

PODCAST CHECKLIST



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Must Do Before You Start Podcasting: **COMMIT - Remember, results take time.**

Promise yourself the following:

- I'm going to stick with this for at least one year.
- I'm going to enjoy the process even the hard parts.

Five Things You Should Prepare Before You Begin Recording

- What is your podcast title.
- Who is your host/talent name.
- What is your podcast subtitle.
- Write a podcast summary/description.
- Podcast Cover Art: podcast's artwork (1400 x 1400 pixels minimum, 3000 x 3000 pixels maximum; RGB colorspace).

Recording & Producing Tips

- Utilize good microphone technique. The better technique the better quality audio. <https://www.buzzsprout.com/blog/mic-technique-podcasting>
- Watch your output levels of you sound on the audio console. Be careful to not over modulate and push the sound levels into the "RED".

- Length of you show? The key is to be consistent. The average length of a podcast today is 43-minutes (<https://podnews.net/article/ideal-length-of-a-podcast>). However, short form podcast (under 15 to 30 minutes are becoming more popular)
- Include an intro for your podcast. People need a quick overview to garner the main concept of what your show is about.
- End your show with a good closing (outro).
- Direct people from your podcast to your blog (e.g., in your show notes).
- Plan your podcast! Format your show into specific segments or mini features.
- Keep you content on-track and relevant to your audience or topic. A listener should get a good idea of what your sow is about by listening for 15-minutes.
- Editing is important. However, don't overthink and over produce the show.
- It your Podcast . . . have FUN and enjoy the show.



Exporting and Tagging Your MP3 Files

- Podcast file format: Record as WAV. file and export as MP3.
- **IMPORTANT:** Create a folder for each episode of your show.
- Tag your file with ID3 tags: title, author, podcast, release date, composer, genre, year. <http://podcastengineers.com/blogs/podcast-setup-how-add-id3-tags-your-mp3>

PODCAST CHEAT SHEET | Web and Media Hosting

- Host your podcast media files on a server outside of your own website's service (Buzzsprout)
- Purchase a website domain.
- Install WordPress and choose a suitable WordPress theme.
- Upload your MP3 file to your media host.

Setting Up Your Feed and Publishing Your First Episode

- Grab the embedded code for media player from your podcast host (BuzzSprout). See video <https://youtu.be/bsVG6LN01E0>
- Create a new blog post (summary of post, show notes, links you mention, resources, etc.) in WordPress for each new episode.



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Thank you and good Podcasting!