

PODCAST THE PAST!

(INTRODUCTORY eCOURSE)



Hello and welcome to the Introductory Podcast The Past audio course. I'm so glad that you signed up! This is the introductory version to the full Podcast The Past course, one of the very first ecourses that I'm building, which will help guide you through creating and launching a podcast in 4 weeks, with personalized coaching along the way.

This isn't the complete Podcast The Past course - that will be a full program including videos, coaching calls, workbooks and worksheets, and it will give you much more personalized and deeper instructions. But the steps aren't any different, so as we talk about this, these are the same steps that you can use whether you go on and sign up for Podcast The Past, or using me as your technology coach, or not. There's nothing different here. By the end of this training, you will know what steps you need to take exactly to set up and launch a podcast, and get it up on iTunes.

Let's start by looking at what a podcast actually is. What is a podcast? A podcast is simply a way of recording audio and syndicating it so that others can subscribe and have updated episodes, and listen as soon as you publish each one. Podcasts have been around since iTunes and iPods, but they really started to take off with the advent of smartphones and apps. Audio in general is taking off, in fact according to the American Association of Publishers, as of February 2016, audiobook sales were up 42% while the rest of eBooks have fallen a bit, or leveled off.

So podcasts, and audio are huge, and growing. Podcast listening is up 75% since 2013, and 23% since 2015.

So why should you trust me to tell you how to create and launch a podcast? My own personal story is that I started a podcast in 2009, the Renaissance English History Podcast. I am passionate about history, and ten years earlier, in 1998 I wanted to learn html to make a website, so I built a site about Colonial American History which got to be number one on Yahoo when you searched US history.

So because I am so passionate about history, I have a habit of using it as my subject when I want to teach myself something technologically related. Fast forward to 2009. I wanted to learn how to build a podcast, because it seemed like a good thing to know how to do. And so I spent a weekend teaching myself the steps to building a podcast, and by the end of the weekend I had my Renaissance English History Podcast submitted to iTunes. It's been going since then, off and on - I've had some hiatuses when I had a baby, or life got busy, but it has been a consistent platform for me to continue to explore my passion for English history, and it's been such a launchpad for me to do some amazing things.

For example, I discovered my love of Renaissance English history through the music. I fell in love with the polyphonic music of 16th century England in high school, and in 2015 I went to Cambridge to interview one of the leading musicologist experts of 16th century England in his office in this historic college that goes back hundreds of years. I've also had the chance to

interview a leading author, Alison Weir, who wrote the first book on Tudor history I ever read, *The Six Wives of Henry VIII*. I'm also leading tours to England, where we listen to choral evensong services for ten days, me and my listeners.

So my podcast has been a launchpad for me for create this business, and to interview all of these people who have been my heroes, and who I so look up to.

There are lots of reasons why you might want to have a podcast. You might want to build your brand, or have a way to communicate with your fan base in a different medium than just through email messages or a blog. You might want to have a platform to explore your own passion in history. Maybe you've written a book, and you want a new way to communicate with listeners in a different way, and reach new readers.

Maybe you can talk forever about something like French wines, or the fjords of Norway, or whatever else your particular history passion might be. Maybe gardening. Maybe pottery. Everything has a history! Whatever it is, a podcast is a way for you to share your unique talents and stories with everyone, just like a blog. **People can't read your blog when they're commuting in rush hour traffic, but they can listen to your podcast.** Having a podcast will help you not only be able to share your own talents and stories, but also connect with other listeners, who have been waiting to hear somebody talking about their own interests. I guarantee that if you have an interest, somebody else does, too. And they may have thought they were the only one. But they will be so happy to hear somebody else sharing their own passions, and suddenly have a place where they can connect with other people.

So the world is waiting for you to share your story, and one way of doing that is through a podcast. But how do you do it? How do you take your story from your head, to record it, and get it out there into the world, and have people actually subscribe to it?

There are four basic things that you need to have a podcast. There are extra things you can do to take your podcast to another level, and those are things we talk about in the Podcast The Past, but for the purposes of this guide, I'm going to tell you the four things you need to have an actual podcast.

First, you need to know what you're going to say. This is so important because you're going to be talking about your subject a lot. If you don't already want to talk about it all the time, you're going to be hard pressed to put out episode after episode about it when you've got fans waiting for the next installment. Make sure your subject is niche enough so that it will be easily discoverable by the people who want to find it, but also broad enough that you're going to be able to talk about it, episode after episode, for years, we hope. Now, there are some podcasts that are very specific, and are just for a certain time period by design. These tend to be very niche subjects that the podcaster wants to explore in depth, and also possibly ones involving current events. If that's what you want to do, that's fine. Just specify to people that it's just going

to be one season long, so they don't get their hopes up that you're going to keep putting out content year after year!

One of the key parts of podcast success is putting out regular episodes that people can count on. It doesn't really work to put up one episode, then another one 6 weeks later, then maybe another one after 3 months, followed by one a week later. I mean, you can do it, but your listeners will be frustrated. They want to know how often they can look forward to hearing from you, and they'll be expecting new episodes. You might just want to plan the first 3 or 6 months worth of episodes to get started.

The next thing you'll need is a microphone. You don't need to spend hundreds of dollars on a podcast setup, though of course you can. My first mic was a \$20 USB one I bought at Best Buy. You do need something beyond the headset that came with your phone. But how much you want to spend is up to you.

Third, you need is the software to record it. Most people with mac's use Garage Band, but I have to be honest, Garage Band confuses me. I downloaded, and learned how to use Audacity before I had a mac. Now that I have one, I've tried to use Garage Band, but I just can't seem to get it. Audacity is free open source recording software you can download for both PC and mac. I'll show you a screen grab of the very first simple things you need to do to use it.

