

YOUR ESSENTIAL PODCAST GUIDE

Podcasting isn't just about broadcasting; it's about connecting with your audience and providing valuable content.

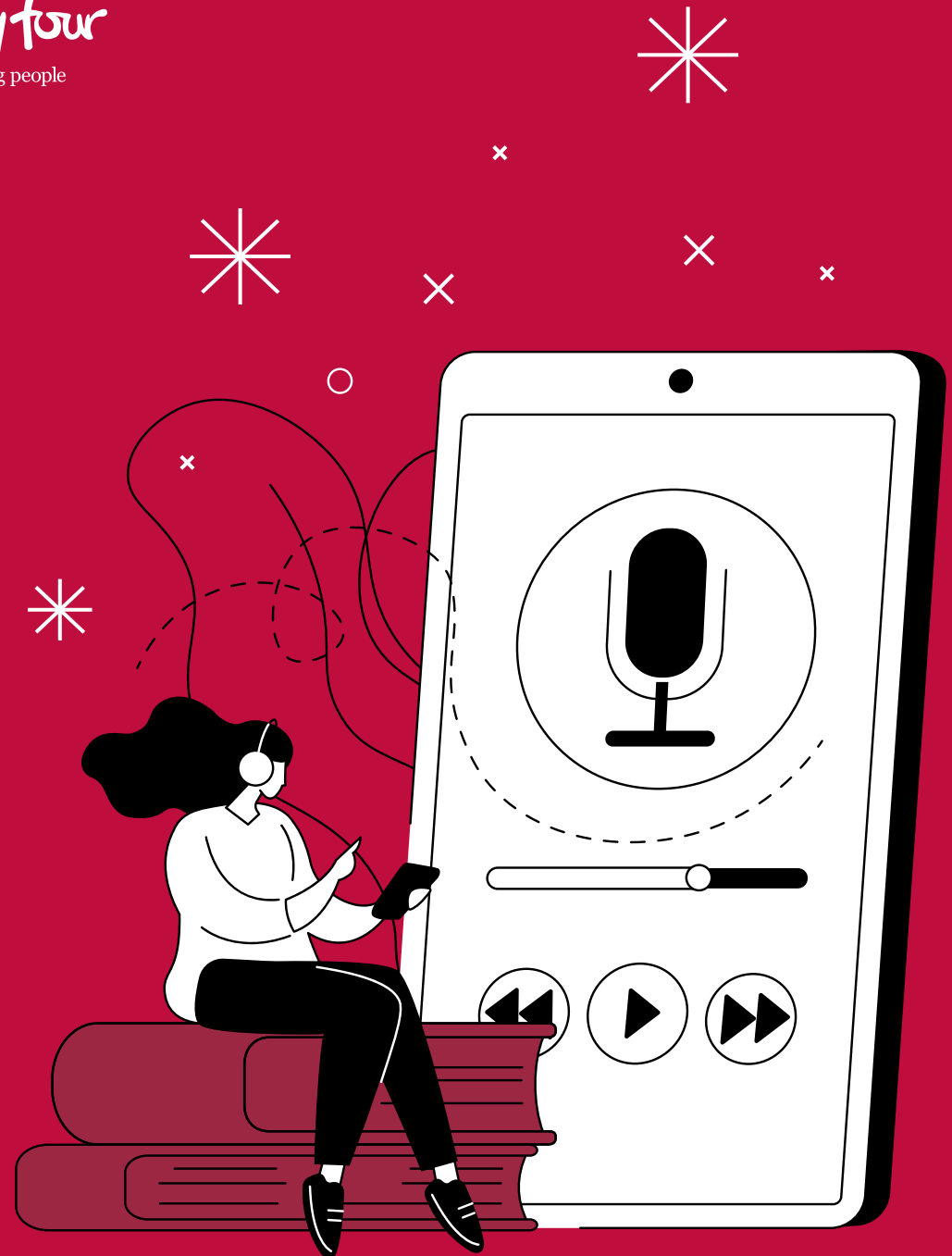
Okay, let's start. What is a podcast? We'd define a podcast as a series of spoken-word content, usually available for download or streaming.

Podcasts are a way to share your thoughts, tell stories, or explore topics that you and your audience care about.

Podcasting is a journey. It takes patience and perseverance, but the rewards can be significant.

Did you know...

