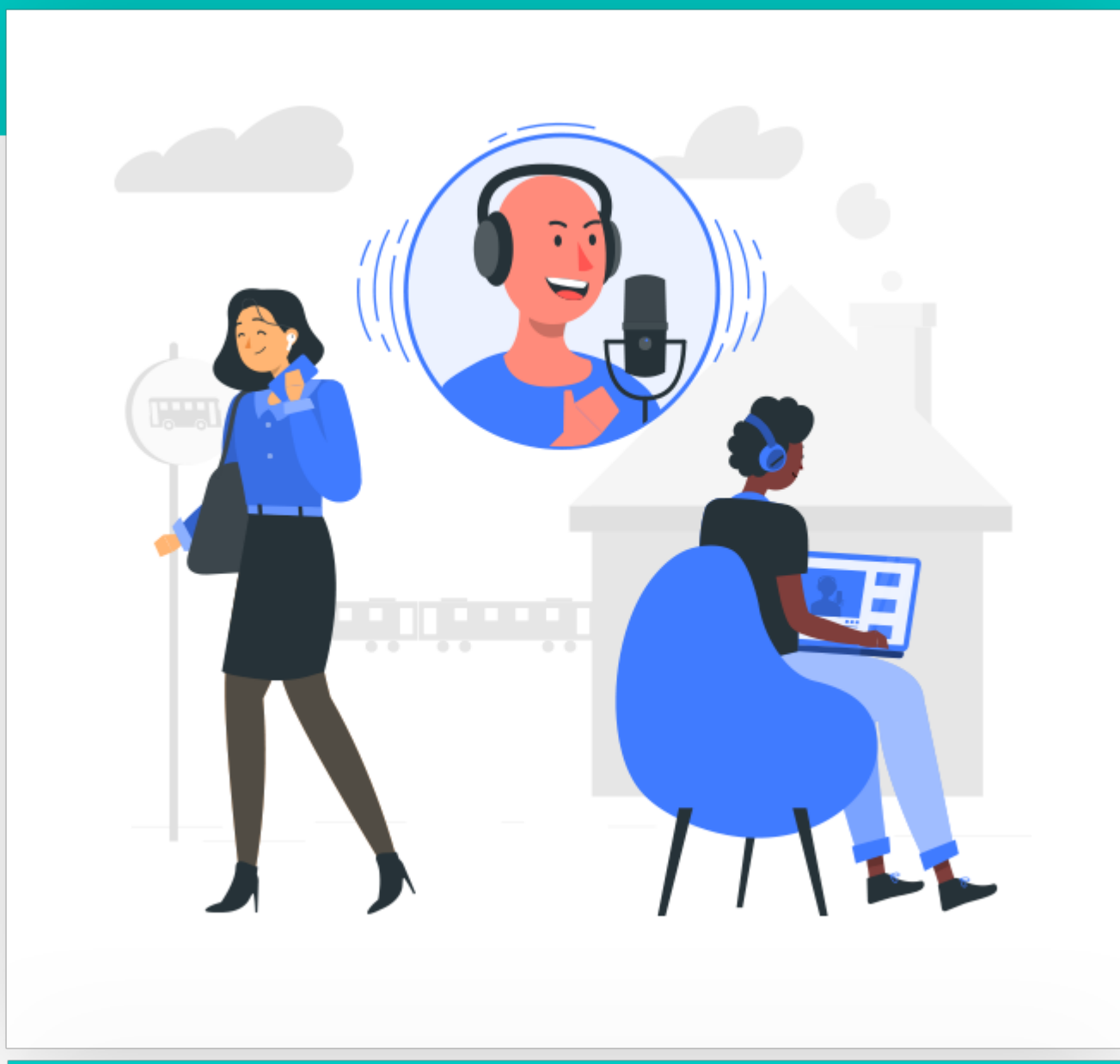
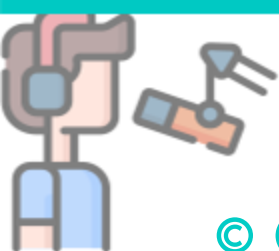




SUCCEED IN PODCASTING (The Untold Secret)





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Introduction

A podcast is simply a series of digital audio files that people can download and listen to. It can be downloaded to the user's personal devices, such as cellphones and laptops or computers. To be more specific, a podcast is an episodic series of recorded spoken words that can be all focused on a particular or particular topic, genre, or theme.

In a dictionary form, a podcast refers to a digital audio file in a series form that can be found on the Internet and is available for download. Way back in 2004, the term podcast was coined and first used by

Ben Hammersly in The Guardian newspaper article. A podcast is basically the combination of iPod and broadcast. However, it should be noted that it was not Ben Hammersly who created and developed the podcast.



