



STEPS TO LAUNCH YOUR PODCAST

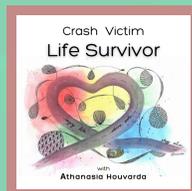
"Give voice to
your words"



Athanasia Houvarda



Crash Victim Life Survivor
Podcast



with
Athanasia Houvarda

"How to start a podcast"

Before we start tackling questions about podcast name, format, and length, you'll want to ask yourself

"Why am I starting a podcast?" and **"What is my podcast about?"**

Once you've answered the why and what for your podcast, the rest of the concept will fall into place.

Why are you starting a podcast?

What are you passionate about?

What is your podcast about?

How will you know if your podcast is successful?

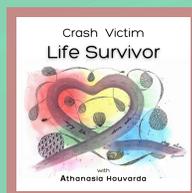
WHY:

PASSION:

THEME:

PURPOSE:

Crash Victim Life Survivor
Podcast



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"Podcast name, format and publishing schedule"

On this step we're going to finish creating your podcast concept by picking a name, format, and length for your podcast.
Let's dive in!

My podcast's name is.....

When you're picking a podcast name, you'll want to pick something that's catchy, memorable, and will rank for keywords that are relevant to your podcast

My podcast's format is going to be.....

Some podcasts just have a single host, others are scripted stories, and others feature in-depth interviews. The most important thing to remember is that the format should fit what your podcast is about and be a format you're comfortable with.

My podcast will be about.....min long.

There is a lot of misinformation around this question online. Don't let people tell you there is an optimal length for a podcast episode. There isn't.

I'll publish a new episode every..... week(s), and it will come out on this day of the week:

It is really valuable to have a set schedule that you publish episodes. This allows you to keep your momentum, create a habit of publishing episodes, and helps build your podcast into your listener's weekly routines.

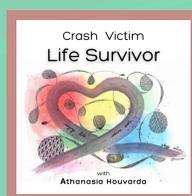
TITLE:

FORMAT:

LENGTH:

PUBLISHED ON:

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"Podcast equipment and software"

Podcasts are awesome because you can start recording with your phone headphones and grow your way into a High Tech equipped podcast studio.

Just remember, your **content** is the most important part. Nobody listens to a boring podcast just because it has great sound quality but it sure helps.

Microphone

Suggestions:

- [Audio-Technica ATR2100](#) (79 US\$)
- [Maono USB mic](#) (79 C\$)
- [Samson Q2U](#) (89.99 C\$)
- [Iphone headphones](#)
- [Pop Filter](#)

3 things you need to look for:

It's got to be USB

It's got to be good at recording voice

It's got to come in at a pretty reasonable price point

Editing Software

Suggestions:

- Zencastr
- Audacity (Windows)
- Garage Band (Mac)

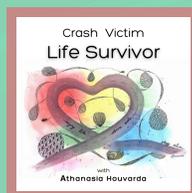
Many different softwares are available to use for free. Some might ask you to upgrade and pay a fee to continue use on a monthly rate.

It depends on how many hours you are recording monthly.

FACT " I'm embarrassed at how easy my setup is"

I record it on my phone with ear buds and whenever anybody asks about my microphone, I just avoid answering because I don't want to talk about it.

It's hard to admit how simple my set up is"



"Record your first episode"

You have everything in place,
you came up with your unique idea, you know your topic,
you have downloaded on your laptop the software you
need, you tested the sound of your microphone
and.....

IT'S TIME TO HIT THE RECORD BUTTON!

But wait!!! You need to take care of a few details that will
make all the difference...

Outline

- Intro
 - Catchy phrase
 - Topic of the podcast
-
- Guest introduction
 - Discussion/Interview
 - Main episode solo segment
-
- Recap / Call of action
 - Promotion (podcast and guest)
 - Outro

Spend some time to outline your episode before you hit that record button. The worse thing you can do is start rumbling on your episode

Where are you recording?

- Quiet room
- Eliminate background noises
- Chose a room that doesn't have many hard surfaces
- Find your sweet spot when you use your microphone.
- Do a pre recording sound test with your guest.

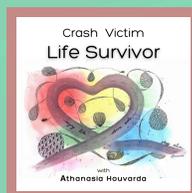
Where you record, the environment where you record, is actually more important to the quality of your podcast than your microphone.

TIP

If you feel more comfortable reading a script, that's OK.
Just practice, practice, practice.

