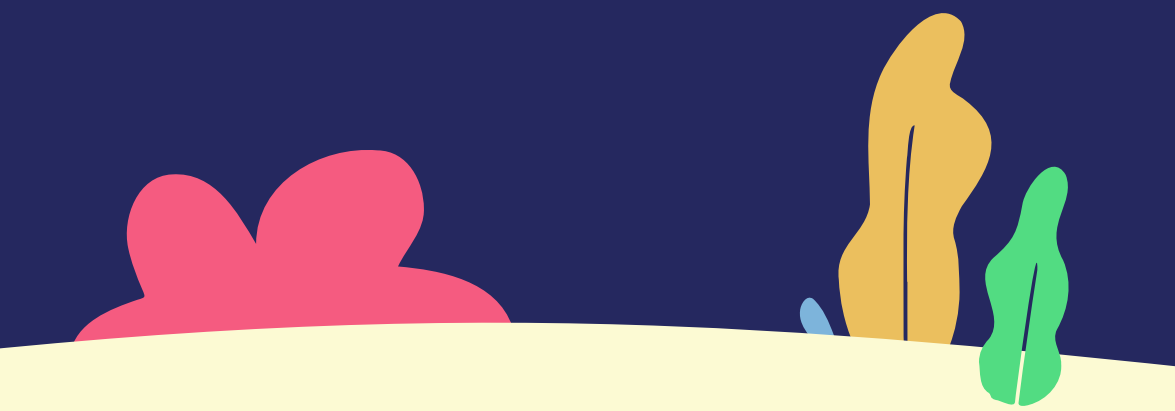
The Podcast Host

~

Finally start your podcast

Become an indie podcaster
in 15-minute microsteps



Contents

Introduction: Why this book? 02
How to use this book 04

Chapter One
Laying the foundations for success 06

Chapter Two
Names, descriptions & art 18

Chapter Three
Equipment & sound quality 30

Chapter Four
Your podcast software stack 44

Chapter Five
Launch & distribution 54

Chapter Six
Creating great content 66

Chapter Seven
Scripts, hooks, & CTAs 76

Chapter Eight
Being great in front of the mic 84

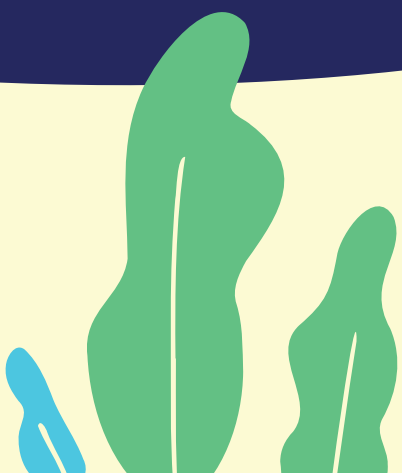
Chapter Nine
Interviews & guests 92

Chapter Ten
Podcast music 106

Chapter Eleven
Editing & production 112

Chapter Twelve
Your podcast website 122

The end? Far from it! 132



Introduction

Why this book?

It's been ten years since the release of our original "How to start a podcast" book. In that time, there have been hundreds of similar books published, not to mention articles, videos, courses, and, of course, podcasts themselves. If you're looking for content on how to start your own show, then you'll never need to look far.

So why did we bother creating *yet another* body of content around the topic?

Well, there are a couple of reasons.

Firstly, as you can imagine, a lot has changed in ten years. There are new technologies, methods, and opportunities that simply weren't available back in 2013.

We've also learned a lot since then, both as a podcasting company, and as individuals who work and play in this medium, daily. I believe we have a very unique perspective on podcasting, drawing from a vast well of experience, and we'd be remiss not to share it with new and aspiring creators.

Secondly, we wanted to try something different with the format. It seems like the default approach when putting a book together is for it to read "like a novel". The reader starts at the start and gradually works through each page before finally arriving at the end. If you want to read this book in that way, then, brilliant. But, based on feedback we've had from our audience over the years, many folks were looking for something a little more distinct.

How to use this book

The terms “bite-sized”, “pocket-sized”, and “at a glance” would come up again and again in our conversations with early-stage podcasters. So this book is an attempt to provide that. The aim is that it’s simple to find the stage you’re working on, stuck in, or curious about, then get the no-fluff lowdown on it all.

Each section (or microstep) is a decision or task, and the idea is that, within about 15 minutes, you can either make a plan around it, implement it or disregard it altogether. You definitely don't need to do *everything* in this book, but we'll always give you the options as well as the facts.

There's no "fat" in this book - just the essential info you need to get clued up and on your way. And, wherever a deeper dive is required, we'll share free follow-up resources with you after covering the basics.

Finally start your podcast is a quick, accessible, and low-friction way of planning and growing a successful podcast. And, as the big aim is to save you as much time as possible, let's not waste any more of it getting to the meat.

Chapter one

Laying the foundations for success