



STARTING YOUR BUSINESS PODCAST

What to think about before you
press the record button:
22 tips to help you prepare



THINGS TO HAVE IN PLACE BEFORE YOU START: GET ORGANISED AND AMPLIFY YOUR MESSAGE

1. Topic: What will your podcast be about? Business, the environment, equality?

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2. Format: Is it a solo show, will you have guests or a mix of both?

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3. Length: How long will it be? Some podcasts last for 90 minutes or more; others are only five minute snippets

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4. Frequency: Will you publish weekly? More than one show per week? Or perhaps fortnightly, to give listeners time to digest it

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5. Seasons or continual: If seasons, will each one be on a different theme connected to the overall podcast topic?

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6. Name: Think of this once you've decided your topic. Will it be your business name, your own name or something else?

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7. Artwork: Your show will need overall cover art, and each episode should have its own, ideally a variation of the cover art. You might want to include a headshot of you/your guest

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8. Intro/outro: You'll need an introduction to tell people who you are, the name of the show and the topic. The outro thanks people for listening. Record these once and use every episode

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9. Theme music: You can buy podcast theme music online, or have a musician to create a short piece - max 30 seconds

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10. Shownotes: A written summary of the episode content is a good idea. There are all sorts of formats you can use, including sharing the timestamps so people can scroll ahead

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11. Other content: Will you have an accompanying blog? Create social media posts, audio snippets or even a lead magnet?

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12. Trailer: Record a teaser trailer to tell people more about your podcast and what they can expect. Share this before you launch

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13. How long will it be? Some podcasts last for 90 minutes or more; others are only five minute snippets

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14. Script or not: You might feel comfortable winging it, or you might prefer a script. If you have guests, it can be easier to prep a few questions and then go with the flow

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15. If you have guests, you'll need a booking tool so they can find a slot in your calendar. There are free and paid-for options, which sync with your digital diary

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16. Equipment: You CAN record a podcast with basic equipment. Invest in an external microphone and a pop shield to improve audio quality. These can cost less than £100

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17. Editing: Even if you decide to have your show 'raw', you'll need some editing - for instance if you stumble over a word.

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18. An editor: Will you do the editing yourself, or will you find a professional podcast editor? There are pros and cons to each

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19. Batch creation: It can be easier to record all of your interviews over a short period of time, then edit and schedule to go out after your chosen launch date

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20. Publish: Some people like to publish their first season/episodes all in one go; others prefer to drip-feed them

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21. Dissemination: You'll need a tool to help you share your podcast, both by embedding on your website and on podcast players such as Apple and Spotify

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22. Advertising and sponsorship: This might be something to think about for the future, or a way to pay for launching your podcast. People can pay to sponsor seasons, episodes or the whole thing

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READY TO GET STARTED? WANT TO CHAT?

Are you ready to launch your podcast?
Have any questions about how I can help
you make that happen or want to know
more about my services?

Get in touch! I'd love to hear from you and
learn more about your business goals.