

HubSpot **trint**

HOW TO

Start a Podcast



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Introduction

150 million people. [That's how many Americans](#) listen to a podcast at least once a month. More than 100 million Americans listen at least once a week.

But with nearly one million active podcasts out there, you're probably asking yourself: Did I miss the mark? Is it too late to start a podcast for my business?

The answer: **no**.

There is still plenty of room for healthy competition in the podcasting world, with weekly listeners, on average, subscribing to six different shows. The demographics are also too tempting to pass up on - podcast listeners tend to be wealthier and better educated than non-podcast listeners, meaning you can target individuals with discretionary incomes.

So, if you came here thinking it's worth starting a podcast for your company or organization, you're in the right place.

In this guide, we'll explain the step-by-step process for coming up with a podcast idea for your business, finding guests, taking it live, and promoting it effectively.



The Feed

Before we dive into the process of creating a podcast, it's important to understand how a podcast actually works.

The first thing you need to know?
It all starts with the feed.

You might be familiar with a blog RSS feed, which allows readers to subscribe to a blog and automatically receive new posts in an RSS reader (like Digg or Feedly). A podcast uses an RSS feed as well, but with a podcast RSS feed, listeners subscribe to receive new podcast episodes instead of readers subscribing to receive new blog posts.



Creating Your Feed

While coding your own podcast feed is possible, there are plenty of services that can do this for you automatically. All you need to do is upload your audio files and those services will provide you with a feed that you can submit to a podcast directory. Most cost a small fee per month or per year for storage and distribution. Many offer free trials for limited storage, which is a good first step to see if your team and audience respond well to podcasting.

Here are some popular choices for business podcast feeds - click through to see up-to-date pricing options.

[Trint](#)

[Simplecast](#)

[Megaphone](#)

[Libsyn](#)

[PodBean](#)

[Captivate](#)

[BuzzSprout](#)

[Castos](#)

[SoundCloud](#)

[Casted](#)

[Transistor](#)

The Setup

Now that you have a basic understanding of how a podcast feed works, let's talk about the gear that you'll need to record your podcast.

Software

Almost any audio recording software will do here.

If you're on a Mac, GarageBand is free and easy to use and gives you a few settings to play around with for the audio quality/editing. Recording with QuickTime is another solution, but keep in mind that it doesn't offer as many editing options as GarageBand. If you're on a PC, you can download Audacity, which is also free and easy to use.

If you're willing to spring for a paid recording software, consider Zoom - ideal for interviews or discussions with guests over video or over the phone. There are also transcription tools, like Trint, which allow you to automatically turn your recording into a transcript and easily edit the recording, find key quotes and set timestamps to highlight key moments.

Microphone

At the lower end of the price spectrum, you can use ear buds that have a built-in microphone or purchase a USB headset - or, if absolutely necessary - your phone or laptop mic.

For less than \$100 on Amazon you can get a Blue Snowball Mic. This is a great sounding mic - the only challenge is that it records what is directly in front of it, so if you are doing in-person interviews, you and your guest will need to sit right next to each other. The next step up on the ladder is the Blue Yeti for less than \$200.

If you want to get serious (and have the budget for it), you could get a Zoom H4N digital recorder or an XLR microphone (plus an XLR/USB interface), but this setup can start at more than \$200.



Remote Setup

If you're interviewing a guest for your podcast remotely, Skype, Zoom, and Zencastr are your best bet.

PRO TIP

When interviewing your guests online, make sure you're:

- In a quiet room
- Wearing headphones
- Speaking directly into your microphone
- Keeping a glass of water at a safe distance from your equipment
- Reminding your guests, if applicable, to mute all notifications on their computers and phones
- Verifying the correct pronunciation of your guest's name

Chances are your guest won't have a microphone setup like yours, but if they have a headset (or, at a minimum, headphones + their computer's microphone) and can do the interview in a quiet space, the recording should sound fine.

PRO TIP

It's also a good idea to have a hardwire connection to high-speed internet.