History of Podcast

Former MTV jockey Adam Curry and software developer Dave Winer discovered and developed podcasting. Curry, aside from being a podcaster, is also an announcer, internet entrepreneur, and a media personality. He is known for his stint as a VJ on MTV. He is also known as one of the first celebrities who created and administered web sites. With his efforts in podcasting, Curry is now known as the "Podfather."

On the other hand, we have Dave Winer. Winer is an entrepreneur, writer, and an American software developer. With his significant contribution to podcasting, he has been given credit for the development and invention of the podcasting model. Today, both Curry and Winer are known as the godfather of podcasting.

Before the term "podcasting" was used, it was dubbed as audioblogging. In the same manner, an RSS web feed allows users and other applications to access websites in a computer-readable and standardized format. With the use of RSS, users can keep tracking many different websites using a single news aggregator. This aggregator will spontaneously form the RSS feed for new content. Due to these RSS attributes, users, including Adam Curry, requested audioblogging. As a software developer, Dave Winer added new functions to RSS 0.92 by including a new element called an enclosure. This enclosure will pass the address of a media file (mp3, wav, WMA, etc.) to the RSS news aggregator. The Grateful Dead song was the first media file that demonstrated the enclosure feature of RSS last January 2001.





Adam Winer's Radio Userland is a weblogging product with a built-in aggregator that provides "send" and "receive" mechanisms that were later on called audioblogging. In 2003, to provide support for the enclosure he has developed, Winer challenged other aggregator developers. Later on, Kevin Marks, an early experimenter, established a script to download RSS enclosures and pass them through iTunes to transfer to an iPod. After these developments, Adam Curry now proposed RSS-to-iPod that moved a digital audio file or an MP3 from Winer's Radio Userland to iTunes.

Podcasts Becoming World Popularity

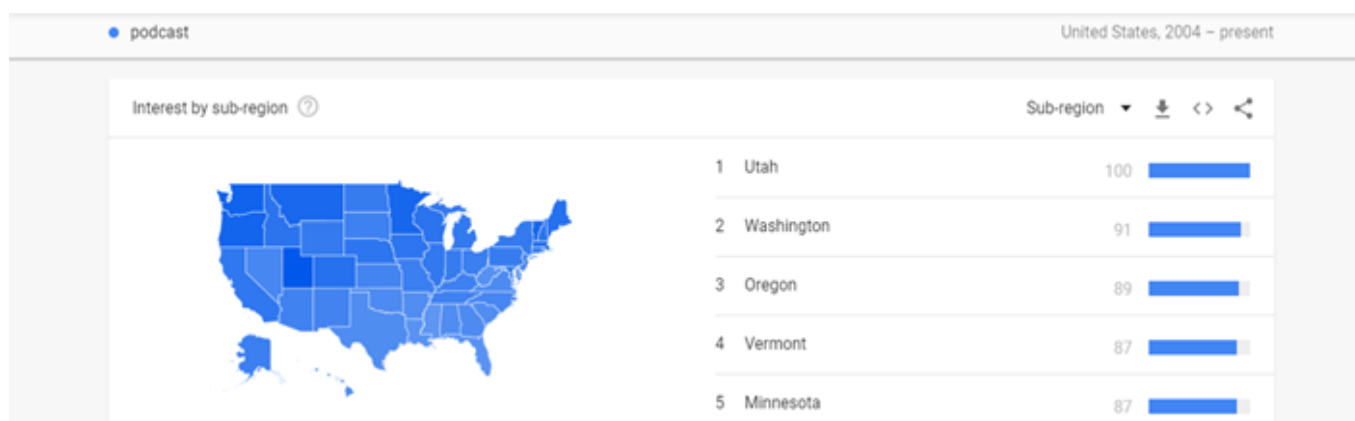
The first company to deliver podcast services is Liberated Syndication. Libsyn allows podcasters to publish any kind of podcast they wanted. The company was also established in 2004: the same year podcast has been developed. In April 2005, Leo Laporte's This Week in Tech was the first to win the People's Choice Award at the Podcast Awards. In the same year, the book Podcasting Do-it-yourself Guide by Todd Cochrane was released and published. In June, Apple iTunes 4.9 was released to take podcasting mainstream. The Apple iTunes 4.9 features include over 3,000 audio programs from ABC News, BBC, Disney, ESPN, and other podcast directories around the world. Former President George W. Bush even used the podcasting medium to deliver his weekly address. Along with Yahoo, who added a podcast search site where people can listen and subscribe to different podcasts, the New Oxford America Dictionary also declared "podcast" as the word of the year.

