

# The Ultimate Podcast Starter Blueprint For Small Businesses



*by Serena Gay, founder of  
Made4U Podcasts*

# Podcasting Magic and The Cost

## PODCASTING MAGIC

Use the power of your voice on your business podcast to stand out from a noisy marketplace and engage with your customers in a way no other marketing tool can!

Podcasting takes listeners on a journey – to YOUR website, YOUR products and YOUR services. That's the magic.

Let me show you how it works

### CONTENTS

1. Podcasting magic/The cost
2. Choose your theme/Find your voice
3. Equipment: microphones
4. Equipment: headphones
5. Equipment: audio editing software
6. What to say/How to say it
7. Recording guests remotely
8. How to publish podcasts
9. The alternative to doing it yourself!

## THE COST

It is perfectly possible to launch a podcast on a budget of around US\$ 200 or £150 - assuming you already have a laptop. But, of course, you *can* spend much more!

If you want your podcast to reflect your company values, be prepared to buy a good microphone and headphones.

Some businesses opt to pay for other services but none of them will break the bank.

Keep reading for some essential information about how to produce your own business podcast.



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## 2

# Choose Your Theme and Find Your Voice

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## CHOOSE YOUR THEME

As a business podcaster, you are most likely talking to a niche audience hungry to know about your expertise.

However, your podcast theme doesn't have to be about your business *directly*.

You might want to be a little creative and come at your theme from an unexpected, engaging angle.

Take for example:

- the luxury luggage manufacturer who podcasts about trips to exotic locations
- or
- the cookery school's podcast which interviews amateur bakers who feature in a very popular TV series about their experiences on set.

## FIND YOUR VOICE

Most people hate the sound of their own voice! The truth is that the vast majority of voices sound great on a podcast.

Just remember, if you're excited about your subject, you can't fail to communicate that in the way you talk.

People need to hear what you're saying so speaking clearly is essential.

If you mess up, you can always simply repeat a sentence during the recording process and edit out the mistake later.

And you can hire a professional presenter if you prefer someone else to present your podcast.





### 3

## Equipment: Microphones

### For use with your laptop

We recommend the Samson Q2U. It plugs into your computer, is durable and reliable and great value. Expect to pay around US\$80 or £60.00



### For use with your iphone

We recommend the Rode SC6-L Mobile Interview Kit. It's a tiny package you can carry around in your pocket. It's not cheap but it produces good audio and can be used for interviews. Expect to pay around US\$200 or £200.00



### For use on location or with more than one interviewee

We recommend the Zoom H6. Pricier than the above but superbly versatile. Expect to pay around US\$330 or £302.00



Prices correct in Sept. 2020



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## 4

# Equipment: Headphones

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Once you use a pair of good headphones you will realise how they help you hear noises you would otherwise miss - which can make editing your recording a nightmare.

We recommend closed-back headphones (like those pictured) so the microphone doesn't pick up sound coming from the headphones, known as audio bleeding.

Either of the two featured are a great choice. Both cost under \$80/£60.

Top:

Audio Technica ATH-M30x

Bottom:

Shure SRH 440

Prices correct in Sept. 2020



## 5

# Equipment: Audio Editing Software

## DO YOU REALLY NEED TO AUDIO EDIT?

Yes, you do. You don't need a PhD in audio engineering but you need to take a few simple steps to remove mistakes and improve audio quality.

There are some great choices to help you here .

Put aside some time to learn this new but massively rewarding skill. You *can* also outsource this work if time is limited.

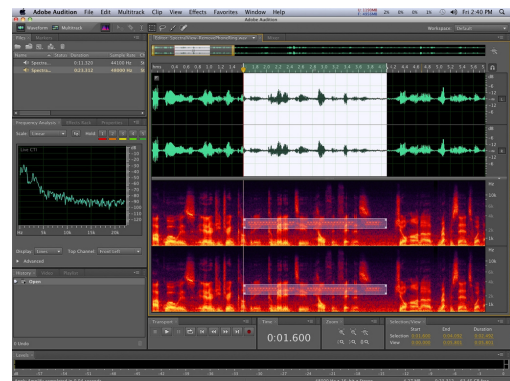
Free software:

Audacity - used and loved by many



Subscription software:

Adobe Audition - used and loved by Made4U Podcasts (about \$20 or £20 a month on an annual plan)



Don't be discouraged by the complicated-looking graphics of an audio editor.

