

SO YOU WANT TO START A PODCAST

Finding Your Voice, Telling Your Story, and Building a Community That Will Listen

KRISTEN MEINZER

KRISTEN MEINZER is a podcast host and producer for Slate's sister company, Panoply. She has hosted several podcasts including Sticher's *By the Book*, CNN's *Decades of Movies*, and WNYC's *Movie Date*, with more than ten million listeners. Kristen Meinzer has also produced award-winning podcasts including *Happier with Gretchen Rubin* and *Movie Therapy*. Her work has been featured in *Time* magazine, *Forbes*, *Buzzfeed*, and the *Washington Post* who named her as "one of the 22 most influential women in podcasting". She is a graduate of City University of New York - Brooklyn College, New York University, and the University of Minnesota.

The author's website is at: www.kristenmeinzer.com.

ISBN 978-1-77687-042-4

MAIN IDEA

So you want to start a podcast? There are seven steps involved to doing this well:



| | |
|---|--|
| 1 | DREAM IT – Know why you're podcasting |
| 2 | WRITE IT – Create your ideal podcast format |
| 3 | HOST IT – Decide on your dream host lineup |
| 4 | CAST IT – Get the guests your podcast needs |
| 5 | MAKE IT – Have the right equipment |
| 6 | SHARE IT – Create your release schedule |
| 7 | GROW IT – Build your podcast listeners |

| | |
|---|---|
| 1 | DREAM IT – Know why |
| 2 | WRITE IT – Create your format |
| 3 | HOST IT – Decide on your lineup |
| 4 | CAST IT – Get the guests you need |
| 5 | MAKE IT – Have the right equipment |
| 6 | SHARE IT – Create a release schedule |
| 7 | GROW IT – Build your podcast listeners |

"First and foremost, I'm a podcast host. I've hosted three successful podcasts in the past ten years, the audiences of which exceed ten million. While hosting might be what I'm best known for, I'm also a podcast producer. I've produced live, daily, national news shows. I've produced podcasts about food and entrepreneurship and music and parenting and mental health. I've taught classes on audio production at such respected institutions as Columbia University. I've appeared as a commentator on the BBC, CBC, and dozens of other shows and outlets, large and small. Between all my media and conference appearances, many millions of people have heard and seen me speak. I'm qualified. And more important: I'm here to help."

– Kristen Meinzer

Step #1 – DREAM IT – Know why you're podcasting Page 2

Starting a podcast because "everyone else is doing it" is not a good enough reason. Clarify what your show will be about first, and how much love you have to give.

Step #2 – WRITE IT – Create your ideal podcast format Page 3

Podcasts can take an infinite number of formats. Decide on a format that makes sense for you, and start scripting what's going to happen. Start with a strong podcast title.

Step #3 – HOST IT – Decide on your dream host lineup. Page 4

Figure out who will host your podcast, and whether a co-host will add some desirable dynamics. Above all else have hosts who use their natural voices, and don't try to imitate.

Step #4 – CAST IT – Get the guests your podcast needs. Page 5

Guests can add some real zing to your podcast. Make it easy for the right people to agree to appear by becoming a first-rate producer yourself. Know what you're doing here.

Step #5 – MAKE IT – Have the right equipment Page 6

Know the equipment you will actually need, not what suppliers are trying to sell you. Understand how to use music and clips to add polish to your podcast.

Step #6 – SHARE IT – Create your release schedule Page 7

Make it feasible for people to become fans by having your podcast programmed well in advance. That way you can create catchy episode titles, great show art, and much more.

Step #7 – GROW IT – Build your podcast listeners Page 8

Once you have a podcast, promote it in savvy ways. Get the word out by building a community of listeners. Embrace your identity as a podcaster and thrive.