

PODCAST
PRIME
20 19
PRODUCTIONS

How To Start Your Podcast

You've talked about it enough.
Start your Podcast.

**Podcast Prime put this book together in order to
assist those serious about starting a podcast.**



How To Start a Podcast

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How To Start a Podcast

Introduction

The world of podcasting is an inviting and open one, but also takes courage to conquer the challenges that come with it. It is still in its evolving stages, so reads like this one are hard to come by. We made this small book free of charge so you can overcome the hurdles between the ideas on the pad and a fully produced podcast.

After this 10-minute read you will be on your way to starting your very own podcast, which is priceless to us

... and priceless for you.

**Enjoy your E-book,
*Podcast Prime***

Recording Hardware – Under 100 Dollars

AT-2020 (AUDIOTECHNICA)

Perfectly suited for today's home and project studio, the AT2020 was designed to fit comfortably in your mix and your budget at the same time. Perfect for a “starter podcast microphone”. High SPL handling and wide dynamic range provide versatility, low self noise, and improved voice isolation. Pivoting, threaded stand mount attaches securely for easy and precise placement of the microphone to enhance the podcast. A great beginning microphone for a fresh podcaster looking to engage an audience and sound crisp while doing so.

Requires +48V phantom power.

\$79.00

PODMIC (RODE)

A broadcast-quality dynamic microphone designed specially for podcasting. RODE's PodMic delivers a rich, balanced sound, very low self noise, delivering a great product at a great price. The sleek all metal construction gives it a professional look and cardioid pattern, an internal pop filter to minimize explosive sound, and an internal shock mount to reduce mic vibration. It also provides exceptional results when used with any high-quality microphone interface. This great beginner option provides everything a new podcaster could want in terms of creating a clear sounding podcast or expanding your podcast to a multiple mic set up.

\$99.00

Our Take

Both microphones make for a great start to your podcast. Great quality in addition to a great price makes these go-to value choices for podcast beginners or podcasters looking to keep things simple but effective.

Recording Hardware – Under 200 Dollars

AT-2020 USB (AUDIOTECHNICA)

This upgraded USB microphone is perfect for any recording situation where ease of use is a must, but quality is necessary. From podcasting to tracking your masterpiece the AT2020 USB microphone provides reliable and accurate pickup for voice recordings. Some key benefits of this upgraded microphone include updated sample resolutions, new headphone output, and mix control, giving you full control while recording. The USB output gives you sample resolutions up to 16-bit. USB digital output is compatible with both Windows and Mac.

\$149.00

YETICASTER (BLUE)

The Blue Yeti caster delivers the perfect broadcast studio setup to your computer. Featuring the all-new Radius III shock mount and the Compass premium broadcast boom arm, you have everything you need for professional podcasting. With stunning sound quality, professional features and sophisticated on-camera looks, the Blue Yeti caster transforms your desktop into a legitimate broadcast studio. With simple controls for headphone volume, pattern selection, instant mute, and microphone gain, you'll be recording and streaming like the pros in no time.

\$199.00

Our Take

These under \$200 options provide crisp quality sound with features that make recording life even easier. Either of these options, whether you go the USB or XLR route will give your podcast a great professional sound.

Recording Hardware – Under 400 Dollars

SM7B(SHURE)

The Shure SM7B provides you with flat, wide-range frequency response for exceptionally clean and natural reproduction of both music and speech. Internal "air suspension" shock isolation basically eliminates mechanical noise. Highly effective pop filter takes away any need for add-on protection against explosive breath sounds, for close-up vocals or narration. Yoke mounting with a captive stand provides precise control of the microphone for easy positioning. Provides professional sound quality designed to take your podcast to the next level.

\$399.00

NT2-A(RODE)

The Rode NT2-A is a professional large capsule condenser studio microphone with variable pick-up pattern, variable high-pass filter and variable pad. These features provide greater creative control and versatility. The frequency and transient response of this new transducer has been voiced to complement today's modern recording techniques. Ultra low noise, wide dynamic range, high strength heat-treated steel mesh head, durable satin nickel finish, and internal capsule shock mounting provide for an absolute masterpiece in audio recording and production for your podcast.

\$399.00

Our Take

Now we're talking, these microphones are for the heavy hitters in the podcasting game. Either the sky is the limit or you're looking to change the game as a company, both microphones will provide you with studio quality sound and direct production control through the enhanced microphone control options.

