



## INTRODUCTION TO PODCASTING

This learning guide contains the notes from part 3 of the session: **Making Your Podcast**

If you need any further support in addition to this guide, please contact [connect@growbiz.co.uk](mailto:connect@growbiz.co.uk)

### PART 1: RECORDING

- A podcast can be made from the most basic audio files, for example, you can use the voice recording app on your smartphone or record a Zoom call to capture an interview
- However, microphones are available at a whole range of prices and the increase in your audio quality when using a microphone versus the small outlay if you find a reasonably priced piece of kit can make this a great investment
- There are lots of buying guides online to help you navigate the market and find a microphone that is suited to your needs. Here's a link to a buying guide I recommend as a starting point for your research <https://www.thepodcasthost.com/equipment/the-best-podcasting-microphones-on-the-market/>

### PART 2: EDITING

- To create your podcast, you need to mix your different audio files and music together in an editing program
- There are some great free options namely Garage Band (for mac users) and Audacity. To help you learn how to use both of these programs there is an abundance of videos available on YouTube. A word of warning, however, it can take a bit of time to get up to speed on these platforms
- It is recommended, if you don't already have a paid-for program to edit audio, that you stick with these free options. It's a simple way to reduce your podcasting overheads and Audacity is particularly comprehensive

### PART 3: MUSIC

- Remember you must only use royalty-free music in your podcast
- There are many sources of royalty-free music, here are a few to get you going: [Audio Jungle](#), [Premium Beat](#) and [Jamendo](#)

#### **PART 4: ARTWORK**

- Your podcast artwork must be square, the ideal dimensions are 4000 pixels x 4000 pixels
- Remember that the majority of podcasts are listened to on mobile devices so your artwork needs to work when viewed on a small screen
- Include your podcast name in the artwork unless it is overly long

#### **PART 5: LAUNCHING YOUR PODCAST**

- To publish your podcast, you need to upload the finished audio files to something called a podcast host
- A podcast host is a website which you pay to manage your podcast and ensures that it is available in the podcast directories, these are the apps which we search and listen to podcasts from
- Here is a list of podcast hosts you can browse through to get an idea of pricing and the various limitations
- Shop around for a podcast host and consider how much storage and analytics you really need for example;
  - Buzzsprout
  - Pod Bean
  - Captivate
- See below for a list of the most popular podcasting platforms that you want to ensure your podcast is searchable in. Remember to consider your target market, if you have an overseas audience or a particular niche you need to find out where they are listening to their podcasts from to get in front of them
  - Apple Podcasts
  - Spotify
  - Google Podcasts
  - Stitcher
  - Overcast

#### **PART 6: PROMOTING YOUR PODCAST**

- It's really important that after putting so much time and effort into creating your show that you dedicate some marketing resource to promoting it
- Use your current marketing channels to let your existing audience know about the show
- If you are interviewing or featuring other businesses in your show, ask them to reshare your social posts and promote the podcast through their networks
- How much promotion you do is really up to you and comes back to the question of the podcast's value to your business

## PART 7: OTHER HELPFUL RESOURCES

Just about every question you may have about podcasting has been covered in this podcasting website - <https://www.thepodcasthost.com/>

This is a very comprehensive podcasting guide by Buzzsprout that is a very helpful reference point: [https://www.buzzsprout.com/how-to-make-a-podcast?gclid=EAlaIQobChMI5J\\_5lbGY6gIVB7TtCh0HjAJXEAAAYASAAEglwZvD\\_BwE](https://www.buzzsprout.com/how-to-make-a-podcast?gclid=EAlaIQobChMI5J_5lbGY6gIVB7TtCh0HjAJXEAAAYASAAEglwZvD_BwE)

## FURTHER SUPPORT

Please contact [connect@growbiz.co.uk](mailto:connect@growbiz.co.uk) or via the contact [form](#) if you have any questions.

Alternatively, phone our office on **01828 627790**.

Information on GrowBiz can be found on our website at [www.growbiz.co.uk](http://www.growbiz.co.uk) or via our [Facebook page](#).

