PODCAST LAUNDRY



THE PODCAST LAUNCH BLUEPRINT

WORKBOOK

LAUNCH YOUR PODCAST IN 7 DAYS OR LESS!

BY: KEVIN Y. BROWN

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Hi, I'm Kevin Y. Brown host of the critically acclaimed Create Your Life Series podcast and owner of Podcast Laundry podcast production company. In my 7 plus years working in the podcasting industry I have produced over 1,000 podcast episodes across different genres with over 30 million downloads across clients and have launched Dozens of podcasts taking some from idea to top 3 in their niche in the world using the same processes in this digital workbook.

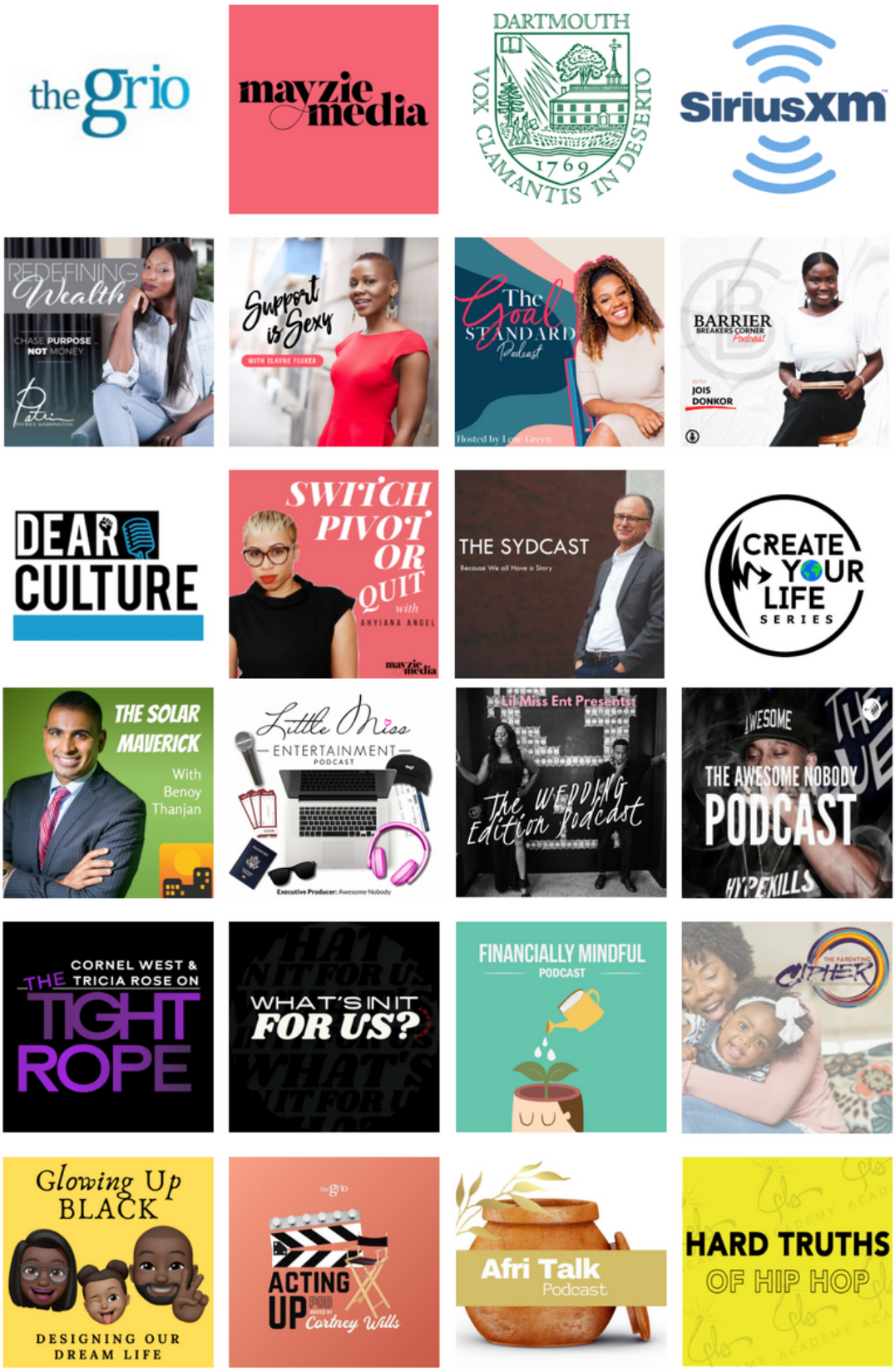
I have written this digital workbook to save you time and the stress of trying to sort through all of the information that is available online.

As you venture into podcasting, remember it's a commitment that yields rewards after you have invested in it fully. Moreover, it's crucial to recognize that individuals, podcast for three reasons only, to increase their income, leads or authority.

Please follow the process and use the tools in this digital workbook to launch and grow your podcast. Feel free to email all questions, suggestions and compliments to support@podcastlaundry.com

Enjoy!

TRUSTED BY


the grio
mayzie media
DARTMOUTH
VOX CLAMANTIS IN DESERTO
1769
SiriusXM
REDEFINING Wealth
CHASE PURPOSE NOT MONEY
Support is Sexy
WITH ELAYNE FLOWER
The Goal STANDARD Podcast
Hosted by Lexie Green
BARRIER BREAKERS CORNER Podcast
JOIS DONKOR
DEAR CULTURE
SWITCH PIVOT OR QUIT with ANYIANA ANGEL
mayzie media
THE SYDCAST
Because We all Have a Story
CREATE YOUR LIFE SERIES
THE SOLAR MAVERICK
With Benoy Thanjan
Little Miss ENTERTAINMENT PODCAST
Executive Producer: Awesome Nobody
Lil Miss Ent Presents:
The WEDDING Edition Podcast
AWESOME
THE AWESOME NOBODY PODCAST
HYPEKILLS
CORNEL WEST & TRICIA ROSE ON THE TIGHT ROPE
WHAT'S IN IT FOR US?
FINANCIALLY MINDFUL PODCAST
THE PARENTING CIPHER
Glowing Up BLACK
DESIGNING OUR DREAM LIFE
ACTING UP POD with Cortney Wills
Afri Talk Podcast
HARD TRUTHS OF HIP HOP

Before you get started lets discuss the mindset that you need to go into your podcast journey with.

"Get started today and focus on progress over perfection" - Kevin Y. Brown

Your episode 50 will not sound like episode 1 so get started but launch at a top-notch level by following the steps in this digital workbook. If you follow this book straight through you can launch your podcast in 7 days or less.

"Comparison is the Death Of progress" Todd Wahnish

As of today, there are over 4 million podcasts in the market. What does this mean? That you are doing something that yields results for people otherwise there wouldn't be so many podcasts and it also means that there may be some shows out there that are similar to yours. Similar but they are not your show because they are missing a key ingredient and that ingredient is you, your perspective, and what you bring to the podcasting world.

That being said always keep in mind that when you go to the store to buy bread there are multiple brands of bread on the shelves and different types of people with different tastes eat different types of bread.

I say all of this to say, stay in your lane and worry about what you are doing. Do not compare your show to anyone else's, but you can admire other shows and take notes on what they are doing right and wrong. The most important thing for you to remember while you start on this journey is.

"You don't have to be great to get started, but you must get started to be great" - Les Brown

I WANT YOU TO MAKE A PROMISE TO YOURSELF RIGHT NOW:

☐ I WILL COMPLETE MY PODCAST LAUNCH JOURNEY IN 7 DAYS OR LESS

☐ CHOOSE PROGRESS OVER PERFECTION IN MY LAUNCH AND AS A PODCASTER OVERALL

☐ I ACKNOWLEDGE THAT MY SHOW WILL IMPROVE AS I CONTINUE TO PODCAST.

NAME _____

SIGNATURE _____

DATE _____

HOW TO USE THE PODCAST LAUNCH BLUEPRINT DIGITAL WORKBOOK



Follow this book step by step do not skip ahead. Each section is built upon one another. This book gives the exact blueprint that I used to take shows from idea to top three in their niche in the world.

This digital workbook is editable on your phone, computer or tablet. It also contains video tutorials, links, scripts and templates to guide you.

This is your complete Podcast Launch Blueprint.

Below is the table of contents and deliverables in this book.