Recording Software – Garage Band & Audacity

Audacity Pros

- Very friendly user interface
- Audacity is cross-platform, you can work on a single project on any Windows, Mac, or Linux device. This proves useful if you want to collaborate.
- Audacity is free and open source and has been since its debut in 2000.
- It's well-maintained and has a large community of users, so you can be sure it won't disappear any time soon.

Audacity Cons

- Edge-case users may experience crashes here and there, especially when extending Audacity with third-party plugins
- Although Audacity has a user-friendly interface it does come with a learning curve. No worries though, We have a “Recording with Audacity” tutorial.

Email info@podcastprime.com for tutorial.

Recording Software – Garage Band & Audacity

Garage Band Pros

Pros

- Comes bundled with all Macs
- Main purpose is to help you arrange and combine all your individual audio sources into a single audio creation
- Has the developmental backing of Apple and rarely crashes
- There's also a mobile version of GarageBand that lets you record from your iPad.

Garage Band Cons

- Collaboration partners require a Mac to work with.
- Expect to wait 2–3 years between major updates. GarageBand is completely in Apples control.
- Our Recommendation for Free Music Production Software
- GarageBand is flat-out better for beginners in music production, but Audacity caters more to the podcaster. Audacity offers more power as far as audio manipulation is concerned but isn't so focused on organizing tracks and loops. It's recommended for longer audio pieces with fewer tracks (such as podcasts, speeches, audiobook narration, voiceovers and commentaries, etc.)

Waveform Audio (.WAV)

WAV is a common file format. It has been mastered by Microsoft and IBM. WAV was one of the first audio file types developed for the PC. WAV files are defined as lossless, meaning that files are large and complete; nothing has been lost. In contrast, the MP3 below are lossy-redundant and non-auditory data is removed. This is done to save space. The process of removing data to shrink the file size is called compression.

MPEG-1 (.MP3)

MPEG-1 Audio Layer 3 (.mp3) is a common, compressed WAV file. MPEG-1 files are about one-twelfth the size of WAV files. This is why MP3 players can accommodate hundreds of songs on a tiny chunk of storage space.

Exporting from Audacity

As an MP3

1. Go to File > Open in Audacity
2. Select the WAV file you want to convert to MP3, and click Open
3. Go to File > Export > Export as MP3
4. Find and select a folder where you want to save the MP3

Exporting from Audacity

As a WAV (Not possible)

1. Go to File > Open in Audacity
2. Select the file you want to convert and click Open
3. Go to File > Export > Export as WAV
4. Find and select a folder where you want to save the WAV

Exporting from Garage Band

“Export a song to disk” – Including a MP3

1. Choose Share > Export Song to Disk
2. To rename the exported file, select the name in the Save As field, then enter a new name
3. Choose a location to save the exported file from the Where pop-up menu
4. Select the format for the exported file (AAC, MP3, or AIFF)

Exporting from Garage Band

As a WAV (Not possible)

... It's not possible...

Google Drive

Google Drive is an internet-based file storage system that acts as a companion to your computers hard drive. With Google Drive you can create new office documents, share your files with other users of your choosing, and access your files remotely from other Internet-capable computers or mobile devices. Files can be moved between your computer and google drive (and vice-versa) quickly and easily, so you can use each as a safe storage space for the other. Google Drive gives you the power to allow other people to find and/or access your files on Google Drive, as well as decide what people who have access to your files can do with them.

Free?

With a google account, you get 15 GB of storage for free. Storage gets used by Google Drive, Gmail, and Google Photos, so you can store files, save your email attachments, and back up photos and videos. For more than 15 GB, you'd need to upgrade.

Dropbox

Dropbox works on the principle of cloud computing and is one of the juggernauts for storing and sharing files. The process of adding files to the Dropbox is quite simple, either install the Dropbox program on your computer which provides a folder for placing files in, download the app on your smartphone, or use the web-based interface. Once files are uploaded the user or users can access these files from any computer or supported device with an internet connection. Since Dropbox operates on the principle of cloud computing, anything that is uploaded to the Dropbox becomes accessible on any devices with Dropbox installed.

Free?

Dropbox Basic is the entry-level plan, offering 2 GB of space that you can use to store and access your files from all your devices. You can store 2 GB of files with Dropbox Basic. There are also paid plans with 1 TB or more of storage.

Where do we upload your podcast?

Uploading your podcast to the major podcasting platforms featuring iTunes, Spotify, iHeartRadio, Google Play and more is key to building your influence and engaging listeners across the world. Allow us to do that for you with these distribution partners.

Why these partners?

