



HOW TO BEGIN YOUR PODCAST JOURNEY

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ABOUT GREEN MO.

Green Mo. helps brands reach consumers to engage with their products and services. We partner with you to increase traffic, expand your digital social presence, create modern marketing strategies and/or even build a dynamic website from scratch.

We donate up to 7% of our monthly transactions on your name to charities focused on helping the environment. By working with us, you too can be part of the change. Isn't it great?

How can a podcast be a great marketing tool for your business?

One of the main reasons to use podcasts as a digital marketing tool for your business is that they can be a unique way of communicating with your customers. You can tell your brand story, the company's values, and many other helpful and useful material that will fit your customers. Not only the podcast will guide the right client, but also it will build a stronger and trusted relationship with your customer. By being transparent and genuine in your podcast, inviting your employees to be guest speakers or even your customers, asking your audience more questions and encouraging them to engage as well will do a lot to you and your business.

READ THE WHOLE BLOG [HERE](#) !

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Our Recommendations

- [Samson Q2U](#)
- [Rode Smartlav+](#)
- [Rode Podcaster](#)
- [Blue Yeti](#)

Choosing the right **EQUIPMENT**

It may seem obvious, however, it's a significant question to ask oneself – why should you invest in a good quality microphone?

Your mic is your closest companion. It's the absolute most significant piece of your set-up.

Plenty of Podcasters record with individuals in various settings, utilizing tools like Skype and Google Hangouts, so internet quality can be as significant as your microphone. Others record face to face, so the environment and mic set-up have an impact. Anyway you record, there's no denying that a Podcast recorded on a good quality microphone is enormously more professional than somebody babbling endlessly on a small headset with poor audio.

If you're just starting, a good value handheld USB mic would be the [Samson Q2U](#). If you are looking to upgrade, the popular [Blue Yeti](#) and [Rode Podcaster](#) would be great choices! If you are planning a lot of in-person interviews and not online, the [Rode Smartlav+](#) is a great tool. Combined with an [SC6 splitter](#), makes for a really light, on-the-go, simple interview setup that can be used to record right into your smartphone (*For apple users you'd need an aux adapter*).

Our Thoughts on **STARTING OUT EQUIPMENT**

Who and why are they LISTENING

Winning podcasts need to be unique; If they're not, there will be no results. Your audience won't have a reason to tune in. In addition, with a large portion of a million digital recordings in Apple Podcasts, you need to give people motivation to tune in. Listening to a new podcast, as an audience, becomes a commitment.

Creating a fictional person who represents the ideal listener of your podcast is a great start. This is the person you want listening to your podcast and telling their friends about it. This is the listener you'll be directly addressing. The more direct you can address your ideal listener, the more intimate and connected they will feel to your show.



Here are a few questions to get you started

What is your ideal listener like?

Are they introverted or extroverted?
Optimistic or realistic? Studious? elegant?
what are their goals?

Understanding what they are like, can make your listeners rapidly connect.

What are their interests?

What kind of movies do they like? Mystery?
Thrillers?
What kind of music do they like? Classical?
Pop?

Thinking about what sorts of music your avatar likes will help steer your decisions in production.

CREATING YOUR IDEAL LISTENER

The ideal listener and those questions will help you keep your show focussed and on track, both of which make for more engaging content. They also help you plan content more easily every week. A win for you AND your listener!

Once you know your listener, the next job is to give them the WHY, the reason for listening to your show. This goes back to what sets you apart. It is all about giving them value, and one of the best ways to do that is to solve a problem. Not only that, but do it in a unique way that reflects **your own background and expertise.**

- GarageBand (*Mac's only*)
 - Free
- Audacity - Free
- Alitu - \$28 per month
- Adobe Audition - \$20.99 per month
- Skype
- Zoom.us
- Squadcast

How to record
your podcast

SOLO AND ONLINE

The two main ways which you'll most likely record will be: recording solo, right into your computer, and recording an interview over the internet. There are other ways, sure, such as recording on your smartphone as mentioned previously, or recording into a digital recorder. But, the methods most common are solo or online.

Whether you're running solo or via a calling app, you'll need software to record into and edit. The good news is most do both: the editing and the recording, so you'll be using one package for both!

Skype - the classic, now has call recording built-in, but all callers need to install the software & set up an account.

Zoom.us - popular web conferencing tool for recording of audio AND video. Easy access, no install needed. Free for 2 people, limited time for more than 2 people.

Squadcast - Records full quality on both ends. Sound like you're in the same room & avoid internet-call glitches.

Recording ONLINE

What Online Call Recorders CAN'T Do

The quality of any recording depends vastly on equipment, environment, and mic technique. Also, an online recording is susceptible to the connection of both the host and the guest. You could use state of the art call online recorder software, and it would still sound terrible if your guest was recording on a laptop mic in their bathroom with an interrupting connection.

How long and how often should an **EPISODE BE**

Ultimately, the length of an episode should be decided by its content. You should not cut down good content or shorten concise conversations. The length also depends a lot on the genre and industry, but here are what the averages look like!

"Standard" Length = 25 - 45 mins
Short = Under 15 mins
Long = More than 1 hour

Consider the average commute time said to be 26 minutes, which could be a good length

Length can be a good 'unique' factor. Short and snappy 4 minute episodes could suit a certain type of listener, or huge 1-3 hour in-depth interviews might suit another. Do consider how long your message will take to get across and how long your listeners would want to spend listening to your topic.