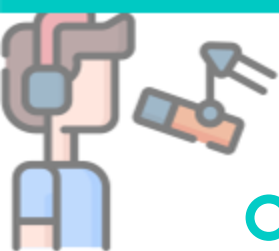




The statistics above show the number of individuals searching for the name “podcast” on Google from the United States. The second image further displays the top five sub-regions of the United States with the most interest in podcasting. As the years go by, widespread interest in podcasting continues to rise. This can be backed by Google search statistics.

In the year 2014, the podcast “Serial” become popular and grabbed the attention of many American listeners. This created another surge of interest, enveloping a great group of followers. As of today, Apple Podcast, Spotify, and Google Podcast are the three most popular podcasting sites where you can stream, listen, download, and subscribe content.





Chapter 1: The Rise of Podcasting

When podcasting became a hit in the year 2004, a lot of aspiring content providers took the plunge. The idea of getting a chance for their podcasts to be heard pushed them through.

Here were a few reasons that prompted them to pursue podcasting:

- They wanted their podcast ideas to be heard by audiences across the nations.
- They wanted to earn money using the talents and ideas that they have.
- They got inspired by other popular podcasters and wished to become famous like them.

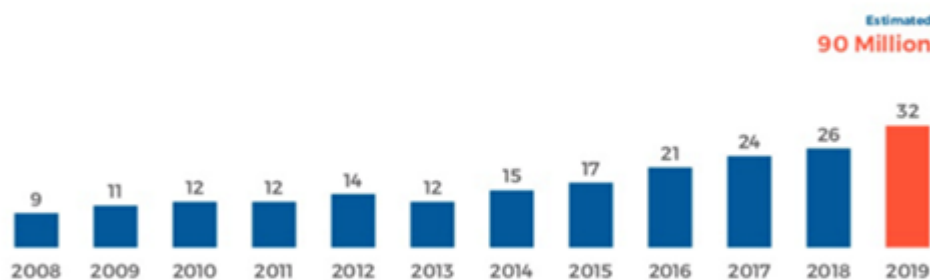
Podcasts provide you an opportunity to record and distribute digital copies of world events and personal experiences. It could be a weekly affair where one person hangs out with another to discuss current events. It might be a short informal piece of your film reviews, relevant opinions, business promotions, or even life testimonials. Podcasting has become one of the primary sources of entertainment and information. It is beneficial to individuals as well as to businesses. As a matter of fact, podcasting can be a powerful marketing strategy if you are trying to expand the reach of your business, products, or services. Thus, before entering the podcasting world, know your purpose. Think twice. Find a niche that you can truly belong to.

In 2019, Edison Research's Infinite Dial showed statistics that more than half of Americans are now listening to podcasts. It estimated an increase of 6% listeners monthly, from 26% in 2018 to 32% in 2019. The continuous rise of podcast creation grows with more than 700,000 podcast and 29 million podcast episodes since then.

Monthly Podcast Listening

TOTAL U.S. POPULATION 12+
% LISTENED TO A PODCAST IN LAST MONTH

THE INFINITE DIAL™ 2019



#InfiniteDial

THE INFINITE DIAL © 2019 EDISON RESEARCH AND TRITON DIGITAL

According to Edison Research's "Infinite Dial" report, an estimated 32% of the U.S. population (90 million people) listens to podcasts on a monthly basis.





It can be perceived that the most popular podcasters are celebrities. Accordingly, in the year 2017, 15% of Apple's top 20 most downloaded podcasts were hosted by influencers or celebrities. In 2018, the data increased to 32%. 48% of all the new shows released in the same year are hosted by celebrities. In the fall of 2018, Westwood One survey showed that 60% of podcast listeners discovered podcast shows via social media. Social media is one of the means most influencers and celebrities used to promote content where a massive number of existing audiences can be found. Apart from being known as celebrities, they have taken advantage of podcasting to gather new audiences.

As podcasting rises, the listener base is also expanding. Edison Research found significant demographic differences between what he labeled "rookie" – listening to podcasts for six months or less, and "veteran" – listening to podcasts for more than three years. Results showed that 53% of rookie listeners (12-34) are female, while veterans (35-54) only have 37%. Also, 43% of rookies often listened to podcasts on Spotify, Pandora, or SoundCloud. The research also found out that rookie listeners discover podcasts on social media compared to veterans. Therefore, social media is essential and has impacted the rise of podcasting. Now, industry experts are advising podcasters to share some teaser or clips on social media, just like celebrities and influencers did, to earn more listeners.





