

# Podcasting Tutorial





More and more people are turning to podcasts as a source of information.



Learning on the go is fast becoming the new way of learning.

Want to learn how to become a podcaster? Already recording your podcast but need up-to-date tips on how to get it done seamlessly? This resource has been made specifically for you

**Let us run you  
through it**

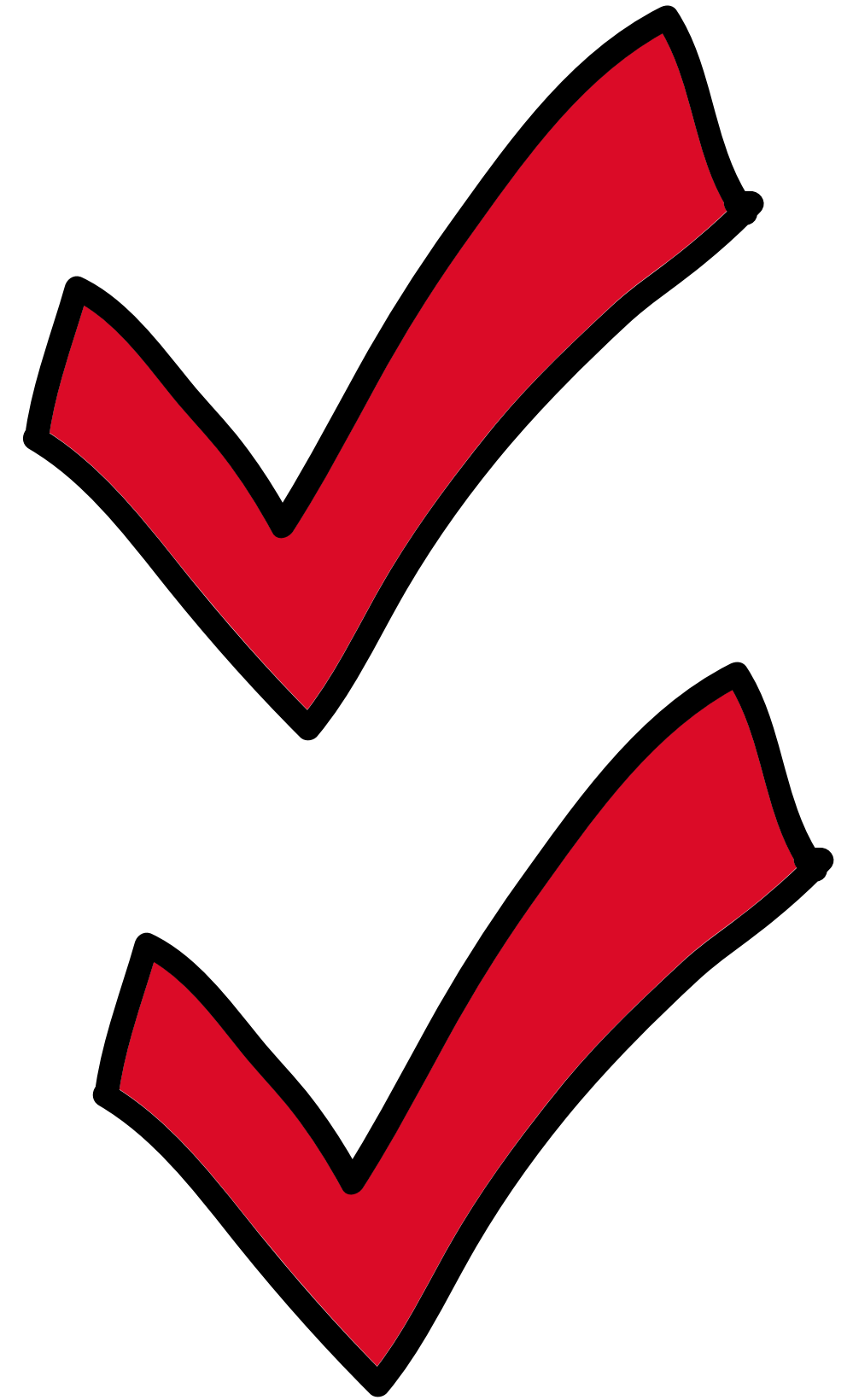


**Wait a minute. Just before we dive in, here are a few things to get out of the way**

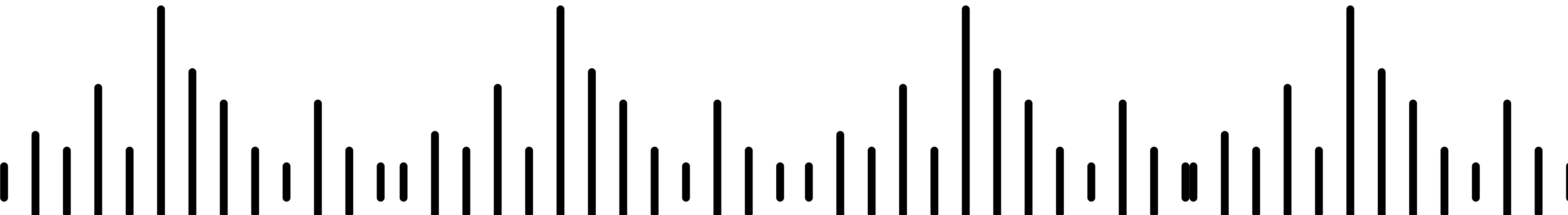


You do not need to be the best public speaker to get started. Start and improve along the way. People