VIDEO TUTORIALS

How to create your podcast artwork without design experience

How to record and edit your podcast

How to submit your podcast to different distribution platforms

TEMPLATES & SCRIPTS


Listener Avatar


Guest Avatar


Podcast intro & outro


Episode 1-4 templates


Episode creation outline


Show notes template


Id3 tags template


Episode planning template


Podcast Launch Checklist

DIGITAL WORKBOOK OUTLINE

01 Get clear

02 Foundation

03 Plan

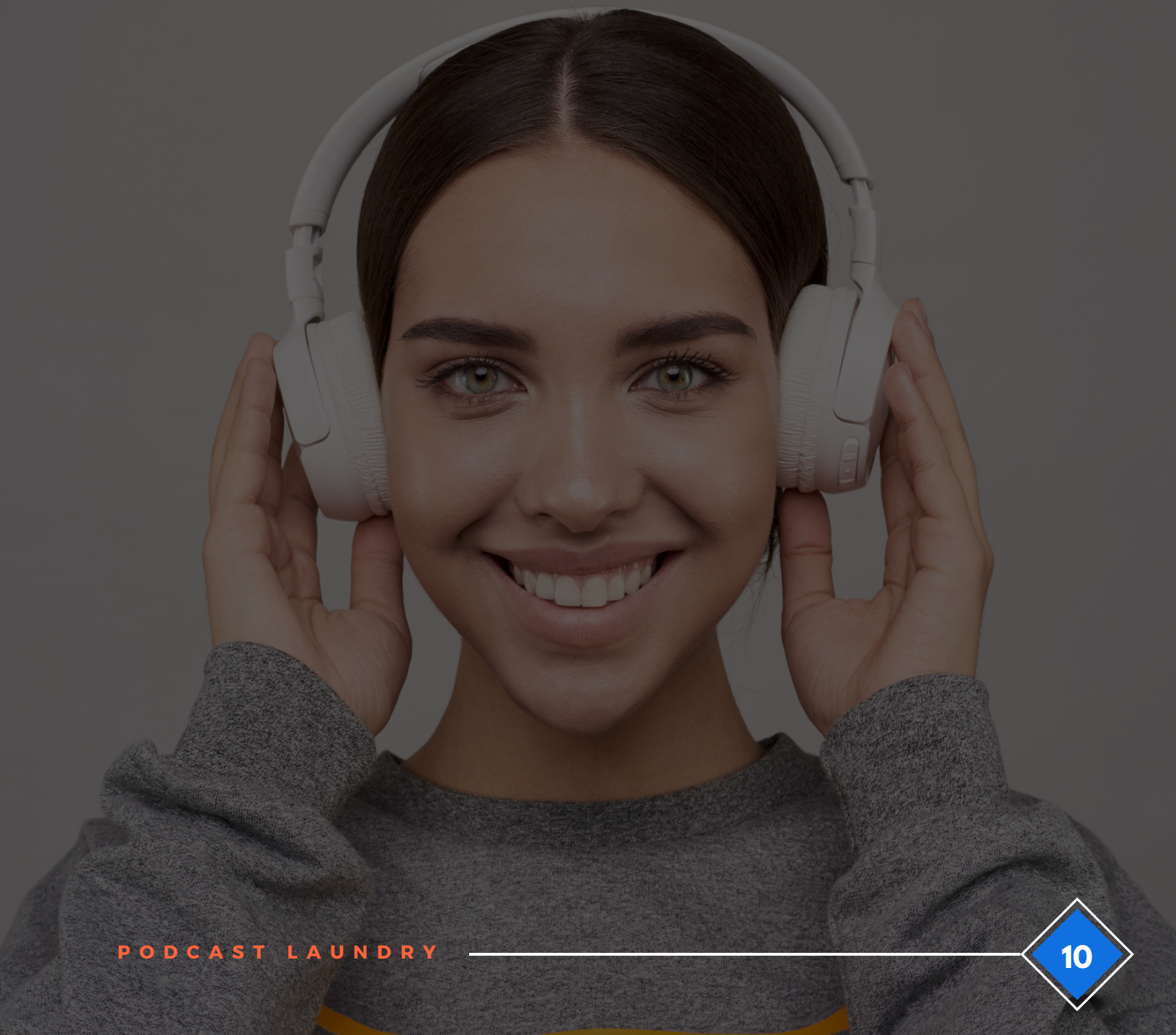
04 Record & edit

05 Distribution

06 Launch

07 Resources

WHAT IS A PODCAST?









The dictionary definition of a podcast is: A digital audio file made available on the Internet for downloading or streaming on a computer or mobile device, typically available as a series or individual episodes that can be received by subscribers automatically. The term Podcast is actually a combination of iPod and Broadcast. Podcasting has now grown to include video, sometimes referred to as a vodcast.

WHY PODCAST?

A podcast gives you a voice and an opportunity to inspire and motivate the world, your audience and core customers.

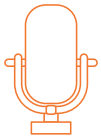
A podcast can allow you to gain access to the rock stars in your industry - and gain your own authority and credibility.

A podcast will allow you to grow your audience. It really is amazing how easily you can leverage massive directories such as Apple podcasts, Afripods, Spotify and others, to find and grow a huge global audience.

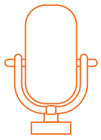


PODCAST INDUSTRY STATS

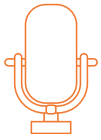
Here is some statistical encouragement that you are on the right path



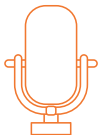
80% of podcast listeners listen to all or most of every podcast episode they start.



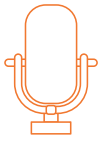
69% of podcast listeners agreed that podcast ads made them aware of new products or services



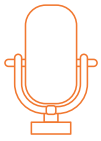
There are currently 120 million podcast listeners in the U.S. and over 420 million listeners in the world.



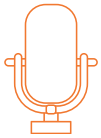
94% of podcast listeners are much more active on every social media channel (94% are active on at least one – vs 81% for the entire population)



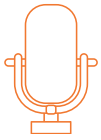
81% of podcast listeners say they pay attention to podcast ads more than they do to radio, TV commercials, billboards, and even digital ads on social media.



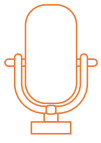
The United States accounts for 47.9% of podcast listeners, followed by the United Kingdom with 6.3%, and Canada with 5.0%



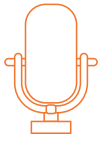
Most people (26%) listen to podcasts from 10 AM to 2 PM Before 10 AM is the next most popular time to listen to podcasts (25%).



The top podcast genres are comedy, news and true crime



Over 66% of podcast listeners have a college degree (bachelor's or higher) and an average annual household income of $75,000 or more



76% of listeners say they've taken action after hearing a podcast ad, which could include visiting a site, making a purchase, or taking out a subscription

PODCAST EQUIPMENT

Purchase your equipment as soon as possible so that it can be shipped and at your residence as you complete the workbook and are ready to start recording. Here is a list of the equipment I advise you to use.

Let's make sure to start lean with your equipment and upgrade your tech as you build your podcasting muscles.



MICROPHONE

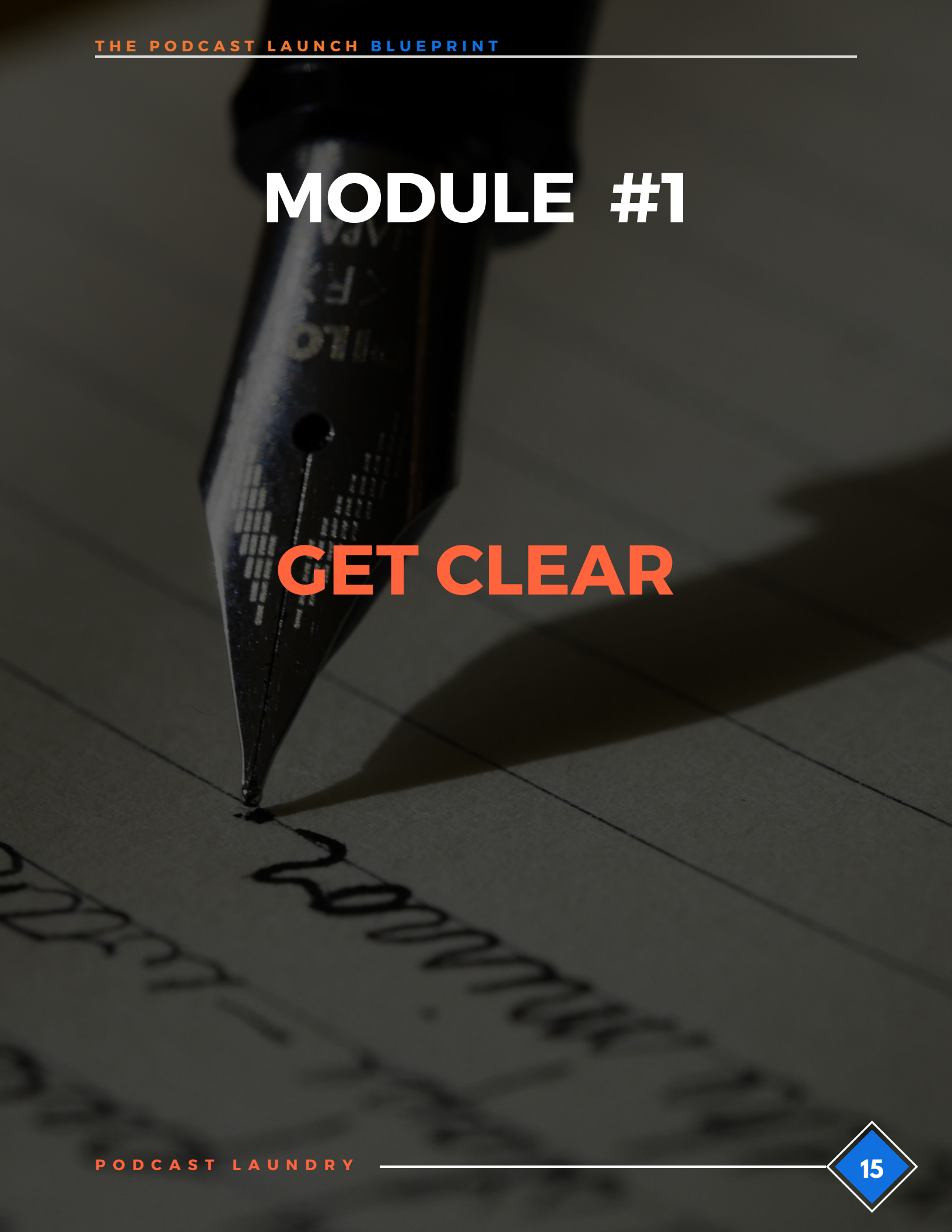
I recommend the Audio-Technica ATR2100-USB Cardioid Dynamic USB/XLR Microphone. This is a great-sounding and portable mic that comes with a stand. Get my recommended microphone *here*:

