

## 8 Steps to Starting Your Own Podcast

by Ben Gideon

Call me a nerd, but I love listening to podcasts about trial law and law firm marketing and management. One reason I like podcasts is that I can listen to them while I'm doing other things, like making dinner, doing the dishes or taking my dog for a walk. I enjoyed listening to podcasts so much that I decided to try my hand at podcasting and start my own. Check out my podcast at [www.elawvate.fm](http://www.elawvate.fm) or listen and subscribe through Apple Podcasts or Spotify.

For those who share my love of podcasting, or just see it as an opportunity to expand your own reach by sharing valuable content with others, here are my tips for starting your own podcast:

1. **Clearly define the topic for your show in a way that reflects your own area of expertise and passion.** My show is about trial law because I'm a trial lawyer. It's what I know and am passionate about. I may enjoy watching NBA basketball, but I don't have the type of credentials that would qualify me as an expert on that subject such that anyone would tune in or care what I thought about it.
2. **Chose a format for your show.** Podcasts come in all shapes and sizes, from true crime to highly produced fiction to guest interviews, where each episode may run an hour, to short-form programs where the host offers a single lesson or "hack" that run five to fifteen minutes. Shows may air weekly, bi-weekly or on some other schedule. However, once you have decided on a format and schedule, stick to it because your listeners need to know what to expect.
3. **Get some decent audio equipment.** Since people are listening to your show, sound quality is important. If you sound like you're broadcasting from the bottom of the ocean, listeners will become quickly frustrated and tune out. Fortunately, it is relatively easy to find technology at a reasonable price that will enable you to record almost studio-quality audio. For my setup, I chose the **Shure MV7 microphone** (<https://www.amazon.com/Shure-Microphone-Podcasting-Voice-Isolating-Technology/dp/B08G7RG9ML>), **Proline MS 112 Desktop Boom Microphone Stand** (<https://prolinestands.com/ms112-desktop-boom-mic-stand/>) **AKG K52 headphones** (<https://www.amazon.com/AKG-K52-Headphones/dp/B019EACGSU>) Once you have the equipment, try to find a room you can turn into a "studio" by minimizing ambient noise and sound rebound.
4. **Decide how you will produce your show.** Many podcasts are self-produced, which works fine. There are several programs that will enable you to record and edit your own audio. In my case, I elected to splurge on hiring a producer who takes the raw recording for each episode, edits and improves the sound

quality and produces it for final publication. If you're interested, please contact me and I'm happy to share information about my producer.

5. **Add an Intro and Outro.** It is common for podcasts to have “intros” and “outros,” which are typically voice-over music that introduces the show on the front end and winds down the show at the end. Unless you have the ability (and FM DJ voice) to record your own intro and outro, you can outsource this task to a freelancer who will do this for you. I located freelancers on **Fiverr** ([www.fiverr.com](http://www.fiverr.com)) who recorded several different options, and we chose the one we liked the best.
6. **Choose a recording platform.** There are numerous different platforms available for recording your own podcast. Some are free and others can be quite pricey. The platform you choose will depend largely upon whether you are recording only yourself, or whether you plan to have a co-host or guests who will be participating from remote locations. In my case, because I have a co-host in California and guests all across the U.S., we chose **Squadcast** ([www.squadcast.fm](http://www.squadcast.fm)) as our platform. Squadcast is like Zoom in that it allows users to join a video call, but unlike Zoom, it records high quality audio to each individual user's device and then uploads the high quality audio tracks to the cloud after the session is over. For an extra cost, Squadcast will also record video of the session, allowing you to create a video podcast in addition to the audio format should you choose to do so.
7. **Choose a hosting platform.** Once a show has been recorded, it needs to be uploaded to a hosting platform which will automatically distribute the show to all of the sites, like Apple Podcasts, Spotify, Stitcher, etc., where users go to download or listen to podcasts. Once again, there are a number of options for hosting sites, which will charge a subscription fee for hosting your show. One of the most common, and the one I chose to host my show, is called, **Simplecast** ([www.simplecast.com](http://www.simplecast.com)).
8. **Add Custom Artwork, Show Notes and More.** As a final step, you will need to develop some custom artwork to create an “album cover” for your podcast. This is the artwork that Apple, Spotify and others will show when users find your podcast. In addition, you will have the ability to add a title for each individual episode, an episode summary and show notes, so that listeners can learn more about each episode before deciding whether to listen, or can find links to guest bios, books or other items mentioned in the episode.