often try to ensure they find that perfect voice behind the microphone before they record and publish their first podcast. Not everyone has got that incredible voice and speaking ability from the go. But anyone can develop these skills with commitment and consistency


You do not need to have people already rooting for you to get started. If you do, fantastic. The chances are you may not since you are just starting. Focus on developing podcast content in the area you have a passion for. Keep at it and see your audience grow gradually.



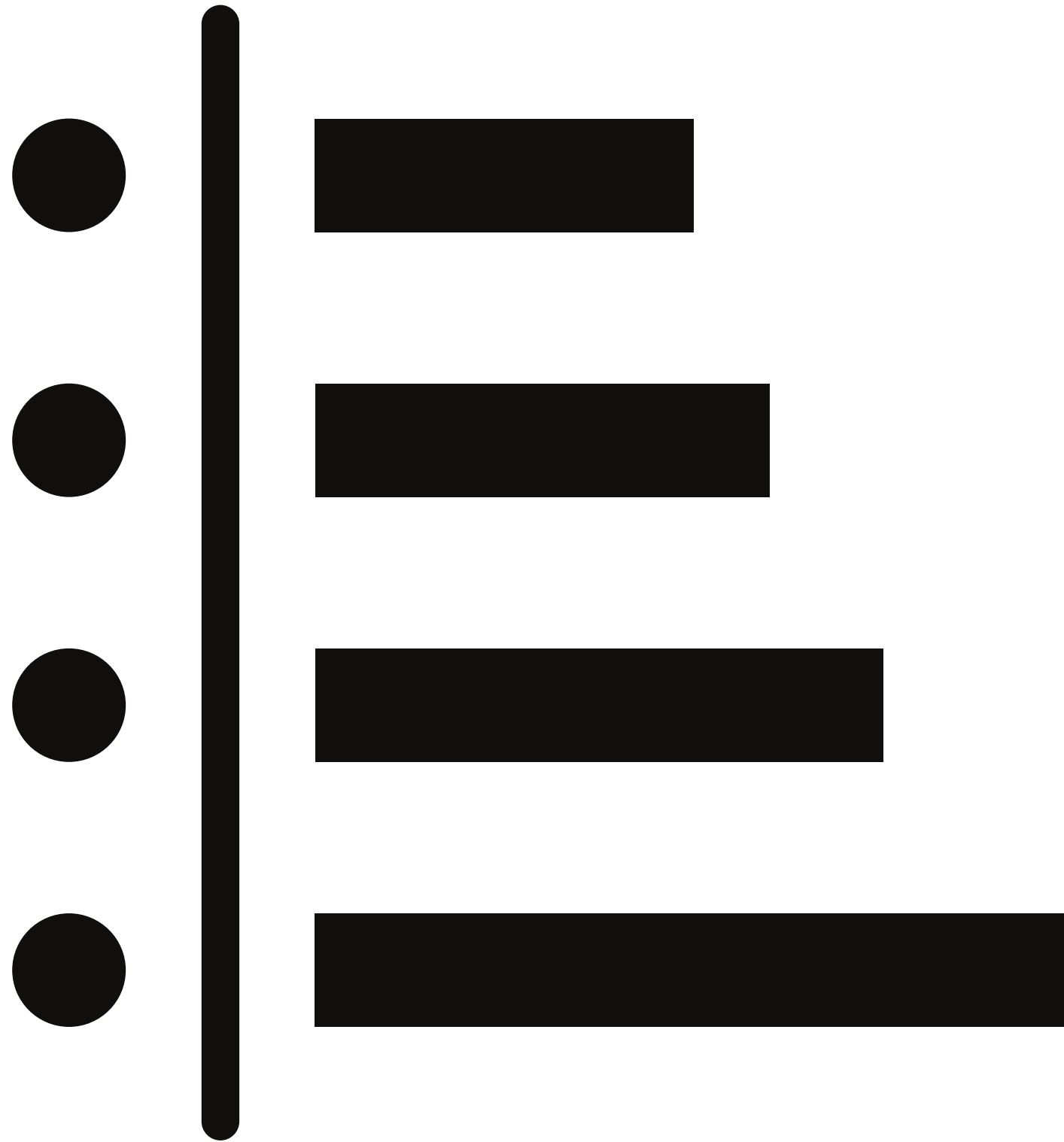
**Now, lets start  
the process of  
making our first  
podcast.**