HEADPHONES

The goal of headphones is to plug them into your microphone to prevent it from picking up sound from your recording environment. I advise using headphones that you can plug in to your mic vs. Bluetooth. You can use the standard headphones that come with your mobile phone or the headphones that I use if you need a recommendation. Get my recommended headphones *here:*

LAPTOP

I am a Mac user (MacBook Pro) and probably always will be. This does not mean that you need to go out and purchase a mac. Once you have your microphone you will need a software to record on, there are plenty of options to use. if you are doing solo episodes you can record directly to your computer using Garage Band, Audacity or any other voice recorder software. To conduct interviews I recommend Riverside FM.



MODULE #1

GET CLEAR

RESEARCH

The leaders of your genre or niche are who you need to research for inspiration and the format to executing the specifics of your show especially in the areas of artwork, show format, segments, episode length etc.

Once you have listened to multiple episodes of the leaders in your genre, analyzed their artwork, formats and social media you will have the inspiration and know how to continue to build your podcast and overall brand.



GET CLEAR WORKSHEET

The first order of business when launching a podcast is to *Get Clear* about why you are launching your show and who you are serving. Start by answering the questions below:

1. Is this podcast personal or for your company?

2. What is your area of expertise? What can you talk about consistently?

3. What are you passionate about?

4. What will your show be about?

5. What is the goal of your show?

6. How often do you want to release your show? (seasonal, weekly, bi weekly, monthly?)

7. Who is your Ideal listener? Why should they listen to your show vs. others?

8. Who can and cannot be a guest on your show? (why would someone want to be a guest on your show, how can you attract them?)

9. What makes podcasting a worthy investment for you 6 months from now?

LISTENER AVATAR

Your Listener Avatar is your guiding light to who you are talking to, what content to create, what your guests should be teaching/sharing on your show, which advertisers advertise with you and much more. This is one of the most important aspects of your show, if not the most important.

1. Name:

2. Gender:

3. Age:

4. Marital Status:

5. Job Type (Are They Happy There):

6. How Long Is Their Work Commute? (Coming & Going):

LISTENER AVATAR

7. Hobbies and Interests:

8. Annual Salary:

9. Academic Accomplishments:

10. Location:

11. Major Paint Points:

12. Why They Should Be Listening To Your Show?:

13. How Can You Attract Them To Listen To Your Show?:

LISTENER AVATAR

14. How Does Your Show Solve Their Problem?:

15. Is Your Listener Emotional Or Logical?:

16. Is Your Listener Introverted Or Extroverted?:

17. Is Your Listener Generally Happy Or Sad?:

18. Is Your Listener Generally Content Or Frustrated?:

Always Ask Yourself WHAT DOES YOUR LISTENER AVATAR NEED? Or What Is Their Perspective When Faced With Questions About Guests, Sponsorships Etc. for Your Show

GUEST AVATAR

Your Guest Avatar helps you to understand who can and cannot come onto your show. (why would someone want to be a guest on your show, how can you attract them?)

1. Name:

2. Gender:

3. Age:

4. Marital Status:

5. Area of Expertise:

6. Years of Experience:

GUEST AVATAR

7. Hobbies and Interest:

8. Annual Salary:

9. Academic Accomplishments:

10. Career Accomplishments:

11. Why Would They Want To Be A Guest On Your Show?:

12. How Can You Attract Them To Be A Guest On Your Show?:

MODULE #2

FOUNDATION

SHOW FOUNDATION WORKSHEET

Now that you have a solid understanding of some of the foundational aspects of your show, let's delve deeper into the details to energize your research and finalize crucial decisions.

1. Show Name (can encompass goal or mission of show):
Ex: The Create Your Life Series = A show on how to Create the life you want

2. Show Subtitle/Mantra:
Ex: For Self - Starters Only = Defines who the show listener is/ who its for

3. Show Genre/Category:

4. Episode Length: (most popular time is between 20 - 40 mins)

5. Show Frequency:

6. Show Release Day:

7. Show Segments:

8. Show Format:



SHOW DESCRIPTION WORKSHEET

Your show description is also known as your podcast summary and it will be available on all platforms that your show can be listened on. Your podcast description is important because it, along with your show name and artwork can determine if someone listens to your show. It is important that this is clear and concise.

QUESTIONS A SHOW DESCRIPTION SHOULD ANSWER:

Who is it for?
Ex: Self-starters looking to live life on their own terms

Benefits to your listener (transformation you will help them take)?
Ex: To learn the experiences, daily habits and defining moments of high achievers from around the world,

Who are you?
Ex: Award-Winning Entrepreneur, Author and Speaker Kevin Y. Brown

What and when can they expect it?

Ex: The Strategies Behind the Successes of today's Trailblazers, Every other Tuesday

Call to action

Ex: *Learn more at cylseries.com*



SHOW DESCRIPTION WORKSHEET

CREATE YOUR SHOW DESCRIPTION HERE:

Ex: The Create Your Life Series is for Self-starters looking to live life on their own terms. Join award-winning entrepreneur, author and speaker Kevin Y. Brown as he shares the Strategies Behind the Successes of today's Trailblazers by uncovering experiences, daily habits and defining moments of high achievers from around the world. Learn more at cylseries.com

ID3 TAGS WORKSHEET

Id3 tags are a type of metadata added to a MP3 audio file which allows the below information to be stored enabling improved Organization, searchability, and enhanced user experience and branding.

EXAMPLE:

	ENTER YOUR INFORMATION BELOW
EPISODE TITLE	CYLS 189: Introducing Africa X
ARTIST	Kevin Y. Brown: Entrepreneur, Business Strategist, Success Coach and Speaker
ALBUM	The Create Your Life Series Podcast
ALBUM ARTIST	Kevin Y. Brown: Entrepreneur, Business Strategist, Success Coach and Speaker
COMPOSER	Kevin Y. Brown: Entrepreneur, Business Strategist, Success Coach and Speaker
GROUPING	Entrepreneurship | Lifestyle Design | Motivation | Personal Development | Travel
GENRE	Career
YEAR	Insert current year
SUBTITLE	For Self Starters Only
TAGS	Entrepreneurship, Lifestyle Design, Motivation, Personal Development, Travel
WEBSITE	www.cylseries.com

ID3 TAGS WORKSHEET

	ENTER YOUR INFORMATION BELOW
EPISODE TITLE	Name and number of the episode here
ARTIST	Your name here
ALBUM	Name of your podcast here
ALBUM ARTIST	Name of your podcast here
COMPOSER	Kevin Y. Brown
GROUPING	Insert keywords of your show here
GENRE	Insert your podcast genre here
YEAR	Insert current year
SUBTITLE	Insert subtitle of your show
TAGS	Insert keywords of your show here
WEBSITE	Insert your show website

PODCAST INTRO

Your podcast intro (canned intro) is essentially the theme song of your show. It tells the listener the show that they are listening to, who the host is, the benefits of listening to the show, and typically has music that reflects the feel of your show.

When you watch your favorite TV it show it comes on the same way each time, with the same music, same sequence of shots, the same introduction of characters etc. Think of your canned intro in the same way.



PODCAST INTRO WORKSHEET

Your podcast intro should be short and sweet between 10 and 30 secs. It should identify the show, what the benefits to listener are, host name and match the tone of the show. Use the textboxes below to create your podcast intro. Please find a show intro example by listening *here:*

ELEMENTS A SHOW INTRO SHOULD HAVE:

Welcome to Show Name

Ex: Welcome to the Create Your Life Series

Benefits to your listener

Ex: Where we help you maximize your potential in the areas of personal development, entrepreneurship and travel

Who are you?

Ex: I'm your host Kevin Y. Brown

Create Your Show Intro Here (Put it all 3 elements above together)

Ex: Welcome to the Create Your Life Series, where we help you maximize your potential in the areas of personal development, entrepreneurship and travel and I'm your host Kevin Y. Brown.

EPISODE INTRO

Your episode intro is a bit different, it is how you open each individual episode and any additional information that you want to share with your listener about the episode.

For example, after the intro of your favorite TV show is over, the show starts and depending on the episode theme it can start differently. However for the sake of your listeners and your podcast overall you want to have some key phrases that you start the show with to establish continuity but you also want to have the option to create a unique experience per episode. Be sure to research shows in your niche as a reference point to come up with a way to open your episodes that works and is unique to you.

