

How to Start a Podcast!



We've received a lot of requests from those looking to start their own Jewish podcast. Below are 7 basic steps to starting your own podcast with minimal investment required. If you need further guidance, feel free to reach out to us at michellewmalkin@gmail.com.

Step 1: Your Show Framework

- In order to begin a new podcast, you have to identify the following elements: the name of your show, its purpose, a description, your target audience, how long will the program be, what is the structure, relevant tags, and when will it be published. Using this information, you'll need to write out your podcast intro and outro if you choose to have one. Our information sheet is our current guiding document which outlines most of these elements.



Step 2: Your Look and Sound

- Now that you have your framework you'll need to create your look and sound. Decide on your desired colors and images, then create or find someone to create your podcast cover art. You'll also need some unique non-licensed music to go along with your program. There are many vendors on [Fivver.com](https://www.fivver.com) who can help you with both your cover art and music.

Step 3: Your Digital Footprint

- Taking the language you created and your new cover art, create a social media page and website where you can post your episodes (wordpress or squarespace are great). Try to use similar colors and designs in your cover art to help with cohesion.

Step 4: Your Equipment

- You can decide to go big right out of the gate and purchase professional equipment which is around \$500 - \$800 or you can start small with a simple USB microphone and pop filter (which I highly recommend). As your podcast grows you might be able to get some sponsors who can help you upgrade your equipment.

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Step 5: Your First Recording

- With the foundational elements ready, it's time to record your first episode. Since we are an interview based podcast, we use a free Zoom account to record our interviews and many computers have a built-in recording programs you can use like Garageband or LMMS. You'll also need these programs for editing your program. Be sure to do some test recordings and play them back to make sure your equipment is working properly before you dive into recording your first episode. If you would like to use an outside editor, I recommend [BowdenSound](#).

Step 6: Your First Episode

- Once you edit your episode and you are happy with the content, you are ready to publish! First, you'll want to be sure your sound levels good. For this, I recommend [Auphonic.com](#). Second, you'll need a media hosting site where the RSS feed of your podcast lives, I recommend [Buzzsprout.com](#). Buzzsprout will help guide you through uploading your first episode and getting it listed on all the relevant feeds: iTunes, Google Play, Stitcher, and more.

Step 7: Your Audience

- Now that you've done the hard work of creating your podcast, it's time to tell the world! You can start with social media posts for your community to see and consider writing an article about your project for a variety of outlets. Are there other organizations with a similar target audience that you could partner with?

Tip!

- Be sure to get lots of feedback from friends, family, and colleagues to ensure your materials look and feel cohesive, professional, and inviting.