The final thing you need is a place to host it. Essentially, a place to store the audio file you've created, and let people around the world listen to it, and subscribe.

So, a microphone. I use a Samson Meteor microphone, which I got on Amazon for \$70. It's a nice easy microphone that plugs into your USB port, and it creates great sound considering how small it is. I used to use a Blue Snowball, but then I moved to Spain, and it was just too big to travel with. The Samson Meteor is great for travel, especially when I do interviews with people in person.

I'm not going to talk forever about equipment, because I just don't know all the options. I know you can go as high end as your budget can afford. **You can even rent studio space in lots of podcast studios that are popping up.** Your sound will be as good as the radio, but it will cost money. For me, I've always felt that having great content was the most important thing in a podcast, and I'd concentrate my time and effort into creating a good show over researching and paying a ton for equipment. But with that said, if you have the budget to get the great equipment, by all means, do it.

Moving on to recording. I'm going to show you quickly how to use Audacity. I used to only know how to press record, and stop, and think that I had to do everything in one take. Then I discovered editing!

To download Audacity go to:

<https://sourceforge.net/projects/audacity/>

This is really where you're going to want to watch the video!

It's a lot easier to just watch than have me explain!

The link for Auphonic is <http://www.auphonic.com>

Finally, you need a place to **host your podcast**, and to get it out into the world. Podcast hosting is different than regular web hosting. Not only will your media take up more space, but it also has separate settings to be syndicated.

There are places where you can get really inexpensive or even free podcast hosting (acast.com is one example), but be aware that, like free web hosting, they will put ads into your podcasts, though they will let you specify where the ads go so you can plan a break in talking. You might notice some podcasts that have these mid-roll ads will work it into their script - "we're going to take a break now while and tell you about...." and then it will go to an ad.

But if you want complete control over the experience and not have any ads, similarly to hosting a blog or website, you're going to have to pay some money. I started out with [hipcast](#), which worked great for me. They take care of iTunes settings, your RSS feed, and they have plans starting at \$5/month.

Then, watch the video on how to include your audio in hipcast as an example.

So now you've recorded your audio, you've edited it, run it through auphonic, and set up a new podcast in hipcast. Yay for you! That's awesome. The next thing you're going to want to do is to submit it to as many places as possible so you can get lots and lots of listeners and fans.

The big place you want to submit it is iTunes. On the podcast page in the iTunes Store there's a link on the right side that says Submit a Podcast. You're going to click on that, and put in all of the information about your podcast, including the feed. The feed address is generated by your hosting company, like hipcast, and it will be available in the settings part of your member dashboard. So you can copy and paste the feed, add in your artwork, and they will validate that your podcast is real, and exists. Then they'll add it to their store, which will take about 2 or 3 days.

You also want to make sure it's available on all the good Android ones. Many will already have it if you've syndicated your podcast in the settings, but if not, you need to manually submit it. The top ones to submit to are:

TuneIn
Stitcher

Pocket Casts
Podbean

The submissions process for each one is a bit different, but most will need your name, your podcast name and the feed address again. You don't have to submit them all at one time. You can do it a few at a time, or one a day until you've hit them all.

As you are accepted in each store you will get a unique link to your podcast in that store - be sure to put those links up on your website so people can listen in whatever app they choose.

Also, remember to tweet, and share with your friends on Facebook! Your friends will be your first sources of listeners and fans, so make sure everyone knows about it!

Finally, ask for reviews! When you're recording your podcast, at the beginning and end, remember to ask for reviews in whatever service your listeners use. Every service like pocket casts, etc will have their own page with reviews for you. A positive review will help raise your rankings in all the services!

So those are the basic steps you need to take to have your podcast created and launched. Like I said, in Podcast The Past we're going to go over all these in more depth, plus we're going to talk about things like adding music, doing interviews over Skype or in person, creating your logo, writing good show notes, writing scripts and what to do with your transcripts, more in depth marketing strategies, and even using your podcast as a launchpad for your existing, or even new business.

I invite you to check out the full version of Podcast The Past, which is priced at \$97, and includes four weeks of videos, workbooks, worksheets, group phone calls, and one phone with me looking at your podcast and listening to it before our session, and making sure it's super awesome before you broadcast it out to the universe. Since you've signed up for the newsletter, though, I want to give you a gift of 25% off the course. So when you sign up, use the code **newsletter to save 25% off of the course**. There's a link to click here to learn more and register so if you found this useful, and want to dive deeper and go more in depth please check that out.

Finally, make sure that you've downloaded the workbook and worksheets here so that you can fill them in and plan your own awesome podcast launch! I'm so excited to listen to what you're doing! Please check out the Englandcast Facebook page, and write a message with your awesome podcast, or tweet me @teysko, and let me know what you're creating! I can't wait to hear from each one of you, and thank you so much for taking this course with me! I'll talk with you very soon!

List of Resources:



Samson Meteor Microphone ([affiliate link](#))



Blue Snowball ([affiliate link](#))

Hosting Companies

Hipcast.com

aCast.com

Those are the two I've worked with and can recommend. You can also obviously search and find hundreds more, but I know both of those, and they're both great.

Editing

Download [Audacity](#)

[Auphonic.com](#) for post production processing

Submitting to iTunes:

<https://itunespartner.apple.com/podcasts/>

Tunein: <http://tunein.com/>

Stitcher: <http://www.stitcher.com/>

PocketCasts: <http://www.pocketcasts.com/submit>

Podbean:

<http://support.podbean.com/customer/en/portal/articles/1969705-podbean-%7C-how-can-i-submit-my-podcast-to-podbean%E2%80%99s-directory-and-apps->