Podcast Starter Guide

4 Steps to Start Your Own Podcast That Builds Your Brand's Authority and Grows Your Online Business

By Marlon McPherson

Podcasts are a great way to build your online influence, and grow your brand and business.

More and more people are listening to podcasts and if you get it right, it can become a very valuable marketing channel for you.

I've been doing my podcast for a while now and really enjoy it. And, if you're thinking of starting your own, I want you to do it the right way from the start.

This starter guide is going to give you an overview of what it takes to get a podcast up and running in a matter of days, and use it to build trust with your ideal customer or client.

Step 1 - Plan Your Show 📝

You'll need to decide what the show will be about and come up with the overall concept.

To do this, you have to first of all decide what your goal for the podcast is.

Ask yourself, how will it fit in with your overall business strategy?

Unlike other podcasts that may be after sponsorships or selling advertising to make money, the goal for a typical business podcast is to build trust and authority with their ideal customers, so that they can sell their products and services more easily.

That being said, you don't need to worry about your podcast appealing to the masses and having a crazy number of listeners, because you just need the RIGHT listeners. So, it's quality over quantity.

The concept of the podcast is about deciding on the following:

- What is the overall subject for the podcast? This is easy as it should be based on the problem your ideal customer faces and cover topics related to that
- What will the episode look like? Will it be a solo podcast where you just share information, will it be interview based, or will it have a panel?

Do some brainstorming around these as they will set the stage for everything else.

Step 2 - Choose Your Recording Setup 🎙️

Of course to record a podcast you'll need some equipment.
The great news is that you don't need to go to a studio and you probably have all you need already.
The main thing to consider is making sure your audio sounds good. When I say good I'm talking about your voice sounding clear and not having irritating background noise that can make a listener switch off. The key to this is to have a dedicated external microphone and a quiet space to record in.

A basic but effective setup would be:
- **A computer with recording software** - there are free software tools such as Audacity, Reaper that work just fine. They allow you to edit your audio after you're done recording.
  You can even use a smartphone with a note taking app to do the same thing.

- **A good sounding mic** - now this is important as the built-in mics on your devices are never a great option. There are tons of mics to choose from and prices can range from $20 for clip-on mics all the way up to hundreds of dollars for professional broadcast-level mics. It's up to you, but you can get by with a clip on mic. If you want

to step it up a bit you can check out the Samson Q2U mic.

- **A camera** (Optional) - you can record your podcast as a video as well and distribute it on YouTube or other social media platforms. It is quite a popular way to do it as you get more options out of one piece of content. If you do it this way you can record using your phone, a webcam, or a dedicated video camera.

Step 3 - Design Your Show 🧑🏽‍🎤

In order to publish a podcast you'll need to do some branding for it.

First of all you need to decide what to call it and come up with a tagline. You can choose any name you prefer, but a name that gives a clue on what the show is about, works best as people can "get it" straight away.

For example the if you do dog training as a business, your podcast could name and tagline could be, *"Train Your Dog Right - a podcast that helps anxious dog owners have more control over their unruly pooches"*

You'll also need to write an appealing show description and create a great cover graphic - this is the artwork that will show up in podcast apps.

You can get graphics done using a tool like Canva as they already have lots of design templates to get you started. Or, if you have the skills and access to Adobe Photoshop or other similar design apps, you can use those too.

Step 4 - Publishing and Distributing Your Podcast 📡

Once your podcast is ready to go, you'll need a way to publish and get it in the hands (or ears) of your audience.

Your recording needs to be uploaded and hosted somewhere online in order for it to be consumed. You could simply publish to YouTube for free and people can listen to it or watch it instantly.

But, if you want to easily send it out to all the traditional podcast listening apps such as Apple Podcasts, Google Podcast, Spotify or Stitcher, just to name a few, you'll need to use a dedicated podcast hosting and distribution platform.

There are loads out there, but the one that I mainly use is Podcast.co, which is a paid option.

There are also some free options such as Anchor.fm (now owned by Spotify), however these

tend to have limitations with what you can do, or they may not be as user-friendly as paid options.

Some Tips for You😎

Before you launch your podcast, try to have at least a few episodes ready to go that you can publish all at the same time, and then publish the others individually based on a schedule that works for you (this could be weekly, daily, etc).

If you're not quite ready to publish yet you could create a short promotional trailer to highlight what your show is about and help build interest.

Once you start publishing episodes, try to be consistent so that the listeners know what to expect.

Also, to grow your podcast listenership and your audience, make sure that you share each episode on social media and invite listeners to sign up for your email list via your website so that they can get notified by you of new and exclusive content.

Having them on your email list is a great way to provide even more value and automatically promote your products and make sales.

There you have, I hope this helps you get your podcast going successfully.

Now, go ahead and get your podcast launched once and for all!

Cheer,

-Marlon

> ➜**If you're looking for further help and guidance, I may be able to provide you with additional resources, training, or done-for-you services.**
>
> **Please reach out to me over at marlonmcpherson.com or email me at info@marlonmcpherson.com**
>
> **I hope to hear from you soon!**