but the quality of your content is completely on you.

Take some time to create a content calendar and plan out some of the content in your first few podcasts, and your future self will thank you.

Will the episode have a theme? Will you be talking about current events? Will you be interviewing guests? Will there be pre-recorded sections? The more you can plan out and prepare, the better. Even if your podcast is mostly unscripted, like The Todd Shapiro Show hosted on TalkShoe, it helps to have some talking points prepared to guide the conversation and avoid dead air when recording.

Pro tip: Consistency is key. Podcasters with high-engagement know that posting a podcast every week pays off. Be regular, be consistent and watch the numbers grow.

3

The Feed

One must understand how a podcast works before jumping into the process of creating one. It all starts with the feed, the groundwork for your show to be built upon.

Plenty of news sites, weblogs, and online publishers use an RSS feed, or a Rich Site Summary. A podcast also uses an RSS feed to syndicate data and get its content out there.

Sorting, reading and consuming relevant content that matters to you can be terribly daunting considering the breadth and depth of the Internet. This is where the RSS feeds come in. Rather than having users seek out updates, the feed aggregates new content to the user saving them time and patience.



Creating Your Feed

While coding your own podcast feed is possible, there are platforms that take the guesswork out of it and do the dirty work for you by automatically providing you with your very own RSS feed. With a simple code provided upon sign up, your podcast gets to live across multiple channels like iTunes, Spotify, and other media sharing sites. You don't even need to be a technical genius, it's really that straight forward.

Read more about RSS feed on our blog: <https://content.talkshoe.com/blog/your-podcast-rss-feed/>



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The Setup

Software

When you podcast with TalkShoe, you take advantage of being able to get everything you need in one place, including recording.

Only TalkShoe gives you a live virtual studio to invite people to your live podcast. Your guests and co-hosts can join from any device, either over the internet or through a phone. Your podcast guests can be invited via SMS, email, or just by copying and pasting your virtual studio's URL into their browser.

The in-call page allows you to start and stop recording easily and seamlessly, meaning you can pause your show in the event of any delays with your guests, and simply resume when you are ready to record.

When it comes time to press record, you can choose either to record just the audio or include video as well. Some of the most popular podcasts of 2018 cross-list their episodes to YouTube, and TalkShoe's video podcast recorder makes this a great option for you as well. Live broadcasting to YouTube from TalkShoe is a great way to expand your audience.

If you're on a PC, you can download Audacity, which is also free and easy to use. We'll dig into this application in the next section.



Production and Publishing

There are two different ways to publish your podcasts on TalkShoe:

1. Live options

You can record and publish your podcast live from the platform. After signing up for a free account, click on New Show near the top of your dashboard. From there, fill out your show's information, such as its name and description. Next, click on New Episode to schedule a podcast to be recorded through TalkShoe. The intuitive virtual studio allows you to add video to your recording, or mute and manage your guests as necessary. How easy is that? You can even connect your YouTube account and live stream as you record.

Here's a more thorough breakdown of the recording process and even a video tutorial available on our blog: <https://content.talkshoe.com/blog/how-to-become-an-expert-podcast-recorder-with-talkshoe/>



2. Upload an audio file that was recorded earlier.

We recommend Audacity for recording and editing your podcasts in advance. You can use any recording/editing software with Talkshoe, but we like Audacity as it's free and can be used on Apple Mac, Windows PC as well as Linux computers. Their vast selection of features available make it a really powerful tool. Once you have your pre-recorded audio, click on New Episode but this time click 'upload'. With our one-click import feature, your show can live on TalkShoe for free for as many episodes as you can create! More about how to use Audacity with TalkShoe: <https://content.talkshoe.com/blog/using-audacity-with-talkshoe/>



Marketing and Measuring

MARKETING TIPS

Use Strong Keywords

Think about what words you would type into a Google search, then use them in your title and description. A good example is TalkShoe's, "X-Files Truth." Successful titles rely on the simplicity of the wording.

Take advantage of social media

Take a few moments to create a Facebook, Twitter, and Instagram account, and make sure to stay within the brand voice that you've previously outlined. Daily engagement with your audience will surely build a loyal fan base. One more time, consistency is key!

Give a juicy description

Finding the sweet spot between hooking your audience in but only giving just enough to leave them hanging is a fine art when it comes to writing a description for your podcast.

Leaving your listeners wanting more will keep them on their toes for your next episode release. Remember your keywords, relevant links, and a few provocative adjectives.



Consider including show notes

Show notes are a few steps past a description for your podcast. Think of it like a trailer for a movie. The listener should be able to take away the goal of your show and a general sense of what to expect before they hand over their time and focus. Show notes go beyond a word-bite to break down context, present links, mention sponsors, and really set up each podcast as a thing of beauty and joy! Even to prospective listeners who haven't actually listened to your show yet, show notes strengthen your podcast's integrity.

Seek out cross-promotion opportunities

Competing podcasters should be seen as an opportunity for learning and collaboration. Reach out and recommend other podcasts on your show. Lift up another podcaster and in return, yours will most likely get a boost too. Joining groups on Facebook, such is a great way to get advice and spread your name across the podcasting community.





Pro tip:

Transcribe a podcast and whip it up into a blog post. For every episode, create a blog with a short description of the episode, highlights, quotes, and photos of your guest(s).

Do's and don'ts to using social media to enhance your podcast: <https://content.talkshoe.com/blog/dos-donts-social-media-podcast/>

Measuring

So now you have a show running, how do you know if people are listening? Key metrics to check are followers and the amount of downloads.

Your aggregate downloads give you an idea of the overall success of your show. This metric is important to keep an eye on to track growth over time.

Downloads per episode will give you a better sense of how many people are subscribed to your podcast.





A Final Thought...

In its infancy, podcasts were...different. They weren't radio or video, perhaps considered a hybrid of the two wedging a whole new form of content consumption. Podcasts have slowly evolved from the trend they once were. Now, over a decade later, podcasting has become a mega tour de force for businesses, brands, advertisers and anyone searching to speak their truth. Podcasting is the go-to medium if you want to disrupt the online space and get your voice heard.

Planning to go forward with a podcast takes practice, patience and a good set up. Let TalkShoe bring you into the podcasting world and support you on your exciting journey. With a community-building podcast platform that has all the essential features like free unlimited storage, RSS feeds and easy web and phone connection, your voice is just episodes away from being heard.



YOU BRING THE CONTENT AND TALKSHOE WILL TAKE CARE OF THE REST!



Record & Stream

Record your podcast live, stream and share to a live audience via TalkShoe or YouTube.



Record & Stream

Export and import your podcast using your RSS feed.



Record & Stream

Free and unlimited hosting and storage.



[Sign up free](#)



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