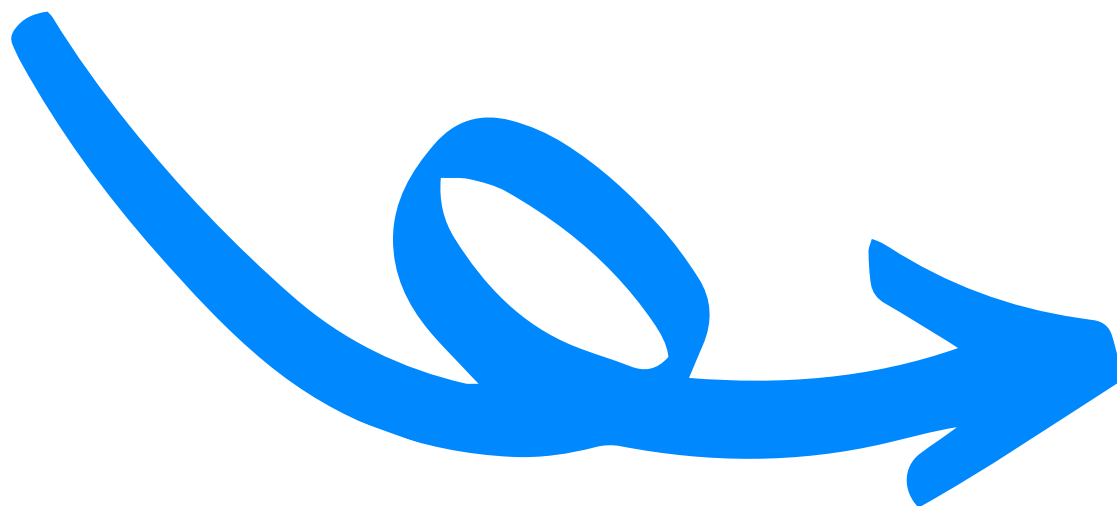
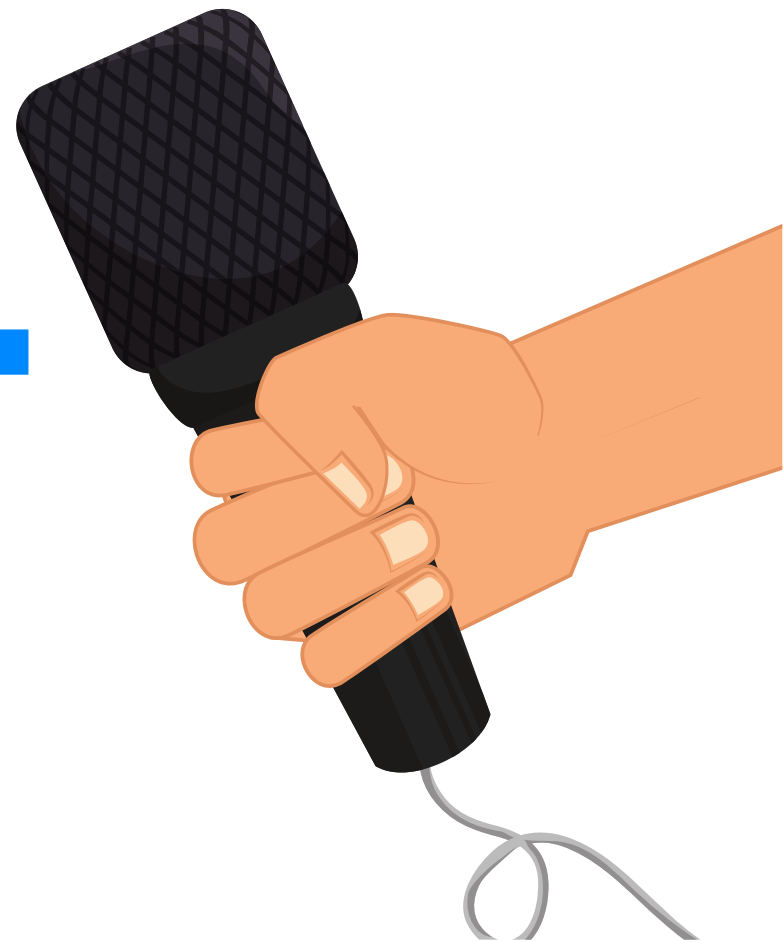