Ensure your guest does this as well. And, unless necessary, turn off video when recording on Zoom. These two things alone decrease the likelihood of a compromised connection.



ALICIA BUTLER PIERRE

Host of **Business Infrastructure Podcast**



The Content

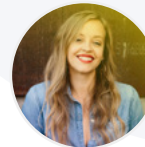
Now that you have the software and equipment you'll need, it's time to think about the actual content of your podcast. Give some thought to what type of podcast you want -- is it just you talking? Do you want to have a guest and do an interview? Are you telling more of a story?

Regardless, make sure the guests are attention-grabbing and genuinely interested in the subject matter, and that the audience looks forward to listening to your content. Podcast listeners are essentially people spending time with your brand, so keep them engaged with relevant, intriguing content.



PRO TIP

Spend time in the beginning getting clear on 4-7 "content buckets" or categories that relate to your show's theme. This will allow you to mindfully shape your show to be exactly what you want *and* make it easy for you to dive in on the right topics, choose the right guests, and ask the right questions. For example, my show's theme is business for creatives, and my content categories are mindset, boundaries, habits and routines, community, work/life blend. I've used those for years to shape my content in a way that I never have to question, and they even became the chapter structure for my book!



EMILY THOMPSON
Host of **Being Boss**

Episode Prep

Write out your questions in advance.

Some people prefer bullets just to keep things moving smoothly. Some people like to write out full questions and a script. Some people are confident enough to just wing it.

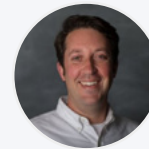
Whatever you choose, prep is key.

Think about what you want the finished product to be like and then work backwards. If you're doing an interview, look up guests on LinkedIn. Find articles they've written or topics they've spoken on and pull together the key themes and topics you want to cover in the podcast. You can also send your guests questions in advance so they can prepare.



PRO TIP

Remember to keep it simple. You are the expert in your field, so what you think is basic is often enlightening to your listeners. Come up with a few questions that you will ask every guest. This will help you get more out of the content, whether you want to do a mashup of everyone's answers to the same question or just tweet out everyone's quote-worthy comments. And, remember, be yourself!



BENJAMIN SHAPIRO
Host of [MarTech Podcast](#)

PRO TIP

Use the **P.A.S.S.** formula to create more impactful episodes to your community.

Present information and facts which allow your community to come to their own conclusions.

Ask questions to spark conversations. **Share** what others are saying to amplify the voice of the community. **Sway** with your content to not appear tone-deaf and provide content your audience wants to hear!