EXAMPLES OF EPISODE INTROS:

- Beautiful people this is the Create Your Life Series and you are listening to our special series, Africa X, which is focused on conversations and experiences with experts from Africa, in Africa, about Africa and I'm your host, Kevin Y. Brown.
- Morning everybody, it's DJ Envy, Angela Yee, Charlamagne the God, and we are the Breakfast Club.
- Welcome back to (your show name), and today we have (guest name) and will be discussing (what you will be discussing).
- I'm (your name), this is (your show name), and this episode is about (what the episode is about).
- Beautiful people this is the Create Your Life Series and I'm your host Kevin Y. Brown and today we are joined by a special guest...

EPISODE INTRO WORKSHEET

The way you open up each episode should be short and sweet between 5 and 10 secs. It should identify the podcast name, and who the host is. After you have done this part you are able to free style how you want to introduce the episode. Use the textboxes below to create your episode intro.

ELEMENTS AN EPISODE INTRO SHOULD HAVE:

Welcome to Show Name

Ex: Welcome to the Create Your Life Series

Host Name

Ex: I'm your host Kevin Y. Brown

FreeStyle

Ex: Today we have another amazing guest = read guest bio/introduce guest

PODCAST OUTRO WORKSHEET

Your podcast outro should also be short and sweet between 10 and 30 secs. It should thank your listeners for listening, provide a call to action and request to stay connected whichever way is most convenient for you. Use the textboxes below to create your podcast outro. Please find a show intro example by listening *here*:

ELEMENTS A PODCAST OUTRO SHOULD HAVE:

Thank Your Listener

Ex: Thank You for Listening to the Create Your Life Series

Provide a call to action (CTA)

Ex: Please leave a 5-star review and subscribe to the show wherever you listen to your podcasts and share it with everyone you know.

Request to stay connected

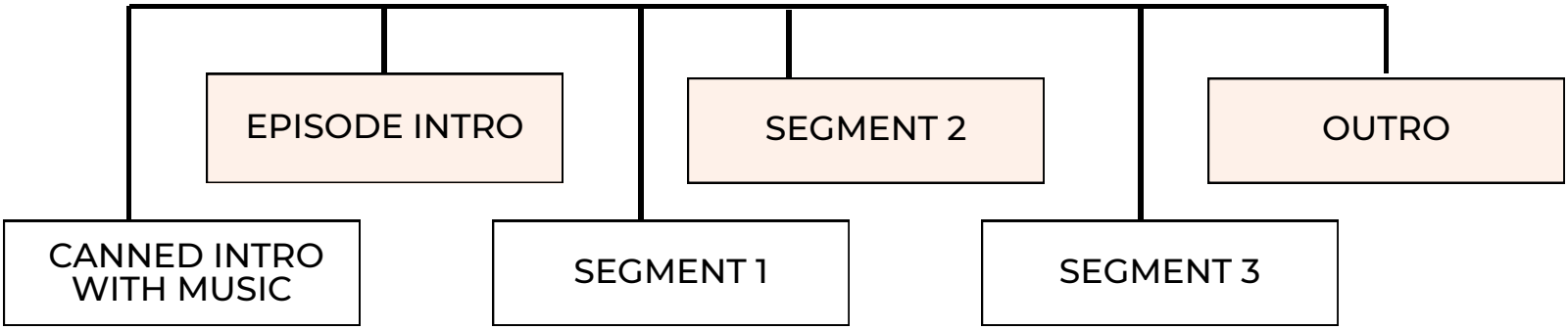
Ex: For more amazing tips on living life on your own terms let's stay connected, follow us on Instagram @cylseries

Create Your Show Outro Here:

Ex: Thank You for Listening to the Create Your Life Series, please leave a 5 star review and subscribe to the show wherever you listen to your podcasts and share it with everyone you know. For more amazing tips on living life on your own terms let's stay connected, follow us on Instagram @cylseries

Now that you have your show outro written out , Let's deep dive into the details of creating a sustainable and consistent episode.

EVERY EPISODE SHOULD HAVE 6 PARTS



EPISODE FREQUENCY

How often you release new episodes should be determined by the amount of time you have to dedicate to your show and your show goals. The most common schedule for releases are:

Seasonal: 10-12 episode run around a common theme. You can do multiple seasons per year.
Weekly: Release one episode per week
Multi- Week: Release multiple episodes per week
Bi – Weekly: Release one episode every other week
Monthly: Release one episode per month

**If you want to build your audience quickly, I advise releasing at least 1 episode per week. I know you may be excited to get started but start out with 1 episode per week before going into multiple episodes per week, this way you know what is required to produce episodes from start to finish.*

CONSISTENCY

Consistency is how you build your audience. Think of your show like your favorite tv programming, whether it is produced seasonally or weekly your audience needs to be able to depend on its release at a certain time and day of the week.

EPISODE RELEASE DATE

Pick a day of the week to release your new episodes and consistently let your audience know what day of the week and how often they can expect a new episode.

*** I advise early Tuesday and Thursday morning releases because they are not quite the beginning or end of the week.*

SEGMENTS

Show segments should be used to keep your audience engaged. Track your show recording time and make planning your show easier. For example, if you have a 30-minute show you can have three segments that are 10 minutes each and planning each segment will help you plan and record your episodes faster. Each segment should be based on your episode or podcast topics and themes. Each segment should also have a unique custom name.

Ex:



Podcast intro:



Episode intro:



Segment 1: Q&A with guest *(create custom segment a name.)*



Segment 2: Timeline *(create custom segment a name.)*



Segment 3: Allow the guest to ask you 3-5 questions, *(create custom segment a name.)*



Podcast outro:

EPISODE SEGMENT IDEAS

Below are a few ideas for episode segments. You have the freedom to change segments as your show evolves but be sure to think this aspect of your show through as best as possible because your listeners require consistency.



Listener feedback: Read submitted feedback from listeners on the show. This will require you to solicit feedback from your audience during episodes and on social media or email newsletter.



Guests: Interviewing guests who are knowledgeable and willing to share tangible takeaways regarding topics relevant to your show



Timeline: Highlight current events, news, pop culture or topics that have happened since the release of your last episode.



Product reviews: Review and endorse products relevant to your audience needs that you have created, your guests have created or from sponsors. (i.e workbooks, planners, websites, software, learning tools etc.)



Resources: Tools and resources that you use or have a knowledge of that would enhance the lives of your listeners



Shoutouts: Acknowledging your listeners and what they are achieving or people outside of your audience that are achieving



360: Allowing your guests or audience to ask you questions on your own show



Highlights: Popular moments from previous episodes



Where are they now: Updates on or from past guests

EPISODE FORMAT

Your show format helps you to streamline your live recording process and expedite your post - production process. Below are some examples of formats I have seen work very well.

Ex Format:

SOLO POD

- Engaging Blurb from episode
- Podcast intro with music
- Episode intro
- Main interview:
- Segment 1:
- Segment 2:
- Segment 3:
- outro with music

POD WITH GUEST

- Engaging Blurb from episode
- Podcast intro with music
- Episode intro
- Guest Bio
- Main interview:
- Segment 1:
- Segment 2:
- Segment 3:
- Final question: How can we keep in contact with you?
- *(Optional)* Recap the interview and what you learned = highlights
- Outro with music

EPISODE FORMAT (CONT'D)

Your show format helps you to streamline your live recording process and expedite your post - production process. Below are some examples of formats I have seen work very well.

Ex Format:

MULTI - HOST SHOW:

- Engaging Blurb from episode
- Podcast intro with music
- Episode intro (all hosts introduced)
- Guest Bio (if applicable)
- Main interview:
- Segment 1:
- Segment 2:
- Segment 3:
- Final question: How can we keep in contact with you?
- *(Optional)* Recap the interview and what you learned = highlights
- Outro with music

EPISODE LENGTH

Strategies to figure out how long your episode should be are to research your competition in your niche, analyze how much time you have to record on an ongoing basis and most importantly speaking to your potential listeners.

***I recommend making your episodes in the range of 20-40 minutes. With so many other options vying for their attention, this time length allows a listener to gain more knowledge of your show within a small amount of time especially if they are listening at faster than 1x speed.*

SHOW FOUNDATION CHECKLIST

- [ ] EPISODE FREQUENCY:

- [ ] EPISODE RELEASE DATE:

- [ ] SEGMENTS:

- [ ] EPISODE FORMAT:

- [ ] EPISODE LENGTH:

ARTWORK

In order for your podcast to be accepted on all platforms its artwork has to meet specific requirements. Please find the specs and my recommendations for artwork below:

- [ ] Shape: Square
- [ ] Size: 1400x1400 pixels or 3000x3000 pixels
- [ ] DPI: 300
- [ ] File Formats: JPG, JPEG, or PNG

GENERAL ARTWORK TIPS:

- [ ] Research the leaders in your industry to see how your artwork can stand out or be alignment with what is working in your niche.

