



7 Steps to Your First Podcast

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Here's a quick cheat sheet for your first podcast. Remember that this is just a starting point, and that podcasting should be a fun activity that you customize as you refine the process for your business. Start slowly, and get comfortable with the tools.

1. **Outline your topic:** Identifying the needs of your audience is the most important aspect of this activity. By giving your audience what they want the most, they will keep coming back over and over and over again. Think from their viewpoint, and imagine what hot topics can you address. What problems can you solve for them? Always remember that podcasting is about speed and value, and that you want to give them something that they can use right away.
2. **Record your voice or video materials:** A good place to start is with a good quality USB headset with a microphone, available in any electronics store. Do a test, and see how it sounds. Just record audio to start, and keep your style loose. Stay focused on your topic, but don't sound rehearsed. I record using [Audacity](#), which is free software you use just like a virtual tape recorder - press the red dot to record. Try to keep it under 9 minutes for video, (YouTube caps videos at 10 minutes regardless) but audio can be longer, although shorter than 5 minutes for either is usually best. For longer interviews, break it up into multiple shorter recordings that are named sequentially.
3. **Format the Recording:** what you are creating is an audio file, typically in .mp3 format, which is widely compatible. When you format the recording ([Audacity](#) does this using an "export" function) be sure to fill in all the fields appropriately, using your name as the artist, a date, a short and accurate description of the content, etc. This metadata (search engines will find and understand all this stuff) will help people catalogue and use your recording. If you are doing video, insert credits at the front and back of the recording (start out by using Windows Video Editor - free inside Windows XP and up) that tell people about your website and company name. For audio only, record this in some sort of standard intro and closing statement that is basically the same every time. Be sure to name the file without spaces - use the underscore character (" _ ") instead! If you like, use catchy theme music, which you can buy for legal podcasting use at [StockMusic.net](#) and others.
4. **Upload it to your web server:** if you are hosting the podcast from your own server (the best way), upload it to a publicly-visible folder on the web host. As well as hosting content on your server, you can upload the file to media services like YouTube, and benefit from their natural traffic. You will be able to embed the YouTube video into your own website or podcast fast using their "embed" feature.
5. **Test the file:** Open a browser, and go directly to the folder and file name that you created. Make sure the file plays or downloads. Ask a friend to double-check it from their computer and give you feedback before you announce it to the world. Copy the link location from your browser window - NEVER try to type it accurately into another field or location, because it's too easy to mess up, and then you may ruin all your hard marketing work. *Don't skip this step, no matter how confident you are. Stuff happens. Trust me.*
6. **Create a page or link to the file:** if you are a blogger, create a new blog post to announce that the podcast is available to view, and create a link to the file from within the blog post. (Check out [PodPress](#), which does part of this automatically and makes your podcast really easy to play and download.) If you are using video hosted on your own server, [PodPress](#) will insert a small player window with the video in it.
7. **Tell people about your podcast:** you can make your podcast available on sites like iTunes and others by creating a free account there, or you can email your newsletter, tell your friends, call your mother, etc. Podcasts are for listening, and you want to get as many people listening as possible. Promote the podcast as a reward for people who sign up for your site, or promote it on its own, just to drive traffic back to your page. Or my favourite, charge people a reasonable price to download it!

IT'S THAT SIMPLE!

Contact me through HumanusPublishing.com with your questions.