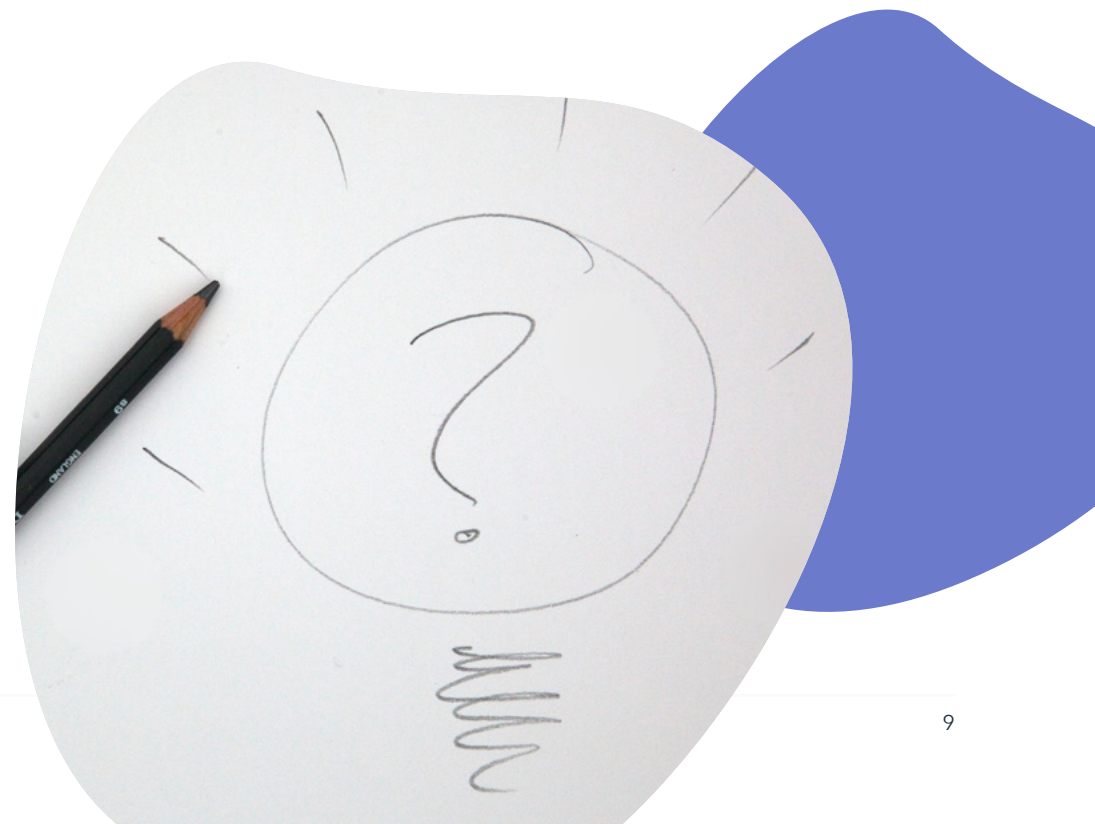


TROY SANDIDGE

Host of [iDigress Podcast](#)

The Purpose

While the prospect of a podcast sounds exciting, make sure you take a minute (or several) to think through the podcast's purpose. Do you want this to serve as a pure branding play, will it be a customer delight experience, or do you expect it to generate revenue for your business? If the latter, be sure to think of a clear, relatable call-to-action to include in your podcast, be it a link to your website or a mention of an upcoming event.



The Cadence

Podcast listeners want consistency, so establishing and holding yourself to a cadence is an essential step in building your podcast.

Some podcasts come out daily - others quarterly. Some podcasts run year-round, while others have short-lived seasons and run until their producers feel they are finished.

Whatever your cadence is, make sure you stick to it. Listeners don't want to see three episodes show up on their stream in one month and then have to wait four months until the next episode (unless that's how you're intentionally structuring your seasons).

To start off, try holding yourself to a monthly cadence for serial podcasts and see if that's too much or too little for your team and your listeners.

For short-sprint podcast projects, run them as long as you need them to run, but make sure you make it abundantly clear to listeners what the nature of the podcast's length is. For example, you might want to start each episode off with an intro of, "Welcome to Part X of our eight-part weekly podcast series on best practices for (topic)."



PRO TIP

Publishing an episode at least one time per week for an ongoing podcast will increase the chances of listeners making your podcast a part of their routine, and it will help you gain powerful momentum as you start to grow your audience. If this sounds like too much preparation and planning for your schedule, consider this example: You hit record on an interview and have an awesome conversation about topic X. Once you wrap up the interview, keep the recording going and provide your listeners with YOUR take on the conversation you just had. You can bring up a key takeaway and share your thoughts, or you can expound on a point that was made that you feel is valuable for your listeners to consider further. With barely any additional time commitment, you've just created two episodes instead of one!



JOHN LEE DUMAS

Host of [Entrepreneurs on Fire](#)



The Production

Now that you have a general sense of the shape your podcast's content will take, it's time to dive into the nitty gritty of producing your podcast.

Audio Editing

Editing a podcast needn't be as daunting as it sounds. No matter what your experience is in sound editing, there are programs that make it easy, such as [Trint](#). Trint allows you to transcribe your audio file automatically and enables you to edit & reshuffle your recordings, collaborate with colleagues and highlight key points. You can even put together a rough cut from the transcript itself and export it as an audio file.

