

# PODCAST CREATION GUIDE

QUICK TIPS WITH 500 SECONDS TO JOY CREATOR, STEPHANIE C.

## CREATE A PODCAST YOU LOVE & THEN SHARE IT WITH THE WORLD

Every podcast needs a host site. A free & easy host is Anchor. Anchor is a free app that you can use to start your podcast right away. You can download the app or you can go to Anchor.fm in your web browser. Anchor will try to get your podcast on Spotify, Apple, etc. For my podcast, I had to specifically request to be on Apple & it took about a week to get approved - [podcastsconnect.apple.com](https://podcastsconnect.apple.com). To sound professional & cohesive, create an Intro & Outro in Anchor.

## HELPFUL TIPS FOR INTERVIEWS

- UberConference is a free way to host calls and record them - you get 45 mins of free talking time, and if your interview goes longer you can always have your guest call back in and record more.
- After the call you will get an email & can download the interview & Import it into Anchor.
- Make sure to test your sound before your guest calls in.
- Share the UberConference information & questions you will ask your guest about a week before the interview.
- Your conference info is on the app under My Conference Info.
- Let guests know that to join the call, they download the app & create an account, then at the interview time they click "join another call" and enter the username that you give them, & click HD (not standard), then the call will start from there!

## BATCH YOUR CONTENT

Have 3-4 episodes ready to be published.

## WHERE TO START

### Naming your podcast

SELECTING A SEARCHABLE & MEANINGFUL NAME

- Start with writing out your vision and mission with the podcast. Who are you trying to reach? Who is your audience? Who is your "ideal client avatar"? What will your listeners be searching for?
- Name your podcast something that gives listeners a "taste" of what they can expect with the podcast. Ex: include "mom" in the title if you are targeting moms.
- Make sure your podcast is "searchable". This means that your ideal audience should be in the title somewhere. For example, my subtitle for "500 Seconds to Joy" is "Mom Life Encouragement". This way, listeners can find me if they search for "joy" or "mom" or "encouragement".

### PR for your podcast: Shout out your podcast & get noticed!

YOU ARE YOUR OWN PR COMPANY

- Create hype before releasing your first episode by posting to social media and letting friends know about your upcoming first episode. Tell people in person, too!
- Stefanie Gass, a podcast teacher, suggests you ask 25 friends/family/social media pals to write you a review in Apple Podcasts because that will help you get noticed & get your podcast ranked on the charts so you can reach more people with your message.
- Ask your guests to let people know about your podcast and treat your guests well by promoting them on social.
- Canva has free templates, which are helpful when creating art to share on social media to let people know about your episodes.
- Remember to always come back to your WHY for creating the podcast, & do it all for God's glory!

## SOUND QUALITY

- You can start with just your Apple earbuds - the quality won't be perfect but if the mic is holding you back, just start & make sure you like podcasting before you invest in a microphone (that's what I did)
- I love my Samson Q2U Dynamic USB Microphone
- Dynamic mics are great for if you have background noise
- Cardioid mics (ex: Yeti) are sensitive to background sound

