



How to Get Started With Podcasting

This is an extra resource to go along with the original article:

[How to Use Podcasts to Grow Interest in Your Brand](#)

Decide on your target audience. Who do you want to reach most?

Come up with a title for your podcast. Use keywords that your target audience will search for.

Create a descriptive podcast summary. Use this summary to inject more relevant keywords and help people understand who you are and why you started the podcast. Make it about the listener instead of about you.

Come up with a hook for your podcast. What will be unique about your podcast? Maybe you'll only interview millionaires, or it'll be you and a co-host.

Choose a visually compelling thumbnail image. People see images before words. You want your thumbnail image to grab them immediately. Use a free tool like Canva or PicMonkey to set up the thumbnail.

Invest in a good quality mic. Clarity of voice is important because if a listener can't hear you, a listener will give up trying and go to the next podcast.

Record in a quiet place. Make sure your podcasts are free of background noise and distraction.

Edit your podcast. Use GarageBand or Audacity to edit your podcast.

Choose a host for your podcast media files. You can't host your podcast on your own website. Consider using [PodBean](#), [Libsyn](#), [SoundCloud](#), and [Buzzsprout](#).

Set up a podcast feed. [Here's a helpful video from Pat Flynn on how to do it correctly](#).