Chapter 2: Elements of a Good Podcast

Years after the podcast has been introduced, it is undeniably still on-trend. But why does it still exist even if most people perceived watching as more interactive and engaging than listening?

If you are planning to make a podcast, you need to first understand what makes a podcast stand out. If celebrity-hosted podcasts reached the top because they are celebrities and celebrities have a wide range of audiences, then, how can a simple podcaster compete with that? In creating a chart-topping podcast, you need luck, strategy, and innovation. Before you start planning and making a podcast, ask yourself these first:

- How do I broadcast it and make it popular?
- What are the types of equipment needed to make my podcast audio recording easy and effective?
- How do I get more listeners?
- How will I improve the quality of my show?





Focus on the Central Idea

Every podcast delivers a unique genre belonging to a genre to an audience. The first thing a good podcast possesses is a clearly defined and understood main idea. You can only explain this well if you truly have a passion for the topic. In producing your videos, you need stories that will appeal to your audience. Ask yourself if people will be interested and if it is a story best told via that medium.

To create a good podcast, make your listeners feel that it is the best source of entertainment, knowledge, or information. In naming your podcast episodes, make sure that you give your listeners a clue to what is about to be discussed. You don't want to waste their time. At the same time, your titles should also create excitement. Do remember that high-quality content is still at the core of your success. Compelling titles with empty content will not work well. You don't want to be known for clickbait.

Your characters are also an essential part of your podcast. Even if the person behind those characters is you, learn to empathize with your audience. Bring emotions to build connections. In doing so, create a clash between characters to make your podcast exciting. Therefore, if you have a content idea that is centralized and content that interests your audience, you can sustain a podcast.





Equipment and Audio Quality

Think. Who wants to listen to a podcast to poor quality audio? I bet, even you won't. Part of planning to start producing your podcast includes equipment and knowledge in editing software. So, invest in equipment such as a microphone and a headset. If you have very little to no experience in audio editing, you can attend audio-editing workshops to make your podcast production very professional and personalized. If you are strapped for time, you still have an option to sign up for a website or look for a professional that will help you edit your podcast.

During audio recording, think of the right tone to use. It can be conversational to comedic, instructional to intense, serious to silly, and many others in between. Remember that the exact same words can have different meanings depending on the tone of your voice. Therefore, the actual tone and modulation of your voice will set the tone of your whole narrative. Note also that you need to watch your language. Keep it simple and make use of short sentences. And align the language you will use on the genre of your podcast.





Build your Audience

Start your podcast with an informative intro so that listeners will identify what they are listening to. The success of your podcast relies on your content quality and the number of listeners you have.

In building your audience, there is what we called who, why, and how. Knowing who you are making content for is very essential. To become an excellent podcaster, you should know who your audiences are and what they are looking for. In understanding why listeners should listen to your podcast, make a tagline that will sum up the idea of your podcast with a clear message. A good intro will lead to your podcast's identity. Finally, the how in your podcast episode is a part of your intro that will tell listeners some information about what will happen in the show.

In building rapport with listeners, podcasters have their unique strategies of gathering audiences. The basic and most common one is promoting your podcast through social media, where the potential audiences can be found. Some podcasters invite possibly famous co-podcasters to promote their podcast. Others also give away rewards and prizes to their listeners. Anything can be a form of building and gathering your audience as long as you have connections to help you with it.





Regular Schedule and Consistency

Remember that podcast listeners have expectations for content creators. A good podcast has consistency on a regular publishing schedule that they adhere to. Therefore, if you create a podcast that people expect to deliver new episodes weekly, then respond to the expectation. By following this simple timetable, you are boosting your listeners' trust in you. If you cannot deliver, your audience may go somewhere else – and stay there.

Chapter 3: Behind a Successful Podcast: Secrets Untold

Along with the rise of podcasting, podcasters experience an increase in fame, too. It is their personalities that are making the medium popular, after all. Before making your own podcast, be inspired first with the world's top-earning podcasters with their famous podcast. Let us first go behind the scenes of their success. Here, we will explore the 2019's top 5 podcasters with their most popular podcasts.



The Joe Rogan Experience by Joe Rogan

The Joe Rogan Experience can be seen on every list of must-listen podcasts. It was launched on December 24, 2009. This podcast is a free audio podcast hosted by the American comedian, actor, television host, martial artist, and UFC and sports commentator, Joe Rogan. The Joe Rogan Experience features an array of guests discussing current events, comedy, philosophy, political views, hobbies, and many other topics.

