



Fast Guide to Podcasting

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Introduction

This is written as a guide for someone that knows little to nothing about how to produce a podcast.

There are three areas to cover:

1. Audio equipment.
2. Editing software.
3. Hosting and distribution.

Why write the guide? Just google “how to create a podcast” and you’ll give stacks of results. When I went through this process, it found it all a little overwhelming, particularly when it comes to hosting and distribution to directories.

This guide is a fast track approach.

Audio Equipment - about \$300

Microphone. I use a Rode Podcaster. They cost about \$220. I found it cheaper in the US than here in Au, but not by much. Amazon is fine for this, but they are available in many places.

You don’t need a mic any better than this. It has a USB connection, which means it plugs straight into your PC as opposed to a mixer (see below).

Amazon link: <https://amzn.to/2QzLgI4>

I also have a Rode NT-USB. It’s about the same money and produces the same result. It comes with a small desk stand so does not need a swing arm. I feel like it picks up a little more background noise than the Podcaster, but not massively so.

Amazon link: <https://amzn.to/2QAXP65>



XLR connections – some mics have these. These are for studio use. Don’t buy one of these. Make sure it has a USB connection like the two above. This way it fits straight into your PC as opposed to going via a mixer box.

Mixer. As for mixers, you’ll only need one if you have more than one person speaking at once, as with a Q&A interview. If it’s just you, don’t get one. I’ve never needed a mixer, but have read this is a good one: <https://amzn.to/2QzLgI4>

Accessories

Mic Swing Arm: For something like the Podcaster, you will also need a mic stand like this \$16 one on eBay: <https://bit.ly/2JSpFtJ>

You don't need an expensive branded one. A cheapy works just the same. The above link has a 'scissor arm stand' and a 'shock mount'. You need both if you are using the Podcaster mic.

Pop shield. You might read about these or see them online. They are tiny screens of foam that is placed between you and mic. They are designed to remove popping sounds such as with words starting with P. The Podcaster has one built in, so you don't need it for that mic. If you but a different mic, check if it has an internal shield. An external shield is cheap:

<https://www.ebay.com.au/i/362599787340?chn=ps>

Headphones: For playback while editing. Get yourself a good set of over ear headphones. They don't have to be approved by Dr Dre. \$50 ones from Aliexpress are fine. Earbuds aren't recommended, because it's harder to get the range of sound.

Environment. This costs nothing to set up. You simply need a room with some kind of sound absorption. A smaller room with carpet and curtains is just fine. Avoid a room with a floorboards, solid walls and high ceilings. If that is all you have, then try hanging up a blanket near you. You just want to avoid the 'big room' sound. A more 'cozy' sound comes out better when played back.

Editing Software – from \$zero

Two options here:

Audacity is very popular and free.

<https://www.audacityteam.org/>

Camtasia. One idea to consider is to make a video slideshow at the same time you record a podcast. This way you have both a video and a podcast to distribute.

For video and audio, I have used Camtasia for years. It is designed for recording screen-based videos but you can save a file as MP3 audio only. It's about \$400.

<https://www.techsmith.com/video-editor.html>

They have good support and there are plenty of online instructional videos. It looks like most other video editing software, so if you've used one, you'll pick this up quickly. It is far cheaper than the Adobe equivalent.

It comes with some standard audio and video clips. You can use these for intros and outros.

An alternative to Camtasia is **PowerDirector** from cyberlink.com. They have a 365-style package that includes everything for \$90pa. I've found this one slightly trickier to learn than Camtasia, but they are similar. For heavier video editing, PowerDirector is better.

Audio Clips: Anything more substantial than the included clips can be found at:

<https://audiojungle.net> or just search for 'royalty free audio'. Here you will pay a single fee for non-exclusive use. Intro music for example might cost around \$20.

Hosting and Distribution

Once you record and produce, you'll need a place to host the files. A good hosting platform will allow you to build a dedicated webpage, create an RSS feed for embedding in your site(s) and help push the podcasts out to directories such as iTunes.

I have set up an account with **Buzzsprout**. It's free for uploading up to 2-hours per month. They make it very easy to set up a dedicated webpage that displays your podcasts. It also creates an RSS feed should you want to embed it on your own site. It will also submit your podcasts to the top directories such as Spotify, Google, Amazon and Apple. It's very easy to get set up here.

If you sign up with this link, both of us get a \$20 credit.

https://www.buzzsprout.com/?referrer_id=284831

That said, start with a free account. The 2-hour upload limit should be fine when starting out. The only limitation there is free content is removed after 90 days. At the time of writing, \$12 a month gets you the basic package and it's more than enough for us newbies.

They have good support and how to pages, although you are unlikely to need it. It is very simple to set it up.

More on Podcasting

Some links to useful start-up info:

- [How to Record Long-distance Podcast Interviews](#)
- [Podcast Marketing: How to Promote Your Podcast on Social Media](#)
- [Apple Podcasts Analytics: How to Find & Use These Podcast Statistics](#)
- [How to Record, Edit, and Mix a Great Sounding Podcast](#)

Check out <https://www.buzzsprout.com/> for lots more instructional stuff.

Happy podcasting,



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