RECOMMENDATIONS FOR ARTWORK:

- [ ] Great picture of host on cover
- [ ] Show name displayed clearly
- [ ] Colors align with overall brand
- [ ] Clean Display of host name

MODULE #3

PLAN



CONTENT CREATION STRATEGY

1. BRAINSTORM EPISODE CONCEPTS AND TITLES
2. CREATE EPISODE OUTLINES AND SCHEDULE GUESTS
3. RECORD AND EDIT EACH EPISODE
4. WRITE OUT SHOW NOTES
5. UPLOAD & SCHEDULE EDITED EPISODE & SHOW NOTES TO SHOW HOST
6. CREATE GRAPHICS AND SOCIAL MEDIA CONTENT FOR EACH EPISODE
7. SCHEDULE SOCIAL MEDIA CONTENT FOR RELEASE
8. SEND EPISODE AND SOCIAL MEDIA CONTENT TO GUESTS/ SPONSORS IF APPLICABLE

Launch Date: January 1st

SAMPLE LAUNCH CALENDAR

Use this sample to prepare for your offical launch

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Set up Social media accounts + setup podcast dummy episode on all platforms	Announce podcast to IG and email audience	All episodes recorded	Behind the scenes post for social media audiences	Share reason you started the podcast on social media	Ask a question around podcast topic on social media	
	Introduce first podcast guest using graphics on social media	All episodes edited	Share your story with your audience	Share fun fact about podcast Start promoting live	Discuss one current event about podcast Promote on live	
	Submit intro episodes to all platforms Go live to share info around podcast	Start podcast countdown + replace dummy episode with official ep. 1 + Upload all episodes into podcast host	Share Behind the scenes on podcast Podcast Countdown	Podcast Countdown	Podcast Countdown	
Podcast Countdown	Podcast Countdown	Launch Date Promote new episode				

Release Date: _____

PODCAST LAUNCH CALENDAR

Plan your content and podcast launch activities below

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Launch Week 1						
Launch Week 1						
Launch Week 1						

MODULE #4

RECORD & EDIT

RECORDING

There are a lot of different ways to record a podcast. The methods below are inspired by show formats that I have found to be most common and those that I have produced.

SOLO EPISODES

Recording a solo episode is the quickest way to get your show up and running because you don't have to rely on scheduling anyone else to help deliver the content for your listeners. You simply prepare by creating an outline of the episode, plug in your microphone, open your recording app, hit the record button and start talking.

GUEST INTERVIEW

Whenever doing a guest interview, always consider the guest's experience with being on your show. I recommend Riverside FM because it is easy to use, has great features, records video and audio and it's easy to get your guests together by sending them an evergreen link for your recording session.

Always record separate tracks for each person when you record. This is a great post-production strategy so that you have the clearest audio of each person and also for instances where a car may be passing by or an alarm goes off in someone's background while someone else is talking, you can edit it out of that person's audio track and it will be like it never happened. If you have a single track for all guests, then the alarm or car will be almost impossible to remove while the person is talking.



GUIDELINES TO SEND TO GUESTS FOR RECORDINGS

Before someone comes onto your show, make sure you provide them with the details so that they can record *the best interview and video/audio experience possible*.

QUICK TIPS SO THAT YOUR GUESTS CAN HAVE THE BEST INTERVIEW AND VIDEO/AUDIO EXPERIENCE POSSIBLE:

ENVIRONMENT:

- Please find a quiet place without an echo or background noise to be interviewed
- Avoid too much backlighting. Ex. sitting directly in front of a bright window
- Make sure your face is well lit
- Avoid showing any art or branded content
- Please arrive at the recording at least 5 minutes early

EQUIPMENT NEEDED:

- Laptop, iPad or phone equipped with a strong wifi connection
- Headphones that can plug into your device for the interview for best sound quality

BATCH RECORDING

This is one of the tools that many podcasters and I personally use to get ahead of my podcast release schedule. You can literally record 4 episodes in one day. The key to this strategy is having an outline for your episodes and timing them or recording them in a way where you can take a recording and turn it into multiple episodes. Keep in mind that batch recording also means batch editing. So if you record one month's worth of episodes, your goal should also be to edit them as soon as possible.

HOW TO BATCH RECORD

WHAT IS BATCH RECORDING?

Batch recording is when you record multiple episodes of your podcast in a specific period of time. For example, record 3 episodes of your show on a Sunday between the hours of 10 and 6 p.m. Batch recording can help you keep your publishing schedule consistent so that your listeners continue to show up for the same great continent.

WHO SHOULD BATCH RECORD?

Podcasts that have evergreen or general-themed content that is not time-based.

WHO SHOULD NOT BATCH RECORD?

Podcasts that have time-sensitive content and also podcasters who don't have time in their schedules.

HOW TO BATCH RECORD

WHY BATCH RECORD?

CONSISTENCY:

Consistency is one of the most important aspects of podcasting and as a podcaster, things like family emergencies, sickness, etc. come up in life, but batch recording can keep you consistent with your publishing schedule no matter what comes up.

CONTENT DIVERSITY:

You can see what you have been recording at a high level to make sure you don't repeat topics or themes. At the same time, you can easily do parts 1 and 2 of a topic on the same day and publish them on different days. Recording parts 1 and 2 on the same day in the same time frame can help you stay in the same train of thought, whether you are doing a solo show or one with guests or a co-host.

MAKE THE MOST OF THE SPACES THAT YOU HAVE ACCESS TO:

There may be times when you have access to a studio or location for a limited period of time. If you batch record, you can use the same background and environment to make sure that a season or series of episodes have the same look, sound and feel. Batch recording also helps you avoid the labor of setting up and breaking down equipment.

EASILY MANAGE YOUR WORKLOAD:

By having a set time and date to record, you are setting boundaries to get this specific aspect of your podcast or business done. Sticking to a schedule also helps you to be consistent. Scheduling guests or time with your co-host can be a heavy task.

HOW TO BATCH RECORD



PLAN YOUR CONTENT

Plan out your content for all of the episodes you are recording in a session. If you have scripted pods, then write the scripts for all of the episodes and if you do brief outlines for your episodes, then be sure to complete them all prior to recor . Recording multiple episodes (2-4) in a row or on a single day is both mentally and physically exhausting. You will thank yourself for writing out your scripts and content in advance.

Be sure to think ahead as much as possible during your preparation for batch recording, including special prizes, giveaways and upcoming events, etc.



PLAN YOUR RECORDING TIME

Schedule your time to record with guests, yourself, or your co-host. Before contacting anyone else, it is important that you have an uninterrupted, quiet location to record and that you understand these four things:

A. How long does it take you to record an episode?

B. How many episodes do you want to record?

C. How much time will you need between guests to hydrate and prepare for the next recording?

D. Your guests availability?

It is advised to take at least a half day to record 3–4 episodes, but starting out and setting aside a full day is a good way to go. You will improve your skills, which will save you time eventually, but start out by giving yourself room to make mistakes. Make sure that you are prepared for your guests or episodes in advance.

HOW TO BATCH RECORD

SCHEDULE YOUR GUESTS

When scheduling your guests for batch recordings, make sure to give yourself enough time between interviews to allow for interviews going over time, bathroom breaks and the option to prepare for your next recording, etc.

Understanding the amount of time that it takes you to record an episode is essential when it comes to scheduling. Below is a sample recording schedule:

- 10:00 A.M.: *Prepare for your recordings by the completing recording checklist (see worksheet #11), reviewing episode outlines, etc.*
- 10:30 A.M. to 12:00 P.M.: *Record the first episode.*
- 12:00 P.M. to 12:30 PM: *Break*
- 12:30 P.M. to 2:00 P.M.: *Record the second episode.*
- 2:00 P.M. to 2:30 P.M.: *Break*
- 2:30 P.M. to 4:00 P.M.: *Record the third episode.*
- 4:00 P.M. to 4:30 P.M.: *Break*
- 4:30 P.M. to 6:00 P.M.: *Record the fourth episode.*

I advise using Calendly or a scheduling app to schedule guests; this way, it populates everyone's calendar and mitigates the back and forth of time negotiation. Make sure that all guests are aware that you have other recordings happening on the same day so that they are mindful of time and are not surprised if you have to reschedule them due to them being late.

HOW TO BATCH RECORD

MAINTAIN THE QUALITY OF YOUR SHOW AND RECORDINGS

During a long day of recording and after so much preparation, it is natural to have the desire to rush through your recordings because you are bored, tired, or to make sure you are on schedule. However, do not do these things because they will affect the quality of your show after it has been recorded and it will be very challenging to get a guest to come back to record the same segment or to catch the same sentiment during a recording. Also, your listeners will be able to tell that you didn't give them your best.

Record your episodes at your normal, comfortable pace and make sure to have fun while doing it. Laugh and smile as you speak; be serious where necessary, but be sure to bring **"YOU"** to the mic in every sentence. It's ok to pause for a moment to collect your thoughts and if you make a mistake, stop and repeat the entire sentence again. This helps tremendously in post-production and saves your producer time because they won't have to stitch words together to make a proper sentence. (A cool trick once you have made a mistake while recording is to use the clap technique.) All you have to do is clap your hands once or twice near the microphone to create a visual spike in your track that will show up in the editing software your producer uses, which will indicate where they should cut.

RINSE AND REPEAT

After completing steps 1-4, you simply repeat the process on your next batch recording day.