# HOW TO START A PODCAST

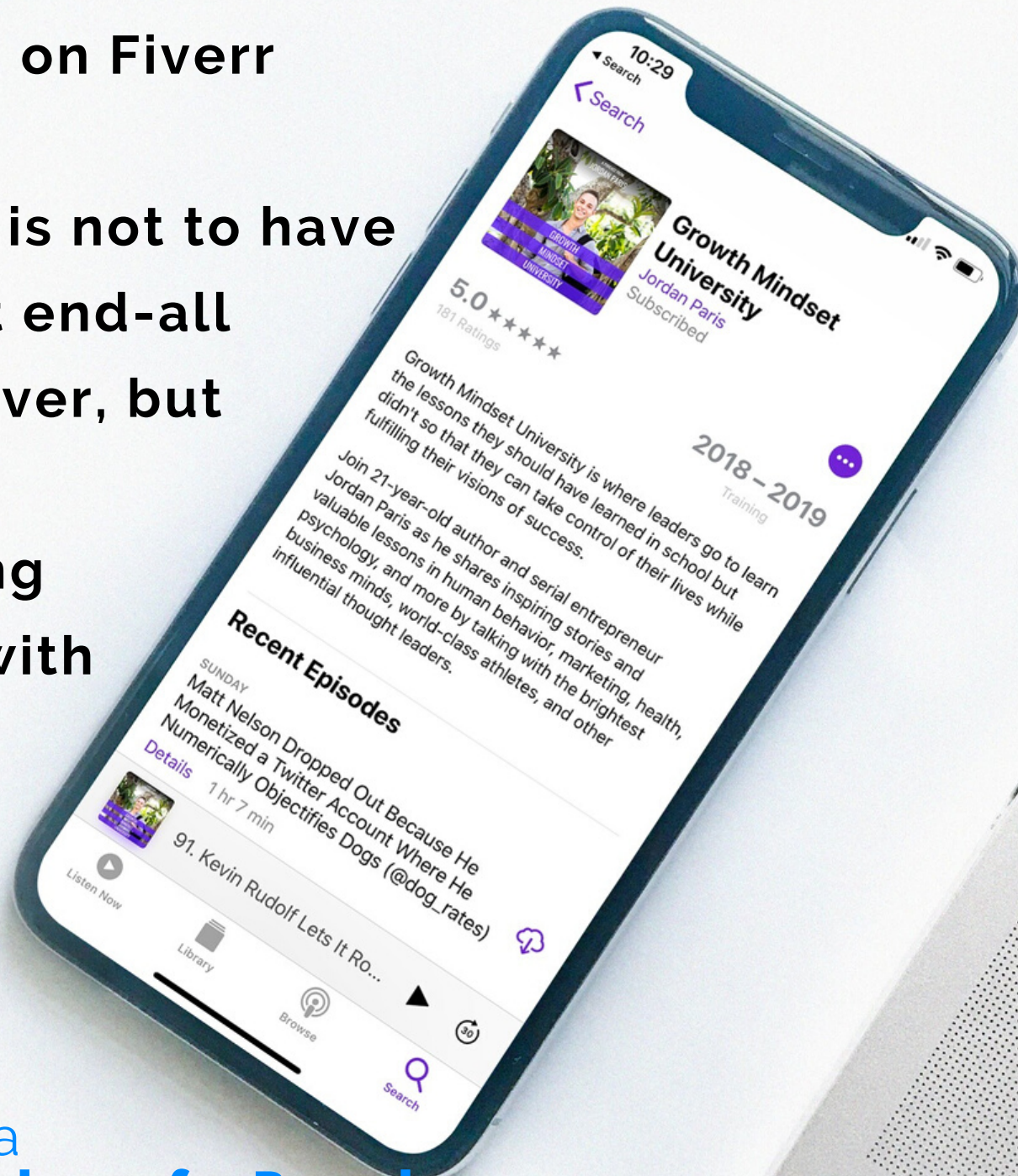
**The Basics**



# BRANDING

Create the cover art in Canva, Photoshop, hire a pro, or hire someone on Fiverr

The idea is not to have a perfect end-all be-all cover, but we need something to start with



# HOSTING

**\$15/month: Simplecast (preferred)**

**Free: Anchor**



# REMOTE RECORDING

**SquadCast** - Records in lossless WAV, separate tracks recorded locally for each guest which results in impeccable audio quality, backups

**Why not Zoom?** It's great for meetings and conferences, not podcasts. The audio recording quality is noticeably poor.

**Why not Zencastr?** It's a step above Zoom, but can be chintzy and full of bugs



# REMOTE RECORDING HARDWARE

**Blue Yeti USB Microphone**

**Apple headphones w/ 3.5 mm plug**



# IN-PERSON RECORDING HARDWARE

Enroll in the free podcasting course at [JordanParis.com/course](https://JordanParis.com/course) and navigate to the "Tools and Technology" section for more details on this setup



# GUEST OUTREACH AND SCHEDULING

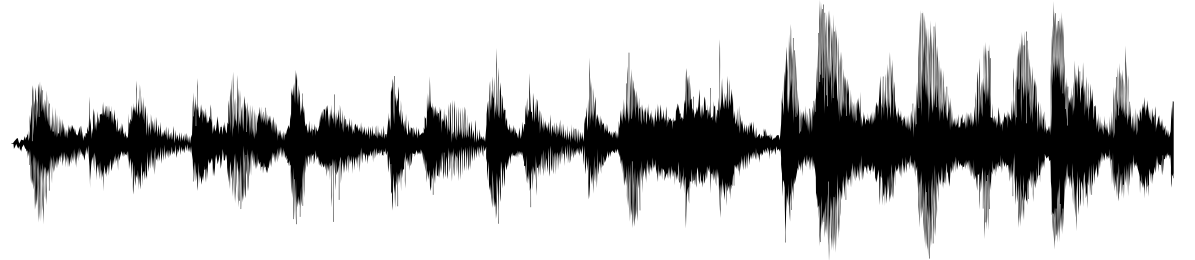
**Hunter.io** - Find anyone's email address

**RocketReach.co** - If Hunter.io falters, Rocket Reach will do the trick

**Boomerang for Gmail** - A tool to help you remember to follow up

**Calendly** - Schedule podcasts without the unnecessary back-and-forth emails

# EDITING



**Adobe Audition** - Comprehensive, paid audio editing software

**Audacity** - Basic, free audio recording and editing software

**Auphonic.com** - Automatic post-production





# GO!

Don't stress about the concept and all the little details at first.

**Just start!**

Grow as you go!

**Growth Mindset University** was a completely different podcast at episode #1 than it is now at #175.

Know you can pivot whenever, and **just start** now.



# THE PODCAST PLAYBOOK

Don't forget to pick up a copy of [The Podcast Playbook](#) on Amazon for the The Winning Game Plan to Build an Audience and Make Money as a Podcaster



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