

# THE 4 THINGS NEEDED TO START A PODCAST

WRITTEN BY DAVE COUTO  
BRIGHTVOXAUDIO.COM



# HI THERE

If you're here you are obviously curious about what it takes to start a podcast.

A lot of online advice can make it sound complicated, expensive, and demanding and I'm here to help

I'm Dave owner and editor at Bright Vox Audio, a podcast editing company.

Also a podcaster with Sleepy Time Tales. A weekly podcast where I literally bore people to sleep. I started Sleepy Time Tales with a practically zero budget and I've had it going since 2019 and I've never missed an episode.

So stick with me as I run you through some of the basic needs to get your podcast started

I want to demystify the process, so the plan is to keep this very simple, and if you have any questions please send a mail to [dave@brightvoxaudio.com](mailto:dave@brightvoxaudio.com) if you need more specifics.



# DAVE



# WHAT ARE THE 4 THINGS NEEDED TO START A PODCAST?

## 1) A PASSION

What is your reason to start a podcast? Are planning on a quick buck or additional income stream? If you're after a quick buck you may want to rethink your plans. There are hundreds of thousands of active podcasts and only a tiny fraction of them make money.



It is possible to generate some cashflow from loyal supporters, but for most this will simply cover some costs. Or you can be using to promote another business, but actual podcast income is rare.

**The best reason to start a podcast is because there is something that you are passionate about and that you're excited to talk about.**

## **2) A WAY TO RECORD**

**You may be advised that you ‘have’ to use certain, expensive, equipment to record a podcast, but this simply isn’t true.**

**It is true that even a small investment in a decent mic will make your life easier in terms of making a quality podcast and sending that out to the world, but you can do so on a very reasonable budget.**

**One of the standard recommendations for a podcast mic you will see a lot is a Samson Q2U. A \$60 microphone that plugs directly into any computer USB port, or even a phone with the right adapters. And this will keep you going for years.**



**And, while a low-quality show may slow or prevent your audience growing, if you’re doing it for the passion (see point 1 above) then you can start your show with whatever you have available.**

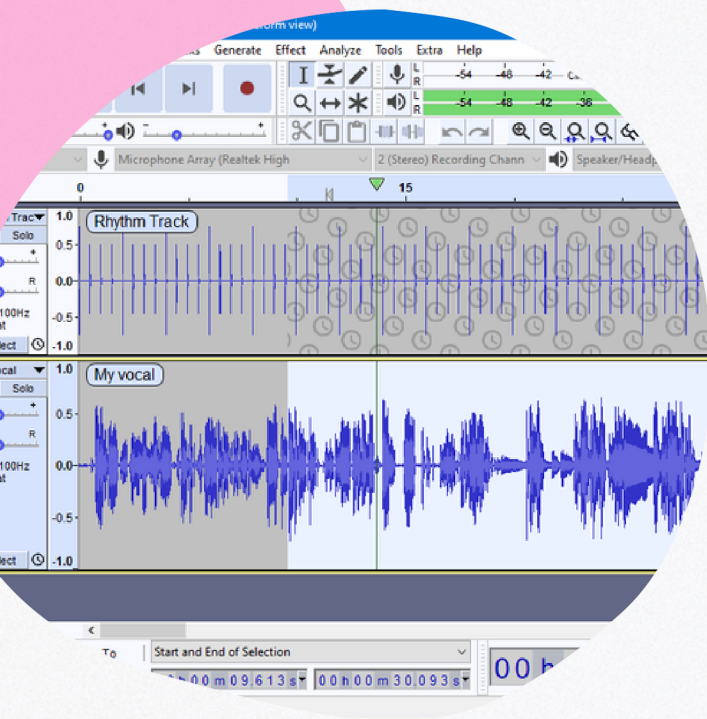
**If you have a headset for office Zoom calls, or even simply a phone with a voice recording app, you can get started. Start your show cheap so that you can see if you have the energy to keep it up. Most shows fade between episode 4 and 8. You wouldn’t want to ‘invest’ in a whole setup that then collects dust within a month or two.**

### **3) A WAY TO EDIT**

Many podcasts don't edit. And if this is the direction your passion is taking you that's valid. But a show that sounds rough may struggle to keep people listening, or get listeners to come back.

And while Bright Vox Audio is a podcast editing company, we will be honest and tell you that it doesn't take much to add a bit of polish yourself to put out a show that will stand out among other indie podcasts.

**Most people start with Audacity a completely free audio recording and editing program. It is a very capable piece of recording software with handy features to edit and polish your audio.**



**Then, if you like, you can move on to more flexible commercial software like Reaper, Hindenburg or Audition.**

## **4) A WAY TO SHARE**

**This is where it can start to get confusing, now you need to look for a host for your show. And not the charming and debonair person who is going to be presenting the podcast, that's you. 😊**

**A Host is a company that will store your podcast files and serve them to listeners via a service called RSS.**

**If you've ever wondered how a podcast gets into Apple Podcasts, Spotify, Pandora, Google Podcasts or any of the hundreds of possible podcast apps or directories, it is done via RSS.**

**Every podcast has an RSS feed which the podcast directories are linked to. Then when a podcaster, or producer, uploads the audio file to their host those directories will see the new file when they scan the feeds and serve the file to the podcast app on the listener's phone.\***

**\* This is extremely simplified. Apologies to any more tech savvy people who probably have a headache right now.**

## **CHOOSING A HOST**

So how do you find a suitable host? If you simply Google 'podcast host' you will find many options, and the majority of them are perfectly serviceable. They will store your files and serve them via RSS.

### **FREE VS PAID**

There are free services like Anchor and RedCircle as well as paid services like Libsyn, Spreaker, Captivate and many others.

We lean towards a paid host. The reason for this is that if you're not paying for the service, then you are the product not the customer. Your data may be getting tracked, resold or shared in ways you may not like, or your content can be used in ways you don't approve.

Having said this, if you absolutely cannot afford a paid host then the free ones are a place to start.

But the way paid hosts charge can be confusing. Some provide limited uploads in terms of how long your files can be. Some limit the total amount of data uploaded in a month. Some limit the number of downloads, other don't keep your episodes up indefinitely.

It's important here to carefully consider your needs before choosing a host, although changing hosts is not a huge issue if you find yourself unexpectedly limited.

**The specifics of different hosting packages and prices can be complex, so are out of the scope of this guide.**

**So feel free to contact  
dave@brightvoxaudio.com for some help or  
guidance**



# SO ARE YOU READY?

**PODCASTING IS A GREAT HOBBY, WITH A FRIENDLY, GLOBAL COMMUNITY OF PEOPLE SHARING THEIR HOBBIES, PASSIONS AND INTERESTS.**

**BUT IT CAN SEEM A BIT INTIMIDATING AT FIRST I HOPE THIS GUIDE WILL HELP YOU TO REALISE THAT IT'S MORE ACCESSIBLE THAN YOU MAY HAVE THOUGHT.**

**AND IF YOU HAVE ANY QUESTIONS, PLEASE FEEL FREE TO GET HOLD OF ME AT MY EMAIL AND KEEP AN EYE ON OUR WEBSITE FOR MORE GUIDES AND VIDEOS TO HELP BEGINNING PODCASTERS.**

## QUESTIONS?

**[DAVE@BRIGHTVOXAUDIO.COM](mailto:dave@brightvoxaudio.com)**

**[BRIGHTVOXAUDIO.COM](http://brightvoxaudio.com)**

**[@BRIGHTVOXAUDIO](https://www.instagram.com/brightvoxaudio)**