I advise doing post-production/editing of episodes as soon as possible so the work does not pile up and become overwhelming. I advise using the post – production services of **Podcast Laundry** to make your podcast sound professional.



KEVIN Y. BROWN'S GOLDEN RULE ABOUT PODCASTING

THE REAL WORK IS IN PRE-PRODUCTION, THE FUN IS IN PRODUCTION AND THE MAGIC HAPPENS IN POST-PRODUCTION.

RECORDING SOFTWARE

SOLO EPISODES

- Quicktime (mac)
- Garageband (mac)
- Windows voice recorder (PC)
- Audacity (mac and PC)

MULTIPLE HOSTS OR GUEST INTERVIEWS

- Zoom
- Riverside FM
- Squadcast



PODCAST SOUND

The first thing that a listener hears is your intro music along with your voice telling them what your show is about. The sound of your podcast needs to be consistent and to match the energy that you have as a host. The music you use for your show should be be royalty free so that you avoid any lawsuits by artists or record labels for using their intellectual property. Below are some resources to find royalty free music.

ROYALTY FREE MUSIC

https://elements.envato.com/
https://www.soundstripe.com/
https://www.premiumbeat.com/
https://www.neosounds.com/



RECORDING YOUR CANNED SHOW INTRO & OUTRO WITH MUSIC

Once you have recorded your show intro and outro from your script, your recordings will need to be mixed with your show music to create your canned intro's. You can hire my company Podcast Laundry to mix and master your show intro and outro together for you or you can go to a freelancer website like fiverr.com or upwork.com to find someone you can trust to do it for you. Please find a show intro example by listening *here*:



RECORDING CHECKLIST

Make sure you do these things before recording

- ☑ Plan for your episode's time length
- ☑ Check your tech
- ☑ Debrief your guest on what he or she should expect
- ☑ Relax and converse like you are talking to someone you normally talk to

BE PREPARED

- ☐ Review your script/outline/questions thoroughly before recording. This will help you execute your episode(s) seamlessly.
- ☐ Practice and become familiar with words/names whose pronunciation you are not familiar with.
- ☐ Be aware of the pace and volume that you speak. Use speed (slowing down and speeding up) emotion, and inflections when telling a story or sharing your thoughts to add dramatic effect and capture your audiences attention.
- ☐ Be Mindful of filler sounds/words such as:
  - ☐ "ah, uh, uhm's"
  - ☐ Words/phrases – "like, you know, I mean, okay, so, actually, basically, right.
  - ☐ This will optimize your editing process in post-production.
  - ☐ Unintended sounds

RECORDING CHECKLIST

PLAN EPISODE

- [ ] Design episode theme and questions in advance of recording or having a guest on your show
- [ ] Rehearse talking points
- [ ] Plan for your episode time length
- [ ] Use a timer for your recording to move through segments and keep time
- [ ] Print out episode script and questions or usea device during your recording to stay on track.
- [ ] **Be Early**: Be ready to go live and record at least 15-20 minutes before you are due to start recording. You always want to be patiently waiting for the interview or recording to start vs. rushing.
- [ ] **Warm Up**: It's important for you to warm up your voice each time you record so you sound the same on each recording. Here are a few tips to do so:
  - [ ] Drink water
  - [ ] Rest your vocals, don't get into a screaming match minutes before recording lol.
  - [ ] If you are a smoker, try to not smoke before taping.
- [ ] **Use Your Outline**: Use your episode outline and questions to guide you through your interview. One of the best things to do is check off questions as they are being answered and make sure you are paying attention to guest answers because a guest might answer two questions with one answer.

RECORDING CHECKLIST

TECH CHECK

- [ ] Check that your tech at least 30 - minutes before you are due to record. Always make sure that your microphone is working, your settings and levels are accurate and do the same for your guest(s) before you start recording.
- [ ] Make sure guest and host turn phone and computer notifications off/silent
- [ ] Do a sample recording to make sure recording software and mic outputs are working correctly. You also want to check acoustics of environment, recording levels etc
- [ ] Listen to sample recording before proceeding to real recording
- [ ] Close unnecessary running programs on devices
- [ ] Shut off and avoid noise makers (fans, air conditioners, radio/tv, animals etc.)
- [ ] Close all extra doors and windows



RECORDING CHECKLIST

GUEST WELCOME

- [ ] Bring your guest onto the recording platform or into the studio to record
- [ ] Before recording a guest should know exactly what you are expecting from them, the show format and any hand signals or cues that you will give them to make transitions during the recording.
  - [ ] Warm up your guest with light playful conversation
  - [ ] Review guest intro with guest to make sure there are no mistakes
  - [ ] Make sure your guest has on headphones and is using a mic preferably



RECORDING CHECKLIST

RECORD

- [ ] Make sure guest and host have water available to remain hydrated during the recording
- [ ] Have a pen & paper to take notes on what guest is saying to keep the conversation relevant to points or subjects being discussed.
- [ ] Take notes on editing points for producer
- [ ] Relax and converse like you are talking to someone you always talk to normally. In all recordings you want to sound like you are comfortable and your guest is someone familiar that you have known for years. This also helps your guest to relax. Your energy will be reflected by your guest.

  ***If you stutter over a word simply repeat the word or restart the entire sentence if you can. You will thank yourself for this in post production.*

ORGANIZE

- [ ] Rename and back up audio files in 2 places, preferably on the cloud, computer or external hard drive.

EPISODE OUTLINE PLANNING TEMPLATE

Below is an episode planning example. Use this template as a guide to outline your episodes. Make changes where needed to perfect your episode format.

EPISODE PLANNING EXAMPLE

1. EPISODE TITLE

(*Titles define the theme of the episode and should be compelling or ask a question. "How to" titles also do really well.)*:

Episode Title: French Toast and No Dishes

2. CANNED INTRO WITH MUSIC

(Tells what show is about):

You are listening to the chef'ng with Ricky podcast, where you learn exciting recipes to feed your family in under 30 minutes.

3. EPISODE INTRO

(Opens the same way each time and tells what the episode is about):

Hello, my Sous chefs! I hope you are doing amazing. Today I am going to teach you how I make French toast for my house. The first thing that I do is:

4. EPISODE BODY

SEG 1: BUY GROCERIES

- *Drive to the store*
- *Grab ingredients: Challah bread, vanilla extract, cinnamon and eggs*
- *Drive back home*

SEG 2: COOK

- *Crack 7 eggs*
- *Heat the skillet*
- *Add vanilla extract and cinnamon and scramble*
- *Dip bread inside of scrambled eggs*
- *Put bread in the pan*
- *Take bread out and put it on a plate*
- *I usually make 10 slices for myself and my family*

SEG 3: SERVE

- *Pour a glass of orange juice for everyone (3 glasses)*
- *Put the glasses of juice at everyone's seat with silverware*
- *Place the stack of French toast in the center of the table*
- *Invite everyone to come and eat*
- *We eat and converse as a family*
- *I cooked, so they clean. Lol*

5. OUTRO:

Well, I'll be honest, my work for the day is done because I cooked and my family cleaned. What a great trade-off! Thank you for Listening to this episode of Chef'ng with Ricky, please leave a 5-star review and subscribe to the show wherever you listen to your podcasts and share it with everyone you know. For more amazing tips on how to make amazing quick meals for your family, let's stay connected. Follow us on Instagram at @chefngwithricky

EPISODE PLANNING

Planning out your episodes is the best way to get the most out of your recordings and to also get ahead recording. An episode can have 5 parts: canned intro, episode intro, Body of the episode (parts 1-3) and an outro. Use the sections below to plan out your episodes.

1. Episode Title (*Titles define the theme of the episode and should be compelling or ask a question. "How to" titles also do really well*):

2. Canned intro with music *(Tells What the show is about)*:

3. Episode intro *(Open the same way each time and tells what the episode is about)*:

4. Episode Body

Segment 1

Segment 2

Segment 3

5. Canned Outro:



OUTLINE FOR EPISODES 1-4

***Please be advised that we recommend your first 3-4 episodes be hosted by yourself as a host or between you and your co-host to gain familiarity and experience as a podcaster. From there, branch out to guests who you know personally and who don't mind being part of your growing pains and then on to bigger guests who have higher expectations of their experience on your show.*

OUTLINE FOR EPISODES 1-4

EPISODE 1: INTRODUCE YOUR AUDIENCE TO YOUR SHOW

***This episode should cover the following in less than 15 mins and feature the host only:*

1. Tell the listener who you are
2. What the show is about
3. Why you started the show
4. What they can expect to learn or gain from the show. (value you will provide)
5. How often will the show will be released?
6. What type of guests will they hear from?
7. End by stating in your own words that you look forward to growing and building with them

2ND EPISODE:
This is an episode where you should teach actual lessons, but consider this a trial episode; you will get better and learn your equipment, etc.

3RD EPISODE:
This is a teachable episode for listeners. Make sure you provide value.

4TH EPISODE:
This is an episode where you can bring on a guest, preferably someone that you know. Friends tend to be more forgiving than high-profile guests. If you have friends who are high-profile guests, I advise waiting until you have some more episodes under your belt before bringing them on. ***Even though you know your guest, we advise still preparing as if they are a stranger and you have the top podcast in the world.*

OUTLINE FOR EPISODES 1-4 (cont'd)

BONUS: KEEP THESE THINGS IN MIND FOR IDEAS AROUND GUESTS.