Then it's time to give your podcast the finishing touches. Many established podcasters choose to add a radio production flair with jingles and musical interludes to their episodes.

PRO TIP

Trint helps my remote podcast team collaborate easily and effectively. With Trint, we can all access transcripts of interviews, highlight and comment on our favorite tape as we listen through, and work together on making our scripts.



ABIGAIL KEEL
[Stitcher](#)



PRO TIP

When you're getting started, remove some editing headache by getting everything right the first time.

Have your intro, talking points and outro scripted and on a piece of paper in front of you, so you can press record, read your intro, conduct your podcast, read your outro and finish your podcast in the time it takes you to record your content. This will make your podcast production process much more manageable at the start if you're doing everything yourself!



SCOTT D. CLARY

Host of **Success Story Podcast**



Design Considerations

Apple Podcasts requires a logo/cover image that is at least 1400 x 1400 pixels and a maximum size of 3000 x 3000 pixels.

They have more information about this on [their support page](#), but if you need an image, you can easily create your own using Canva and selecting their Podcast Cover template.

By uploading the image you create as your profile image, Apple Podcasts (or wherever you distribute your feed to) will automatically make that your podcast's cover image - assuming you've already submitted your feed.

Uploading Episodes

Uploading to a cloud storage service like Dropbox or Google Drive is the easiest and safest way to store your recordings. Trint connects to a number of these services for seamless uploading. Then, simply add the title, tags, cover art, and a short description before publishing your new episode. Once published, your feed will automatically update, and subscribers will be alerted to the new episode on their chosen streaming platform.

Tip: Have multiple episodes recorded before submitting your feed to Apple Podcasts. The last thing you want to do is scramble to record another episode after you release your first one. Plus, you will get more downloads right out of the gate if you launch with multiple episodes.



Marketing & Measuring

Having a podcast doesn't mean that people will actually discover your podcast, nor does it mean that your podcast will be a success. In this section of the guide, we'll explore tips and techniques for marketing your podcast as well as for measuring its performance.

Marketing Tips

Think about SEO.

Create topics and titles with a targeted audience in mind and work backwards to write a title that will catch someone's eye. [Check out HubSpot's SEO Marketing Software.](#)

Market the podcast by writing about it on your blog.

You can use transcripts created automatically from tools like Trint to easily highlight blog-worthy content from your conversations and interviews. Then repurpose these into blogs, articles and social media posts to get your story out quickly where your audience can find it. Plus - don't forget to share downloadable transcripts to make sure all your content is fully accessible! [Check out HubSpot's CMS.](#)

Start an email list for people interested in the podcast.

Have a dedicated email list so you can tell people when new episodes are out. Give them exclusive access to additional content and sneak peeks at upcoming episodes.

Utilize the power of social media to tell the world about your podcast!

Creating dedicated accounts gives fans a platform to discuss the latest episode and receive updates and releases. With a program like Trint, you can also highlight a key quote from your podcast transcription and Tweet it easily. [Check out HubSpot's Social Media Management Software.](#)

Consider some cross-promotion.

Reach out to websites and blogs that deal with a similar topic as your podcast and see if you can cross-promote. Or see if you can read an ad on your podcast in exchange for a guest post on an influential site.

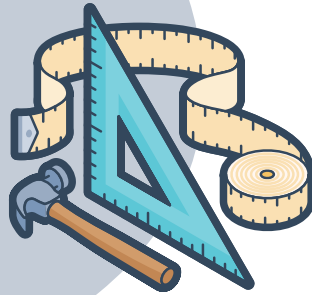
Check out Reddit's r/podcasts group.

This is one of the best places to find ideas and information about marketing and growing your podcast.

Consider paid ads.

If you want to scale your podcast fast, putting some budget behind it for Facebook ads - or ads on other podcasts - will spread the word more quickly and help establish an onset audience base.





PRO TIP

If you're already recording audio, why not record video too?

The video version of your podcast can be uploaded to the world's second biggest search engine... YouTube! All of the hard work you're doing by creating the content, SEO and social media instantly has twice the potential reach.



