

5 Summarize your podcast in a paragraph to serve as the podcast summary.

This will potentially be used in your spoken podcast introduction & for sure used in the description of your podcast when listing with audio hosts like iTunes, Spotify, etc.

6 Frequency Considerations

You have a list of topics ideas and people to help share your message. Now we need a timeline of how this information will be shared and at what frequency?

Whether you choose to do a weekly episode, bi-weekly, monthly or monthly make this manageable for you to create and produce content so your audience knows what to expect.

Editing takes more time than you think. Although it may only take 20 minutes to record your podcast, it could take up to 1-4 hours to edit depending on your skill level. Allow for production time when thinking about how often you want to release episodes to your audience.

Circle What Frequency You Plan to Share your Podcast

- Weekly
- Bi-weekly
- Monthly
- Bi-monthly

7 Length Considerations

Your topics of content and your audience will drive how long your episodes will be.

Short podcast can be 15 minutes, long podcasts can be over an hour. Somewhere in between will likely retain your audience in being engaged with what you are talking about.

What is the goal length of each episode?

8

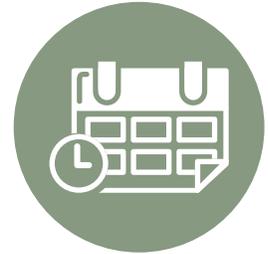
Calendar Planning

Planning with a calendar will help you be accountable to following deadline and stay on track in producing consistently.

Use a Google Spreadsheet to pick a date of when you want to launch your podcast. Use the frequency of your podcast timeline to dictate what weeks/months,etc will look like.

Start with these columns:

- Post Date
- Episode Topic Idea
- Episode Name
- Notes & Summary
- Individuals on the Podcast
- Goal Dates for Recording & Producing



Once you have your shell of a spreadsheet, space out your topics and refine your ideas. Begin to plot out episodes in your spreadsheet that fit into your timeline. Work it and find areas where you need more information. But there you have it, a content plan and a path to guide you moving forward.

The best way to start a podcast is to **START somewhere**. Get the basic equipment you need and begin recording. Know that technology will fail on you at some point. Do everything you can to have back ups and make sure you hit that record button.

You don't need the best of the best equipment to get started. There is always room to grow. **Below are items to consider when start your podcast.**

9

Gather Your Items

- a device to record, laptop or iPhone
 - use the Voice Memos app on iPhone to start out
- laptop/computer for editing
- recording/editing software
- headphones
- podcast hosting account
 - Buzzsprout
 - Podbean



10

Start Recording

A few pointers starting out: **test your recording ahead of time**. Set everything up and do a sound check. Listen back to yourself and make sure that everyone is audible and sounding good before you start.

If you make a mistake and want to start over: clearly pause, take a deep breath and start over. Taking the time to get what you want to say right and taking a breath (allowing for a gap in sound) will make your editing easier.

Once you are done recording your episode, **back up your file**. Make a copy to back it up so you have a RAW file just in case something goes wrong in editing. You would hate to have to record the whole episode again.



Remember that your consistency of episodes and marketing of this service will enhance what you already do to communicate with your audience.

If you can't create content consistently, reconsider your timeline and take the time to prep your material prior to the launch so more content is released at once.

11

Crunched on time?

If you have the tools to create content and record on your own and are overwhelmed with the amount of time it takes to edit, consider hiring someone or a business to help edit and produce and host your podcast.

- Fiverr.com
- Freelance audio producers, editors or engineers
- Local radio station professionals

Gather episode ideas, individuals and equipment and coordinate bulk recording sessions to pass multitude of files to this individual/organization so that items can be edited and posted to a podcast host service (Buzzsprout, Podbean, etc)

Complete the cycle again & market to your audience

Constantly be thinking of episode topics and ask your listeners what they want to hear more of. Listen to them and think about other ways to keep building & engaging your audience.

- Create a vanity URL or add to your existing website so that others can leave reviews.
 - Encourage listeners to leave reviews directly where they listen (Apple Podcasts, Spotify, etc)
 - Share your episodes on your social media channels
 - Do a periodic giveaway to listeners on the podcast or via social media
 - Offer a shoutout spot on the show
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QUESTIONS?

Feel free to reach out and ask questions to Brincefield Studios.



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