

8 Tips to Develop a Top- Notch Podcast



Evidence suggests that podcast listeners are 45% more likely to have an income of \$250,000 or higher.

– musicoomph.com

PODCAST

The 7 Bare Necessities of Podcasting

1. Themes

Before you start recording, decide on a theme or topics that your show will be covering. For inspiration, take a look at our podcast ideas below.

2. Naming your podcast

Next, think about what you're going to call your series. The name should be memorable and give people a taste of what they can expect to hear from your episodes.

3. Formatting

Plan ahead. Think about how you want to structure your first four episodes, what your ideal duration is and how often you're going to be uploading. This will allow you to tell if your idea is workable.

4. Equipment

All you really need is a microphone, a set of headphones and a laptop. We highly recommend using an external, USB mic that you can easily connect to your laptop. For clean, clear and professional audio, we often opt for the [Razer Seiren Elite Microphone](#).

5. Record, Edit & Download

We suggest that you record your first few episodes on easy-to-use software that have dual recording and editing capabilities. You can produce your final piece of work as you go along. Start by checking out [Audacity](#), [GarageBand](#), [Alitu](#) and [Soundtrap](#).

6. Hosting & Syndicating

When your first episode is edited, upload it to an online hosting platform. Some popular and pocket-friendly platforms are: [Buzzsprout](#), [Anchor](#) & [Podbean](#). With your first episode, add descriptions about your podcast, cover image and title. This information is stored in your RSS feed.

7. Distribution

Submit your show's RSS Feed URL to each podcast directory, like [iTunes](#), [Spotify](#) and [Soundcloud](#). Certain hosting platforms like [Anchor](#) handle this aspect for you. Most platforms take anywhere between a couple of days to weeks before they list your show.

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01

High-Quality Artwork

iTunes currently hosts over 1,000,000 podcasts. To stand out in this increasingly popular space, you should create eye-catching designs for your cover art that represent the overall feel of your show and heightens curiosity. Hire a freelance designer from sites like [Upwork](#) or [Fiverr](#). Remember to check directories like [Spotify](#) and [Stitcher](#) for their artwork specifications.

02

Other Podcasters

Consider cross-promoting each podcast episode with different podcasters from all over the world. Record your conversation in Skype or Zoom. Convert the M4A or MP4 files to MP3s. Alternatively, use call recorder apps like [Zencastr](#) or [CleanFeed](#) to record split tracks for a smoother editing process.

03

Music

Adding a pleasant tune to the intro and outro of your podcast episodes will put listeners in a positive and receptive mood. Use license-free music from sites like [Purple Planet](#) or [Bensound](#) or look to your local musicians for an original and fresh sound.

04

Advanced Editing

Mistakes happen. To fix bad audio quality or to equalize uneven sound levels, look for call recorder apps like the two above, to mix and master your audio. Their software allows you to filter unnecessary noise, refine the audio and balance sound levels between tracks. For extremely advanced editing, seek help from a sound engineer or professional.

05

Search Engine Optimization

When writing your descriptions and titles, use websites like [Wordtracker](#) to research which keywords have high search volumes and get more buzz on social media. Align your language to include these phrases or words to ensure that more people come across your podcast.

06

Multiple Platforms

Publish your podcasts on as many directories as possible. Create a [Linktree](#) account and list the many places your show is hosted. Upload the Linktree URL on all your social media pages. This will allow you to gain more listeners over time. For the same effect, you could also create a special landing page on your website with multiple links.

07

Analytics

Most podcast streaming services provide analytic tools to collect data about your content, your listeners and what they like. Constantly refer to those statistics to get an idea of what works best and improve the standard of your programme.

08

Video

Film your podcast recording sessions, upload it to Youtube and gain more listeners there. You could also cut video snippets of the most entertaining moments, post them on social media sites like Facebook, Instagram & Twitter – include URLs in these post descriptions to direct more people to your podcasts.

Play around & get recording!

Interview different people about their experiences

E.g. Discuss historical events & Invite elderly people to share their personal accounts

Teach specific groups of people life skills

E.g. Educate young people who've just started university about how to manage their finances

Share folktales from various cultures

E.g. Invite skeptics and believers to discuss supernatural stories from different parts of the world

Create family-oriented content

E.g. Release storybook readings with sound effects, for little kids and parents to enjoy together

Relate your professional area of expertise to pop culture

E.g. Using psychology to analyze the most popular TV characters

Start a Book Club

E.g. Select a book to discuss each week and invite your audience to call-in and text-in their comments and views

Help people to relax

E.g. Each week you playact an original ASMR scenario

Document your personal growth

E.g. Walk your audience through the learning journey for a new skill every month such as gardening, salsa dancing, learning Japanese etc.

Ready to take your audience engagement to the next level?

Get in touch with us today.



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