WILL BARRON

**Managing Director of Salesman.org
and Host of The Salesman Podcast**

Measuring

The most important metric when it comes to podcasting: are people listening? And the way you can tell if people are listening is by measuring downloads.

Depending on your hosting platform, you'll have access to varying points of data. One of our favorites here at HubSpot is Libsyn, which aggregates data seamlessly. Apple Podcasts and Spotify also have data integrated into their own platforms, allowing you to measure engagement from your account.

Here are the two main metrics you should keep a lookout for.

1 Monthly Downloads

Make sure they're growing each month and make note of what activities moved the needle that month.

2 Downloads Per Episode

Take an average of how many downloads there are per episode. This will give you a good sense of how many people are subscribed to the feed.

PRO TIP

In the early days of your podcast, it's important to set expectations. While we all want our shows to become popular overnight, it will likely take some time to attract and earn the trust of a loyal audience. Make sure your performance goals are in line with the purpose of your podcast - you may determine it's worth it to sacrifice a wider audience if it means earning a smaller, more engaged group of listeners.

A Final Note

While it's important to know what it takes to produce a podcast, all of the fancy equipment and marketing ideas in the world won't save you from a podcast that no one wants to listen to.

There's no silver bullet for creating a great podcast, but the best way to start is by producing great content. The core principles of inbound marketing apply the same to podcasting.

This is a great time to get out there and start a podcast. Podcasts provide you with an opportunity to reach your audience in a whole new way, and the relationship the audience has with you is unlike any other piece of content. (Your voice is literally in their ears for 20-60 minutes on-demand!)

And one of the best things about podcasts? Anyone with a microphone and a laptop can create one and start growing a loyal audience. Just focus on creating something that a few people love and the rest will follow. Now that you understand the steps and the work that go into creating a podcast, it's time to think about creating one for your business or hobby today.



Outreach Templates

Familiar Guest

Hi {first name}!

Hope you're doing well. I wanted to reach out because we're looking for guests for our podcast, {podcast name}, and immediately thought of you.

{Podcast name} is a podcast about {topic} for {audience}. We've been around for {duration} and have amassed an audience of {number of listeners}.

We'd love to have you as a featured guest on an upcoming episode. Would you be interested? If so, let me know so we can set up a quick 15-minute call to go over the details.

Thanks,

{Your Name}



Unfamiliar Guest

Hi {first name},

My name is {Your Name} and I'm the producer of the {Podcast name} podcast (link to podcast).

{Podcast name} is a show about {topic} for {audience}. We've been around for {duration} and have amassed an audience of {number of listeners}.

In our podcast, we interview high-profile guests for their take on {topic}. Past guests have included {guest #1}, {guest #2}, and {guest #3}.

Would you be interested in joining us as a guest for an upcoming episode?

We'd be willing to make any and all arrangements to make the interview work for you. If you're interested, please let me know and I can set up a quick introductory call.

Looking forward to hearing from you - thanks for your consideration!

Best,

{Your Name}

Hi {first name},

My name is {Your Name} and I'm the producer of the {Podcast name} podcast (link to podcast).

{Podcast name} is a show about {topic} for {audience}. We've been around for {duration} and have amassed an audience of {number of listeners}.

I read your article, {insert article name and link}, and was wondering if you would consider adding our podcast to that list.

Our recent successes include high profile guests such as {guest name} and being recognized with {highlight award, recognition, or placement received}.

Looking forward to hearing from you - thanks for your consideration!

Best,

{Your Name}

HubSpot PODCAST NETWORK

HubSpot Podcast Network is the audio destination for business professionals who seek the best education and inspiration on how to grow a business.

Listen, learn, and grow at hubspot.com/podcastnetwork

Learn more about [why HubSpot decided to start a podcast network](#) and [how we built the strategy](#) for our new flagship podcast, [The Shake Up!](#)

trint

Learn more about how you can edit your podcasts using [Trint](#).