- Experts are a great get
- Micro influencers will drive more engagement (jackpot)
- Mega influencers might not promote as much as you would like because they are already big and may see their appearance on your show as them doing you a favour.



POST PRODUCTION

The magic happens in post- production and the foundation is laid in pre-production. Everything is connected. This is where all of your hard work in pre-production and live production come together. It's important to keep your post- production process simple, organized and to remember that progress beats perfection almost 100% of the time. Below are some of the quick tips that I recommend when editing.

ALIGN SEPARATE TRACKS

The first thing you want to do before you start editing is align the tracks of the individuals who are on the episode on your editing dashboard. This means starting them at the same time; this way, everyone's reactions and commentary are in alignment.

REMOVE LONG PAUSES

It's natural to pause to think before making a statement, stutter over words, take a drink or water, or cough during a recording. When you hear these things while you are editing, it is best to remove them from what will be your official/final episode audio.

***When removing items from your recording, be sure that the conversation still flows as if you were talking in everyday life. The listener experience is most important.*



REMOVE FILLER WORDS

Remove words that disrupt the flow of your conversation. Especially words and phrases such as “ah, uh, uhm, like, you know, I mean, okay, so, actually, basically, right.“ You don’t have to delete each and every one, but make sure it is not disruptive to the flow of the conversation.

***When removing items from your recording, be sure that the conversation still flows as if you were talking in everyday life. The listener experience is most important.*

ADJUST YOUR AUDIO LEVELS

Make sure your audio levels are the same on every portion of your podcast so that the listener doesn't hear any extra high or extra low points (check the tools section for resources on how to do this)

OUTSOURCE YOUR EDITING

Honestly post production is the part of podcasting that most podcasters don’t properly anticipate and the aspect that makes a lot of podcasters quit. Outsourcing your podcast editing frees up your time so that you can focus more on the things that matter to you and will push your business or mission forward. Things such as content creation, gaining leads for your business etc.

For this reason I created Podcast Laundry and to date we have produced over 1,000 episodes with over 30,000,000 downloads across clients while launching dozens of podcasts taking some from idea to top 3 in their niche in the world. If you are looking to free up your time and have a dedicated team of over 15 people handle your editing, social media graphics and show notes then please review our services at www.podcastlaundry.com and send an email to us at support@podcastlaundry.com telling us what you need with the subject line “Podcast Launch Blueprint” for a 20% discount on your first month of services.

EDITING TUTORIALS

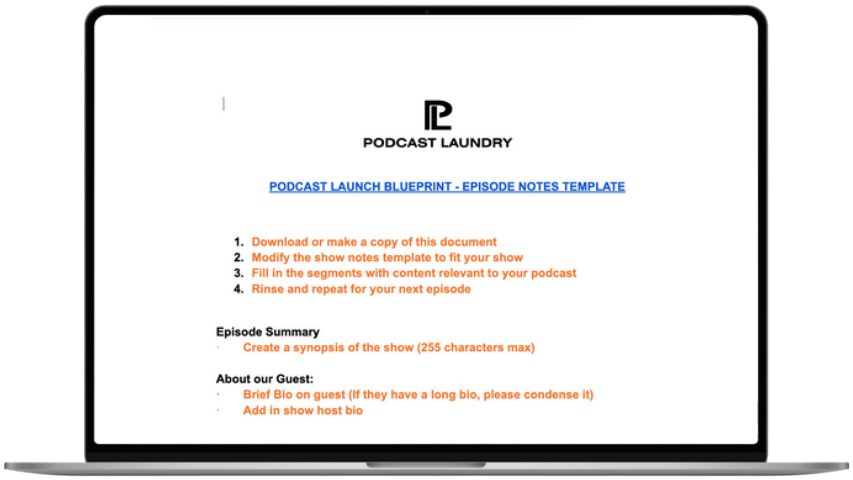
I recommend YouTube University to learn how to edit your show. It will take time to become a proficient editor but I personally learned from watching hours of YouTube videos from different professionals.

EDITING SOFTWARE

- Adobe Audition (Mac and PC)
- Quicktime (mac)
- Garageband (mac)
- Audacity (Mac and PC)
- Descript
- Logic Pro
- Auphonic
- HindenBerg
- Reaper



SHOW NOTES



- Click *here* for the link to the show notes template I use for my personal podcast and for clients.
- Download or make a copy of this document
- Modify the show notes template to fit your show
- Fill in the segments with content relevant to your podcast
- Rinse and repeat for your next episode

Detailed show notes give your listeners an additional way to connect with your content. They can help listeners discover your show/website and can also be a shortcut to you creating digital products such as how-to guides or ebooks.

Two ways to do show notes are to create an episode summary or to create a detailed version that provides insight on the episode, links to resources mentioned and links to show and guests social media plus more.

Keep in mind that detailed show notes compounded over a stretch of episodes is literally 80% + of a digital product themselves.

***The best way to do your show notes is to relisten to your episode right after recording and get it out of the way. Be sure to Keep a consistent show notes format also. You can also use AI tools like www.podium.page help you create great show notes.*

MODULE #5



DISTRIBUTION

PODCAST HOSTING

Your podcast host is where you create an rss feed for your show and your rss feed is how your podcast is distributed to various platforms such as Afripods, Apple Podcasts, Spotify, iheart and many more. Every podcast has an rss feed.

There are a lot of different podcast hosts, too many to list here. but please find a shortlist below.

- Afripods
- Podbean
- Libsyn
- Spreaker
- Art19

THINGS TO CONSIDER WHEN CHOOSING A PODCAST HOST

- Cost
- Ease of use
- Analytics available
- Built-in website
- Ability to monetize
- Storage capacity
- Ability to host multiple podcasts

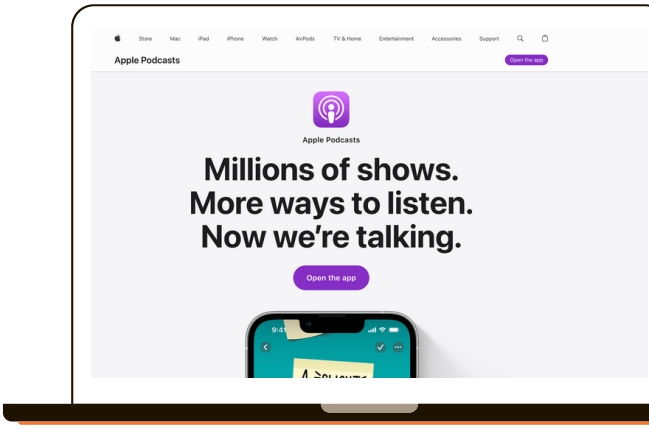
***I am an affiliate for podbean.*

SUBMITTING YOUR PODCAST TO DISTRIBUTION PLATFORMS

Below are some video tutorial on how to upload your podcast to different platforms. I recommend that you make sure your podcast is on Afripods, Apple Podcasts, Spotify, iHeart and as many directories as possible. For additional podcast distribution platforms, I recommend YouTube for tutorials on how to submit to them.

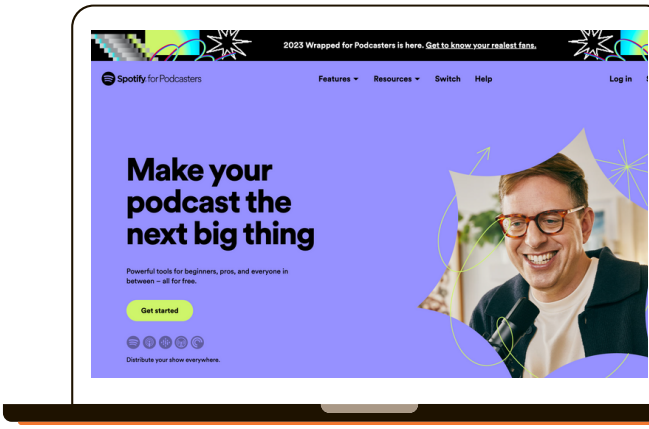
UPLOAD YOUR PODCAST TO APPLE PODCASTS

WATCH TUTORIAL



UPLOAD YOUR PODCAST TO SPOTIFY

WATCH TUTORIAL



PROMOTING YOUR PODCAST ON SOCIAL MEDIA

Use social media to promote your shows. With social media you have the option to create graphics, shorts/reels for multiple platforms such as youtube, Tiktok, Instagram etc. You can also create audiograms or use static images with quotes to highlight your episodes. However, you choose to promote and distribute your show always be sure to share and tag the assets with your guests so they can also promote.

Episode Guest + Title + Episode number

Create an image that contains your branding, image of the guest, episode title + episode #.

Use your show episode notes for your caption.

