

5 STEPS TO START A PODCAST

01

5 Cans & 5 Loves

5 people you CAN get, 5 people you'd LOVE to get on the podcast. First reach out to the 5 cans. Business partners, clients, or friends in the industry - someone you would have a good conversation with. These will give you a quick win. Your 5 Loves will give you reach goals for dream guests.



02

Outline standard questions

Outlining standard questions helps you ease the conversation and keep it moving along in the direction you want it to go in. You may never use the questions, but writing them down prevents you from starting from square one for each podcast.



03

Choose 1 Channel & Platform

Distribution platforms are where people listen the podcast: Spotify, youtube, iTunes, overcast. Choose 1 primary podcast distributor and don't look back. Recording platforms enable you to capture your video & audio assets. Riverside is a great option, especially if you want to create show notes and Short clips automatically, but you can use Zoom or Streamyard as well to capture.



04

Calendarize

Podcasting is an investment in time that pays off over the long term. Time is money, and when you put your recording time on your calendar, it signals to you, your team, and your guests, that you're taking this seriously.



05

Automate

Automating as much of the **booking** process as possible will 1) make it easier on you and your team and 2) show your GUESTS that your company is a smoothly-functioning business. Automation elevates your credibility, and using a marketing platform allows you to make an immediate impact on your guests. How you do one thing is how you do everything, and presenting a well-running organization by showing the operations makes a big impression.



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GEAR Camera

Built-in cameras work very well, so long as they are positioned correctly. Apple's Ventura + iPhone running IOS 16 allow you to use your iPhone camera as a camera. Logitech cameras are also great. To avoid an "arched: camera look, shoot for cameras with a 78 or 90 field of view(FOV) using 4k. Eye-line important, so put your camera on a box. You don't want to be looking up or down at the camera.

MICS

Good : from computer
Better: Headphone Mic (**Earpods, or Beats, etc.**)
Best: USB Mic + Headphones (**ATR 2100x, Shure MV7 + ATX M20x headphones**)
Don't be held back by your gear. A computer's mic works great. Airpods work great. But sometimes you want that extra je ne sais quoi. Mic Stand - so you don't have to hold the mic. (**Elgato Wave Mic Arm**)

VIDEO

Key Lights: should be in front of you. Visually, avoid windows behind you, and **avoid STRIPED CLOTHING**. I use the LitONES lights for videoconferencing. These double as a desk lamp and have adjusting tones and brightness.