# 1. Select a topic you are passionate about.

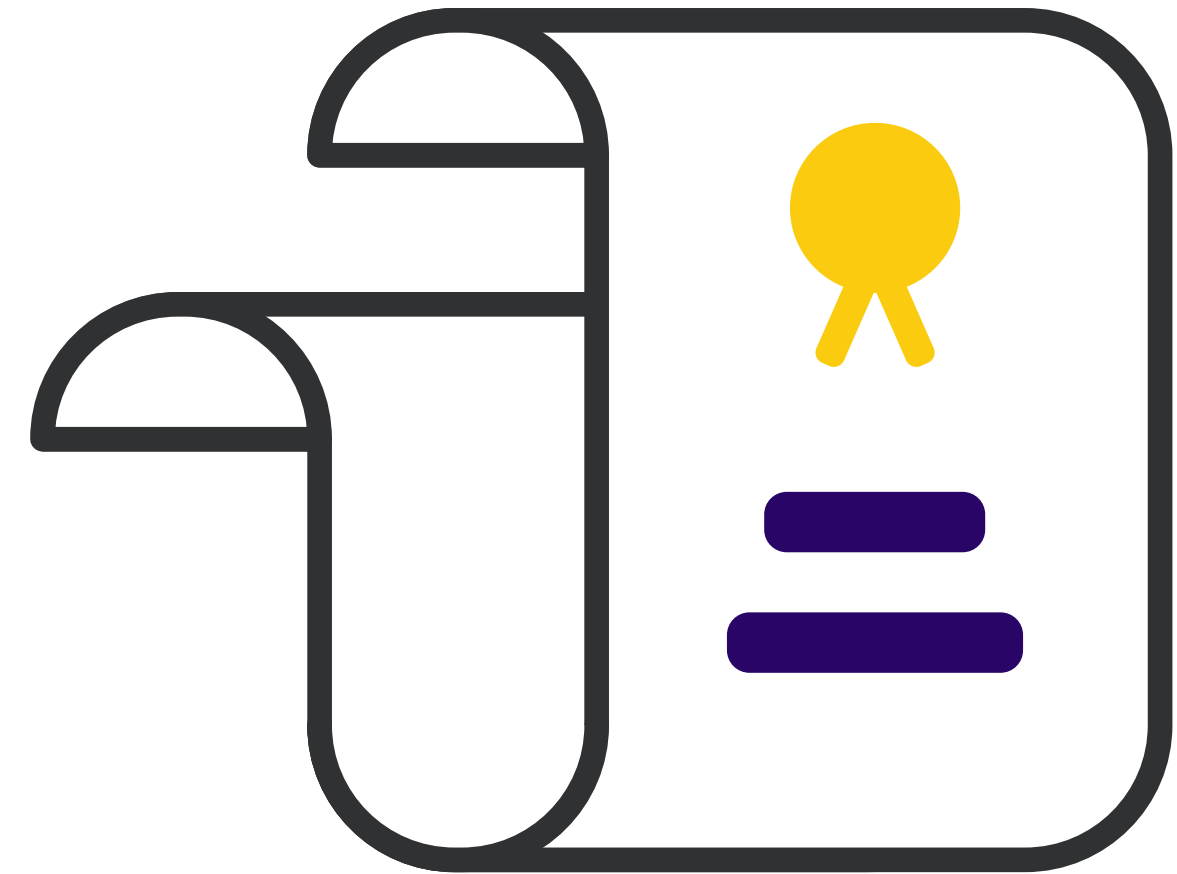
A large, dark blue speech bubble with a tail pointing towards the bottom left, containing yellow text.