Joe Rogan started and ran his own podcast on his own. He did not rely on any network to improve his podcast's listenership. He did not even listen to specialists who say a good podcast must be short and sweet and made his podcast run even longer. Rogan let his show grow by himself organically, allowing his listeners to come to him and find what his podcast is all about. Even if Rogan did not exert any effort in marketing and monetizing his podcast, being known before starting his podcasting career helps him to. As a result, all his time and efforts are all focused on his contents and not in making money.





Known for his different careers in both showbiz and sports, Rogan has the opportunity to invite good guests for his show and made content that will make people coming back. The most famous episode the podcast has made was guested by Elon Musk – founder of SpaceX. The episode was released last September 2018 and reached almost 34,395,938 views. As of May 16, 2020, The Joe Rogan Experience has 1,477 episodes. Because of his well-known guests and his good content, Rogan makes a considerable amount of money. Just one podcast episode is projected to gain \$30,000. Joe Rogan has estimated earnings of \$44 million in the year 2019 from his more than 190 million downloads per month, according to Apple. In 2019, The Joe Rogan Experience won as the Best Comedy Podcast at the iHeartRadio Podcast Awards.

Joe Rogan's podcast succeeded because of his content ideas were a conglomeration of contributions from people belonging to various industries. He prioritizes substance over money. This shows respect for his audience.

The Joe Rogan Experience and Joe Rogan's podcasting career and strategy may seem like a hobby that happened to take off. Rogan only proves that take your time on making a substantial content before you strategize on how to make money out of it. Show your audience how authentic you can be.

My Favorite Murder by Karen Kilgariff and Georgia Hardstark
My Favorite Murder is a true-crime comedy podcast hosted by Karen Kilgariff and Georgia Hardstark. The podcast deals with true crime, murder stories, survival stories, and historical events. Its first episode was released last January 2016. The podcast's flow mainly consists of an exchange between two hosts, with one telling the story and the other one reacting to it. Just like Joe Rogan do on most of his podcast, My Favorite Murder also guested well-known individuals and collaborated with other podcasters.



The creation of My Favorite Murder began when Kilgariff and Hardstark met at a Halloween party in 2014. Kilgariff was describing a car accident she just witnessed South by Southwest. Knowing that they shared the same interest, Hardstark approached her. Before getting into podcasting, Karen Kilgariff is famous for her stand-up original comedic songs. At the same time, Georgia Hardstark co-hosted the shows Slumber Party with Alie and Georgia and Drinks with Alie and Georgia.





The episode release of My Favorite Murder has its regular timetable that listeners who are into murders looking forward to. On Thursdays, a full episode ranging from 60-120 minutes are released. They also have this what they called “minisodes”. These 30-45 minute long “minisodes” are released every Monday. The topics discussed in “minisodes” focused on the theme “Hometown Murders” that came from the listener’s personal experiences with crime and murder sent via email. Along the way, topics in “minisodes” expanded to topics such as hidden objects, paranormal, first responder stories, family secrets, or whatever topics the hosts have requested. Mostly, listeners and contributors to the “minisodes” are women who feature their survival stories. And because of this, listeners may see this podcast as a source of information on survival and self-defense tips.

The interest of Karen Kilgariff and Georgia Hardstark in the true crime genre led them to a successful podcast. They both revealed that podcast serves as a sort of therapy to ease their own anxieties about true crimes. Podcasting became their means to share with people their true crime interests. Conversely, they allow other people to share theirs to them.

They both earn trust and interaction from their listeners by making the latter’s stories be heard via podcast. The personality and authenticity of their style also added impact to their audience. Their slogan, “Stay Sexy and Don’t Get Murdered” provides you with all the sassy preview that you need. This gets a meow from Hardstark’s cat, Elvis when asked: “Elvis, want a cookie?” This exchange can be heard at the end of every episode. As of May 7, 2020, My Favorite Murderer has 221 full episodes and 172 “minisodes”, 34 million monthly listeners, and \$22 million net worth.

The Dave Ramsey Show by Dave Ramsey

The Dave Ramsey Show is a famous podcast hosted by David Lawrence Ramsey III. It was initially released in 1992. Its running time is 3 hours per episode. The Dave Ramsey Show is both a podcast and a self-syndicated radio program that can be heard in multiple radio stations.





The main topic tackled in Ramsey's show is all about complete disdain for debt collectors. He tells his listeners that as much as possible, do not deal with them. With Ramsey's simple seven-stage "baby steps", he pushes his listeners to avoid all debt except certain forms of home mortgages.