The way content receives it's attention nowadays is via consistency. The more frequent the release is, the better. Weekly is usually ideal as it can easily become part of our routine. However, if weekly burn you out and stops you all together, it will be pointless.

A good way to think of it too would be quality. You'll have more success releasing an excellent episode once a month rather than an average one every week.

After all, Consistency is the key.



**HOW
OFTEN
SHOULD
YOU
RELEASE?**

A great recommendation would be to do seasons based on podcasting. That means putting together a plan for, 5, 10, or 15 episodes to start with, and committing to that alone.

It has multiple advantages such as: saving time on planning, making recording easier, more compelling and useful content, creating more loyal fans, and taking breaks to re-evaluate and relaunch accordingly.



Building A BRAND FOR YOUR PODCAST

Creating a brand identity and making sure it's consistent is absolutely an essential step towards a successful podcast. It will not only make it memorable and recognizable, but will help to increase awareness and build a trustful relationship with your audience. To achieve this, we would recommend creating a brand style guide:

1. Logo and its specifications
2. Color palette of your brand
3. Alternative logos (so they could be used on any background)
4. Approved typography (basically your brand's fonts).
5. Brand Identity
6. Mission & Vision
7. Brand voice
8. Social Media Templates

1. Define your niche and your podcast audience.
2. Tailor your message to them.
3. Come up with a short tagline.
4. Work on your brand voice (and it's delivery).

How do you decide ON YOUR BRAND IDENTITY

'Design is a silent ambassador of your brand.'

- Paul Rand

Which Podcast Hosting SHOULD I USE?

There are many great options out there that offer various types of perks. We always suggest having a website to home your podcast as well. The website may be your own, on WordPress, Wix, Squarespace or it might be the one provided by your hosting platform. Let's understand what the hosting service and a website are for:

Your website is for this:

- Posting your show notes and resources
- Posting a web-based podcast player for casual browsers
- Help existing listeners engage more with the show
- Helping new listeners to find and test out the show

Your Podcast Host is for this:

- Uploading and storing your podcast audio files
- Monitoring stats, like listener numbers and locations
- Creating your RSS feed (the page of code which you submit to the directories)
- Delivering your actual audio files to the listener

1. Simple & Low-Cost – Buzzsprout

Buzzsprout makes it amazingly simple to launch a podcast. Their site is clean, quick, and easy to navigate. It's not the cheapest in the world, but if you run just one show, it's the lowest cost GOOD platform.

2. Multi-Show & Audience Growth Tools – Captivate

Captivate is building a suite of tools, right inside their hosting, that'll help you grow your audience as fast as possible. For sheer growth potential and multiple shows, choose Captivate.

3. Multi-Show & Private Podcasting – Transistor.fm

Transistor offers unlimited shows and private podcasting built-in. Alongside your public shows, you can run private feeds for your community, internal team podcasts, or protected premium content.

4. Multi-Show & Audience Growth Tools - Podbean

Podbean has made massive strides in recent years to provide a range of brilliant tools to help Podcasters grow and monetize their shows. Their hosting is high quality and can be easily tied in with their sponsorship marketplace, their dynamic ad insertion, and their premium content service.

WHAT ARE MY OPTIONS?

Before diving head-on into how to get into the big podcast platforms, it is important to understand how the podcast distribution work. Here is how:

- YOU upload your audio file to a podcast hosting platform. That's where it's stored on the web.
- YOU, with the help of your hosting platform, register your podcast with the top directories (*Apple Podcast, Google Podcast, Spotify, Stitcher, etc.*)
- The directories, handle distribution, while your host handles delivery.

How to get into **APPLE PODCAST AND THE OTHER BIG PLAYERS?**

With the above in mind and your podcast published on a podcast hosting platform, the next steps would be to submit and/or claim your podcasts!

Be sure to have your RSS feed code on hand!

Apple Podcast

If you don't already have an apple account, you'll need to register at [Podcasts Connect](#). Once connected, click the "+" button on the top left, and follow instructions on the screen.

Spotify

Spotify has two options:

1. You can submit directly to them, all you'll need is your RSS feed code and a Spotify account and follow the instructions after you click "get started" [here](#).
2. Via your podcast hosting platform. Most good hosts allow submission directly to Spotify right inside the app.

Google Podcast

Make sure you're logged in to your Google account. Go to podcastmanager.google.com and follow the instructions on the screen.

Stitcher

To submit to Stitcher, head over to their [partner portal](#), register there, and fill out the simple form.

WHAT NOW?

We hope that by the time you've arrived at this page, you have a clear and concise idea on how you want your podcast to look like, sound like and even who your audience is!

CONGRATULATIONS!



NEED MORE PERSONAL HELP TO LAUNCH AND MAINTAIN?

If you need assistance with getting started and you'd only like to take care of interviewing your guests and getting your content to the world, let us take care of it. Contact us today!

WHAT WE'LL DO

- Set up your podcast hosting platforms
- Professionally edit & publish your podcasts
- Create your website or landing page if needed
- Create your Podcast art work & brand style guide
- Create personalized social sharing templates

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