Starting a career in podcast can be difficult without the right guidance, but keeping your audience engaged after you start is even more difficult. It is important to play in a niche you are passionate about, so you don't get bored discussing matters in such area.



Break your topics into Episodes (2-6 episodes will work for a start). This will allow you to craft your content into chunks as against putting everything out there in a go. With this, you will have enough content for your audience for a long time.

## 2. Give your Podcast a Title



Never forget that branding is a significant part of your podcast success. The title of your podcast will most likely be the guide for your general branding. Use something that is short and captivating.

# 3. Write a podcast description

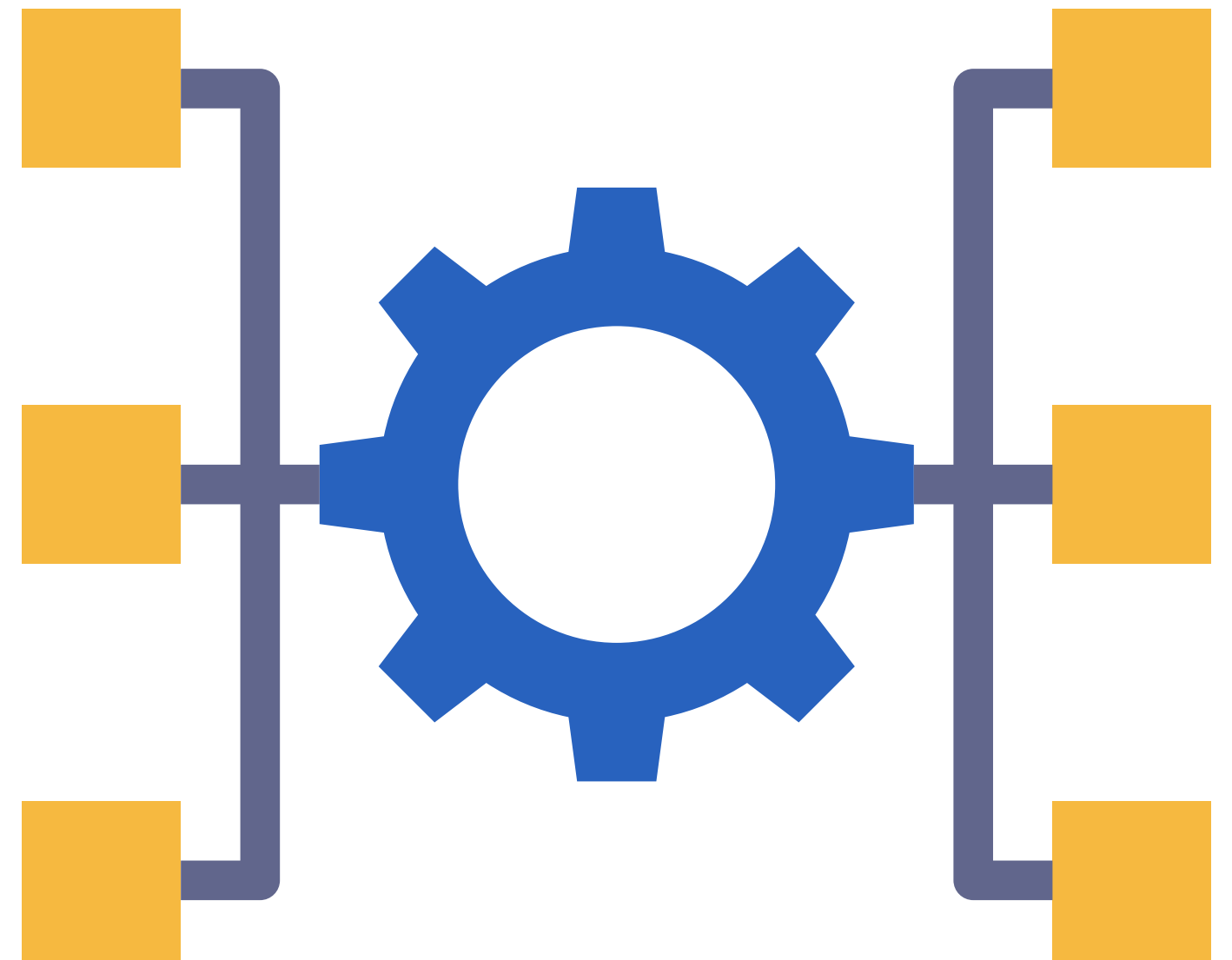
A summary write-up that tells visitors what your podcast is about (the value and niche) and who it is for (audience) will help your potential audience or visitors make the decision to press the play button.



