Learn how to start a podcast in 2021 with this step-by-step guide. You'll learn everything from coming up with an idea to recording to launching! Starting a podcast isn’t difficult, but there are a number of steps you’ll need to go through in order to get it launched. In this podcasting tutorial, we’ll walk you through every step of the process.

Choosing a topic & name. How to promote your podcast. Get started today! Podcasting is a much less crowded and competitive space than blogging, making now the perfect time to get started. As of January 2021, there are just over 1.75 million podcasts, but over 600 million blogs! In case you’re wondering, I’ve helped thousands of people start a podcast in the last several years and have started a few shows in different industries myself. Learn how to start a podcast, and launch your show! This complete step-by-step beginners guide goes from initial idea to going live.

Choosing Your Podcast Hosting. Submitting to Directories. Where to Publish your Shownotes. Remember you’ll need to say the podcast name quite a lot when recording your episodes, so make sure it rolls off the tongue. Option 3: Using Your Own Name. This is pretty much a no-no unless you’ve already got an audience. If someone started “The Mike Smith Show” and it was about rock climbing, people would just think “who is Mike Smith?” and move on to the next podcast. Again, you can incorporate this into your show’s name along with something descriptive (“Rock Climbing, with Mike Smith”).

Jump to Podcast Artwork section. Step 2: Choose your podcast format. Some podcasts just have a single host, others are scripted stories, or feature in-depth interviews. The important thing is to choose a format that fits what your podcast is about and is something you’re comfortable with. If you love improv and banter, you need to have a cohost. If you like having everything planned out and scripted, you might lean toward an audio drama. When it comes to podcast formats, there isn’t one right answer. So, let’s talk about the most common formats. Recording each speaker on separate tracks will make things like removing background noise much easier in post-production. Zoom. Free. Setting up your podcast hosting account. Creating podcast art. Crafting compelling meta descriptions. How to market your podcast and grow an engaged audience.

Before we go into each of these steps, we recommend bookmarking this page for future reference. After all, we created this guide to be a resource you can continue to reference as you start your podcast and why we’re not holding anything back. There are actionable tips and insight in this guide you can continue coming back to long after you launch. Your podcast needs to have a topic behind it that you can classify its category, and define your ideal audience. This is especially true if you hope to monetize and grow a large following. The best shows have one solid topic that all the episodes revolve around. Anything that will put your podcast in front of people serves as a way of publishing your podcast. In theory, you can publish your podcast on YouTube (using a website called Tunestotube) or even your own website. That being said, Libsyn is by far the most popular option for hosting your podcast. You upload your MP3 files there to the podcast host.

Now you can share your stories via audio to anyone around the world. Podcasting is a great way to connect with your audience because it is very personal. It’s like listening to a chat with a friend. Don’t overlook the importance of connecting with others and sharing stories via audio. You can even share your podcast right here on Medium. Now engage with as many people as possible to share your message with the world. Written by.