

5 Questions Before You Launch Your Podcast

ALWAYS LISTENING



PRO PODCASTING SERVICES

5 Questions Before You Launch Your Podcast

A Worksheet to get from Would-Be to Will-Be Podcaster

1. Why are you creating this podcast?

- Is it just a passion project? A hobby? A side-hustle? Or a marketing avenue for an existing business?

Determining your "Why" will help determine how much to invest

2. Who are you hosting your files with?

- **Squarespace** - <https://www.squarespace.com/>
free with your website hosting but no stats

- **Libsyn** - <http://libsyn.com>
Industry leader

- **Blubrry** - <https://www.blubrry.com>
Outstanding WordPress integration

- **BlogTalkRadio** - <http://BlogTalkRadio.com>
Dynamic ad insertion and monetization for even smaller podcasters.

3. How are you recording your audio?

Mic

ATR 2100 - USB and XLR inputs mean it grows with you - Audio Technica ATR2100USB Mic with Knox Desktop Boom Arm Mic Stand & Pop Filter [on amazon.com](#)

Pyle ProMic58 - Cheap Dynamic XLR Microphone. Use two of these and the audio adapter below and you're all set for local two person recordings. Check it out [on Amazon as well](#).

ART USB Dual Pre - cheap and rugged audio interface. Two XLR mic inputs. Works off USB power or a nine volt battery. Compatible with Mac, PC or iOS devices. ART USB Dual Pre [on Amazon](#).

4. How are you editing or processing your audio?

Software

Ferrite app for iPhone and iPad - Free to try, in App purchases to fully unlock. Get it [on the App store](#).

Audacity [for Windows or Mac](#) - Free editing software

Audio Hijack - Record anything that plays on your Mac. [Get it here](#).

Loopback - Use multiple USB mic's locally, route Skype audio into virtual outputs and so much more. [From the makers of Audio Hijack](#).

e-Camm - Record audio and video from Skype, FaceTime and more. [Get it here](#).

5. Where do I Publish this thing?

iTunes: The 900 lb gorilla. Supplies roughly 60% of the total podcast downloads for the industry. Submit your show here: <http://podcastsconnect.apple.com>

Stitcher: The 200 Great Dane. An established player on the Android side and the largest third party aggregator period. It's not even close. Now owned by Midroll and much more Podcaster friendly submit your show here: <http://partners.stitcher.com>

Google Play Music App: The potential Japan-sized lizard of the future. Only available to submit for podcasters in the US (as of Jan 2017) but rolling out worldwide over time. This is Google's long-awaited official support for Podcasting. Submit your show here: <http://play.google.com/music/podcasts/publish>

Sound great, but more than you want to handle alone? Visit ProPodcastingServices.com and let us do the heavy-lifting.