You now clearly see the importance of a podcast description, don't you?

# 4. Define your podcast structure/style

Podcast can follow different structures or style.

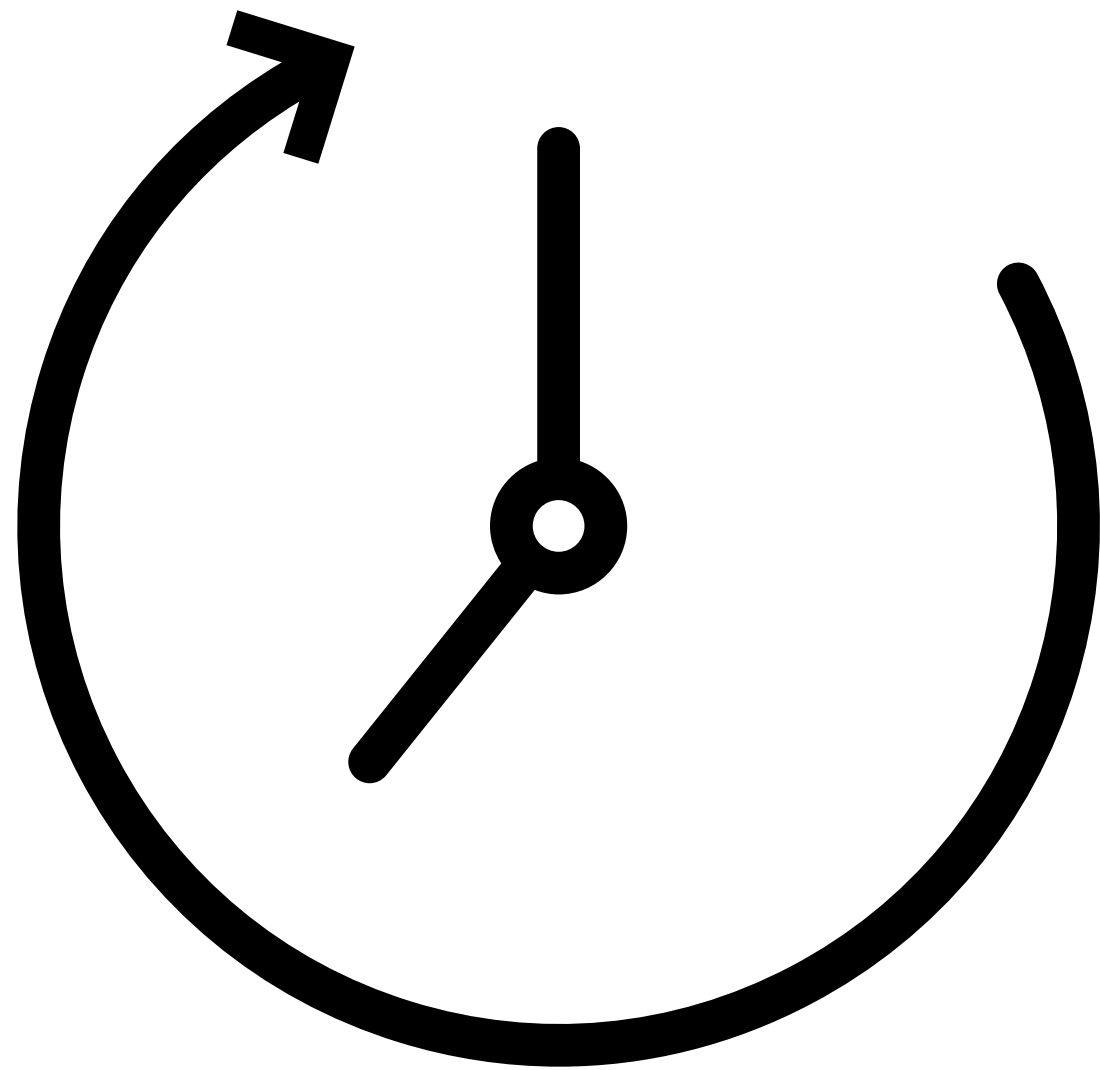


You may want to have  
a one-man-show

or bring on different  
guest on your  
podcast, or even  
sometimes get  
yourself a co-host



Whichever, it is  
important to have  