Ramsey's Seven Baby Steps are:

1. Save \$1,000 as an emergency fund.
2. Pay off all debt using the debt snowball.
3. Save 3-6 months expenditures in an entirely funded emergency fund.
4. Invest 15% of household revenue in retirement.
5. Save for your children's college fund.
6. Pay off home as early as possible.
7. Build your wealth and share it with others.



One distinct characteristic The Dave Ramsey Show has is that it goes beyond mathematical mechanics, by reaching out to them emotionally and spiritually. You may wonder why Dave Ramsey deals with debt and finances in his podcast.

Ramsey, at the age of 26, was earning \$20,000 a month. By that time, he was really having fun. But with almost \$4 million in real estate portfolio, he still had a lot of debt. After nearly losing everything, he went on a quest to find out how money works, how to take control of it, and how to handle it confidently. After answering all his questions about finance and debt, he began to take another path – the path of helping others who are taking the same journey he had just trekked. Together with other financial advisers, he started giving financial advice on how to improve financial conditions. As an evangelical Christian, he tells people to avoid debts because, as Proverbs 22:7 states that "The rich rule over the poor, and the borrower is a slave to the lender."

Dave Ramsey is not as popular as other top-earning podcasters who had established media-based careers before starting to do podcasts. Ramsey's podcast became a hit because of its attack and style. From almost losing everything to debt, he shared his ideas and solutions to millions of people on how to deal with it. He is fully aware that many other people are experiencing it. This kind of podcast can be a source of aid for people who are dealing with a financial and debt crisis. In 2019, The Dave Ramsey Show exceeded a combined 17 million weekly listeners from podcasts, radio, and YouTube, and the show is earning a net worth of \$15 million.

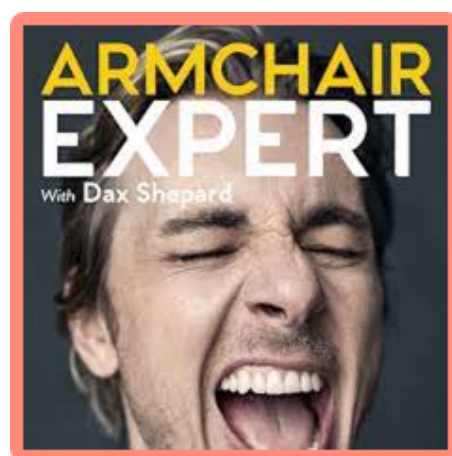




Armchair Expert by Dax Shepard

The Armchair Expert is a weekly podcast hosted by the American actor, director, and writer, Dax Shepard, with his co-host, Monica Padman, an actress and producer. The podcast was freshly released on February 14, 2018. The Armchair Expert features the hosts interviewing celebrities and journalists as well as academics and influential figures while talking about “the messiness of being a human”. Each podcast episode typically runs more or less two hours in length. Later on, Shepard and Padman took their podcast on the road and started recording episodes in front of a live audience.

Guests in the podcast open up about their struggles and shortcomings in life. The goal of the Armchair Expert is to explore people’s life and relates it to its listeners. His degree in Anthropology and four years of improvisation training pushed him into this kind of endeavor. Shepard wanted to take an attempt to discover and share human “truths” with the absence of data collection, laboratory works, and clinical trials.



In some of Shepard’s episodes, he shares why the worst parts of our stories are the most important ones. In the final 30 minutes of a two-hour interview, Shepard’s co-host, Monica, comes on to correct all of the inconsistencies Shepherd has made during the show, which is called “Monica’s Fact Check”. While Padman rings in throughout each episode, her presence at the conclusion offers a light-hearted commentary that reveals an interesting window into both of the hosts’ personalities. The Armchair Expert allows people to understand other people who sometimes appear to be unrelatable. If The Dave Ramsey Show advises people about the financial and debt crisis, the Armchair Expert provides its listeners with the critical lessons and life advice – but in a comedic way.

On his attic-cum-podcast studio, hundreds of guests have sat on his old sofa for a few minutes of heartfelt conversation. As of May 18, 2020, the Armchair Expert has recorded 208 episodes averaging a million downloads on each episode with a total 2019 net profit of \$13 million.





The Bill Simons Podcast by Bill Simons

The Bill Simons Podcast is the most downloadable sports podcast of all time. The podcast is hosted by Bill Simons, an American sports analyst, former sportswriter, author, and podcaster who is the founder and CEO of the sports and pop culture website, The Ringer. It was launched in 2016. The Bill Simons Podcast focuses on several aspects of pop culture, sports, and technology today. The theme of the podcast usually revolves via interviews and conversations with other Ringer writers, podcasts host as well as professional athletes, Hollywood personalities, other media experts, old friends, and family.