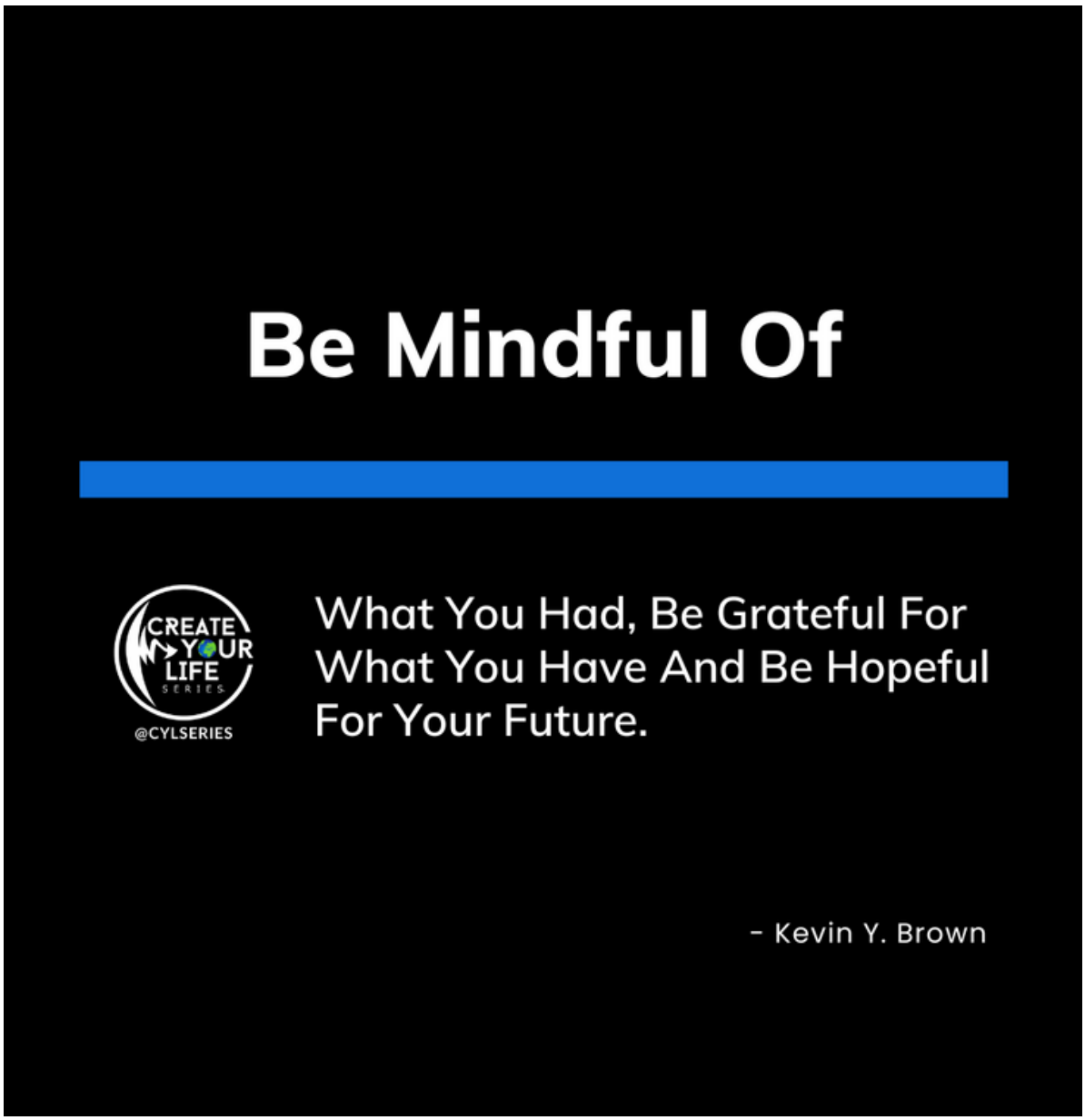
Resources used: Guest image + Canva



EPISODE QUOTES

Use your show notes to extract compelling quotes from your episode. You can use quotes from yourself and the guest to connect with your audience.

Resources used: Episode notes + Canva



AUDIOGRAM

Take a clip of a passage in your episode and put it over the promo image of the episode. Use subtitles for your audiograms as well.

Resources used: Guest image + Canva + Headliner app



MODULE #6

LAUNCH



PODCAST LAUNCH CHECKLIST

This is a quick checklist to make sure you have everything you need in order to launch your podcast.

☐ Launch Date & Setting Up Your Podcast On Different Platforms

Set the date for when you will release your first episode. You will need to release one episode in order to setup your podcast on different distribution platforms. To have your show registered on all platforms before your official launch date I recommend using an audio clip of you just talking (dummy episde) and submitting it to all platforms. This should be done in stealth mode i.e. Do not tell the world that your show is up. As you approach your launch date replace the dummy episode with your final official intro episode in your podcast host.

***Give yourself at least a week to get your podcast on all platforms.*

☐ Record, Edit and Schedule Your First 4 - 6 Episodes

Having your first 4-6 episodes recorded, uploaded and scheduled will allow you to focus on your show launch and marketing without having to be concerned with recording until week 4. Always stay ahead of your release schedule. Use the episode 1-4 outline mentioned earlier in this workbook to help you.

☐ Podcast Launch Calendar Complete

Strategize your show launch and the activities you need to get it done using the launch calendar.

☐ Podcast social media account(s) setup

Setup your social media accounts for your podcast so that you can promote and establish brand loyalty.

☐ Podcast social media posts created and scheduled

Create and schedule your social media posts for your first 4-6 episodes and the 3 weeks of promotion prior to your release. Having these posts scheduled in advance will allow you to focus on promotion and marketing. Use Apps like headliner and websites like canva, Google Images or unsplash to create your audiograms and promotional material for your podcast.

☐ Start promoting your podcast 3 weeks before your release

Engage your audience via social media, email list and word of mouth to get them excited about your upcoming release date. Promoting early will allow your audience to become familiar with your podcast brand and what they can expect.

☐ Promote On Your Release Date

Promote everyday leading up to your show release date and make sure you promote heavily on your launch day specifically.

MODULE #7

RESOURCES

EQUIPMENT LIST:

https://amzn.to/2IfdxEh (atr2100 mic)
https://amzn.to/38sQSyG (atr2100 mic bundle)
https://amzn.to/388yXvw (headphones)

PODCAST ROYALTY-FREE MUSIC:

https://elements.envato.com/
https://www.soundstripe.com/
https://www.premiumbeat.com/
https://www.neosounds.com/

ARTWORK TUTORIAL PLAYLIST:

https://youtube.com/playlist?list=PL2uQksdvizcblT8ZofN9Viz0LDm7KlH0c&si=B-fzIy3h2-NKFVY9

AUDIOGRAM PLAYLIST:

https://www.youtube.com/playlist?list=PL2uQksdvizcYFXOTWLcPun-2L5NDjpgO3

TEMPLATES

Show notes template
Intro episode template
Episode outine template
Content calendar template
Intro and outro template

PODCAST EDITING TUTORIAL PLAYLIST:

https://www.youtube.com/playlist?list=PL2uQksdvizcZjA-0vS_rOf-CRsCc__V9E

***I recommend YouTube University to learn how to edit your show. It will take time to become a proficient editor but I personally learned from watching hours of YouTube videos from different professionals. For example: simply search how to edit a podcast using (insert the name of your software preference) to YouTube and tutorials will pop up.*

EDITING SOFTWARE:

- Adobe Audition (Mac and PC)
- Quicktime (Mac)
- Garageband (Mac)
- Audacity (Mac and PC)
- Descript
- Logic Pro
- Auphonic
- HindenBerg
- Reaper

RECORDING SOFTWARE SOLO EPISODES:

- Quicktime (Mac)
- Garageband (Mac)
- Windows voice recorder (PC)
- Audacity (Mac and PC)

RECORDING SOFTWARE MULTIPLE HOSTS OR GUESTS:

- Zoom
- Riverside FM
- Squadcast

PODCAST SUBMISSION TUTORIALS



WATCH TUTORIAL

PODCAST HOSTS

- Afripods
- Podbean
- Libsyn
- Spreaker
- Art19



PROGRESS OVER PERFECTION

NEED MORE HELP?

JOIN THE ONLINE COURSE



Launch your podcast in less than 7 days.



★★★★★

"This course will get you from 0 -100."

- Eric Fondren, Financial Professional

The proven, step-by-step book for experts and creatives ready to launch their podcast the low tech way, so they can build their brand, increase their following and grow their business

ENROLL NOW

PODCAST LAUNDRY

PRODUCTION SERVICES

Over 1,000 episodes with over 30,000,000 downloads across clients while launching dozens of podcasts taking some from idea to top 3 in their niche in the world. If you are looking to free up your time and have a dedicated team of over 15 people handle your editing, social media graphics and show notes then please review our services and send an email to us at **support@podcastlaundry.com** with the subject line "Podcast Launch Blueprint" for a **20% discount** on your first month of services.

INITIAL SHOW CREATION

Taking a show from idea to launch

AUDIO PRODUCTION

Audio post – production

VIDEO PRODUCTION

Video post – production (reels, long format, etc)

CONSULTING + WRITING

Script Writing + Research + Show Notes + Audiogram for a 1 hour recording

LIVE TECHNICAL PRODUCTION

Live Technical Producing & Coaching for a 1 hour recording

START TODAY

PODCAST LAUNDRY

GOOD LUCK!

