

8 Steps to Start Podcasting!

By John DeRosa

The Goal of this PDF: To give you a 8-step roadmap to start podcasting. These are the steps I followed myself when creating the [Classical Theism Podcast](#). If you have any questions about these steps, please don't hesitate to [contact me](#).

1. Brainstorm and Develop Your Idea

- Put your phone away.
- Take out a good ol' blank piece of paper and a pen.
- Brain dump topics and things you are interested in or passionate about onto the paper. Make a web of all these things even if they are not related.
- Decide which of those interests/passions could come together to form the core idea behind your podcast. Don't be afraid to be specific! Specificity helps you stand out in a world of many podcasts.

2. Describe Your Ideal Listener in Detail

- After you have your topic, create a word doc or Google doc where you describe your *ideal listener* (some call this your "avatar").
- Go as much detail as possible about your avatar's age, interests, habits, income, job, and so forth. **When** will he listen to your podcast? **Why** will he listen to your podcast.
- You will constantly want to update this document and use it.
- When making podcasting decisions, you want to ask yourself, "What would your avatar think about this?"

3. Obtain Essential Podcast Equipment

- You could spend months researching this and thousands of dollars, but you don't need to do that.
- The main thing you need is a **good microphone**.
 - I used [this one](#) for my first 10 episodes along with a pop filter. I was able to get a good sound (listen for yourself and judge!). ***I think this is a great option for those who are just getting started.***
 - Currently, I use [this expensive one](#) which just makes it easier to get a good sound, but it's not necessary when starting out. I have those accessories at the link along with [this thing](#) that allows the microphone to easily plug into a computer with USB.

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4. Start Learning from Experts!

- These are three of the experts in the podcasting world that I learned from. Go to their website or podcast and download episodes that sound interesting to you. Don't get bogged down in the super technical information (you can learn that later). Focus on learning the basics.
 - [Schoolofpodcasting.com](#) with Dave Jackson
 - [The Audacity to Podcast](#) with Daniel J. Lewis
 - [Podcast Talent Coach](#) with Eric K. Johnson
- I'm a **studious amateur**, but these guys are **professionals and know a ton!** Soak in their greatness and learn from them.

5. Learn Basic Audio Editing (Not Hard!)

- I use a free program called *Audacity*. There are many free tutorials on Youtube that will show you how to use its main features.
- Set aside a couple of hours to learning Audacity. Schedule two hour-long blocks on the calendar and commit to it learning this!
- This is not the only audio program. Some people use *Garageband* or *Adobe Audition* with success.

6. Get a Blog Website and Podcast Hosting

- You want to have a website where you can house your podcast. It's very affordable to get started with bluehost. [Sign up through this link](#) and you get two additional bonuses.
 - I will answer your questions about blogging/podcasting (1 question per day) for 10 days.
 - I will announce your blog/podcast on my podcast to give you some traffic.
 - If you choose this sign-up and get the hosting through my link, contact me at jderosa@classicaltheism.com to let me know.
- For podcast hosting, I use [libsyn](#) and the \$15.00 per month plan, though the plan you choose will depend on how often you record a podcast and how long the episodes are. I can give you more details on this.

7. Record Your First Three Episodes

- Plan these meticulously, but at the same time remember that they will never be perfect. It's good to launch your podcast with 3 episodes.
- Record, edit, and polish these 3 episodes.
- Get some music for an intro and outro (it's best to use *public domain music* or [other free music](#) where you obtain permission from the content creator).

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8. Launch the Podcast!

- Pick a date when you want to officially *LAUNCH* your podcast.
- You will need to *submit your Podcast to iTunes* about 3 days before your official launch date to ensure you are approved.
- Check out some best practices from podcast experts on how to launch! Pat Flynn has [great youtube videos](#) where you can learn more!

Some Final Encouragement

Podcasting can seem overwhelming at first. There are a lot of things and shiny objects to distract you. There are so many different people saying so many different things. But in all of the confusion, I want you to remember this: *most people won't do this*. **Most people will give up and decide it was just too difficult and not worth the hassle.**

For that reason, **by choosing to start a podcast**, you have already set yourself apart as someone who is willing to go the extra mile to be a *content creator*. You are unique. Most people just sit by passively and wait for good things to happen. That's not you. You're actively pursuing something cool, and that should be commended.

I want to help you. Like I said, **I'm only a studios amateur**, but if there's any little questions I could help with along the way, [please contact me here](#). I'd love to share the knowledge I've gained about podcasting.

Have a great day and please know that I'm praying for you!

Peace,
John DeRosa

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