The popularity of simons started when ESPN recruited him and hosted his own podcast, The BostonSport's Guy. He wa also a sports analyst on NBA countdown for two years, Later on, he established his won network, The Ringer. There are two more podcasts under the Ringer that made Bill Simons became famous in the realm of podcasting - The Rewatchables and Binge Mode. The Rewatchables is a podcast featuring HBO, Bill Simons, and different individuals discussing movies.



that they just can't seem to stop watching. On the other hand, Binge Mode is hosted by Mallory Rubin and Jason Concepcion. Their job is to provide a detailed recap of episodes and chapters they are reviewing and to identify their key ideas and central themes. The three movies they have already reviewed were Game of Thrones, Harry Potter, and Star Wars.

Who doesn't love sports and movies, right? Known for being a sports analyst and writer, Simons brought his expertise to podcasting, allowing sports lovers to listen to his and his guests' views about sports, movies, and other fields. Sports enthusiasts and film buffs will definitely listen to Bill Simons podcasts. In 2018, The Ringer's podcasting network brought around 35 million downloads across 28 shows, with over \$10 million net worth in 2019.





Chapter 4: How Podcasts are Made

Have you ever dreamed of having your own radio show? Would you like to record songs and audio that other people will actually hear? Well, many years ago, doing these things will require you to have a lot of connections, or maybe fortune, to get heard. Today, though, we should be thankful because we already have the Internet that creates millions of connections all over the world. The Internet will help you reach out to people across the nations. Just like blogging, where anyone can become a reporter or a blogger, podcasting allows us to instantly become a recording artist, talk show host, storyteller, or a disc jockey.

Podcasting is a combination of blogging and digital audio technology. When you register and browse on several podcast sites, you can find, listen, and download different types of genres of music, stories, philosophy, or even sports. Even if the term seems to suggest this, you don't need an iPod just to listen to a podcast. All you need to have is a portable media player or your computer itself.

If you're an aspiring recording artist, talk show host, storyteller, or maybe a disk jockey, then it's your time for your voice to get heard. Try making your own podcast now! There are a lot of online course websites available where you can enroll. Someone will help you to create your own podcast. But if you do not have enough budget to do such, you can create your own podcast by following a few simple steps.





PLANNING SCHEDULE



Planning

Planning is the first phase in making your podcast. In this phase, you should spend a good amount of time before moving on to the next one. Planning has four sub-steps that you need to consider.



Choose a topic.

Basically, choosing a topic is the initial step to do when doing or creating something. First of all, you should know what your topic is. Examine what your interests are. What is that that you want people to be heard? In this step, it is effective to grab paper and pen, list down your interests, and rank them according to what you believe you can make and give to your listeners. Choose a topic that you think you can speak about for many episodes. For example, instead of talking and sharing about outdoor activities, talk about something more specific like, hiking or mountaineering.



Pick a co-host.

This step is optional, but I will tell you, this is also very essential. If you have a friend, co-worker, or someone who can be your co-host, then it is a great opportunity for you to take to help with your podcast. A co-host will help you in keeping your podcast engaging and conversational, someone who can keep things on track. He or she will also assist you with different tasks such as scheduling recordings, editing, and promotion.





Choose a name.

After you have chosen your podcast topic and allied one or more co-hosts, it's now the time to give your podcast a name and a domain. To have an idea of what to name your podcast, you can go to top Apple Podcasts charts, and you will see a variety of podcast names there. While your niche should be more specific, your name should suggest a broader theme. For example, in hiking and mountaineering, what if later on you will decide to talk about backpacking and camping too? Therefore, instead of choosing the title "The Mountaineer," better choose "Mountain Adventures".

Show format.

It is the last step for the planning phase. In here, you need to plan your podcast length, style, and episode format. In choosing the length for your podcast, you can choose between a 5-minute and a 6-hour podcast. Choose the length that works for you and go with it. The most common style of podcasts is an interview, but that does not mean you need to do that. You may include interviews in just half of your segment, for example. Your podcast episode should also come up with a format. This format comprises of a teaser, intro music, welcome, ad spot, interview, call to action, and outro music. You need to be creative in prepping your episode format because, later on, this will become your trademark. Remember that in each episode you do, do not forget to repeat constant listeners and new listeners so that when you speak, you are talking to both of them.



Preparation

Now that you have done with your initial planning, it is now time to go through the preparation stage. Preparation is the step you need to consider before launching your podcast.







Create cover art.