Don't read it.. LIVE IT!

the last thing you want is have your sound come off a little robotic



"Edit your episode"

CONGRATULATIONS

You just recorded your first episode!

You are getting close to LAUNCH DAY.
Don't feel intimidated by the editing process,
it is easier than you think.

You don't need
a mixing board like those in a recording studio

Episode theme song

- Soundcloud

(royalty free music and
free for commercial use
but give credit to the artist)

- Audio Jungle

(Purchase the rights for a song with
40-50 euros)

Make sure you chose music that is
royalty free! Royalty free doesn't always
mean that is free for commercial use .

Export your episode

- When you edit your episode,
save, save ,save.
- When you are done editing,
export an mp3 audio file.
- Export you episode to mono file.
- Take care of loudness.

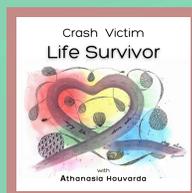
HOW can I take care of loudness?
Use post production software for
optimizing your audio.
Upload your first 2 hours for free each
month on <https://auphonic.com/> and let
it do the work for you.

TIP

Tease the next episode.

Give them an idea of what is coming up on your next episode.
Make them look forward to it before they even listen to it.
Create content and keep your audience engaged.

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"Launch day!"

The BIG DAY is here.

Are you excited?
Well.. you should be!

You are a few clicks away from reaching your listeners.

Grand Opening

- Choose your Podcast hosting
- Choose your day
- Stick to that day

According to the topic or theme of your podcast, you will have a specific audience that will listen and follow you. Fit your podcast in their schedule.

TIP 1: If your podcast is about weekend activities, launch your podcast on Friday or Saturday.

TIP 2: Take into consideration your schedule. If you are too busy on a specific day of the week, don't launch your podcast on that day. Make sure you can follow through.

Promotion strategies

- Get your podcast listed on all the directories.
- Publish 3 episodes on your launch day
- Ask friends and family to leave reviews on apple podcast.
- Spread the word
- Reach out to bloggers that write for the same topic you speak.

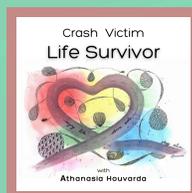
Following the promotion strategies will likely get you on the new and noteworthy section of apple podcasts. And you want to be there. But even if you are not, it's still ok. Your podcast can still reach people all over the world.

FACT

Thousands of people
think about launching a podcast every month.

But, very few people follow through with it.

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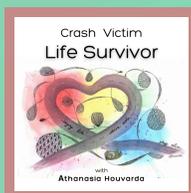


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"NOTES"

A large rectangular area with a white background and a grey border, designed for taking notes. It features a vertical red line on the left side, approximately one-fifth of the way from the left edge. To the left of this red line, there are six grey circular markers, each centered vertically within one of the six horizontal grey lines that divide the note-taking area into seven rows. The rest of the area is blank white space for writing.

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"Tips and Hints"



To recap
here is a list of some important things you need to consider
and find in this workbook
and
a few extra things that is always good to know!



- Focus on audio quality
- Podcasts intros
- Ideal podcast length
- Go on other podcasts
- Guest promotion tips
- Use templates
- Format your show notes
- Do you need a website?
- Promoting on social media
- Batch your episodes

If your podcast is in a format of discussion or interviews which means you have guests, send them a **GUEST RELEASE FORM** before the recording to avoid any unexpected issues about copywriting.

**Don't worry.
I prepared it for you!**

Download it from my webpage

Maybe you are wondering...

Where can I find guests?

And how can I find podcasts to be a guest on?

Use social media. There are many Facebook groups that you can easily find what you are looking for.

#findaguest #beaguest

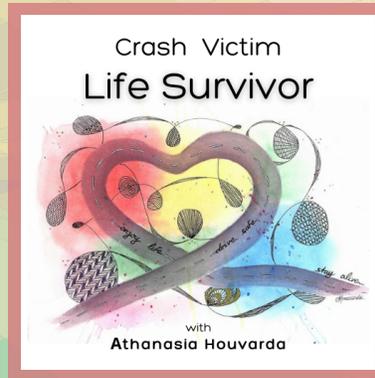
ex:Poddit - Podcast Guest Interviews

My name is Athanasia Houvarda.
I am the host of the Crash Victim Life Survivor podcast

I hope this guide will give you the inspiration you need,
and the motivation you are looking for,
to launch your own podcast!

GIVE VOICE TO YOUR WORDS

Crash Victim Life Survivor
Podcast



with
Athanasia Houvarda

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Podchaser



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