

The Podcast Cheat Sheet

by Pat Flynn



Contents

A Podcast Changed My Life	2
5 Reasons Why Should You Start a Podcast	3
The Essentials: Defining Your Podcast	6
Planning Your First Podcast Episodes	8
Podcast Checklist	12

Introduction

In 2008, I listened to my first podcast ever. It was called [Internet Business Mastery](#) and it was hosted by Jeremy Frandsen and Jason Van Orden. Little did I know that a single episode of that podcast would change my life forever. [Full Disclosure: As an affiliate, I receive compensation if you purchase through this link.]

You see, at the time, I was just laid off from my position at the architecture firm, a job that I absolutely loved. Internet Business Mastery helped me realize I could possibly start a business of my own. Specifically, I heard Jeremy and Jason interview a guest who was making six figures by helping people pass the Project Management Exam. This is where I got the idea to create a similar resource, but for an exam that I took as an architect called the LEED exam.

Within a year, that resource, [InTheLeed.com](#) (now [GreenExamAcademy.com](#)) grossed over \$200k, and changed my life forever. I owe so much to Jeremy and Jason. If it wasn't for their podcast, I would've never had the idea to start my own business.

That's the reason why I always knew I wanted to start a podcast of my own. After a successful start to my LEED exam business, I created a resource called [Smart Passive Income](#) to help others, through my own experiences, learn how to navigate the online business space—a space that

was originally unknown to me. A podcast was going to be one of the primary ways I would share that information.

Unfortunately, after buying podcasting equipment in late 2008, I was so afraid to get behind the microphone and publish my podcast that my first episode didn't come out until July 2010—a year and a half later.

Now that I've been podcasting for almost a decade, I only wish I had started sooner. So many amazing things have happened as a result of starting my show, and it's the number one way that people find out about me and my brand.

This podcast cheat sheet is meant to help you through a lot of what you need to know before you begin your show, including stuff I wish I had known before I started. Let me first share the benefits of starting a podcast, and then we'll go over some exercises to help you define your show and the content you'll be podcasting about. You'll also see a checklist of all of the steps required to get your show up and running from the ground up.

If you're looking to start a podcast of your own, I'm here to help, and this is where you should start.

5 Reasons You Should START A PODCAST

1. Stand out in a competitive space.

Everyone has a blog. But not everyone has a podcast. Not even close. In the increasingly competitive world of online business, finding those pockets of potential growth is huge. Podcasting is one of those pockets where your business can truly stand out.

The number of podcasts are growing, but there are still many, many millions more blogs out there. Let's take a quick look at the numbers:

PODCASTS VS. BLOGS

- **200,000** active podcasts / **19 million** active blogs
- **98 million** people listening to podcasts / **409 million** people view more than **23.7 billion** pages each month (WordPress.com only)

PODCAST GROWTH

- **23%** podcast listenership growth between 2015 and 2016

- **75%** monthly podcast listening increase since 2013
- **36%** of the worldwide population is listening to podcasts

Sources: HubSpot State of Inbound 2016;
WordPress.com/activity

Imagine reading a blog post for 30 minutes. Hard to picture, right? That's because it's not really happening. But with a podcast, people are spending time with you, binge listening to episodes while they're at the gym or commuting to work.

About 86 percent of U.S. workers commuted to work by automobile in 2013; 3 out of 4 commuters drove alone. (Source: U.S. Census Bureau)

That's time for your brand to make a difference.

2. Create strong relationships with your audience.

Some of my favorite podcasts are those where I feel like I am a fly on the wall listening in on a conversation—and I'm just lucky to even be in the room! That's one of the unique qualities of podcasts that's really hard to replicate: the feeling of being there, in the room, almost part of the conversation yourself. You don't get that with a blog post.

I've gone to conferences and have met listeners of my podcast who I've never met in person before and they immediately start talking to me like we've been friends for years. It's amazing and endearing simultaneously. That's the kind of scaling that a podcast can do on an intimate, relationship-building level.

3. Gain exposure and growth for your business.

As I mentioned at the top, podcasting has been the number one way I've been able to grow my business. Since July 2010 when I launched it, The Smart Passive Income Podcast has surpassed 37,000,000 downloads.

Since that time, I've created other podcasts, including the AskPat podcast, the FoodTruckr podcast, and the 1-Day

Business Breakthrough podcast with Chris Ducker. Add all of that up, and that's over 50 million downloads. And it just started with one episode. That's it.

It doesn't matter if you are just starting your podcast from scratch. Podcasting is a great way to get exposure, and if you already have a brand, it's a great way to power up your brand and take it to the next level.

4. Connect with influencers.

I've met so many amazing people over the years on my podcasts. Each and every one of them has brought something unique to the podcast, and I've learned so much from them. Their influence on me—as an entrepreneur, a business owner, and a human—will be long-lasting.

Whatever your niche is, there are influencers—people who are making waves in the industry, people to learn from, people that you want on your podcast.

If you have a podcast, you have an amazing excuse to get these influencers on your show! Once you get some influencers on your show (and you won't be able to get all of them, but it can never hurt to ask!), you'll start developing real relationships, which often has the potential of blossoming into other business opportunities, which is always exciting.

5. Grow as a person.

One of the most important reasons for you to start a podcast is that it—the podcast, the process, the learning, the meeting new people—will help you grow as a person.

I've become better skilled as a speaker, and the podcast was the first stepping stone to help me conquer my fear of public speaking. I've become more confident as a leader and an entrepreneur. I've grown in terms of my knowledge and expertise thanks to the countless of amazing influencers I've connected with over the course of the podcast.

I've grown immensely as a person since starting the Smart Passive Income podcast, and you can too.