Cover art is the first thing a user will see when browsing into different podcasts sites and applications. Therefore, aside from the title you have made, make sure that your podcast cover art will also catch the user's attention. Your podcast cover art must visually align with your podcast title. For example, if you are doing podcasts about Start Wars, then your cover art must reflect the theme appropriately. Or, if you want to create a podcast that will promote your business, include your business logo and slogan into it; do not add unnecessary words. Moreover, avoid using too many gimmicky fonts and select a font that will not distract users. Here are some examples that will give you an idea of how to design your cover art.



 Choose your intro music. Remember that in your show format, your podcast must include a piece of intro music. In this step, you need to create intro music. Sites like Music Radio Creative can help you with this one. All you need to do is to provide a script, and they will give you your professional-quality intro.

 Invest in podcast starter kits. Well, you don't need tons of money to get high-quality audios. All you need to have when you start recording your podcast is a USB podcasting mic and headphones. An Audio-Technica ATR2100x-USB and Audio-Technica ATH-M30x will do.

 Gather your podcast guests. If you have an interview in your podcast, then try to list down and contact all your podcast guests. It will help save time. Meet them once and make use of your calendar to give them schedule dates.





Recording and Editing

Audio production is the most time-consuming part of podcast production. It will be harder if you do not have any experience using an editing software before. In creating your podcast, you need something that will help you. Alitu, an automated podcast producer, can mechanize confusing technical parts and will essentially build episodes for you. So, if you don't want to edit your podcast through a software, Alitu is the easiest way that can help you with. However, GarageBand audio editing software can be an option too. GarageBand is more technical, but if you want your podcast to be more personalized, then give GarageBand a try.

Launching and Promotion

Now that you are already done with planning, preparing, recording, and editing your episodes, it is the time for your own podcast to get launched and be heard. Here are the steps you need to do when you are about to start your podcast.



Get a podcast host. Choose a podcast host that will allow you to launch your podcast. There are lots of podcast hosts that will help you with this one. Here are the six best podcast hosting companies: Buzzsprout, Captivate, Transistor, Simplecast, Podbean, and Castos.





Upload your first episode. From your podcast host, just simply click the “upload” button to upload your first and its following episodes. You need to give the episode title, description, summary, date published, and episode number. It is advised to upload more than one episode so that listeners don’t have to wait and wait to hear more.



Spread the word. Use social media sites to build up connections. Upload teaser videos and start sharing them throughout your social media accounts. If you have a blog, then it is also a great option to share your podcast.


Allowing all of these steps and techniques in making your podcast will help you decide and start a podcast that will definitely be known and will be supported by your future listeners.








Conclusion


As we reach the end, you will realize that creating a podcast is not as difficult as you initially surmised. Famous and top-rated podcasts can also give you an idea on how to start your podcast. Podcasting is not just telling what you wanted to be heard. The real challenge here is to maintain content that will make people keep coming back. To make your podcast successful, take these key elements with you.

 **Be sure of your content.** Take a long time to think of a content that you can share with people in a long-term period. Try to feed them with a combination of entertainment and information that they can take while listening to your podcast. Bring out your abilities, experiences, and humor to deliver your story.

 **Invest in space and tools.** Of course, you cannot just grab a recording tape and use it in recording your podcast, right? After planning your content, make sure that you have available finances to anything that can improve the quality of your podcast. If you are taking it seriously, then, try to invest and work out to profit from it.

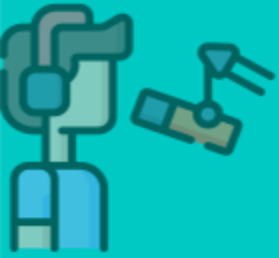
 **Utilize your resources.** Reach out to people that you think can help you. Considering who will be your co-host, guests and contributors can bring a significant impact to your podcast. They can help you with the additional information you wanted to share. Your guests will represent different kinds of people to build connections with a bigger audience.

 **Build an audience and gain their trust.** In the first place, your content ideas will keep them coming. Provide them with assurance. Build trust and connection between them. If you cannot find a professional that can help you with your content, then maybe the person you are looking for is in your audience. Hearing their ideas and experiences will help you to broaden your perspective as well as your listener's point of view about your podcast.

 **Be consistent.** Just a simple timetable will help you with that. Setting a schedule or highlighting dates for your audience will do.

As you start your podcasting career, try not to stress. Just enjoy your podcasting journey. Remember that creating a podcast is something that not only benefits you but will benefit others too. Bring out your passion, share your story, and tell people your experiences. Do not think about how many listeners you've got. What matters most is that you help people, entertain them, and you are enjoying what you are doing.





Thank You!