- *There are 2.5 million podcasts on Apple podcasts*
- *Around 450,000 of those are still active*
- *Podcasts are available in over 100 languages*
- *Around 80% who listen to podcasts do so for more than seven hours a week*
- *32% of podcasts are between 20 and 40 minutes long*
- *74% of podcast listeners do so to learn something new*



THE SET UP



Define your purpose

Why do you want to start a podcast? Is it to educate, entertain, inspire, or simply to share your thoughts? Having a clear purpose will guide your content creation process and your production decision.

Decide your format

Will it be an interview, roundtable discussion, or solo format? Will it be scripted or unscripted? The format should suit your topic and audience.

Plan your content

Outline your topics and prepare a list of episode ideas. Remember to keep it flexible to adapt to current trends or audience feedback.



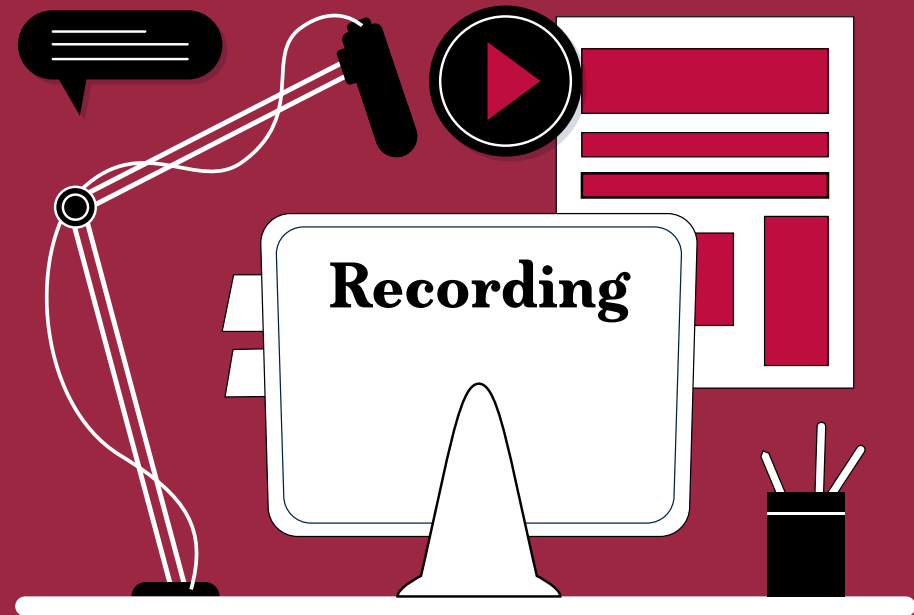
PRODUCTION

Scripting your episodes

Having a rough script or outline can help keep your content focused. It's not about reading word-for-word but having a bullet-point list to guide the conversation and give your guests (if you have them) a roadmap to follow.

Recording techniques

Speak clearly, with good pacing and inflection. Remember to pause and take a breath between ideas. Never be afraid to ask somebody to repeat what they said. A film director wouldn't be shy about asking for another take – and neither should you.



Prepare your guests

If you're conducting interviews, make sure to prepare your guests ahead of time. Provide them with a brief, a list of potential questions, and any technical information, if you're recording them remotely.



POST-PRODUCTION

Basics of audio editing

Editing isn't just about removing errors; it's also about improving the flow and pacing of your episode. Remember to respect your audience's time; if it doesn't add value, consider cutting it. What would Spielberg do?

Using music and sound effects

Music and sound effects can enhance your podcast's mood and character. However, make sure only to use music you've created or paid for.



Be yourself

Many people freeze up as soon as they press record. But with practice, you'll find you begin to relax when recording yourself. Accept that it may take time to get used to your own voice.

Just because you're not immediately a natural, it doesn't mean you won't find your groove eventually.

Be authentic and find a style that feels right for you, rather than copying someone else's. Audiences love authenticity.



Where to publish

You can publish internally on your own intranet/digital platforms – and consider an external platform such as Anchor.fm. This kind of platform can publish to many different channels and streamline your publishing and measurement.

Measuring the impact

Regularly review your podcast metrics to understand your audience better, improve your content, and measure the success of promotional efforts.

Handy tips

- 1 **Consistency is key. Podcasting is a long game, not a quick win.**
- 2 **Prepare, but don't script. Podcasts should be like a natural conversation.**
- 3 **Invest in a good microphone. Even a lapel mic into a smartphone makes all the difference.**
- 4 **Find a quiet room – and let people know you're recording.**
- 5 **Be yourself. People expect podcasters to be open, honest and natural.**

Looking for more help?

If you get stuck, your friendly communications agency is on-hand to offer guidance and advice.

Whether it's creating a podcast outline or supporting production, our creative specialists can develop content that cuts through the noise and helps your message land.