When it comes to the world of podcasting and platforms featuring large content libraries, iTunes, Spotify, iHeartRadio, and Google Play feature the largest platform libraries with the largest podcasting communities. Apple podcasts accounts for 52% of the listenership of all podcasts in the world and Spotify clocks in at 19%. Those are serious numbers in terms of growth and awareness and being able to reach through podcasting and music with Spotify opens yet another door.

Distribution Partners At A Glance

Spotify	While Spotify is very well known for being one of the giants in media-streaming. The use of Spotify to upload and disperse podcasts has grown exponentially as podcasting popularity has increased. Back in 2015, Spotify opened their podcast submission forum and grew it to allow public submissions in 2017. Spotify now accounts for 19% of worldwide listenership.
iHeartRadio	Relatively new podcast platform that allows world-wide podcast distribution in three easy steps. Add RSS feed, confirm ownership, press publish. With google play not only can you reach listeners worldwide but also reach millions of potential listeners on android! With an extensive podcast library with easy search options, iHeartRadio proves to be on of the largest and most diverse podcasting platforms.
iTunes	Apple once again has led the way as the main podcasting platform for years. iTunes podcast channel has an incredibly large podcast library with thousands of uploads and genres. With ease of access and uploading through downloading formatted RSS files, gives you peace of mind knowing you will receive credit for your work.
Google Play	Google Play is a relatively new podcast platform that allows world-wide podcast distribution in three easy steps. Add RSS feed, confirm ownership, press publish. With google play not only can you reach listeners worldwide but also reach millions of potential listeners on android. Tracking analytics is also necessary and do able with google making this great for growth.

Referral Sponsorships

All you need is a product or service that you like and can recommend to your listeners with an affiliate or referral link. Ex. "This episode is brought to you by...visit this link to claim your free sign up credit." You would be able to take a commission of these sign ups and since the links stay active even after the podcast ages, the potential for continual earning is there while people continue viewing your podcast archive. If you have anything along these lines that you would like to be added to your podcast, we can add that for you here at Podcast Prime. As mentioned on the website 100% of royalties gained through your podcast will remain 100% yours, we're here to help build your influence.

Selling Products

Use your podcast to be an advertising platform for YOURSELF. Now don't lose sight of what makes your podcast unique and differentiated but bringing in branded products of your own to include with your podcast can really heighten your earning potential. Introduce your listeners to new products you have through your existing shows and use product specific domain names to help ease searching and discovery. Services can include one on one coaching to give insight to your tricks of the trade for beginner and growing podcasters.

Traditional Sponsorships

These require a certain size of audience to make money. However, these monetary gains can be much larger due to the volume required to accomplish, therefore podcasts with large communities can really increase earnings drastically this way. Sponsors usually have two goals in mind: selling their product and increasing awareness of their brand. Usually these sponsorships are set up on a cost per mile basis, a certain amount of commission per 1000 downloads. Another metric used which is preferred for the small and mighty podcasts with deep audiences is cost per acquisition. This is the number of sales or signups businesses get as a result of an ad. Sponsors will sometimes pay podcasters a referral bonus for each signup they get.

Coordinate Events

Creating events geared solely around your podcast community and topic can be great ways to bring your audience together and make money while doing it. Getting to know your community also allows for a higher level of trust and loyalty from your audience that can translate into your other products and services becoming more popular.

Copyright

When creating a podcast with a distinctive topic you want to make sure that podcast is protected the same way you would want to protect a business or invention. The podcast should be viewed as an extension of your individual brand and you don't want anyone having the opportunity to steal or copy your unique story. A lot of individuals think of copyrights as things necessary for written text but this is the same for spoken words. Creating a podcast is simply put as creating media and distributing this media content over the internet. However, to upload your podcast content onto distribution platforms the copyrights for that podcast are necessary, that's where we come in. While producing your finished podcast we'll copyright your podcast for you and then have it uploaded, taking the guess work out of this process is what we're here for at podcast prime. Make sure any music used in the podcast is either from a non-copyrighted library or NOT protected legally for secondary use and production. This could jeopardize any royalties gained from your podcast as well as the ability to actually upload the podcast.

Contracting

Ownership contracts are necessary to be written and gone over anytime guests are on your podcast or any collaboration efforts are taking place. Outlining who owns what royalties from these mixed episodes will only make things easier and clear cut for all parties involved.

Fair Use

Copying of copyrighted material done for a limited and transformative purpose is allowed. Such as to comment upon, criticize, or parody a copyrighted work and such uses can be done without the consent of the copyright owner.