clarity about how you  
want your podcast to  
go.



## Timing is another key factor.

How long should  
each episode last



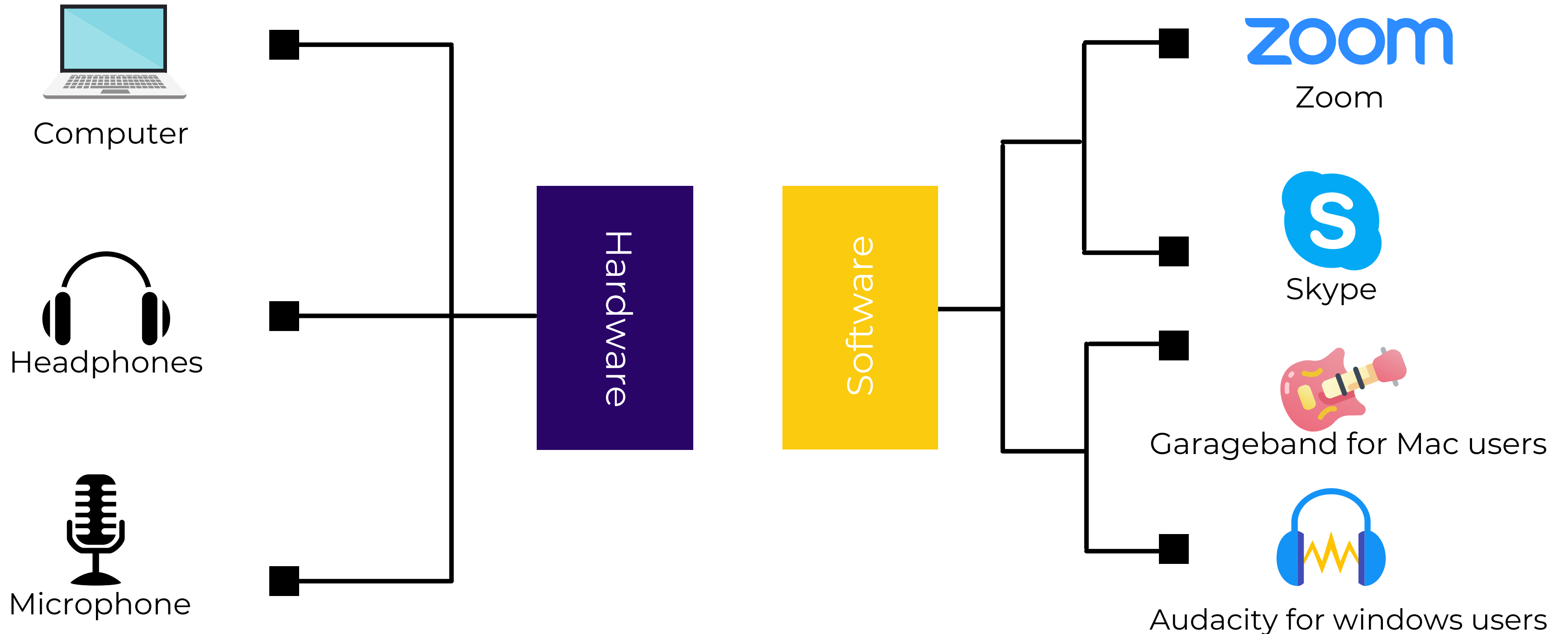
As much as the focus may tilt towards to be on how long your podcast should be, it is also important to define how less it should be. You will also need to decide how frequently you will be publishing your podcast.