The Essentials:

DEFINING YOUR PODCAST

Use the following pages to help you nail down specific details of your show that you need to know before you begin your podcast.

1. What will your podcast be about? Try to describe it in one sentence.

2. It's always best to become familiar with other podcasters who are in the same space that you're in. Open up iTunes and find the category that your podcast best fits into, and list ten other podcasts that seem to align with what yours will be about. These are podcasts you could potentially partner with as a guest (or invite the host as a guest for your own podcast).

List those ten podcasts here:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

3. Using the list on the previous page as a starting point, take some time to think about what makes your podcast unique and different from the rest. The fact that you are the one hosting it makes it different, but what else? If you're having trouble coming up with something, consider someone asking you this:

“Why should I listen to your show?”

Write down what will make your podcast unique and different here:



Planning Your First **PODCAST EPISODES**

I once got to a point in my podcasting career where, whenever I published a new episode, I dreaded the next week because I knew I had to come up with another episode. Back then, I was starting from scratch each and every week. I felt so much pressure that I nearly gave up podcasting altogether.

Fast-forward a handful of years, as you all know, I'm still going. But I wouldn't have been able to keep it up without smart, strategic podcast planning.

I recommend starting smart and planning ahead of schedule, at least three to four weeks in advance. For some podcast concepts, like ones related to current news, it's a little bit harder to plan ahead. But it can still be done; just in a shorter time frame.

In the section to the right, try to plan out your first ten episode topics. Don't worry about the titles of the episodes for now. Just come up with the concepts, the guest(s) you might have on the show (if it makes sense to have a guest in that episode), and any other notes that come to mind.

Doing this exercise will give you a clear roadmap from the beginning, which gives you a better shot at not falling behind. As you move forward, I recommend checking in with yourself and your editorial calendar each month to keep the momentum going.

Episode Planning

EPISODE 1:

It's a good idea to use episode one, or at least a part of it, to introduce yourself and the show to new listeners. Make sure to give people an idea of why they should subscribe, and what they have to look forward to.

Concept:

Guest (optional):

Notes:

EPISODE 2:

Concept:

Guest (optional):

Notes:

EPISODE 3:

Concept:

Guest (optional):

Notes:

EPISODE 4:

Concept:

Guest (optional):

Notes:

EPISODE 5:

Concept:

Guest (optional):

Notes:

EPISODE 6:

Concept:

Guest (optional):

Notes:

EPISODE 7:

Concept:

Guest (optional):

Notes:

EPISODE 8:

Concept:

Guest (optional):

Notes:

EPISODE 9:

Concept:

Guest (optional):

Notes:

EPISODE 10:

Concept:

Guest (optional):

Notes:



Podcast CHECKLIST

This podcast checklist is a handy companion to my comprehensive podcasting tutorial at PodcastingTutorial.com. It will guide you through each and every essential step along the path toward creating your first podcast.

The One Thing You Must Do Before You Start Podcasting

Commit. Remember, results take time. Promise yourself the following:

- I'm going to stick with this for at least one year.
- I'm going to enjoy the process—even the hard parts.

Five Things You Should Prepare Before You Begin Recording

- Your podcast's title
- Your host/talent name
- Your podcast's subtitle

- Your podcast's summary/description
- Your podcast's artwork (1400 x 1400 pixels minimum, 3000 x 3000 pixels maximum; RGB colorspace)

Video #1: Podcasting Equipment and Software

- Buy the best microphone you can afford (I recommend the [ATR2100](#))
- Buy microphone accessories ([pop filter](#), [shock mount](#), [microphone stand](#))
- Install your editing software ([Audacity](#) or [GarageBand](#))
- Install Skype (for podcast interviews)
- Install your Skype recorder ([Ecam Call Recorder for iOS](#), [Pamela for Skype for PC](#))

Video #2: My Top Ten Recording Tips

- Be consistent with where your mouth is in relation to the microphone
- Don't go into "red" with your sound levels (but be as close to red as possible!)
- Make your show length as long as it needs be (and be consistent with it)
- Include an introduction that explains what your show is about
- Provide a call to action in your outro (the end of your show)
- Direct people from your podcast to your blog (e.g., in your show notes!)
- Break up your show into segments (think of it like chapters in a book)
- Minimize the fluff (focus mostly on the relevant content for your episode)
- Don't edit too much
- Have fun!

Video #3: Exporting and Tagging Your MP3 Files

- Export your podcast episode as a MP3 file
- Create a folder for each episode of your show
- Tag your file with ID3 tags (title, author podcast, release date, composer, genre, year)
- Use **Auphonic** to level out and clean up your audio files (optional)

Video #4: Web and Media Hosting

- Purchase your website domain
- Set up hosting for your website (I recommend Bluehost)
- Install WordPress and choose a suitable WordPress theme (I recommend the **SPI Pro Theme**)
- Host your podcast media files on a server *outside* of your own website's service (I recommend Libsyn or Buzzsprout)
- Upload your MP3 file to your media host

Video #5: Setting Up Your Feed and Publishing Your First Episode

- Grab embed code for media player from your podcast host (Libsyn or BuzzSprout)
- Create new blog post (summary of post, show notes, links you mention, resources, etc.) in WordPress for each new episode
- Add audio player with episode to top of blog post (I recommend the [Smart Podcast Player](#))

Video #6: Submitting Your Feed to iTunes and Other Directories

- Prepare three episodes of your show before you submit it to iTunes
- Submit your podcast feed (from your podcast host) to iTunes
- Submit your podcast to Stitcher, Google Play, and any other directories

And you're off! Your podcast is live! You should be proud of yourself. This Podcast Cheat Sheet is an integral step in planning your podcast.

Happy podcasting!

A handwritten signature in black ink, appearing to read 'Pat' followed by a stylized flourish.

Pat