



Podcasting Best Practices

She Podcasts
MEMBERSHIP

Podcasting Best Practices

This list of podcast best practices will help ensure you have done everything you can to make your podcast the best show possible. Let's get started!

1. Choose Your Technology

You don't need SO much tech for a podcast, but there are a few things that are a must in the list below. When considering the technology, think about how you will use and repurpose the content, too.

- a. Recording Technology – Audacity.com, [Adobe Audition](#), [zoom.us](#), [Streamyard](#), Anchor.fm, and others.
- b. Mic & stand – You will need a quality noise cancelling mic, or earbuds with mic. You will also need a stand to hold the mic.
- c. Camera(s) – Only necessary if you want to record a video version of your show.
- d. Sound – You need a quiet place to record your podcast. This could be your closet if you have to! Many people record in a closet or coat room.
- e. Lighting – Only needed if you plan to create a video version of your show. Standard room lighting is usually not enough.
- f. Hosting – Where will you store the finished product? Your website? A podcast distribution service? Wherever you choose, make sure the service can meet your needs.

2. Know the Purpose of Your Podcast

The purpose of your show is very much tied to solving problems and providing solutions to your audience, but it also is essential to know how it ties into your overall business model.

- a. Why does the show exist?
- b. What are you discussing?
- c. Who are you talking to (either audience or interviewee)?
- d. How will you integrate it?
- e. When will it be?

3. Know Your Listener

Knowing your audience, like anything in business, is the most essential bit of information you can collect. **Don't neglect this part.** Your listeners will define everything else about your podcast.

- a. Create a Customer Avatar
- b. How Old Are They?
- c. What Do They Do for Their Job?
- d. Why Are They Listening?
- e. What Are They Interested in?
- f. What Do They Need?
- g. Can I Provide a Solution for Them?

4. Determine Your Podcast Framework

Design your show, including the length, format, and schedule. If you don't do this part, you may never get it done. Set deadlines and benchmarks, so you know you're on schedule to finish.

- a. Length
- b. Format
- c. Schedule

5. Name Your Podcast

The primary best practice for choosing a name for your podcast show is to be creative, make it easy to remember and incorporate your current branding; using the right key terms and descriptive language that defines your brand.

- a. Be Creative
- b. Stick with Current Branding
- c. Use a Descriptive Name
- d. Use Key Terms Describe Your Podcast

The description of your podcast is fundamental. You'll really need more than one description. One for your audience and the people you want to listen to, one for the speakers you want to showcase, and potentially one for sponsors.

- e. Who is it for?
- f. Why are you doing it?
- g. What problems will be solved?
- h. When is it performed?
- i. Where can the audience listen?
- j. Set audience expectations.
- k. Double Check Spelling and Grammar

6. Design Podcast Cover Art

Using the information gathered about your audience and the show, you can now design your cover art to ensure it advances your show and doesn't take from it. We love [Canva](#) for cover art.

- a. Should Go Well with Your Name, Genre, and Topics
- b. Keep it Simple.
- c. Ensure It's Easy to Read
- d. Use Fewer Words
- e. Use No More Than 3 or 4 Colors
- f. Use No More than 2 or 3 Fonts.

7. Choose Music for Your Podcast

There are many companies that sell music you can use for your podcast. Be sure to read the fine print for any music company you work with to ensure you understand your rights. We like [Envato](#) and [iStock](#) for music AND royalty-free graphics, too.

- a. Avoid Copyright Issues by Choosing Stock Music
- b. Instrumentals Are Best
- c. Ensure the Tempo Matches the Tone and Mood
- d. Music Should Be 10 Seconds or Less
- e. Make the Song Complement the Show
- f. Use the Same Intro and Outro for all Shows

8. Episode Art, Titles, and Descriptions

Just like you need channel art, you also need art for each episode. In addition, you'll need these key pieces. We like [Envato](#) and [iStock](#) for graphics the best.

- a. Keywords
- b. Main Point for Your Audience
- c. Short Summary
- d. Affiliate Links
- e. Promotional Items
- f. Sponsorship Information

9. Plan Each Episode

Never start an episode without a plan. With a plan, the interview will go more smoothly and be more profitable. Things to plan include.

- a. Topic Knowledge
- b. Subtopic Information
- c. Questions To Ask Guests Written Out.
- d. Questions the Audience Asked Written Out.
- e. What Key Points Do I Want To Bring Up?
- f. How Will I Start?
- g. How Will I End?

10. SEO Stuff

It doesn't matter what type of work you're doing, SEO matters. For every episode you create be sure to include the following.

- a. Podcast Title
- b. Podcast Description
- c. Author Name
- d. Guest Name
- e. Products and Solution Keywords
- f. Ratings and Reviews
- g. Branding

11. Marketing

If you aren't marketing your podcast and telling people about it, no one will know it's there. Leave no stone unturned when getting the word out about your show in general and each episode. A few ways to do this include:

- a. SEO
- b. Email Autoresponders
- c. Blog Posts
- d. Guest Posts
- e. Self-Publishing
- f. Paid Advertisements
- g. Social Media Posts
- h. Asking Others to Share it with Their Audiences

Feeling overwhelmed?

Not to worry! We have checklists in this bundle as well - go and see! And if you'd like a bit of support when you start, check out our monthly membership! Membership includes 1:1 coaching, a private FB mind hive, and TONS of digital education for every question you could have, including which mic to choose, how to get amazing guests, pitching your first sponsor and more.

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