# 5. Get your gears and test them

Now you need to start identifying the hardware and software you need to record your podcast, purchase them (if you don't already have them), test and practice how to use them.



# Here is a short list of what you will need



# 6. Record your podcast



## Congratulations!

Now you are gradually surmounting your fears. Go on press the record button and have fun

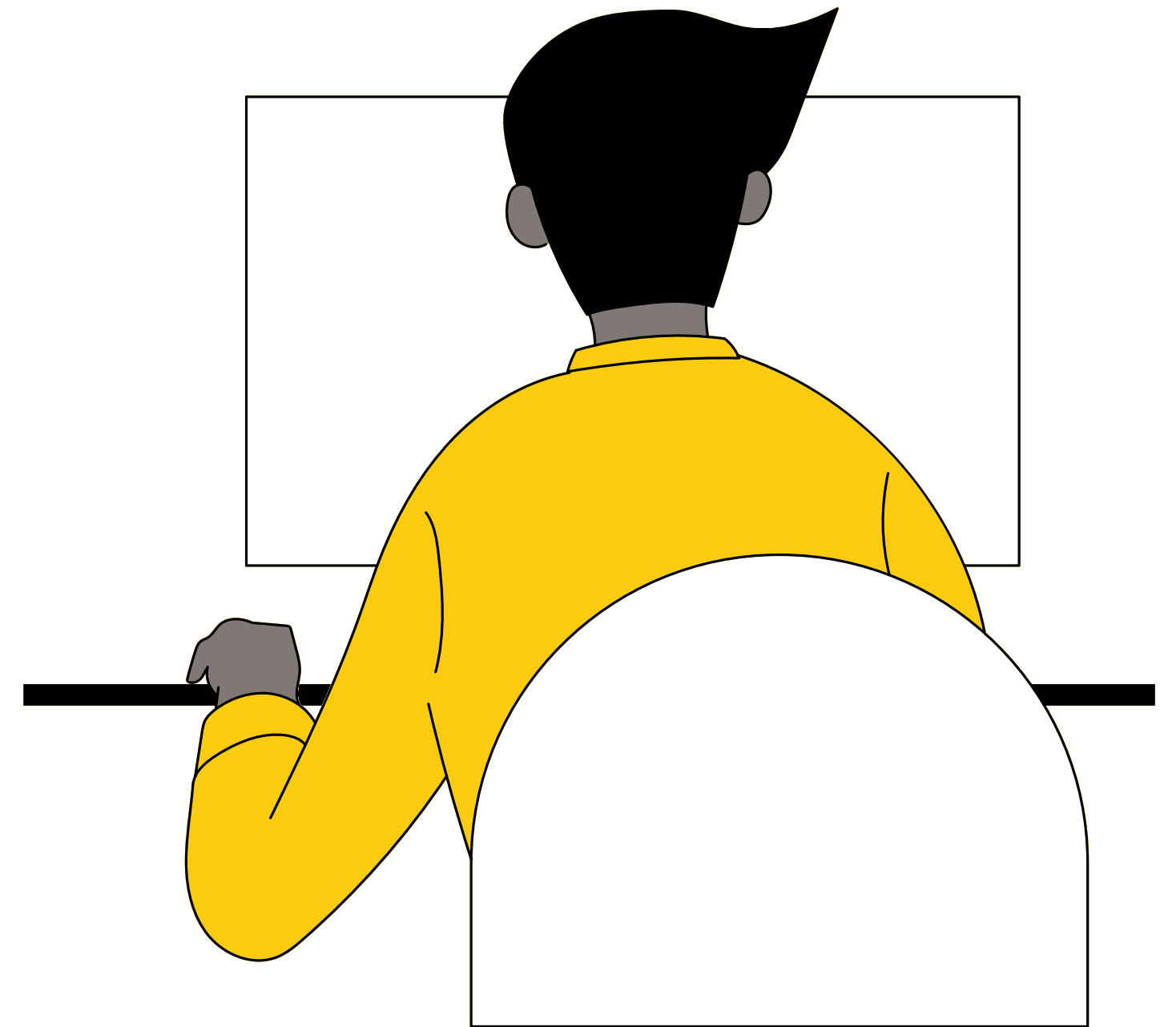
Tip: Avoid trying to get a perfect take with your first go. In fact, stop trying not to make mistakes, you will end up making more mistakes. You miss a line, pause, and continue. Editing will clear all the errors.



