

# PODCASTING GUIDE

Is your Why Not Now? idea to start a podcast and you have a million questions on how to start? This cheat sheet will guide you through the process.



## 1. WHY DO YOU WANT TO START A PODCAST?

Answer this question first. Podcasting takes time and there will be times when you ask yourself, "Why am I doing this again?" Being very clear with your purpose will help you keep going and sustain you through moments of uncertainty. If you don't know why you're doing this then how do you expect anyone to spend their time listening to you?

## 2. WHAT IS YOUR PODCAST ABOUT?

What value can you provide to help other people? Identify the intersection of where your passion, purpose and skill collide - that's where bliss resides and it's a great place to start when figuring out your concept. Check iTunes and Google to see if your desired podcast name is taken or if your concept is already being done. How are you different?

## 3. WHO WILL LISTEN TO YOUR PODCAST?

Who will find value in what you have to offer? What do you know about them? Make a list. Understanding who your audience will be is key but don't let it keep you from getting started. Sometimes who we think will listen is different from who actually listens. Once you get started you will have an opportunity to learn who's listening.

## 4. HOW DO YOU START YOUR PODCAST?

Most people are intimidated by the technical side of podcasting. That's normal! It sounds more complex than it actually is if you keep things simple.

Basic Equipment & Software I started with:

1. ATR2100 - USB mic plugs right into your computer (can purchase on Amazon)
2. Eccam Call Recorder for Skype (if you're interviewing guests virtually)
3. Adobe Audition - Editing software
4. Libsyn - Hosts & publishes your podcasts to iTunes, Spotify, etc. Provides analytics.

If you have other questions, reach out to me on social media & I'll do my best to answer.