It's just a matter of learning the technology. Once you've got the hang of it you'll find it's pretty straightforward!

Made4U Podcasts teaches 1-to-1 online courses in audio editing - or you can access plenty of good online videos.



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# 6

## What To Say and How To Say It

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### WHAT TO SAY?

Planning content for your podcast is like planning content for your blog, email newsletters or even social media posts.

First, find a structure for your podcast and then decide on the format. (*Look across to "How to say it" for examples of both.*)

Finally, plan to entertain and engage your audience with irresistible content, for example:

- The story of your company and how it achieved success
- Problem solving sessions
- Interviews with influential personalities
- A quiz

### HOW TO SAY IT

Choose your podcast structure:

- A solo show with a single presenter
- An interview with one or more guests
- A group discussion or debate
- Non-fictional story telling
- Teaching information
- A mixture of the above

Next, choose a format - like this suggestion for a 1-to-1 interview podcast:

- Music
- Podcast introduction (same each week)
- Guest introduction
- Interview
- Closing remarks + Call to Action
- Music

Serena at [Made4U Podcasts](#) can help you plan and launch the perfect podcast for your business if you are stuck for ideas.



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# 7

## Recording Guests Remotely

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### INTERVIEWS DON'T HAVE TO BE FACE TO FACE

When you want to record an interview guest and they are miles away, there are some great ways to capture good audio quality and great interviews.

In fact, there are a bunch of apps you can use for next to nothing or completely free such as Squadcast, Zencast and Cleanfeed.net.

Stick to apps like these rather than using Zoom or Skype where the audio quality can be unreliable.

### HOW DOES REMOTE RECORDING WORK?

It works incredibly easily and efficiently. All you and your guest need are laptops with reliable Wi-Fi connections.

Your guest probably does not have their own microphone, but most laptop mics are up to the remote recording job, using our suggested apps on the left.

Your guest **DOES** need to wear a set of earbuds otherwise you will get echo in your headphones.

The app will walk you through how to record an interview. Just don't forget to press record!





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## 8

# How To Publish Podcasts

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## PODCAST HOSTING

You can publish your podcast on a hosting platform, for example -

- Buzzsprout
- Podbean
- Blubrry
- Libsyn

Made4U podcasts uses Buzzsprout.

Every new episode you upload onto the platform is automatically sent to all the top podcast players such as Apple Podcasts, Google, Stitcher and Spotify as well as Amazon's Alexa. This saves you a huge amount of work with each fresh new episode you produce.

The hosting platforms provides other services too such as links to your podcast that you can use on your website or on social media posts.

They also provide data about the number of downloads you receive and where they come from.

## WATCH OUT FOR...

Not all platforms offer the same features. With some, there is a free option but this is not ideal for business podcasters.

Business podcast makers need their podcasts to stay permanently available rather than just for the 90 days provided by the free service. They also won't want ads imposed on their podcasts which can be the case with free options.

Read Terms and Conditions and compare offers. The costs involved are not huge - around US\$ 11 or £9 a month.

Leave about three weeks to register your podcast! Each podcast player takes time to onboard a brand new podcast.



## The Alternative to Doing it Yourself!

### MADE4U PODCASTS

As the name suggests, we produce and launch business podcasts for our clients.

Made4U Podcasts offers a full production service from concept to publication.

It was founded by BBC-trained broadcaster Serena Gay.

You're welcome to contact us no matter where you are in the world to discuss how we can help make your exciting podcast plans into reality!

[serena@made4u-podcasts.co.uk](mailto:serena@made4u-podcasts.co.uk)

[www.made4u-podcasts.co.uk](http://www.made4u-podcasts.co.uk)

### OUR SERVICES

Why not enjoy all the fun of podcasting and leave the hard work of the time-consuming parts to us?

We can help you with:

Audio Editing

Mixing and Mastering the final edit

Producing the regular podcast intro

Uploading the podcast to the podcast host

Producing promotional tools for social media posts

Of course, we can launch and produce your podcast lock, stock and barrel too!



*Let's talk! Serena*