# 7. Edit & Export

This is where you give your podcast a finishing touch.

Editing allows you to clean up your recording. Reduce background noise, cut off long delays or mistakes.



# 8. Publish your podcast

There are a number of services you can publish to depending on your choice.



Click the icons to visit any of the services listed above

# 9. Market your podcast

Congratulations! Your podcast is now ready to be listened to.



But wait a  
minute.  
Who would  
listen?

People need to first know you have a podcast running and know where to find it before they eventually listen to your podcast. This is where marketing comes in.

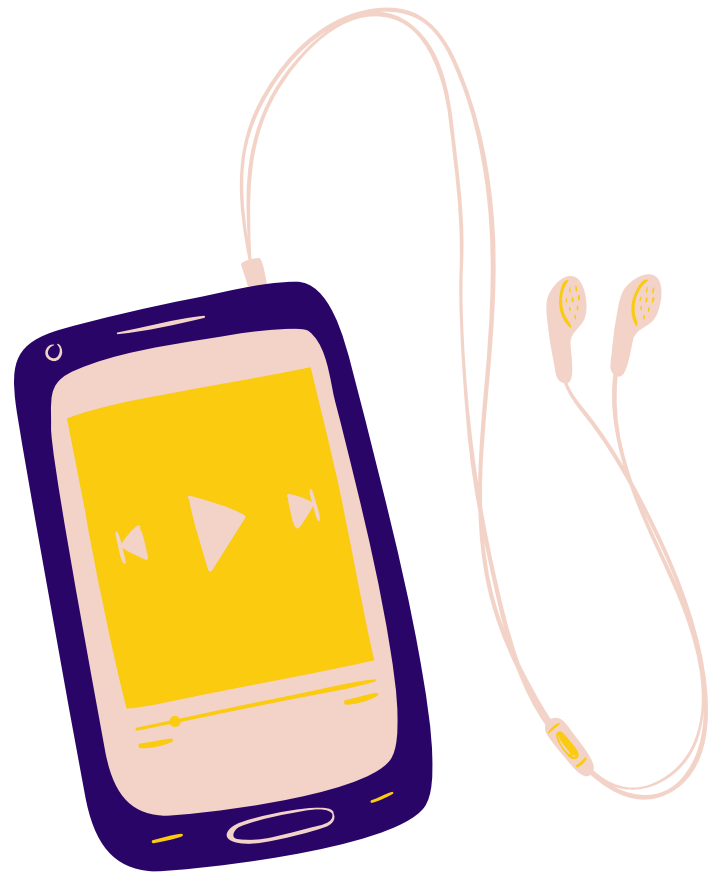


Depending on your target audience, there are several ways you could market your podcast.

Don't just tell people about your new podcast, instead, create a buzz by launching it. Before launching, share tips on what listeners should expect and potential benefits.

Use social media, your network, and small groups for marketing your podcast.

**Ready to start your  
podcast? There you go.  
Hope this guide help  
you excel as a  
podcaster.**



# Contact Us



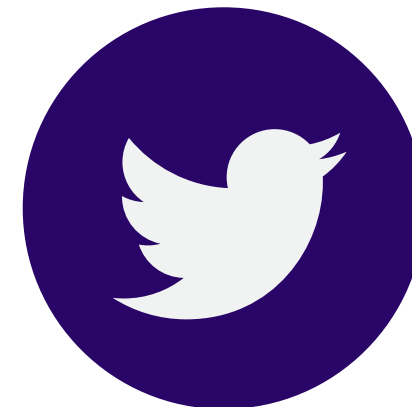
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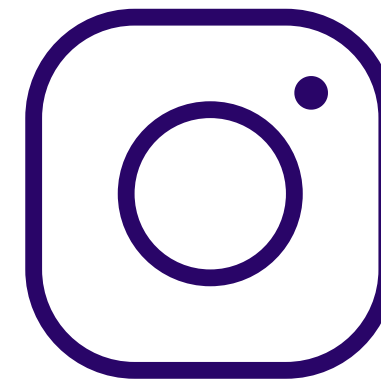
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